Brandwatch
SOCIAL MEDIA MONITORING

McDonald's

UK and Ireland
Community management health-check
May 2012

Methodology

- McDonald's and unique menu items were tracked from March 1 to May 31 2012 in the United Kingdom and the Irish Republic (ROI).

- Leading competitors (Starbucks. Burger King and KFC) and corresponding unique products were also monitored in these markets. Starbucks has been analysed more closely in some sections.

- Brands were monitored on news sites, blog posts, forum threads, Twitter, videos and 'general' sites (social networks) in this period. As the 'general' page type is dominated by Facebook, these terms are interchangeable in the report.

- An overview of the online climate in the UK/ROI is provided within each section. Here, data has been evaluated over 12 months to provide greater analysis of how web activity is changing and the associated position of McDonald's.

- Sites with a MozRank of less than four were excluded to ensure data quality. MozRank is an independent measure of website influence.

- Facebook is classified as a 'global' site and so is given its own section of the report. 'Earned' and 'owned' Facebook conversations are evaluated independently.

- Brand Facebook page data was tracked independently of conversation of each brand on Facebook as a whole.

- Sentiment, where shown, has been calculated using the Brandwatch rules-based classifier. Scientifically comprehensive samples of conversation can be manually assessed in reports to provide more accurate analysis.

- Content has only been included where privacy settings permit, this is particularly applicable for Facebook.

- Facebook efficacy was measured by establishing the relationship between 'likes' and 'comments' on each brand page and then finding the volume of this activity per user post.

- Twitter reach was scored by multiplying the number of followers of a particular account by the volume of tweets.

Contents

Key findings

Key findings

- McDonald's was not only by far **the most noticeable restaurant brand** online in the UK/ROI over the last 12 months but also very prominent across **all sectors**, proving that McDonald's is **seen as a 'brand'** rather than simply a restaurant.

- Despite being almost **twice as visible as any other restaurant** on the social web across the period as a whole, a campaign for free **Starbucks coffee usurped McDonald's** in mid-March.

- This highlighted the crucial nature of such campaigning in a sector where **very little emotion is usually conveyed**. The #freestarbucks promotion drove a significant amount of **positive and loyalty-building conversation for Starbucks** despite discussion not favouring the chain at other times.

- Social media chat about McDonald's was **dominated by tweets**, even when compared to other huge online brands in the UK/ROI, with this content also reaching **a wider following than competitors**.

- Coupled with knowledge that McDonald's Twitter **conversation is posted more in the evenings** than rivals, and by celebrities, ideas for **Twitter promotions begin to stand-out** for the brand.

- **Celebrity advocacy** of McDonald's can be visible enough to change the landscape of all online conversation on a given day. A tweet by @*onedirection* provoked a **wide range of chat about breakfasts** on March 15.

- **Starbucks' Facebook content was more successful** than that posted by McDonald's. Starbucks posts are **more brief and re-iterative** about popular products; potentially a factor.

- McDonald's **Facebook page management provoked negative comments** from users about employment and menu items. These learnings, however, **can be used to improve strategy**.

- Despite McDonald's being proportionately **more visible online in the UK than in Ireland**, the gap is closer for the brand than for rivals; the **opening of Dublin's Temple Bar branch** generated a high volume of conversation, for example, and could be exploited.

McDonald's
as a
brand

McDonald's was among the most discussed brands in any sector in the last 12 months


Mentions per day (June 2011 – May 2012)
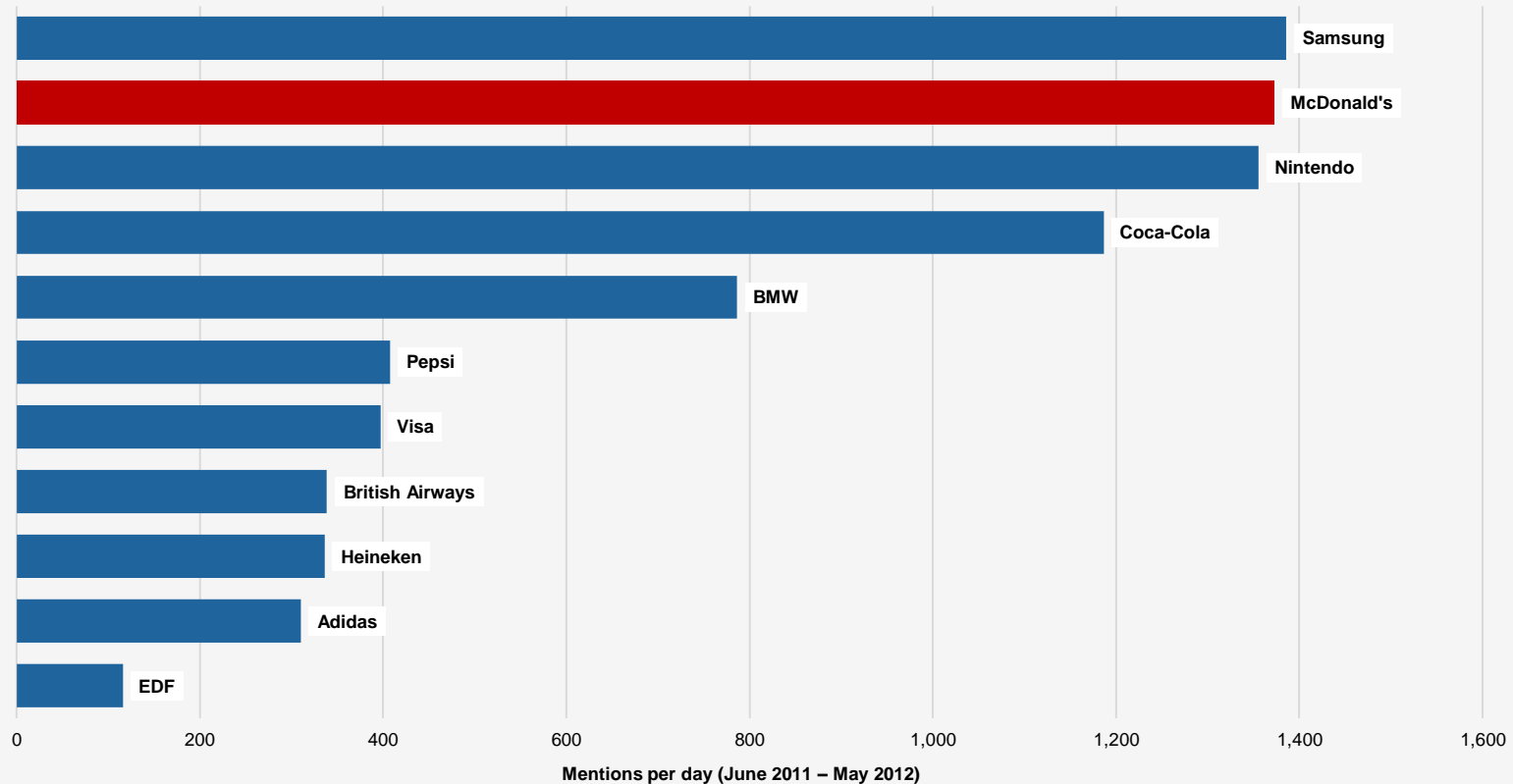
- Leading names from non-fast food sectors have been contrasted with McDonald's above to provide greater insight to both the visibility of McDonald's as a general brand online as well as highlighting the prominence of the wider sector on the web in the UK and Irish Republic.

- McDonald's was among the most visible brands online in the UK and ROI over the past 12 months, holding similar prominence as electronic manufacturers Samsung and Nintendo and the subject of vastly more chat than other leading food and drink products over the period. With the brands above chosen to 'represent' a particular sector, fast food restaurants in general were more likely to subject of discussion than large providers in other industries, improving the chances of reaching potential customers.

McDonald's also grew faster than any of the other large brands in the UK and Irish Republic
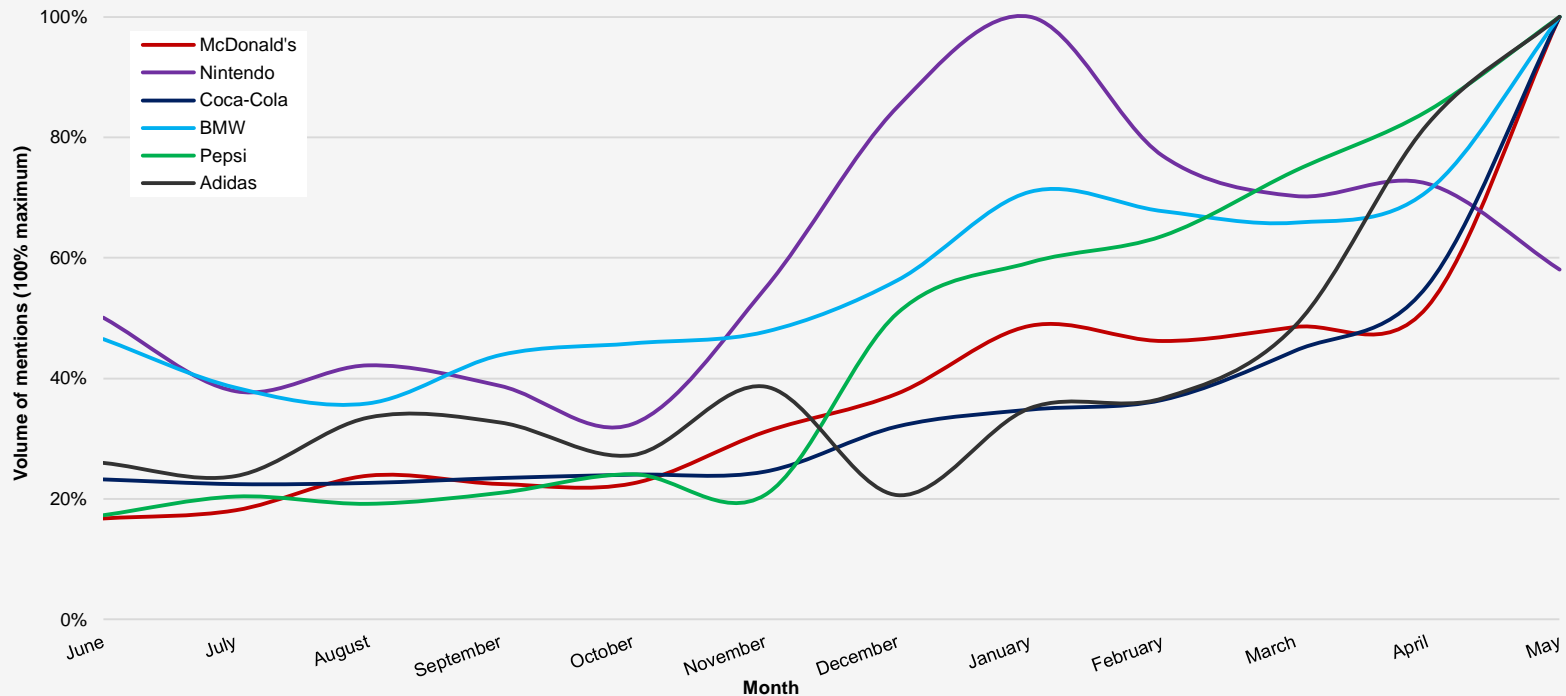
- The above chart shows the speed at which brand-oriented conversation gained visibility in the UK and ROI, with the maximum monthly volume for each brand displayed as 100% and other months as a proportion of the maximum.

- As well as being among the most visible brands online in the UK and ROI over the past year, McDonald's was also the fastest growing, swelling more than five-fold on the web in the period. McDonald's visibility on the web in these regions became much more prominent in May due to the brand's association with the forthcoming Olympic Games in London. The chart also highlights trends over time of branded conversation online over the same period.

- Nintendo conversation levels jumped dramatically in January after the release of the Sony PlayStation Vita. gaming represents a significant chunk of online conversation in most regions at any time, with this helping to explain why competitor chat helped drive buzz for Nintendo.

