

McDonald's Malaysia



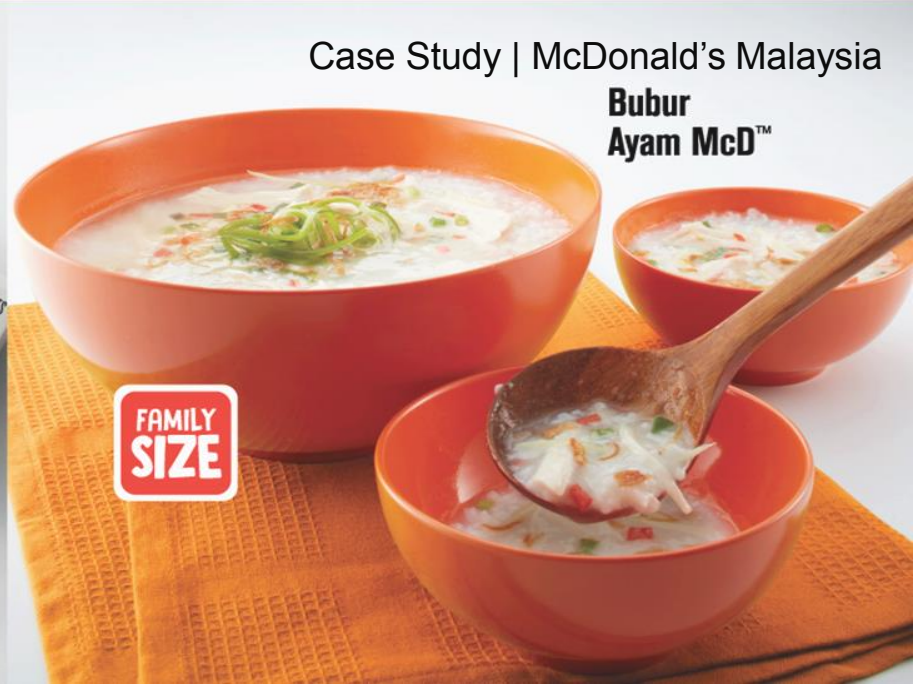
Lightbox Ad Is Everywhere

McDonald's Malaysia is one of the brands using our new ad format: **Responsive lightbox** to run their ad campaign. By using this ad unit, McDonald's Malaysia could run multi-screen campaigns effortlessly as the ad is responsive from desktop to mobile.

About McDonald's Malaysia

McDonald's is the world's leading fast food restaurant chain with more than 34,000 restaurants worldwide in over 100 countries. In Malaysia, McDonald's serves over 13 million customers a month in more than 250 restaurants nationwide. McDonald's employs more than 12,000 Malaysians in its restaurants across the nation providing career, training and development opportunities.





Campaign Objectives:

- Increase consideration toward their latest product promotion
- Drive awareness on their selfie contest
- Maximize reach of target audience through cross device

Responsive lightbox could help you to deliver consistent creative and message across devices. [Know more.](#)

Product info



The Strategies:

- Took advantage of the new ad format (Responsive Lightbox)'s feature: a single ad campaign was responsive to any devices included mobile, tablet and desktop.
- Built creative using high impact ad format with Innity to attract online users and increase interactivity and engagement
- The ad was distributed throughout Innity's network for greater exposure.

The Creative:

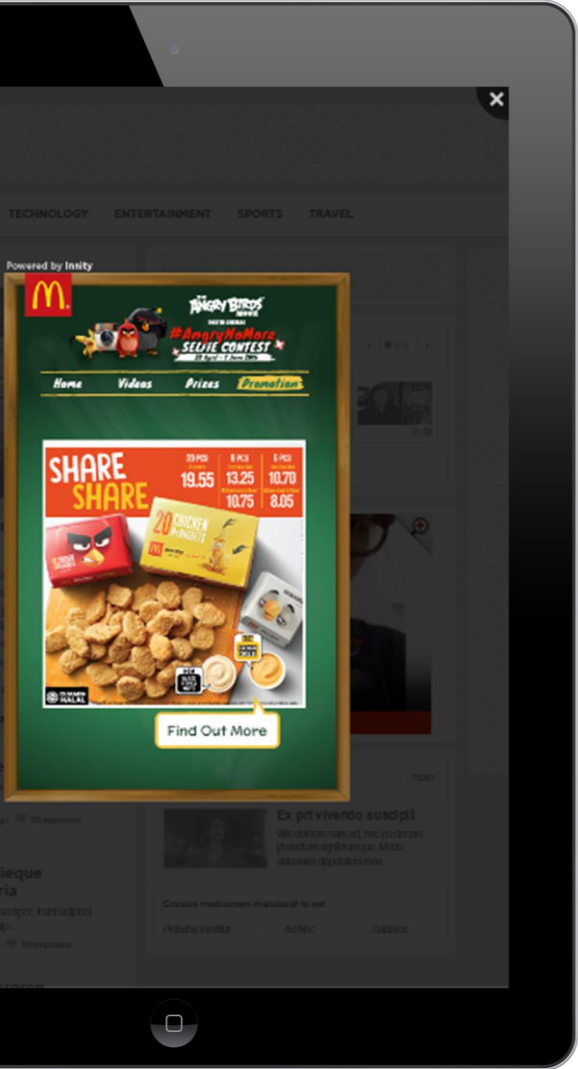
- A menu bar on top of the ad unit allowed users to navigate the ad easily.
- On the home page, clear instructions on how to join the selfie contest were shown. There was also a contestant gallery within the ad unit.
- There was also a video in the menu bar where users could watch McDonald's promotional videos
- Prize details and the current promotions were also included. With a single tap, it drove users to the official website for more details.

Check out the [Demo](#)

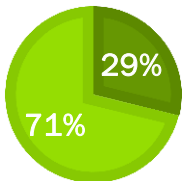


The Results:

The well designed and attractive Responsive Lightbox ad unit successfully captured more than 835,400 eyeballs via desktop and mobile. Additionally, 17,171 online users engaged with the ad campaign. Overall campaign performed well as it achieved a healthy CTR and ER.

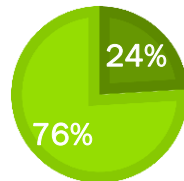


IMPRESSIONS



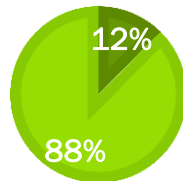
■ Mobile ■ Desktop

ENGAGEMENT



■ Mobile ■ Desktop

CLICKS



■ Mobile ■ Desktop

	Mobile	Desktop
Average ER:	1.72%	2.19%
Average CTR:	0.06%	0.18%

For further information, and find out how Innity can help you to create brand awareness or achieve your campaign goals, feel free to drop us a message by emailing us: my.sales@innity.com

