

WE DROVE VISITATION FOR BLACK MCDONALDS OWNERS ASSOCIATION

The Black McDonald's Operators Association of Chicagoland and Northwest Indiana is a collective of franchise owner operators committed to creating lasting impact through programs that support families and celebrate African American culture. Operating in a highly competitive quick service restaurant environment alongside national chains with large advertising budgets and local competitors, the association focused on increasing foot traffic and visit frequency among African Americans ages 18 to 34, while also reaching African Americans 18 and older and general market audiences within their trade areas. The objective was to build awareness of core menu offerings, encourage repeat visits, and drive increased sales.

STRATEGY & EXECUTION

- **Market:** Chicago
- **Media:** Junior Posters, Premiere Panels, Mobile Network
- **Target Audience:** African Americans 18-34 and African Americans 18+
- **Mobile Targeting:** BMOA's mobile campaign used geofencing to retarget individuals exposed to OOH assets while activating real-time targeting around identified McDonald's locations to measure in-store visitation.

OUTCOMES

- **Visits:** 898,382
- **Clicks:** 18,048
- **Repeat Visitation:** 54% of exposed consumers visited a BMOA location 5 or more times within 90 days

SOURCE: GroundTruth

DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

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RESULTS
898,382
 VISITS
18,048
 CLICKS
.39%
 CTR