Twitter grew considerably in importance for brands in the UK and Irish Republic over the last year
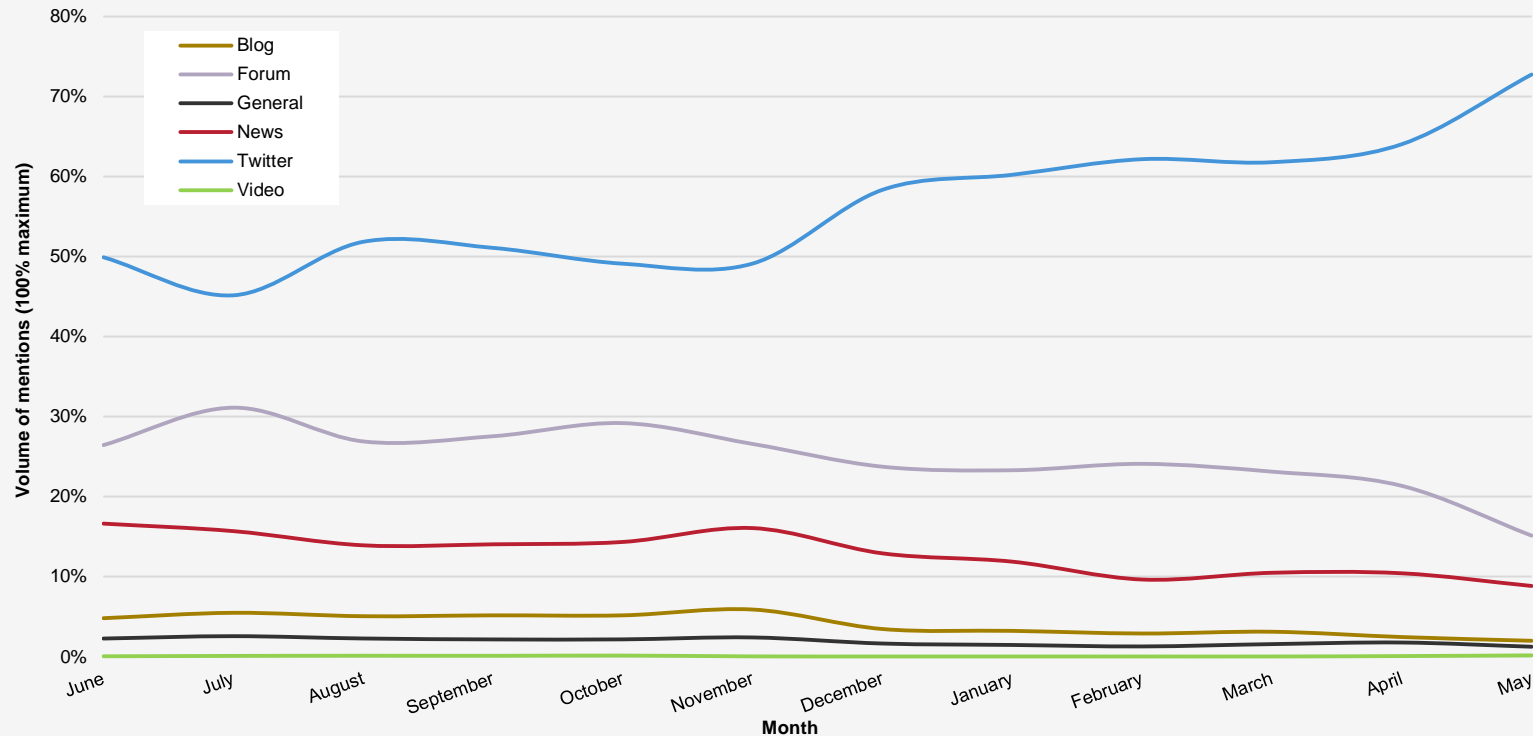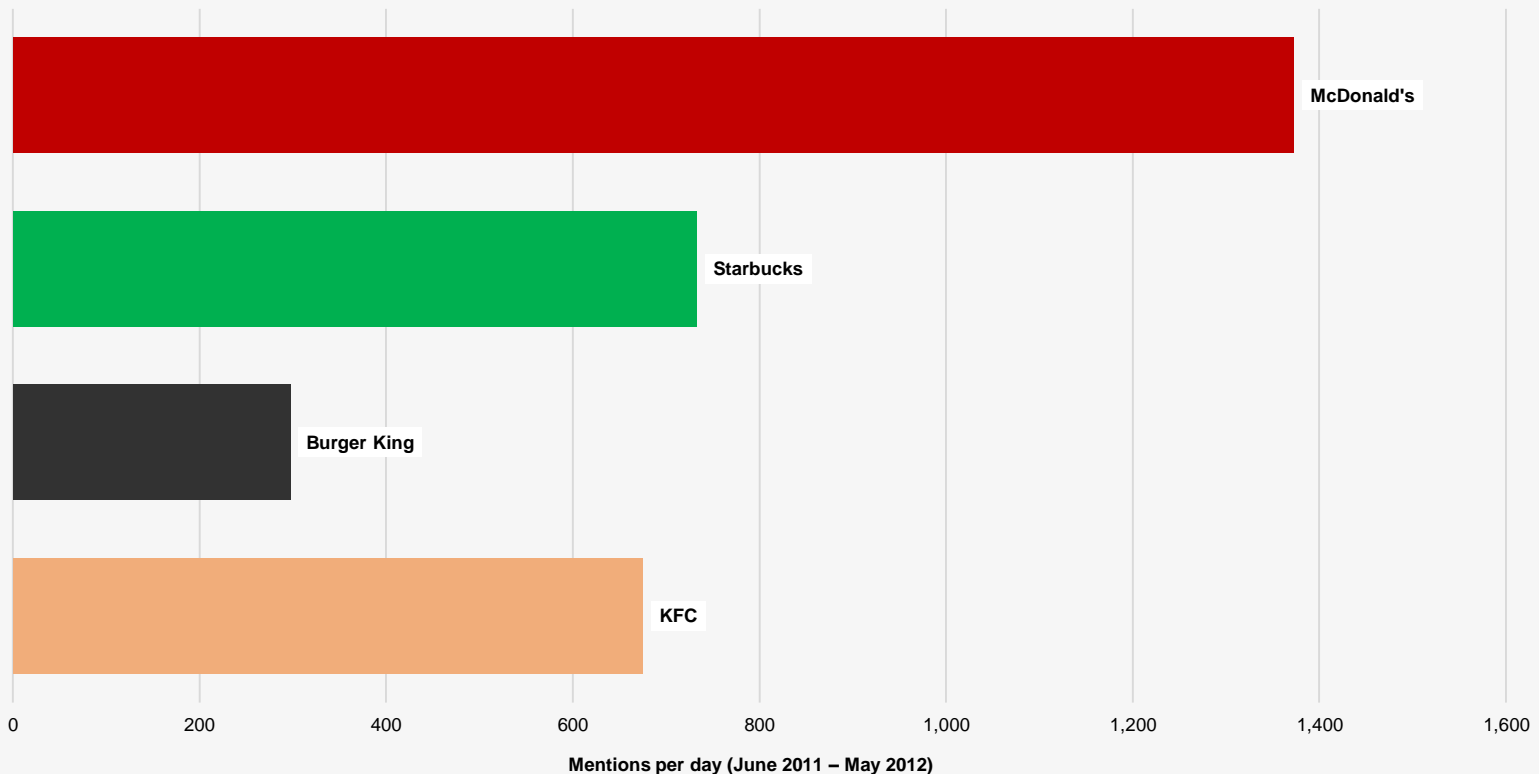

- An average of all conversation mentioning the brands on slide 7, minus McDonald's, has been used above to display market trends.

- Perhaps unsurprisingly, Twitter has grown in visibility, and therefore importance for brands, in the UK/ROI over the past year, with blogs and forums declining relatively in prominence.

- Forum and blog content actually grew in absolute terms over the year, despite the platform becoming much less important for brands on the web. Page types other than Twitter grew by approximately 50% in the evaluation period, highlighting that brand visibility on these sites continues to grow, albeit not in real terms.
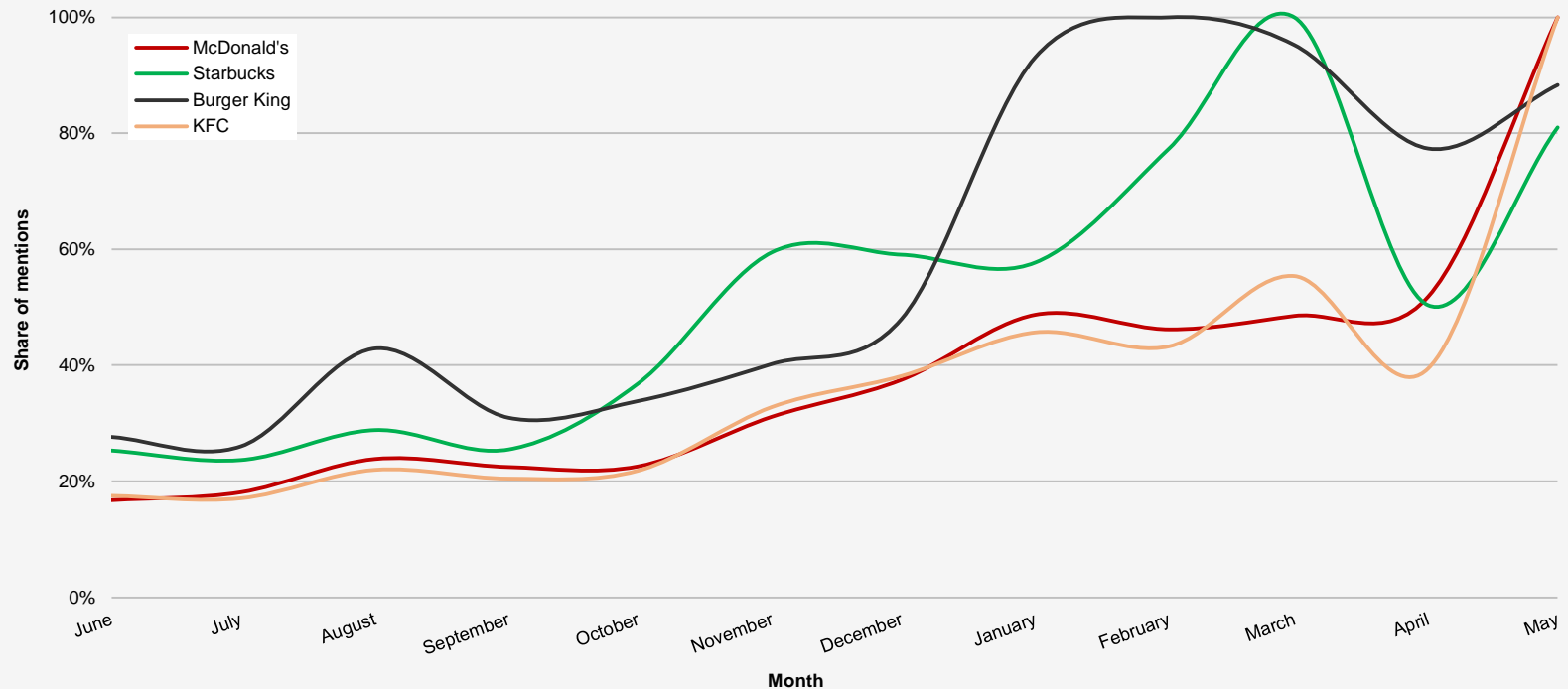
McDonald's
as a
restaurant

McDonald's was mentioned twice as often as competitors in the UK and ROI in the last 12 months

McDonald's

Starbucks

Burger King

KFC

0   200   400   600   800   1,000   1,200   1,400   1,600

Mentions per day (June 2011 – May 2012)

- As on slide 7, restaurant brands in the UK/ROI have been measured over a 12-month period to gain insight to the online prominence of the individual competitors as well as the sector as a whole.

- In addition to the visibility of McDonald's on the British and Irish web, Starbucks and KFC also rank highly when contrasted with other large brands from a range of sectors (slide 7), indicating that the sector as a whole is well represented. More analysis of the 'typical Twitter demographic' could grant insight to why these brands are so prominent.

- McDonald's dominance in this sector is further contexualised by the findings on slide 7 as well as above. On the British and Irish web, McDonald's is more than simply a restaurant brand.

Online prominence of the fast food sector grew faster than brands from other industries over the last 12 months

- The above chart highlights the speed at which each of the individual fast-food brands are growing on the UK/ROI social web, with 100% representing the highest months and other values represented proportionally.

- McDonald's was the fastest growing restaurant brand of those monitored during the period, surging even more dramatically in May due to the brand's association with the forthcoming Olympic Games and related exposure. Starbucks accelerated at a similar rate to McDonald's over the course of the year as a whole, also peaking due to marketing activity in March (noted on the following slide).

- Each brand grew at a similar rate over the course of the 12 months, highlighting that the visibility of the restaurant sector on the web grew roughly five-fold in the past year.

McDonald's was consistently the most discussed restaurant brand in the three-month period
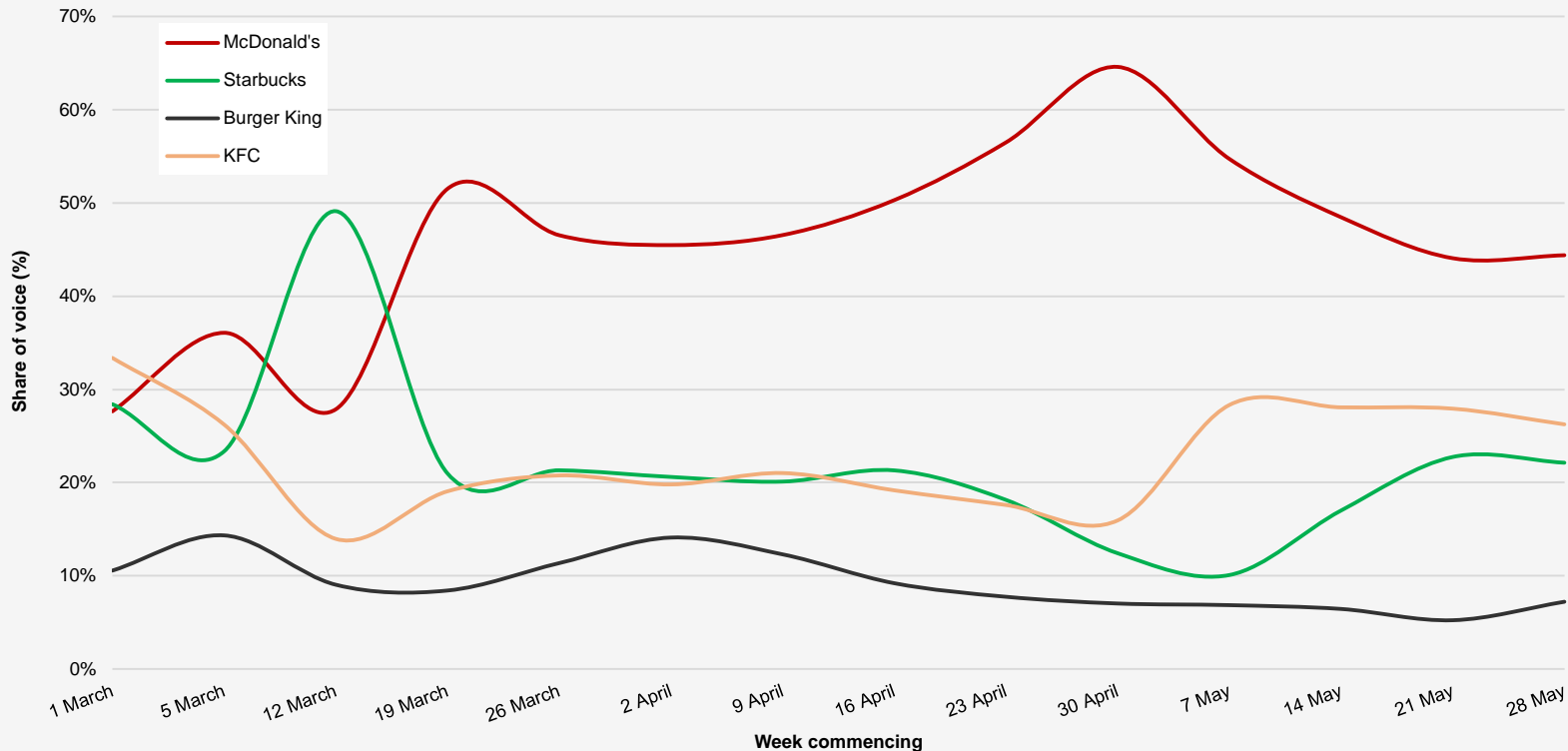

- The chart above shows the monthly share of voice generated by each of the four fast-food brands tracked in the UK/ROI.

