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# **McDonald's Sneak Peek World Premiere Sponsorship Research Study August, 2008**



# **CartoonNetwork.com/McDonald's Study**

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# Business Objectives

# CartoonNetwork.com/McDonald's Study

## **BUSINESS OBJECTIVES**

1. To show that Cartoon Network has provided McDonald's with an effective, creative and influential promotional vehicle for its product.
2. To help convince McDonald's that this year's promotional campaign was so effective that it should continue the relationship next year, facilitating an increase in Cartoon Network ad revenue.
3. To show that the McDonald's on-air spots drive participants/viewers to the McDonald's Sneak Peeks section on CartoonNetwork.com.
4. To help Cartoon Network Ad Sales evaluate the positive and negative aspects of this promotion.



# Action Standards



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# CartoonNetwork.com/McDonald's Study

## ACTION STANDARDS

1. How likely are you to ask your parent(s) to purchase a meal or snack at McDonald's? (top box "definitely will ask my parent(s) to buy me a meal or a snack" sig. pre/post @ 90% c.i.)
2. How likely are you to visit CartoonNetwork.com to view the Sneak Peek episode? (at least 20% top box "definitely will visit CartoonNetwork.com to see Sneak Peek videos" intent to view)

# Methodology

# CartoonNetwork.com/McDonald's Study

## METHODOLOGY

- The study was conducted online from July 9, 2008 through July 11, 2008.
- 300 Kids 6-11 (50/50 split between boys and girls; equal parts M/F 6-8 and 9-11) were recruited to participate in the survey. The sample was split according to the following cells:
  - On-Air Promo=100
  - Website=100
  - On-Air Promo/Website=100
- All households were screened for:
  - Cable/Satellite TV and high-speed Internet access.
  - Employment in sensitive industries.
  - Participation in a market research survey in the last 3 months.
  - Watched Cartoon Network at least once per week.
  - Visited CartoonNetwork.com at least once per week.



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# Executive Summary

# CartoonNetwork.com/McDonald's Study

## EXECUTIVE SUMMARY

1. On a scale from 1-5, where “5” means “definitely will ask my parents to buy me a meal or a snack” at this restaurant and “1” means “definitely will not ask my parents to buy me a meal or a snack” at this restaurant, which of the following best describes how likely you are to ask your parents to buy you a meal or a snack at this restaurant in the next 30 days:
  - Although intent to purchase remained relatively even from pre to post within both groups that were asked this question, likeability of McDonald's increased significantly after exposure to the On-Air Promo/Web Site execution (On-Air Promo/Web Site: 80% pre to 88% post).
    - The lack of a lift in purchase intent between pre and post was likely due to the ubiquitous nature of the McDonald's brand, which contributed to very high pre-exposure percentages in the top box (Web Site: 75% pre to 76% post, On-Air Promo/Web Site: 86% pre to 86% post).
2. On a scale from 1-5, where “5” means “definitely will visit CartoonNetwork.com to see Sneak Peek videos” and “1” means “definitely will not visit CartoonNetwork.com to see Sneak Peek videos,” which of the following best describes how likely you are to visit CartoonNetwork.com to see Sneak Peeks of episodes of Cartoon Network shows:
  - The McDonald's On-Air promo, McDonald's Sneak Peek Web Site, and a combination of both, were all successful in exceeding our benchmark of 20% top-box response (On-Air: 46% top-box response, Web Site: 49% top-box response, On-Air Promo/Web Site: 61% top-box response).

