

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.