- McDonald's was, by some distance, the most visible of the four competitors online in each complete week in the reporting period with the exception of the seven days commencing March 12, underlining the brand's dominance not only on overall volume (slide 11) but on a consistent basis.

- Starbucks broke this trend in the week beginning March 12 due to social media coverage and discussion of the brand's #freestarbucks campaign. The hashtag was used by thousands of Twitter users as a means of telling followers to adhere to the campaign (free coffee was promised to anyone using their own name in-store). The event compounds the huge importance of marketing events for any brand, particularly in this sector. A relatively simple tactic completely reshaped the sector status quo.

What was the tone of conversation?

And where was it posted?

McDonald's conversation was consistently non-emotive throughout the reporting period
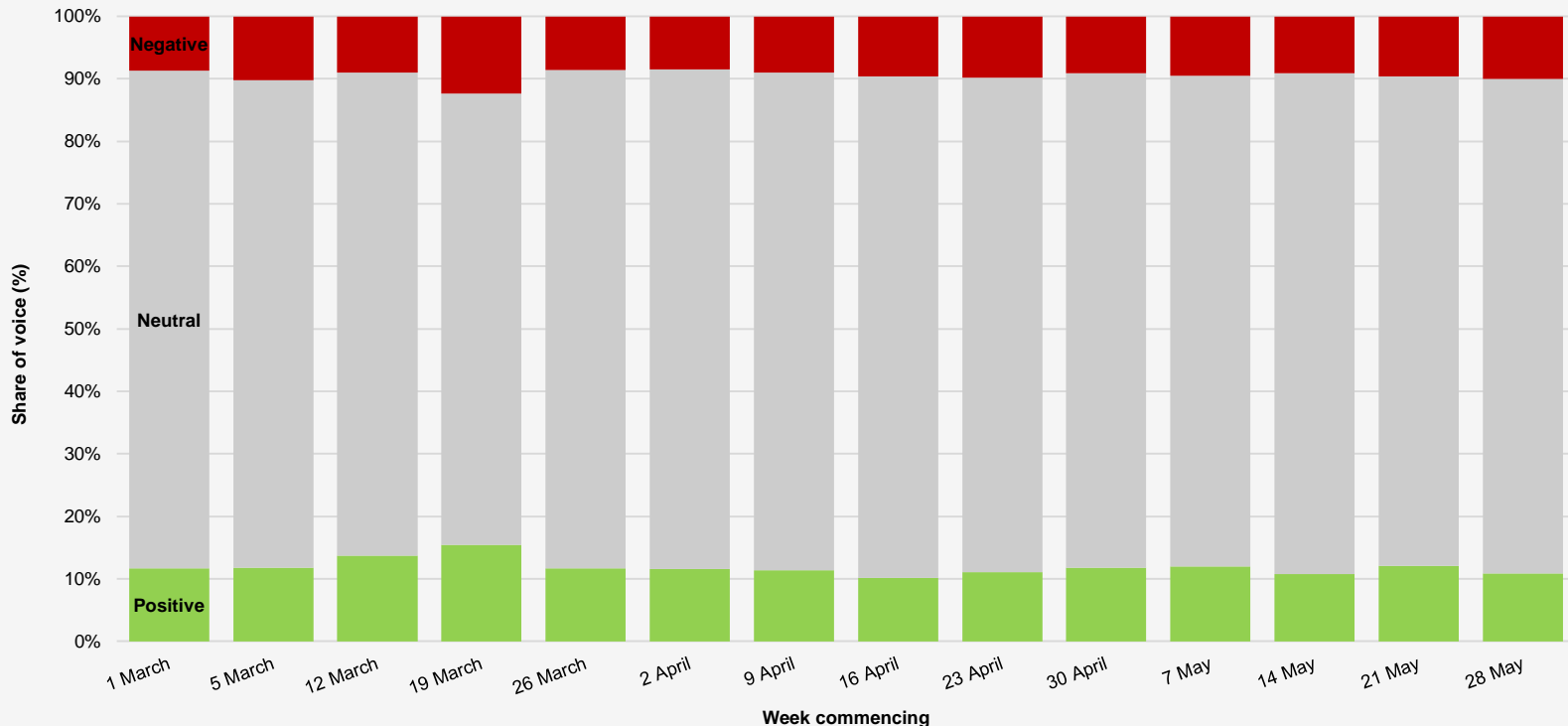

- McDonald's conversation in the UK/ROI was largely passive during the reporting period, with users unlikely to offer strong opinions about the brand in each of the weeks analysed. These values are benchmarked against competitors on slides 16 and 17.

- Conversation on the social web in the week commencing March 19 was most likely to carry opinion. The return of the Creme Egg McFlurry to restaurants generated a swathe of positive discussion for the brand, again proving the value of popular offline promotions in driving online exposure. This chat was almost always tweeted and was particularly upbeat: "*@1Diirection_OM #omg that is the best news!! GET IN!!!! Creme Egg McFlurry's are back in MACCA D'S!! Drive thru later....#hastobedone*" (1,765 followers).

- Negative discussion of the brand was also generated in this seven-day period due to claims that minors would not be permitted to buy McDonald's food. The rumours were quickly quashed by McDonald's: "*We would like to clarify that this is not true. It is business as usual and everyone is welcome*". Negative chat fell back to a regular proportion of all chart in the following week, showing the value to swift crisis management.

# Social media discussion of **Starbucks** was far more likely to offer opinion than the sector as a whole
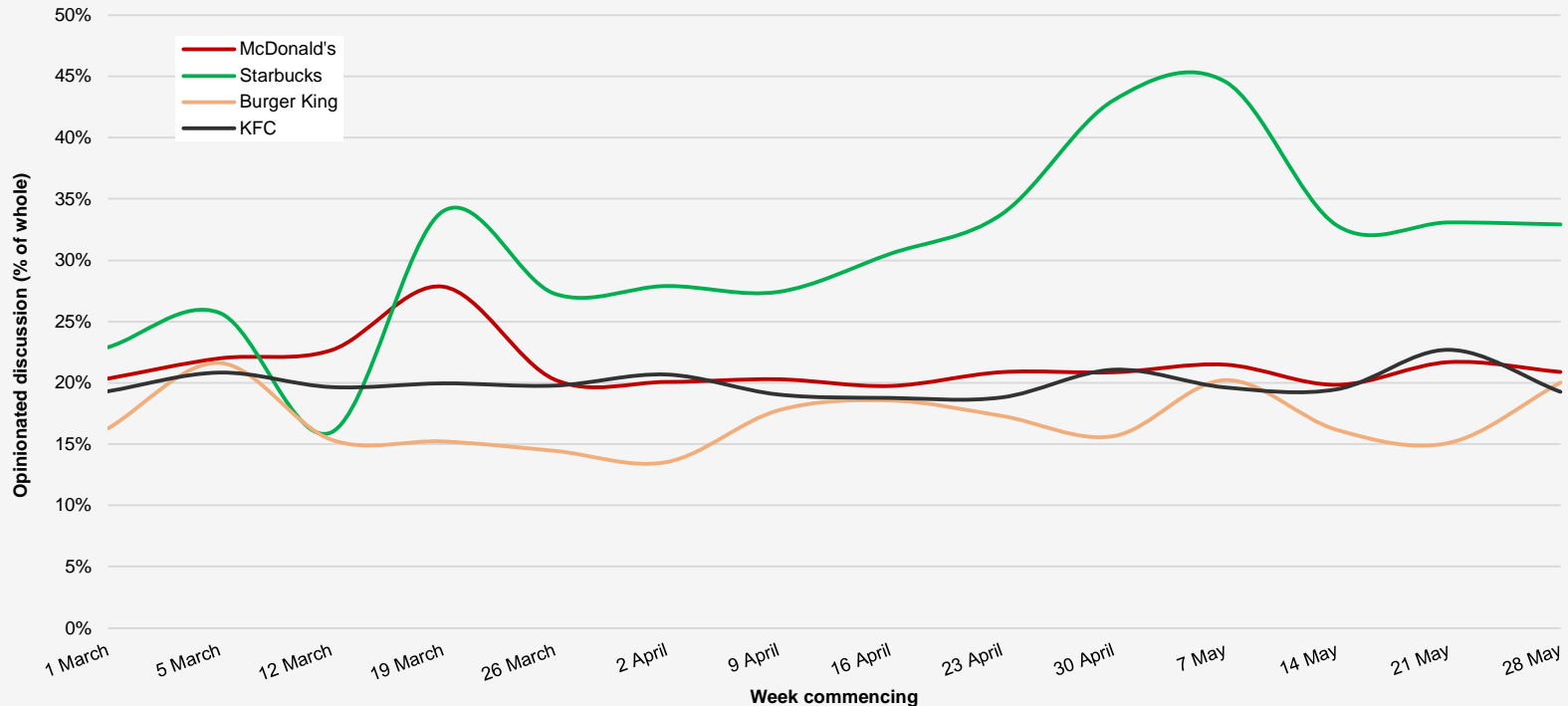
- Following from the findings of the previous slide, the opinion strength of McDonald's conversation on the British and Irish social web has been contrasted above with that of competitors in the market. The values to the left represent the sum of positive and negative discussion.

- Starbucks was easily the brand that generated the most emotion over the three month reporting period, although even at its weekly peak, opinion still conveyed in fewer than half of all conversation. This emotion was generated by negative content (see following slide), asserting that 'emotion' is not always highlighting a brand's strength on social media.

- Despite McDonald's being discussed consistently with little sentiment bias, the restaurant was still marginally above average within the sector as a whole. With very little opinion conveyed online about fast food outlets, the importance of brand activity to interrupt this trend is paramount.

Starbucks attracted the bulk of negative discussion across the sector in the three months
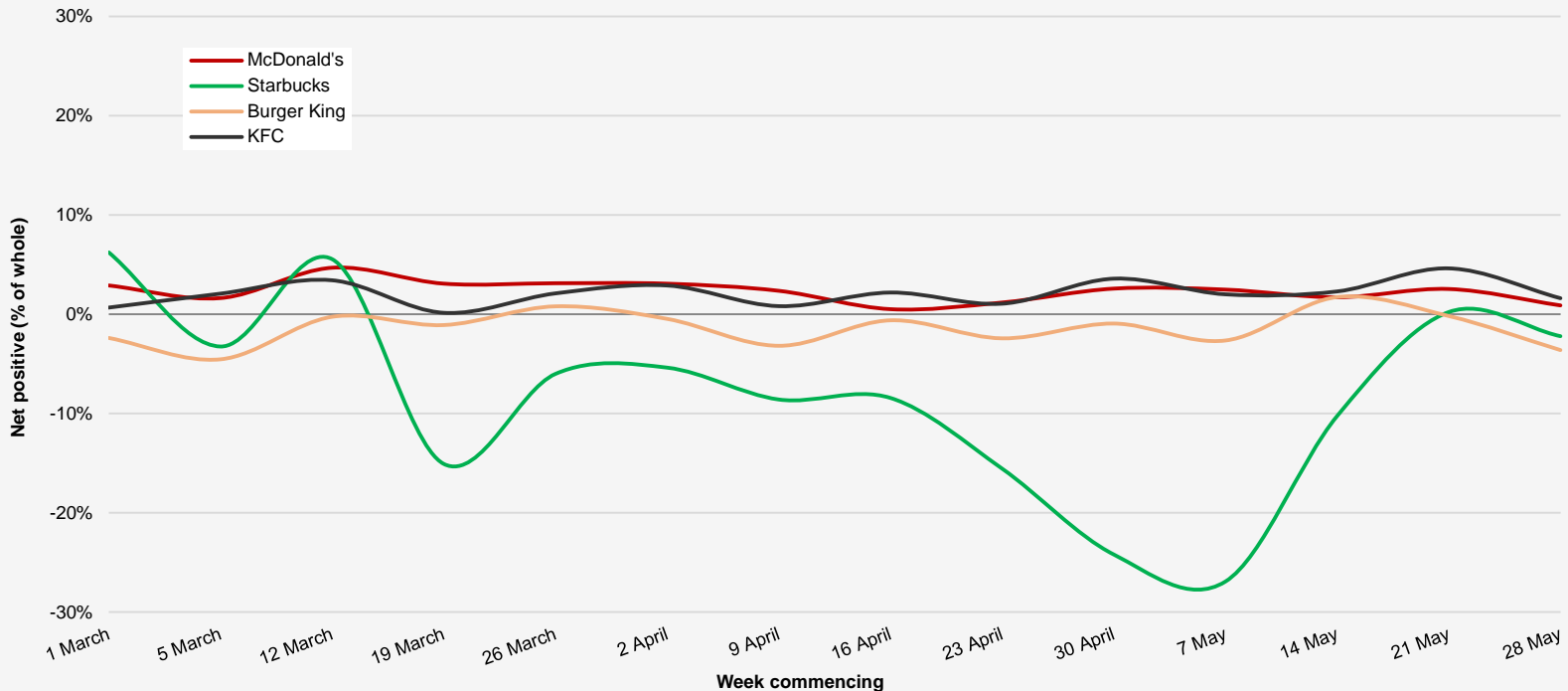
- Continuing the findings of slide 15, the above chart contrasts the net positive conversation (positive minus negative mentions) of McDonald's against competitors. Values less than zero appear where conversation was more often negative in sentiment. As underlined on the previous slide, the lack of strong opinion about almost all of the brands tracked in this sector was consistent over the whole period. Online chat about McDonald's, alongside that of KFC, was not more often downbeat in any individual week in the three-months.