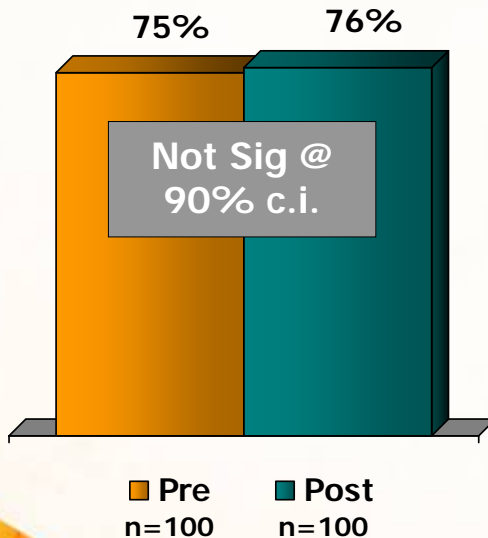


## CartoonNetwork.com/McDonald's Study

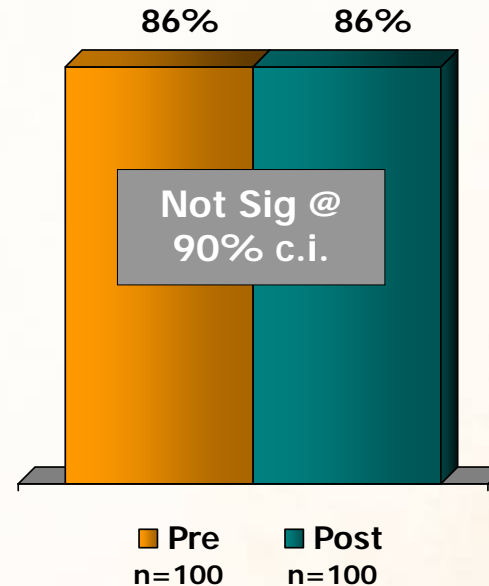
# INTENT TO PURCHASE MAINTAINED STRONG TOP-BOX RESPONSE RATE BETWEEN PRE- AND POST-EXPOSURE

Which of the following best describes how likely you are to ask your parents to buy you a meal or a snack at McDonald's in the next 30 days?  
(Top-Box Response: "Definitely Will Ask My Parents")

### Web Site Only



### On-Air Promo/Web Site

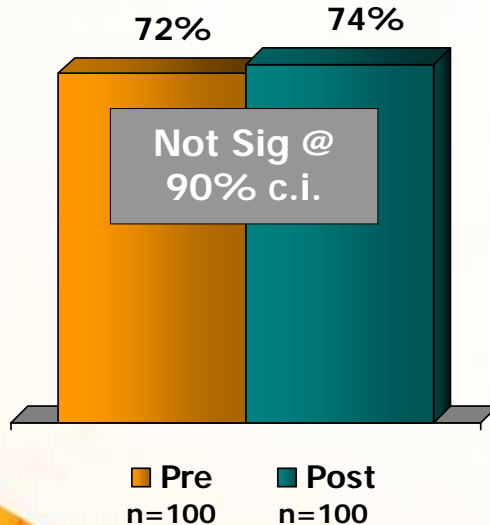


CartoonNetwork.com/McDonald's Study

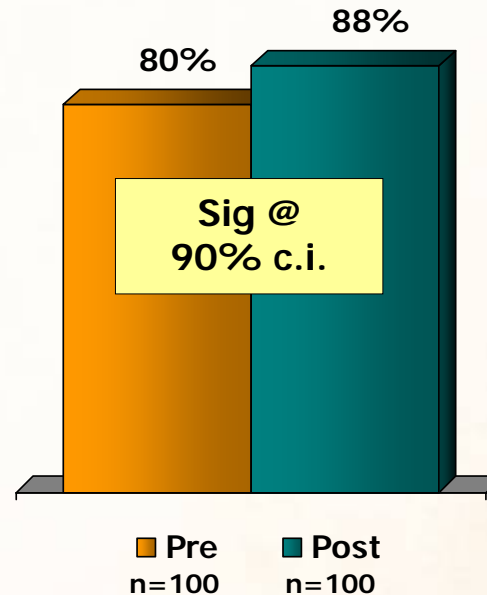
# MCDONALD'S LIKEABILITY INCREASED SIGNIFICANTLY AFTER ON-AIR PROMO/WEB SITE PROMOTION

