



Helping to Create a Moment of Wonder

McDonald's chose AccuWeather as the perfect partner to help them promote a social platform event that brought winter to sunny Tampa – an engaging way to launch a new coffee drink as part of their McCafe beverage line.





McDonald's Restaurants, the world's largest hamburger fast food chain with over 34,000 restaurants globally, sought a strategic weather partner to successfully launch their new White Chocolate Mocha beverage in December 2013. The drink was McDonald's new McCafe coffee line addition, rolling out across over 14,000 U.S. restaurants.

/ Solution

McDonald's sought a respected, collaborative weather media company capable of building awareness and excitement around their new product. In exchange, McDonald's would provide national brand exposure across their expansive social platforms to ensure a mutually beneficial promotion partnership. After reviewing brand options, McDonald's selected AccuWeather.

In their "Moments of Wonder" national campaign, McDonald's invited consumers to select a southern-based U.S. city to win an exclusive winter wonderland event. The winning warm weather city would receive a day of winter, including free White Chocolate Mocha beverages, at the special promotion event. To drive interest in the promotion, AccuWeather conceived, developed and produced a custom forecast video spotlighting a "surprise snow storm" coming to the winning city – Tampa, Florida – on December 14, 2013. McDonald's shared the video nationally to celebrate their large-scale product launch.

/ Outcome

McDonald's shared AccuWeather's promotion video among over two million social media followers and held a successful promotion event in the winning city, garnering national press coverage. McDonald's also promoted AccuWeather's 'top snowy cities' weather data to update online followers on weather trends, utilizing eye-catching graphics and direct links to AccuWeather's website. McDonald's relied on AccuWeather for valued weather information that their fans could trust.

In addition to video content creation, AccuWeather promoted the partnership across their respective social media platforms, strengthening consumer interest.

McDonald's strategic decision to join forces with AccuWeather demonstrates AccuWeather's strength as a winning, collaborative partner. Two high quality brands joined together to form an effective, creative promotion alliance and achieve a common goal.

"AccuWeather was a great partner in helping us promote our McCafé Winter Wonderland event in Tampa. Using our brand messages, they developed unique content that captured the experience, providing us with a surprising new way to engage with our fans on the days leading up to the event."

Jenina Nunez

McDonald's US Communications

To view the AccuWeather video created for the campaign, click here:
<http://www.youtube.com/watch?v=QKwxtwR61YU>