

'76% unprompted advertising recall'



McDonald's Case Study

Escalator
Handrail
Media

McDonalds used one escalator leading up to the food court to promote their product range.

Location

Knox City Shopping Centre, Victoria, Australia

Methodology

- 3-4 minute face to face interview conducted by Roy Morgan Research
- N = 207 qualified shoppers 16+
- Recruited via Knox City Shopping Centre
- Filter: Had taken escalator up to the food court

Result

- Unprompted advertising recall = 76 %
- Unprompted brand recall = 75 %
- Prompted advertising recall = 85 %
- Unprompted brand recall, of people who recalled the advertising = 99 %

