

McDonalds White Paper

Theatres provided by ScreenVision

Two screens out of more than 15,500 total screens located in more than 95% of the Designated Market Areas (DMA) nationally.

Installation Includes

THE STAND-IN™ placement in cup-holders by Labor Ready, clean up after each show, attendance records and number of Stand-Ins taken. Installation signed off by manager on duty.

Production and Delivery

Art created by McDonalds Western Regional Agency – Davis Ellen

THE STAND-IN™ produced by ArmsLength Promotions

Shipped to location by UPS

Promotions

1. Free McDonalds Dessert with **STAND-IN™** coupon
2. Free McSalad or Combo Meal with purchase of Happy Meal with **STAND-IN™** coupon

Redemption

1. 53% of free dessert redeemed
2. 14% of free McSalad / Combo Meal with Happy Meal redeemed



Metrics

| Dates | November 4 - 12 | November 19 - 26 | Totals |
|-------------------|------------------------|---------------------------|---------|
| Promotions | Any Free Dessert | Free McSalad / Combo Meal | |
| Number of Screens | 2 | 2 | 4 |
| Movies | Chicken Little | Harry Potter 4 | |
| Duration | 2 x Saturday & Sunday | 2 x Saturday & Sunday | 4 weeks |
| Taken | 4,553 Stand-Ins 119% | 3,313 Stand-Ins 63% | |
| Redeemed | 2,404 Coupons 53% | 475 Coupons 14% | |

NOTE: At the time of the Beta Test, McDonalds had no formal way to count the coupon redemption rate. Franchise owners estimated a variance of over 15% higher than the usual store count.