- Starbucks, however, significantly resisted this trend, albeit to the brand's detriment, generating more negative conversation in each complete week in the evaluation period with the exception of the dates of the #freestarbucks promotion, discussed on slide 13. This finding once again helps to understand the significance of the promotion, transforming Starbucks' social media image in the UK, although for only a short time.

- The nadir in the week commencing May 7 was generated by a large of retweets of an update from @*injusticefacts*: "*Starbucks coffee farmers would need to work for 3 days before they could afford to buy a cup of their own coffee*". The perceived poor treatment of Starbucks employees was a constant subject of negative tweets.

# **McDonald's** was proportionately much more prominent on Twitter than the average brand in the UK/ROI
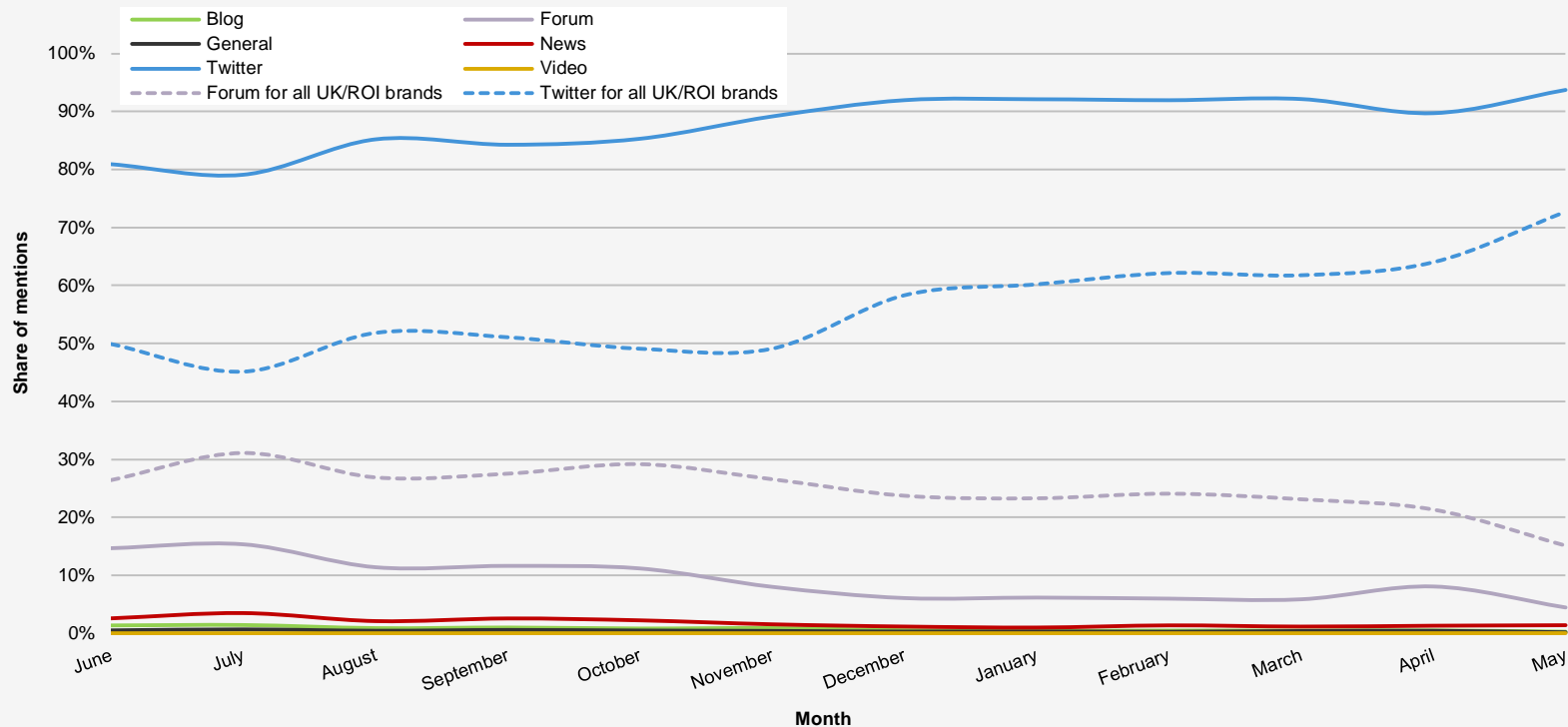
- The weekly distribution of McDonald's data across page types has been displayed above for the reporting period. The dashed lines represent the proportion of Twitter and forum threads on the British and Irish social web as a whole (the average of the leading brands from various sectors, see slide 7).

- The significance, and rising importance, of Twitter is shown by the chart above; distinctly valuable for McDonald's, even when normalised by the market as a whole. The slightly smaller rate of acceleration of Twitter share of voice can be explained by the higher starting point.

- The volume of forum conversations about the brand almost doubled over the 12-month period, although declined comprehensively in real terms due to the much faster expansion of Twitter. Online campaigns and subsequent learning undoubtedly need to be Twitter-oriented to gain exposure and insight.
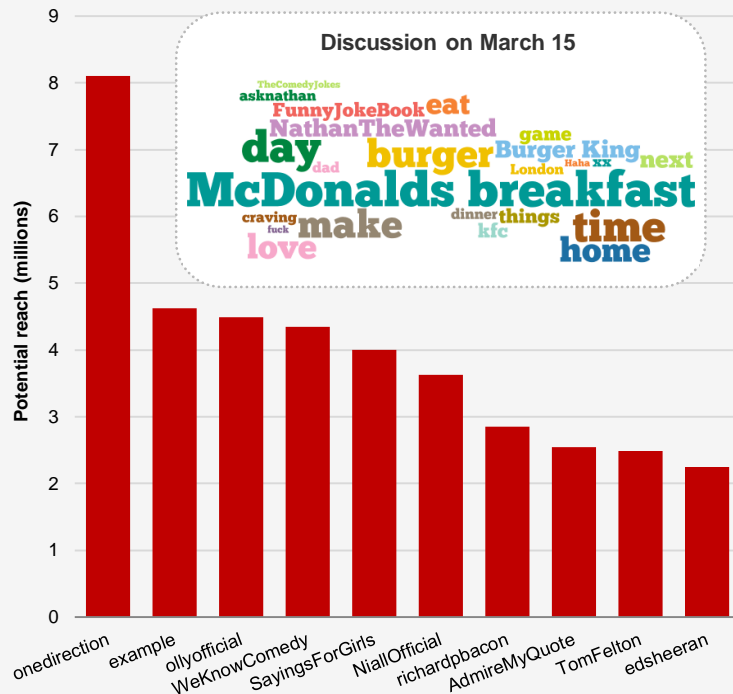
McDonald's on Twitter

Tweets dominated social media conversation for all four restaurant brands in the UK and Ireland
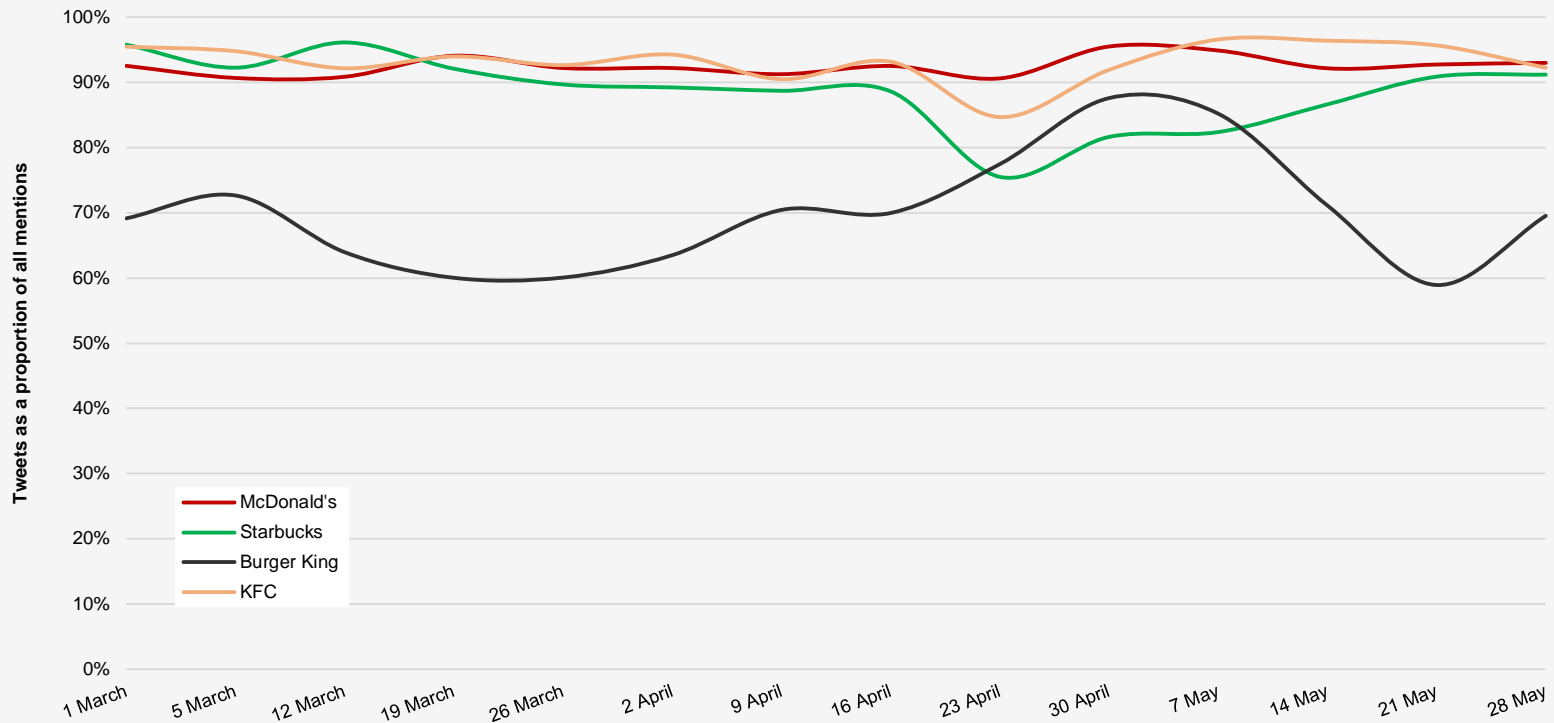
- Given the massive importance of Twitter for McDonald's, the relative visibility of this platform has been evaluated for each of the restaurant competitors in this report. The chart above shows the proportion of mentions posted on Twitter across the reporting period in the UK/ROI.

- The proportional significance of Twitter for each of the three leading restaurant brands in the UK/ROI remained relatively consistent in each of the weeks evaluated, although Starbucks' dependence on the platform fell slightly towards the end of the period. Burger King was relatively more likely to be the subject of news articles than rivals, although this is almost certainly working in reverse, due to the brand's smaller presence on more social platforms.

- McDonald's tweets peaked in share of voice in the week commencing April 30, due to a large number of seemingly unrelated updates about "breakfast".

