

THE
BLOCK

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McCafé®

BIG MARKETING MOMENTS BY  Powered

CHALLENGE

McCafé enables real 'on-the-go' Aussies to take a timeout. When you have your coffee, it's a moment to yourself. McCafé wanted consumers to understand that when the needs of our modern day lives arise, McCafé is part of the moment of calm before you get on with your day.

SOLUTION

McCafé wanted to enable contestants to take a moment out from their hectic routine to re-group and refuel. **The Block**, Australia's longest running reality TV program and ratings powerhouse, amplified McCafé's message that their product enabled Blockheads to be energised whilst on on-the-go.

EXECUTION

McCafé leveraged **The Block** to humanise McCafé in a fun way, with a personalised coffee board, in-store moments, Drive Thru's McDeliveries for Blockheads and much more.



RESULTS

Over the course of **The Block**, McCafé content integrations were consistently above average, with clear branding and messaging delivering brand impact.

As a result of the sponsorship, viewers were significantly more likely to purchase McCafé as well as other McDonald's services.

+10%
PTS

PERCEPTION
QUALITY

+14%
PTS

CONSIDERATION

+15%
PTS

PREVIOUS 4 WEEK
PURCHASE

Source: Gemba brand health study 2020.