

McDonald's Cheddar McMelt

McDonald's partnered with Snapchat to drive awareness of the re-release of McDonald's Cheddar McMelt in Brazil through a National Lens, which transformed 5.7 million Snapchatter's heads into the signature sandwich, proving to be a big hit with an outstanding 28 second average play time.

Source: Kantar Millward Brown Brand Lift Study September 2017



+16 pt
spike

*lift in Message
Association*

1.74x
higher

*than QSR industry
norms for message
association lift*

+32 pt
spike

*lift in Ad
Awareness*