One Direction and other pop-stars were the most influential tweeters of **McDonald's** chat in the period

Potential reach (millions)

Discussion on March 15

onedirection, example, ollyofficial, WeKnowComedy, SayingsForGirls, NiallOfficial, richardpbacon, AdmireMyQuote, TomFelton, edsheeran

> " Harry just bought mcdonalds breakfast ow wait hash brown overboard twitpic.com/6fas1p "

Twitter
@*onedirection*

> " Proof that the McRib does exist. So does Beer in McDonalds Barcelona http://instagr.am/p/HrMD9gsJwv/ "
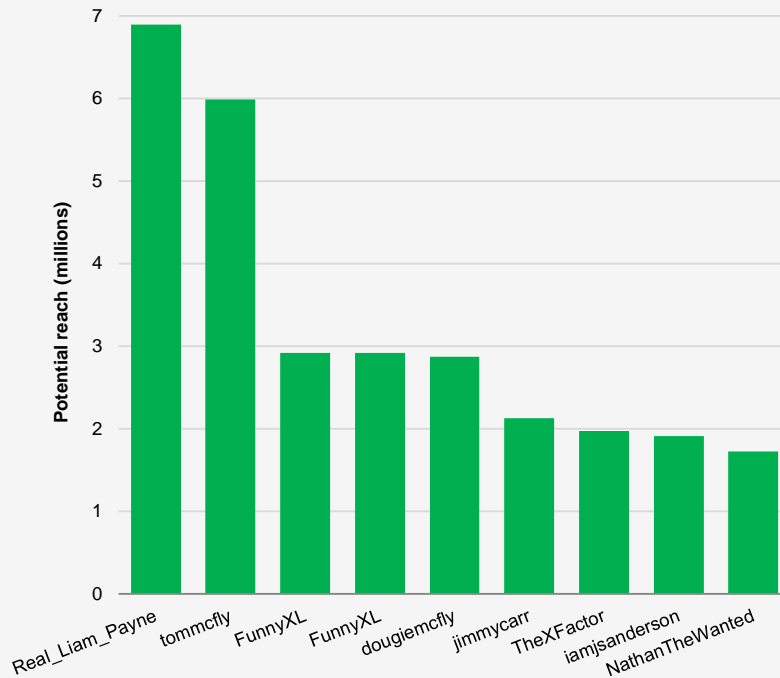
Twitter
@*example*

> " 1st thing I'm gunna do when I land back in UK!! Hitting Macca D's!! Creme Egg McFlurry.... #getinmybelly "

Twitter
@*ollyofficial*

- The chart above shows the Twitter accounts that were the most influential within McDonald's conversation over the three-month period; 'reach' takes into account both frequency and following (see methodology, slide 2).

- Boy band One Direction were by far the most influential individual Twitter account to address McDonald's in the reporting period, reaching more than eight million potential followers and pushing the tone of the conversation as a whole towards breakfasts on that day (March 15). Similarly Olly Murs (@*ollyofficial*) helped raise the profile of the Creme Egg McFlurry to his 2.3 million followers.

- More can be learned by analysing the people behind the accounts and any trends that may be apparent. These most influential users include a number of highly-regarded by pop-stars, popular with teenagers and other young people. Positive tweets about the brand are immediately accessed by potential customers and attempting to impact the content of these tweets can be invaluable.

One Direction also proved influential for **Starbucks** on Twitter, again reaching a large number of followers

Potential reach (millions)

Real_Liam_Payne · tommcfly · FunnyXL · FunnyXL · dougiemcfly · jimmycarr · TheXFactor · iamjsanderson · NathanTheWanted

> " Harry styles is very proud of his new starbucks cup http://yfrog.com/hw61067754j "

Twitter
@*real_liam_payne*

> " Here I am working in Starbucks yesterday. I did one shift & i was exhausted. Hope you enjoyed the coffee. http://youtu.be/mD48aPkXn4g "

Twitter
@*jimmycarr*

> " I wounder if heaven looks like starbucks? "

Twitter
@*dougiemcfly*

- The chart above shows the Twitter accounts that were the most influential within Starbucks conversation over the three-month period; 'reach' takes into account both frequency and following (see methodology, slide 2).

- One Direction was equally prominent for Starbucks, this time through the account of member Liam Payne (3.4 million followers). The tweets again referenced band member Harry and added a photograph of a product, proving again the value of celebrities in this sphere. Members of bands The Wanted and McFly were also prominent for Starbucks.

- Pop-stars and comedians were both important on Twitter for Starbucks, although these reached marginally fewer followers than McDonald's Twitter conversation (see previous slide). Jimmy Carr (@*jimmycarr*) was a prominent voice in the #freestarbucks promotion. Similarly, tweets posted by almost all of the celebrities above were positive towards the brand, with a number claiming 'love' of the brand; perhaps to no avail, given the findings on slide 17.

McDonald's was tweeted about at lunchtimes more often than the average brand in the UK/ROI
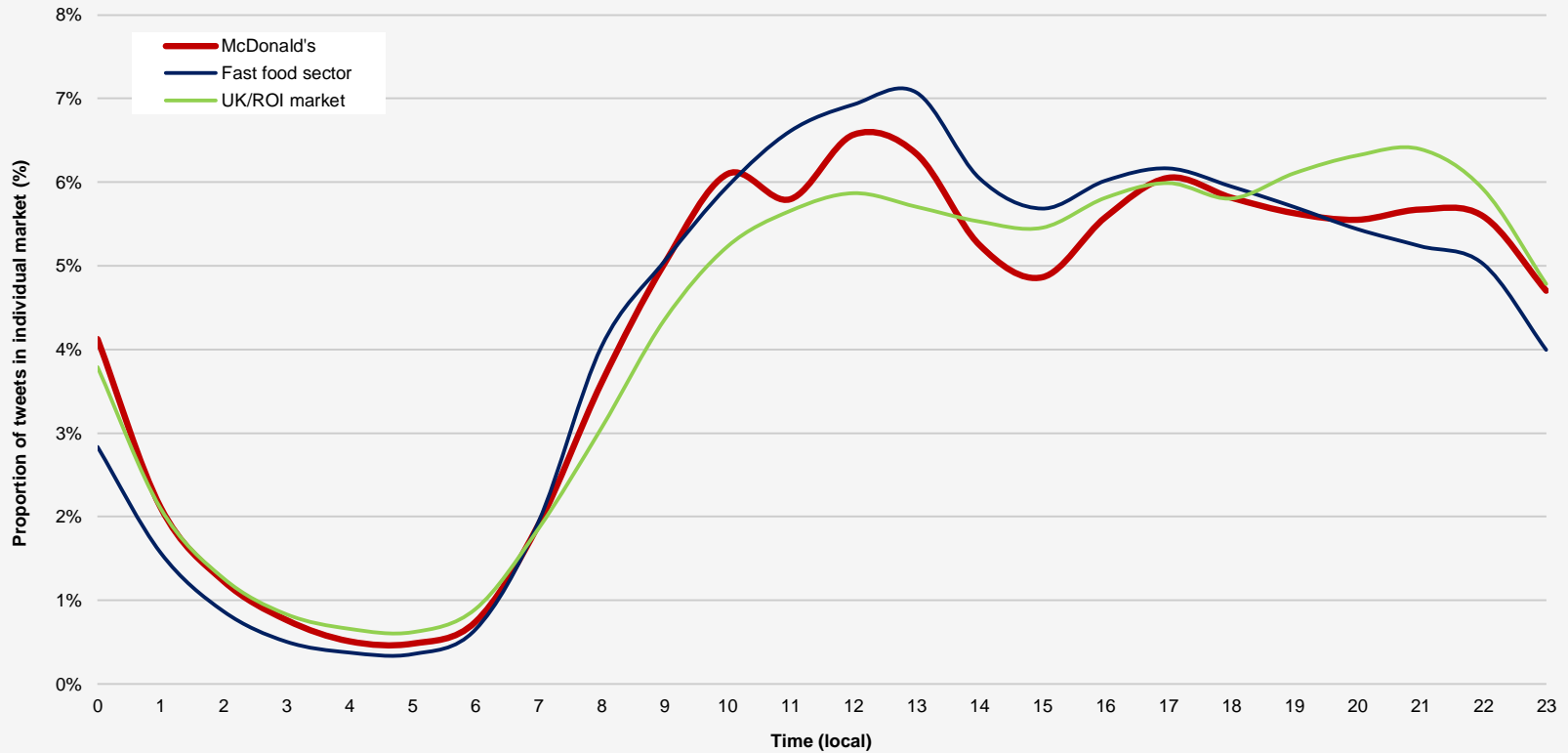
- The chart above analyses the time of day the Twitter content was posted by users addressing McDonald's during the three-month period. Averages for both the fast food sector and UK/ROI brands in general is shown to provide context.

- Interestingly, lunchtimes are much busier in terms of tweets about fast-food restaurants, albeit less so for McDonald's. McDonald's was however, slightly more prominent than competitors later in the day, underlining the importance of this time for Twitter campaigning as well as listening to the comments of current and potential customers.

- Conversely, the more pronounced dip in the middle of the afternoon could be targeted in a similar way to raise the brand's profile at this time.

McDonald's on Facebook

Facebook conversation was visible at similar times for each brand in the reporting period
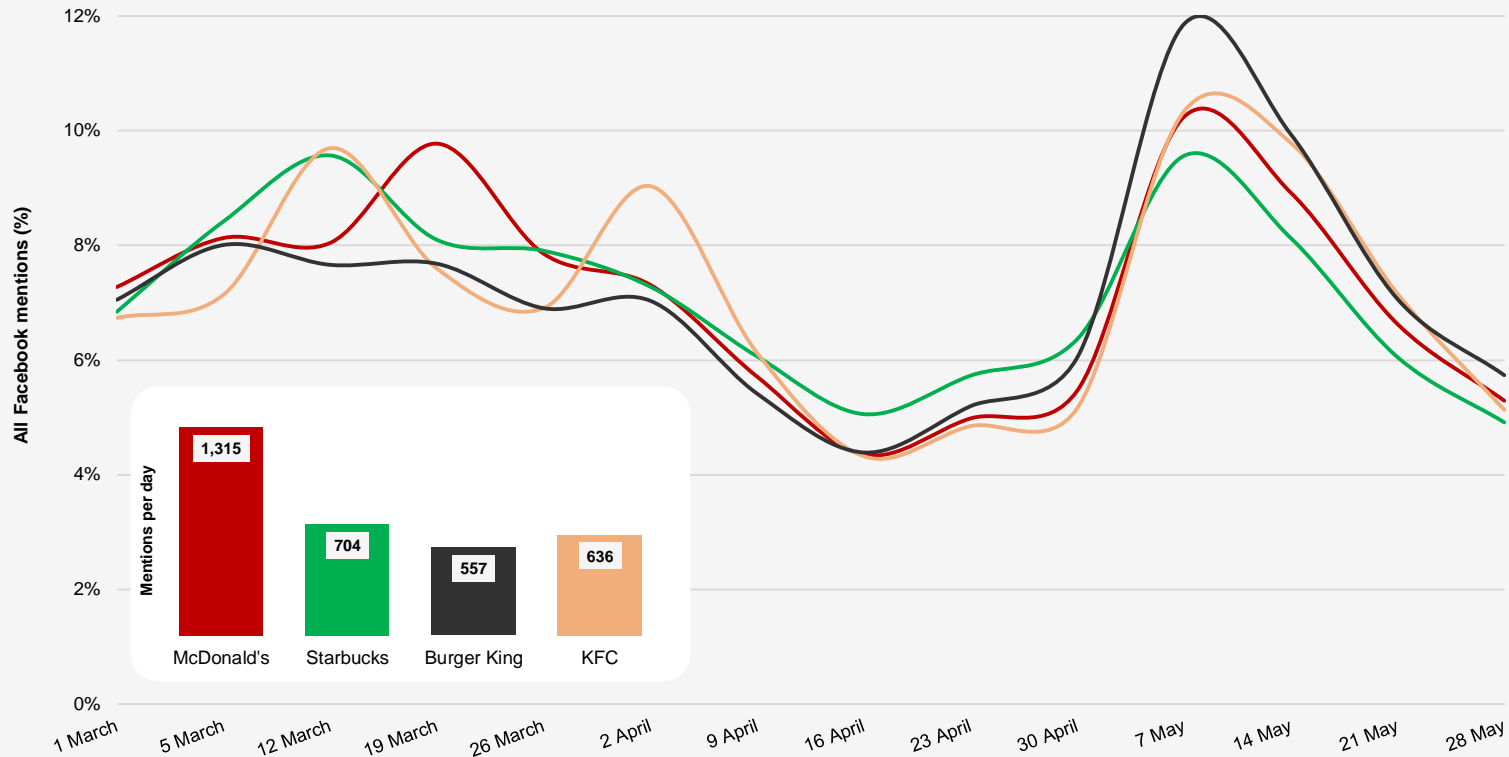
- Facebook is classified as a global site and, as such, the location of posts can not be defined. The chart above shows the spread of Facebook posts *about* each restaurant brand in this report across the three-month period, whilst following slides concentrate on the activity on the restaurant's Facebook page by both the brands and fans.

- The Facebook coverage of each of the brands monitored rose and fell at very similar times, proportionately, with only Starbucks not peaking in the week commencing May 14. This was again due to the very visible #freestarbucks campaign during the third week of March.

- Burger King's significant peak in May was due to a Mothers Day promotion in the US that filtered to individual Facebook pages. Despite this activity not being posted in the UK and Ireland, it was visible in other parts of the English speaking world and so remains pertinent.

