

# How to remind people to enjoy a freshly made McDonald's Breakfast before work? The McCuckoo Clock



## THE CHALLENGE:

In success-driven Taipei, Office workers almost always rush to work in the morning. Often neglecting breakfast, the most important meal of the day.

## THE INSIGHT:

With consumers always on the move to work, McDonald's needed something intriguing, familiar, something McDonald's to remind them of the freshly made breakfast.

## THE EXECUTION:

The McCuckoo clock literally made commuters stop near the Taipei Main Station. From 6:30 am to 10:30 am, the McCuckoo clock announces the time with a giant hot McMuffin coming out of the clock. A larger than life experiential device whose tonality is unique to the brand.

## THE RESULTS:

As an integral part of the integrated breakfast campaign, the installation helped bring breakfast sales up by 20% and guest count also by 20%. The installation also garnered extensive coverage in traditional and social media with 15,000 likes and 1000+ shares.

