

McDonald's FIFA 2006 World Cup Player Escort Program



- **Date:** April – July 2006
- **Mission**
 - Generate publicity for McDonald's 2006 FIFA World Cup Player Escort Program and its first-ever activation in China.
 - Enhance public awareness of McDonald's global sponsorship of FIFA's World Cup Player Escort Program and its commitment to promoting a balanced lifestyle for children around the world.
- **Method**
 - Tweaked media interest with a teaser release prior to first-round selection.
 - Launched the program with a national press conference involving active participation by sports celebrities and children at a Beijing primary school.
 - Invited media to witness semi-final and final rounds in order to sustain coverage of the competition.
 - Hosted a farewell press conference and party for the four selected escorts going to Germany.
 - Distributed photos of the young player escorts with the soccer superstars at the World Cup final competition.
- **Measurement**
 - Generated a high awareness of the program and pride in young kids selected to be Player Escorts – the Mayor of one city hosted a formal ceremony to send off their escort.
 - Extensive media coverage in media outlets across the globe: 290 clippings in total.
 - Total equivalent advertising value: almost US\$1 million.