McDonald's Facebook posts were most effective during the last week of April
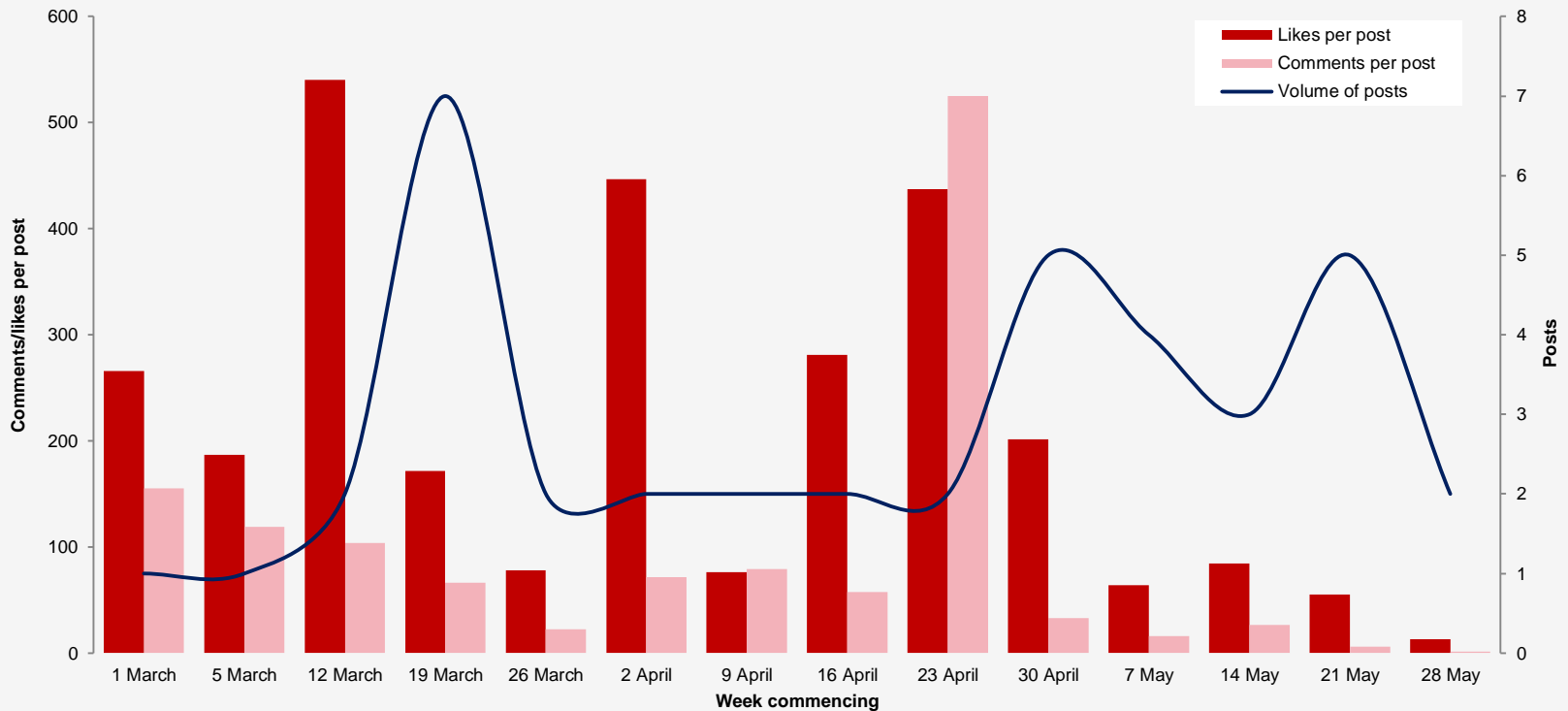
- The chart above shows the average number of 'likes' and 'comments' generated by McDonald's UK Facebook posts in the three-month reporting period. Older posts have been online for longer, and so may have attracted more likes and comments, although newer posts have the benefit of an increased potential audience precipitated by previous posts. The chart highlights the weeks in which brand posts were more effective as well as helping to understand a Facebook 'saturation point' – the optimum number of posts for the brand before diminishing returns.

- Updates posted by the brand in early March and late April were the most popular in terms of activity on the McDonald's UK brand page, with content in the seven days commencing April 23 the most encouraging (analysed further on the following slide).

- As noted above, one of two high quality posts a week by the brand appears to be paramount in terms efficiency. The average interaction fell dramatically in the weeks when a greater number of updates were posted (as high as seven on the week commencing March 19).

An invitation for users to complete the sentence **"Big Mac, Fries and ..."** was the most popular **McDonald's** Facebook post in the period

Most liked McDonald's Facebook posts
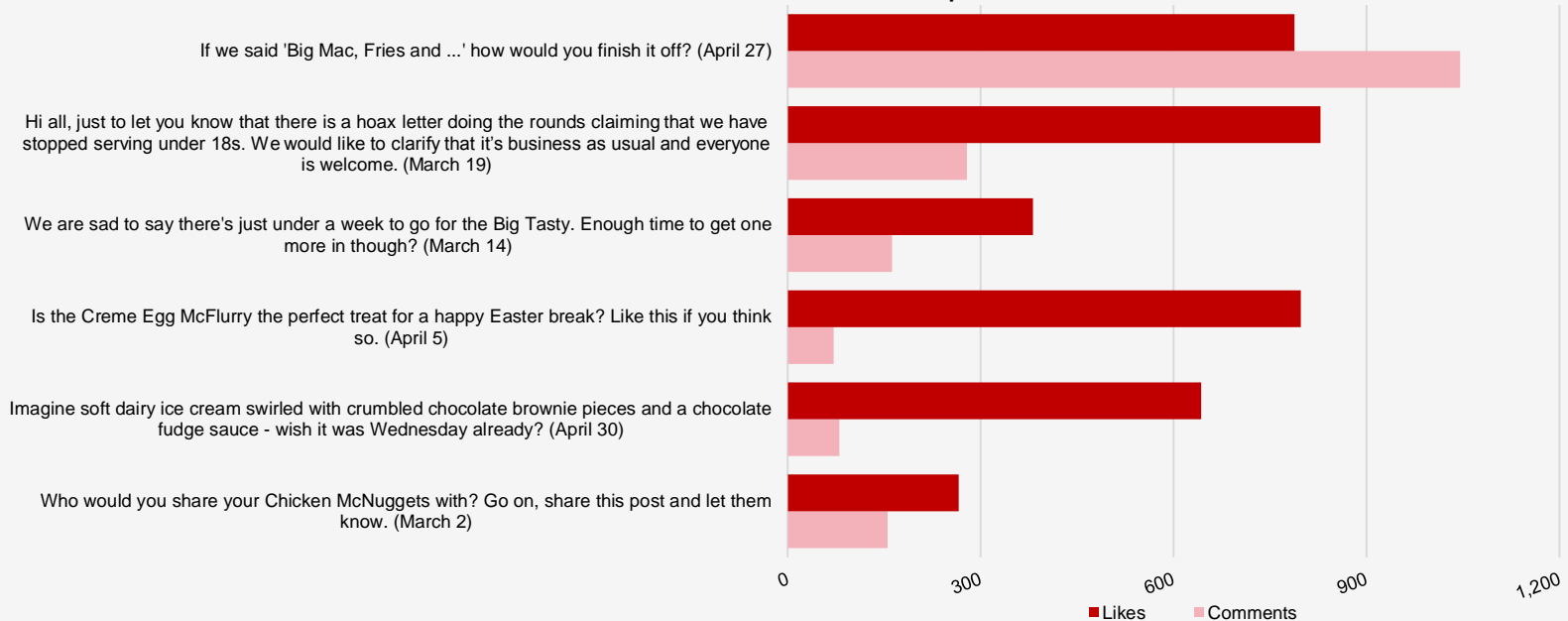
- The most popular Facebook brand comments by McDonald's UK are shown above, ranked by a 'score' outlined within the methodology (slide 2). As noted on the previous slide, the most engaging updates in the three months were posted during early-to-mid March and late April.

- Two key points can immediately be taken from the most popular posts of the reporting period; the content elicited both interaction in the form of answers to the question as well as being easy to engage with due to its brevity. This finding was repeated amid analysis of Starbucks' posts overt he same period (see slide 30) and shows that shorter, snappy content provokes more activity from fans of the brand. From an advertising perspective, the question also directly advocates a menu item to fans.

- With the exception of the clarification of rumours surrounding serving under-18s (see slide 15), the most engaging posts were all about items found on the McDonald's menu, potentially suggesting that despite tangential marketing activity being attempted by the brand, the food continues to be dominant for McDonald's.

Two different conversation threads on the **McDonald's** UK Facebook page proved the value of good community management
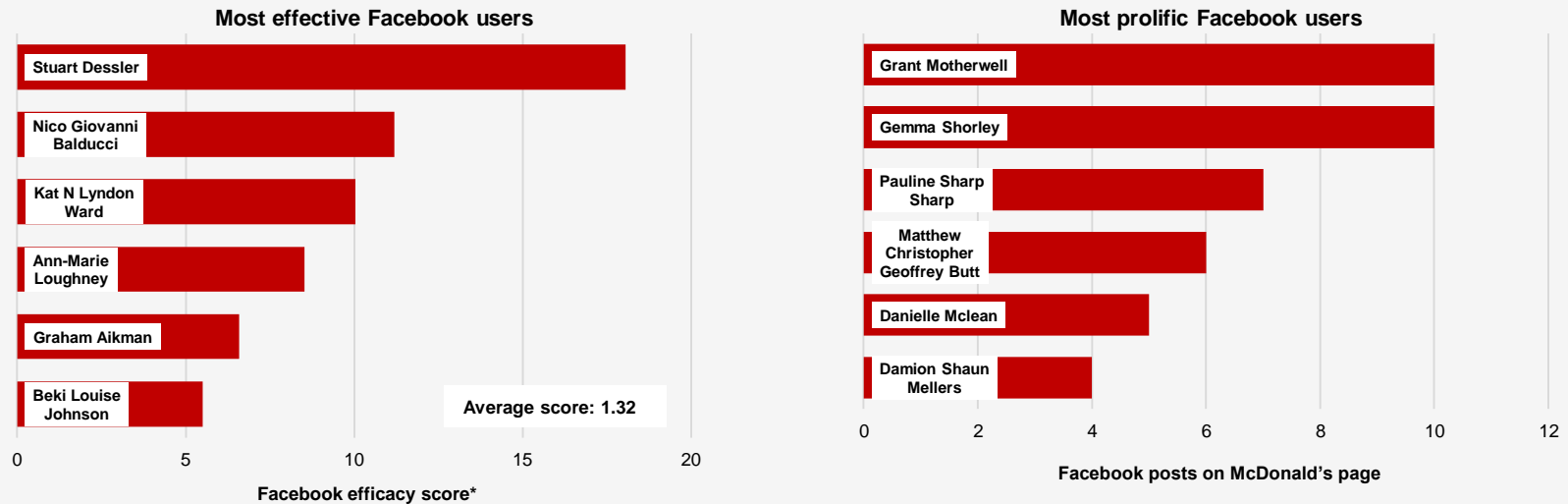
Most effective Facebook users

User	Facebook efficacy score*
Stuart Dessler	~18
Nico Giovanni Balducci	~11
Kat N Lyndon Ward	~10
Ann-Marie Loughney	~8.5
Graham Aikman	~6.5
Beki Louise Johnson	~5.5

Average score: 1.32

Facebook efficacy score*

0   5   10   15   20

Most prolific Facebook users

User	Facebook posts on McDonald's page
Grant Motherwell	~10
Gemma Shorley	~10
Pauline Sharp Sharp	~7
Matthew Christopher Geoffrey Butt	~6
Danielle Mclean	~5
Damion Shaun Mellers	~4

0   2   4   6   8   10   12

Facebook posts on McDonald's page

- 'Most effective' Facebook users were awarded a score representing the users' chance of achieving a like or a comment above that of the brand average. For example, Stuart Dessler was more than 18 times as effective as the average poster on the McDonald's Facebook page. 'Most prolific' users simply displays those that engaged with the page on the most occasions in the period.

- Comments by Stuart Dessler were the most popular in the reporting period. Dessler inquired "*Hello McDonalds! Any chance of getting my friend a job interview for one of your stores in Scotland? I've started a Facebook Campaign! Please help him. xx*", drawing 30 likes and 27 comments, including two from the brand itself. The McDonald's admin at first replied in an encouraging manner; "*I like this Stuart, let me have a chat to some people here and I'll get back to you*", although the 'conversation' soon became fractious when an interview was not offered; "*my local branch could use someone like paul! seriously don't get me started about the charing cross branch. mcdonalds you're letting him and the nation down renegading on your pledges*". Could McDonald's have continued to engage with the thread to encourage greater activity?

