

# Measurement & Impact

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## CORPORATE RELATIONS PURPOSE

To help the business strengthen and protect reputation to support growth.

## EXECUTIVE & INTERNAL COMMUNICATIONS

**Purpose:** To help foster **alignment**, **engagement**, and **pride** among key audiences and mobilize them as advocates supporting our journey towards becoming a better McDonald's.

## BODIES OF WORK

Executive and  
Leadership  
Communications

Content &  
Editorial Planning

Culture & Change  
Communications

Employee  
Ambassadorship

Platforms &  
Measurement

**OUR CHALLENGE:** To measurably **transform**, **modernize**, and **synchronize** how the McDonald's system communicates by achieving four big bets:

**1** Articulating vision, direction, and progress against our strategy

**2** Narrating the journey of organizational change

**3** Equipping employees to be ambassadors

**4** Modernizing the infrastructure

## Our reputation strategy focuses on these pillars:

Pillar	Example
Food	<b>Hot Off the Grill:</b> McD's knows fresh tastes best. That's why by 2018, Quarter Pounder burgers in almost all our restaurants will be prepared with 100% fresh beef from North America, and cooked right when you order it.
Family	<b>RMHC:</b> McD's builds communities, since our founding we have provided housing for families who must travel to get treatment for their ill children through RMHC. We've provided temporary lodging + care for 35,000 families while their kids battle illness.
Scale	<b>Food Donations:</b> McD's is committed to giving back to the communities we serve. Every night, many McD's donate unused ingredients to homeless shelters + food banks to fight hunger + minimize food waste.
People	<b>Archways:</b> As America's First Job, we take seriously role in teaching teamwork + responsibility. Archways program provides high school courses, tuition assistance, academic advising, so that everyone has tools to succeed in careers at McD's or elsewhere.
Experience	<b>Transforming Eating:</b> McD's is transforming experiences you have inside, outside + everything in between by modernizing the décor, adding kiosks, table service, allowing Mobile orders + launching McDelivery. McD's will transform convenience + ease on offer.

