

McDonald's Drive-Thru in China



- **Date:** January 2007
- **Mission**
 - To announce the partnership between McDonald's and Sinopec, positioning it as an industry first and a future driver of McDonald's business in China.
- **Method**
 - Large scale international press conference in the Hall of the People, Beijing to announce the agreement between McDonald's and Sinopec to develop Drive-Thrus throughout China.
 - Support media interviews with Mike Roberts McDonald's Global President and Chief Operating Officer and McDonald's China senior management, undertaken with both international media and Chinese key business media.
 - Host a follow up event for local Jiangsu media for the opening ceremony of McDonald's fourth Drive-Thru in China in Nanjing.
 - Announcement and photography issued globally.
- **Measurement**
 - Over 100 domestic and international media attended the Beijing press conference.
 - Over 500 reports generated internationally with more than 100 further reports resulting from the Nanjing opening and other announcements.
 - Media coverage generated a total media value of USD\$561,482.
 - McDonald's (MCD) rise in share price and store sales.