- Other top posts discussed either rumours of not serving under-18s or individual products. Graham Aikman had problems with his "grilled chicken salad with chicken", drawing a range of comments from other users including McDonald's. A second complaint eventually drew a satisfactory response; "*i have now received a reply from macdonalds, and they have offered to take my comments on board, and deal with it appropriately, i am satisfied with the results of this query, and the email reply that i received was very well written, and considered, they have also kindly offered to send me a voucher for my troubles, which i am very pleased to hear. well done macdonalds. and the nice person Joe*", further proving the value on efficient community management on Facebook.
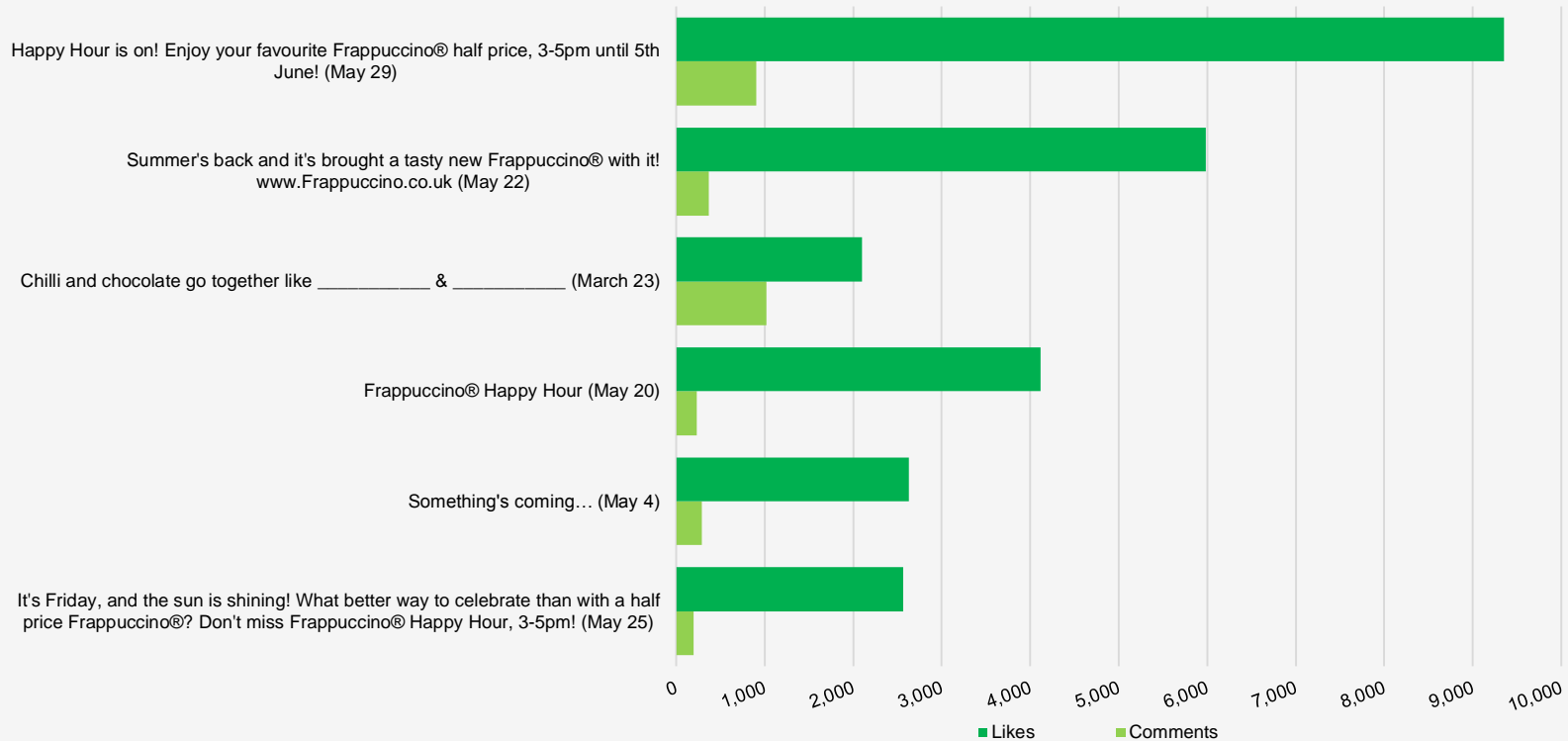
Starbucks was much more effective on Facebook when posting a maximum of six times a week
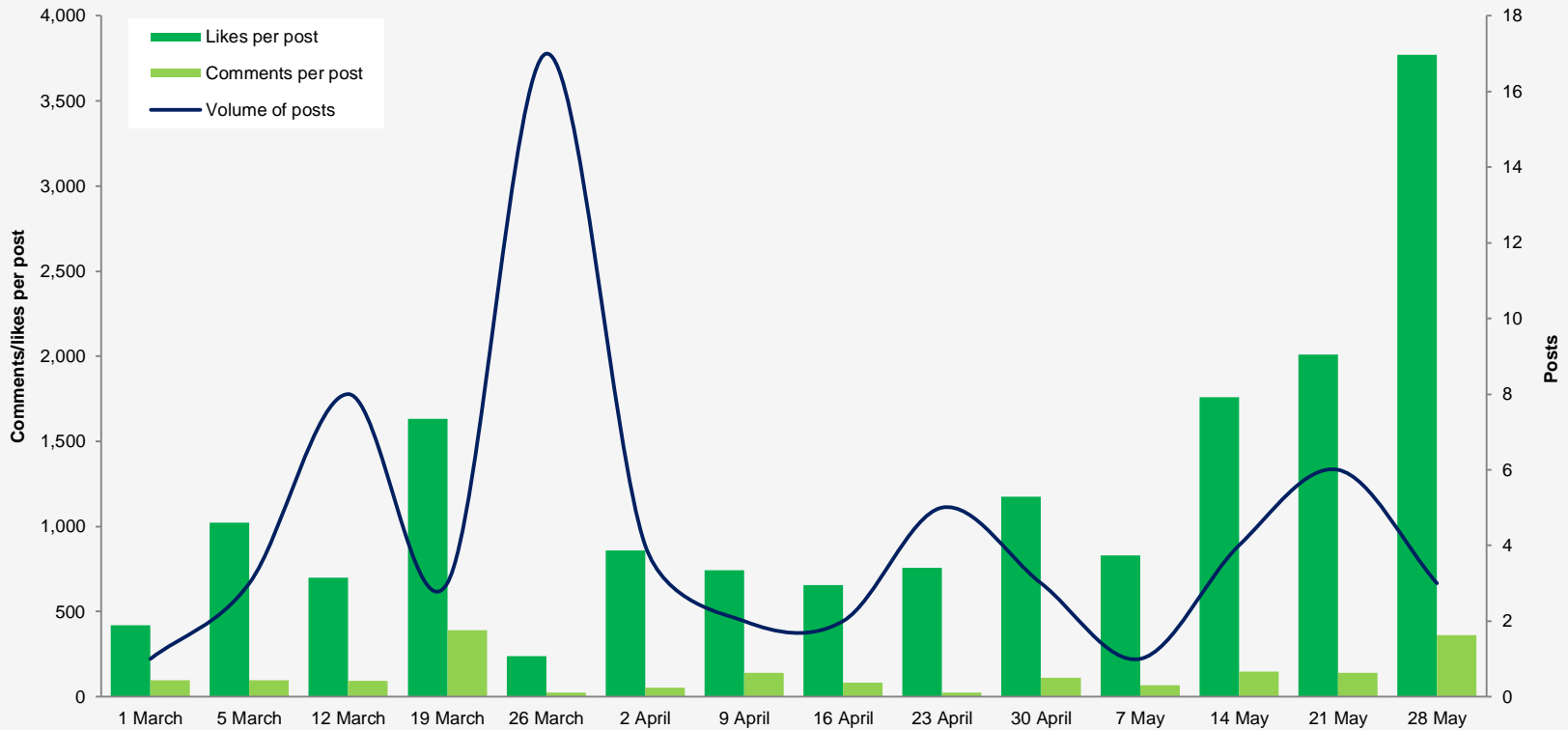
- The chart above shows the average number of 'likes' and 'comments' generated by Starbucks UK Facebook posts in the three-month reporting period. Older posts have been online for longer, and so may have attracted more likes and comments, although newer posts have the benefit of an increased potential audience precipitated by previous posts. The chart highlights the weeks in which brand posts were more effective as well as helping to understand a Facebook 'saturation point' – the optimum number of posts for the brand before diminishing returns.

- Starbucks Facebook page generated much more activity than that of McDonald's over the reporting period, with the average number of likes generated each week often in the thousands rather than hundreds; the brand's 'saturation point' is also clearly visible. The brand also appears to be learning over time, with the average interaction level going up towards the end of the period from the same number of brand posts.
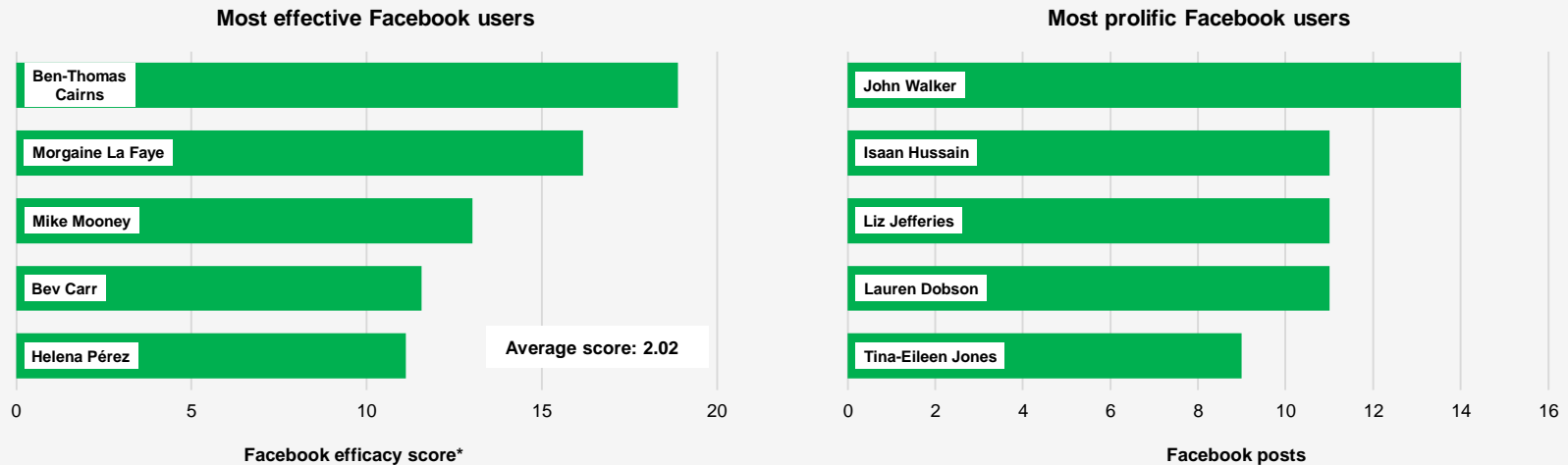
Frappuccino Happy Hour drove Facebook likes and comments for **Starbucks** in May

Most effective Starbucks Facebook posts

Happy Hour is on! Enjoy your favourite Frappuccino® half price, 3-5pm until 5th June! (May 29)

Summer's back and it's brought a tasty new Frappuccino® with it! www.Frappuccino.co.uk (May 22)

Chilli and chocolate go together like _____ & _____ (March 23)

Frappuccino® Happy Hour (May 20)

Something's coming… (May 4)

It's Friday, and the sun is shining! What better way to celebrate than with a half price Frappuccino®? Don't miss Frappuccino® Happy Hour, 3-5pm! (May 25)

0   1,000   2,000   3,000   4,000   5,000   6,000   7,000   8,000   9,000   10,000

■ Likes   ■ Comments

- Starbucks' Frappuccino Happy Hour was heavily promoted on the brand's Facebook page and generated large amounts of interaction, with these posts providing four of the six most popular updates in the three months and driving fans to the page in May.

- As with McDonald's, the most engaged-with posts were all brief in nature, whilst "*Chilli and chocolate go together like _____ & _____*" (posted on March 23) was also similar to successful McDonald's content by provoking snappy and immediate answers.

- Overall, the leading Starbucks posts generated much more interaction than those of McDonald's. This is possibly due to the repetition of Frappuccino Happy Hour posts. Starbucks found a popular idea and kept with it.

Soy milk and #freestarbucks generated highly popular user posts on the Starbucks UK Facebook page

Most effective Facebook users

Ben-Thomas Cairns	
Morgaine La Faye	
Mike Mooney	
Bev Carr	
Helena Pérez	

Average score: 2.02

Facebook efficacy score*

0   5   10   15   20

Most prolific Facebook users

John Walker	
Isaan Hussain	
Liz Jefferies	
Lauren Dobson	
Tina-Eileen Jones	

Facebook posts

0   2   4   6   8   10   12   14   16

- 'Most effective' Facebook users were awarded a score representing the users' chance of achieving a like or a comment above that of the brand average. For example, Ben-Thomas Cairns was nearly 19 times as effective as the average poster on the Starbucks Facebook page. 'Most prolific' users simply display those that engaged with the page on the most occasion in the period.

- Ben-Thomas Cairns was the most effective poster on the Starbucks page in the period due to his congratulatory update about the brand; "*Would just like to thank Starbucks for making our Three year old daughter feel special. She is allergic to milk, so normally can't have milkshakes (as well as thousands of other things), but you guys make her a Chocolate Frappuccino with Soy instead of Milk. Sounds like a small thing, but to her (and us) it's huge as it makes her feel very special. A big thank you from Myself, her mum (Allyson), but most Importantly Katelyn for making her drink, that she calls her 'Special milkshake that wont make me poorly!'*". The posts was liked by 35 users and was appreciated by Starbucks; "*Thanks for the lovely feedback*".

- Morgaine La Faye defended the personalisation of the brand; "*For all of those that feel 'bothered' about the fact that the Starbucks employees ask for their first name as a way to make sure that you get the right drink that you ordered (among other reasons) why dont you just say 'Id rather not' or just give your initials*". This was an element of the #freestarbucks campaign and underlines that not only was the promotion received positively online (see slide 17) it also gained vocal and loyal advocates. Mike Mooney and Bev Carr were "bothered" by the campaign, whilst Helena Pérez also discussed soy milk.

Where is McDonald's conversation happening?