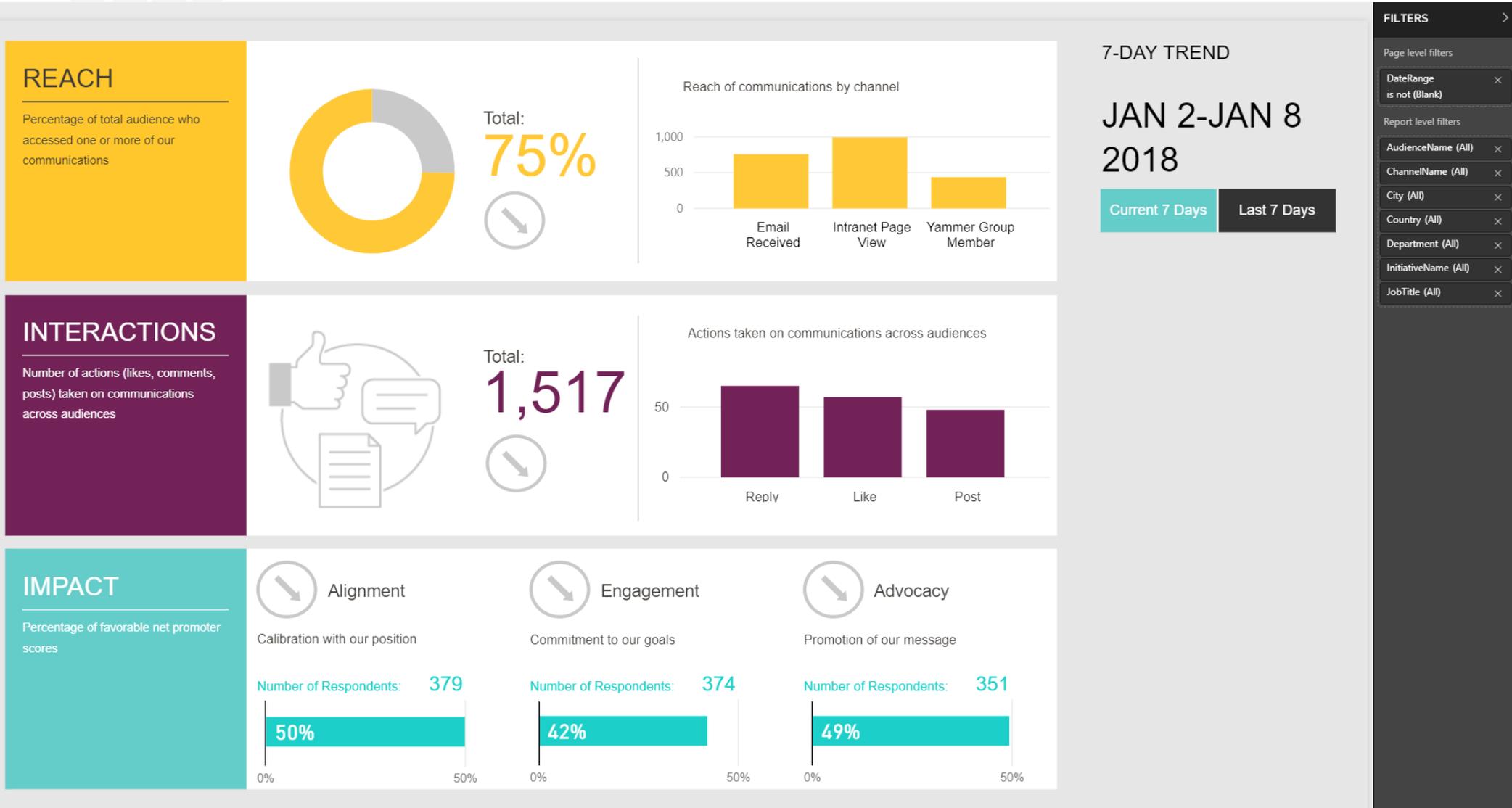
# Our Measurement Framework



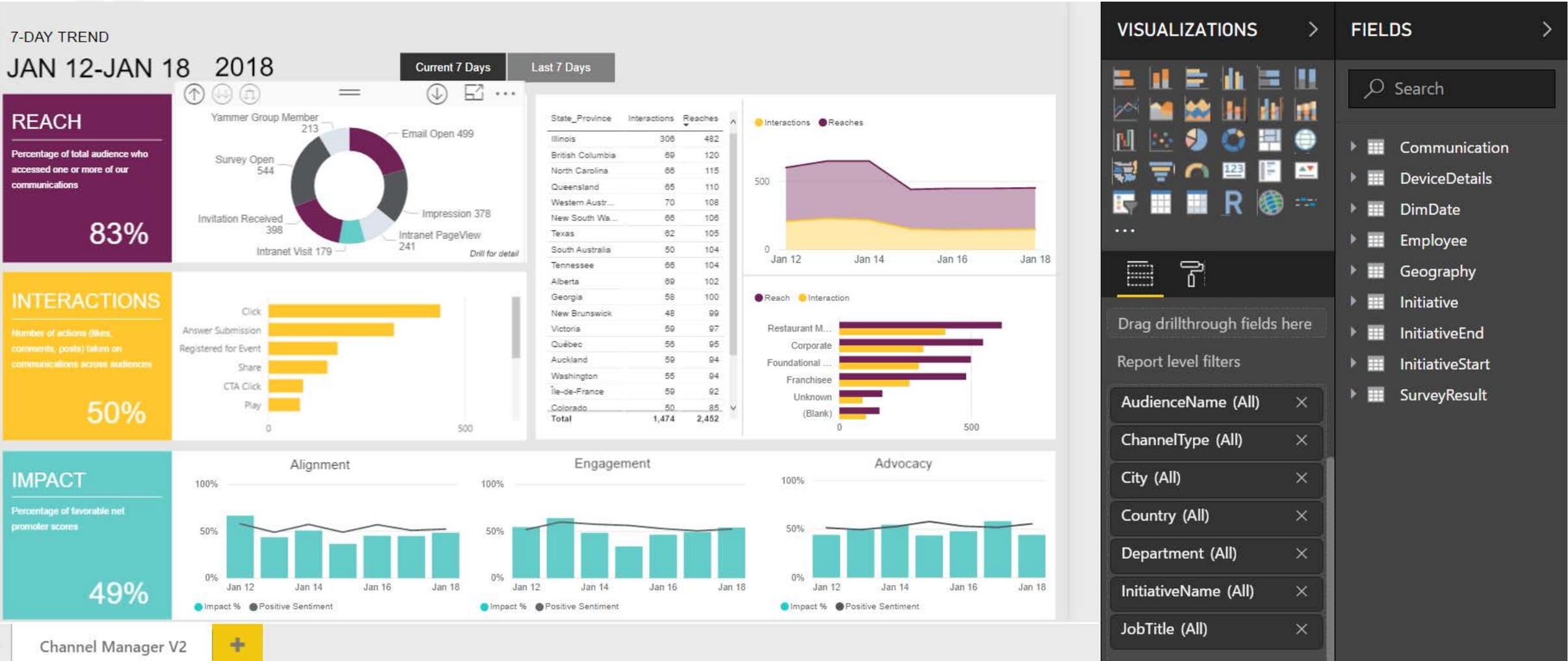
GE&IC evaluates effectiveness using three factors:

- **Reach:** Effectively getting information to key audiences (Opens rates, log ins, registration)
- **Interactions:** How audiences engage with messages, approaches and tactics (Clicks, likes, attendance)
- **Impact:** Increases in KPIs that support growth (Awareness, understanding, perception and behavior change, social sharing, volunteerism)

# Our Measurement Dashboard – Sample Exec Report



# Our Measurement Dashboard – Sample Channel Mgr


Channel Manager V2
+

# Our Theory of Impact



## OUTCOMES

### Alignment

I understand where we're going and why

- Understand the Velocity Growth plan
- Believe we are making progress against the Velocity Growth plan
- Feel confident in our growth plans and McDonald's leadership

### Engagement

I am connected and committed

- Understand McDonald's culture and what we stand for
- Believe the work I do has an impact
- Feel a personal connection to the brand

### Pride

I feel good about supporting McDs

- Understand the positive impact McDonald's has on people, communities, and the world
- Believe McDonald's serves food everyone should feel good about eating
- Feel that McDs is a good employer and cares for people

## ACTION

### Advocacy

Mobilize the system to be advocates

- Informed enough to advocate
- Access to right information to advocate
- Empowered to advocate
- Equipped to advocate
- Inspired to advocate

## IMPACT

### Reputation & Trust

Guest counts and comp sales

- McDonald's:
- Cares about well-being of employees
  - Pushes itself to become better every day
  - Is a company I feel good about supporting
  - Is good for communities
  - Is a company I trust
  - Has food that tastes great
  - Offers good food for a good value

# Convention Case Study



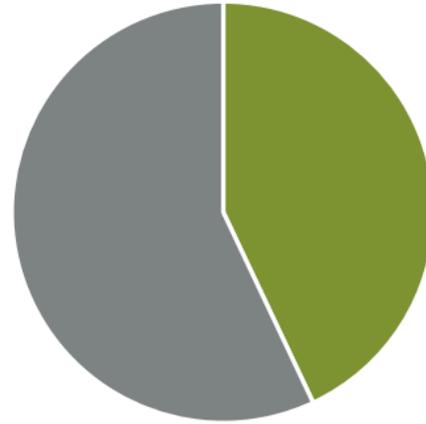


# What we now know about our attendees



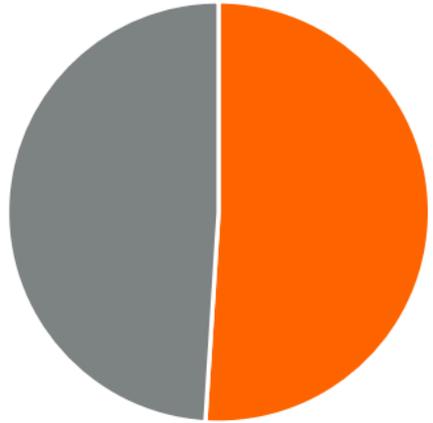
**55%**

started as crew



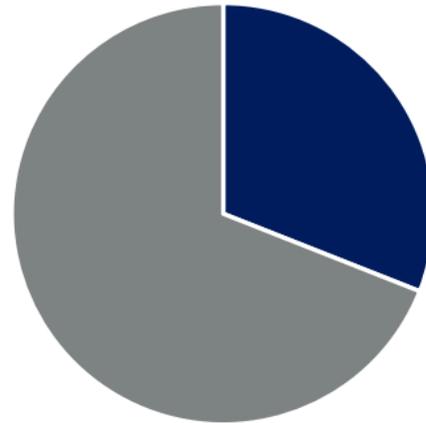
**43%**

Veteran attendees (5+)



**51%**

20 years or more  
with the system



**31%**

next gen  
franchisees

# Five practical tips



1. View measurement as a compass
2. Tie your measurement approach to your strategy
3. Connect your ecosystem and integrate data sources across it
4. Have a big party with legal and IT
5. Use what you have