Social media users in the United Kingdom were more likely to discuss **McDonald's** in the UK than in the Irish Republic

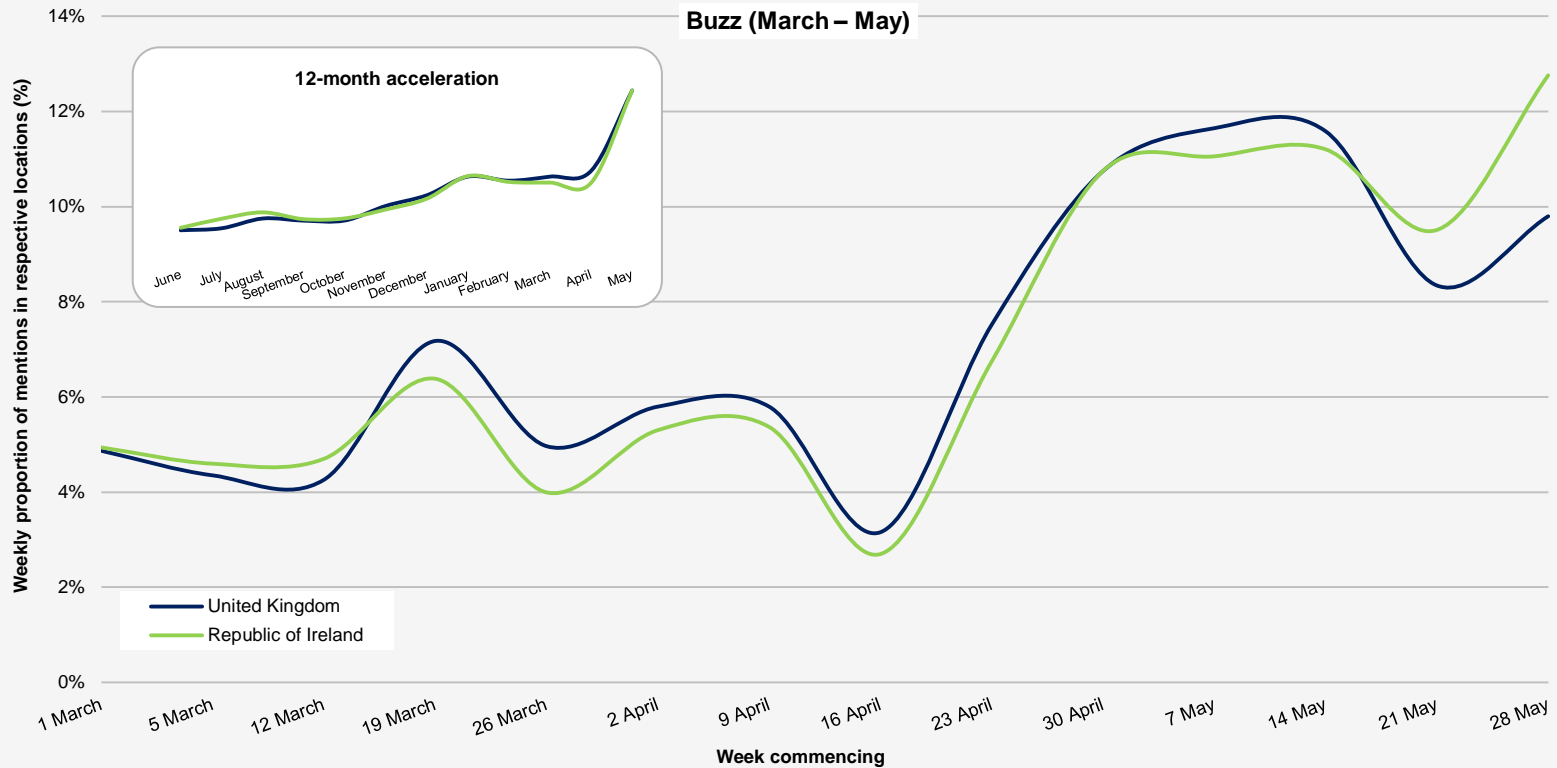**Mentions per million internet users* per day Mar - May 2012**
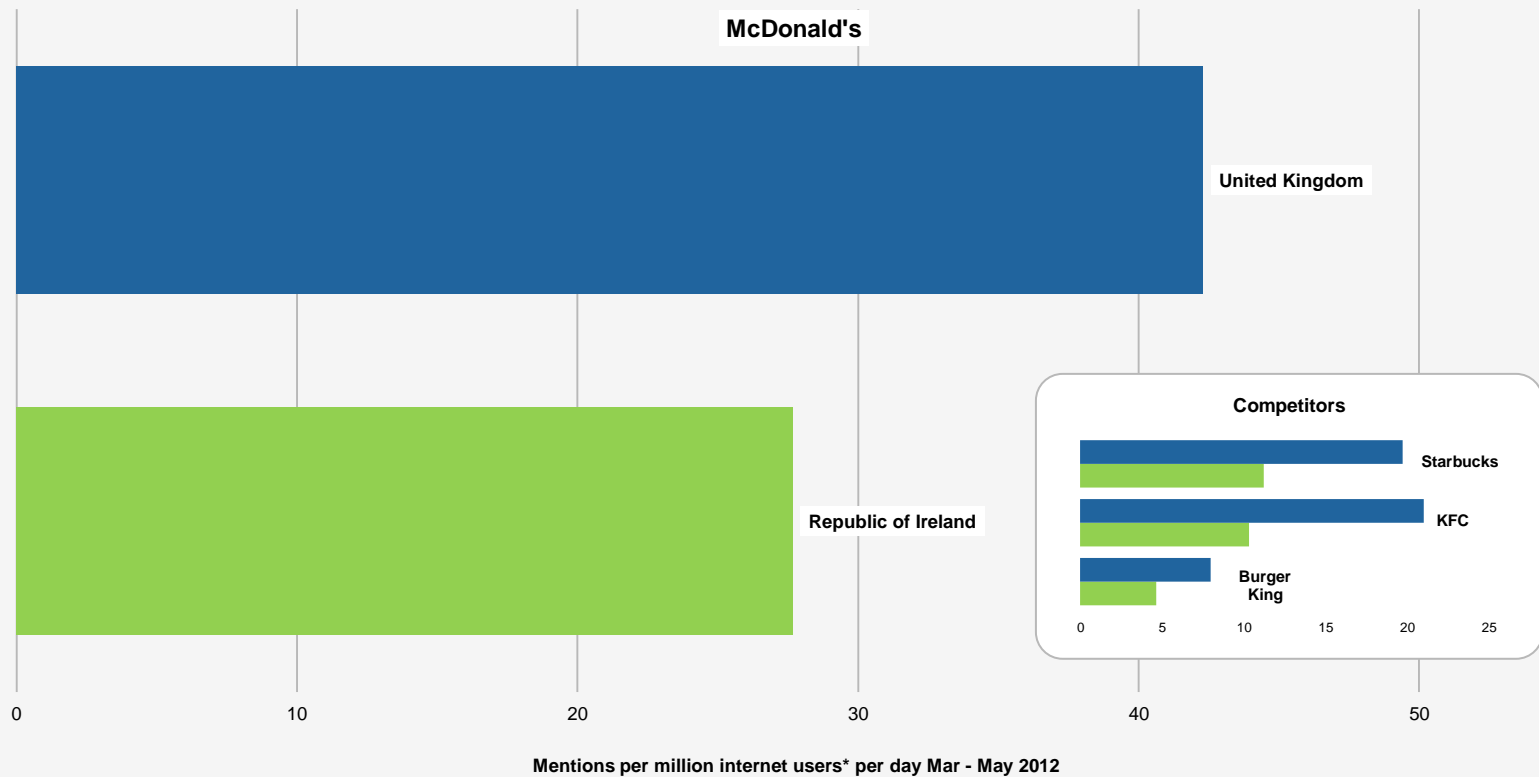
- The above chart shows the average daily number of mentions per million internet users in each country covered in this report. Even when contextualised with this information, McDonald's remained much more visible online in the UK than in the Irish Republic. These findings act as a primary measure of visibility and do not factor the offline presence of each brand in the respective markets, marketing budgets, sales figures or other data that could be used to investigate 'performance'.

- When compared to other restaurants, McDonald's was less dominant in the UK, with competitors around twice as visible in the UK than in Ireland.
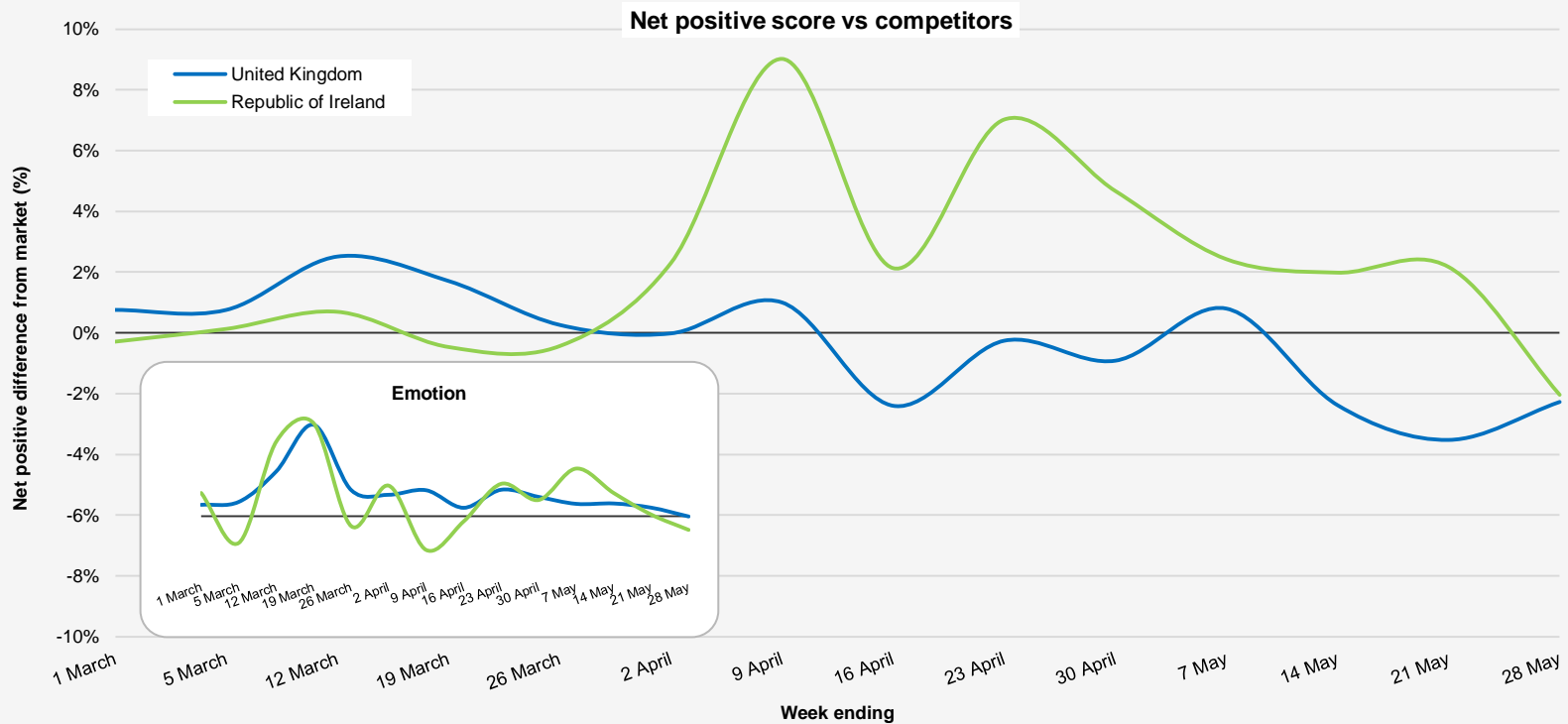
  * National internet usage figures taken from internetworldstats.com.

McDonald's online prominence was broadly similar in both the UK and Irish Republic over the three months

Buzz (March – May)

12-month acceleration

- United Kingdom
- Republic of Ireland

Y-axis: Weekly proportion of mentions in respective locations (%)
X-axis: Week commencing

- The above chart shows the proportional buzz of McDonald's in both the UK and the Irish Republic over the three-month reporting period. The values are tied in many respects, highlighting that both earned and owned online activity in the UK has a knock-on effect to the Irish market. Similarly with 'acceleration'; each market is growing at the same rate.

- Conversation ramped-up in the final week in Ireland due to the opening of a branch in Dublin's Temple Bar area. The news provoked both positive ("*New McDonalds opening up in temple bar, sweet*") and negative comments ("*Loving all the snobbery about McDonalds getting planning permission in Temple Bar, as if it's currently so fucking highbrow*").

McDonald's was consistently the subject of more positive conversation than competitors in the Irish Republic

Net positive score vs competitors

- United Kingdom
- Republic of Ireland

Net positive difference from market (%)

Week ending

Emotion

- The above chart shows the sentiment of McDonald's conversation in each market with relation to that of the fast-food market as a whole in each applicable region. Where the lines are below zero, McDonald's mentions was more likely to be negative in tone.

- the brand was consistently discussed by Irish users in a more positive tone than conversation posted in the UK, when compared to competitors in those markets. When accompanied by findings on the previous slide, McDonald's is clearly shown as not only being more visible than rivals in the ROI, but also more positive in tone, highlighting a potential key location for the brand online.

CONTACT

EMAIL: contact@brandwatch.com

WEB: http://www.brandwatch.com

TWITTER: @brandwatch

PHONE:
UK: +44 (0)1273 234 290
US: +1 212 229 2240
Germany: +49 (0)711 912 442 04

FAX:
UK: +44 (0)1273 234 291