Which of the following best describes how much you like or dislike McDonald's?  
(Top-Box Response "Like It A Lot")

Web Site Only



On-Air Promo/Web Site

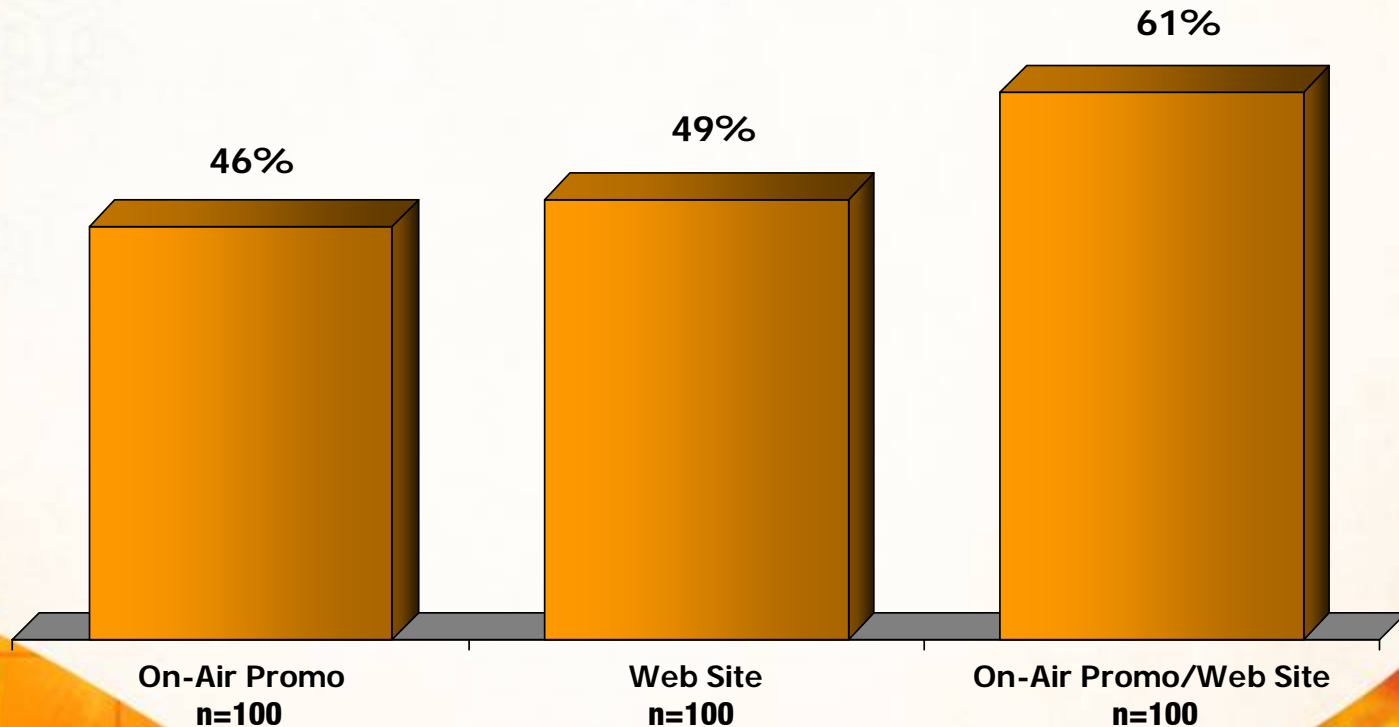




CartoonNetwork.com/McDonald's Study

# INTENT TO VIEW THRESHOLD OF 25% EXCEEDED AFTER EXPOSURE TO EACH OF THE THREE EXECUTIONS

Which of the following best describes how likely you are to visit  
CartoonNetwork.com to see Sneak Peek episodes of Cartoon Network shows?  
(Top-Box Response: "Definitely Will Visit")



Source: Cartoon Network Research based on data from OTX Research.  
Period: July 9 – July 11, 2008.

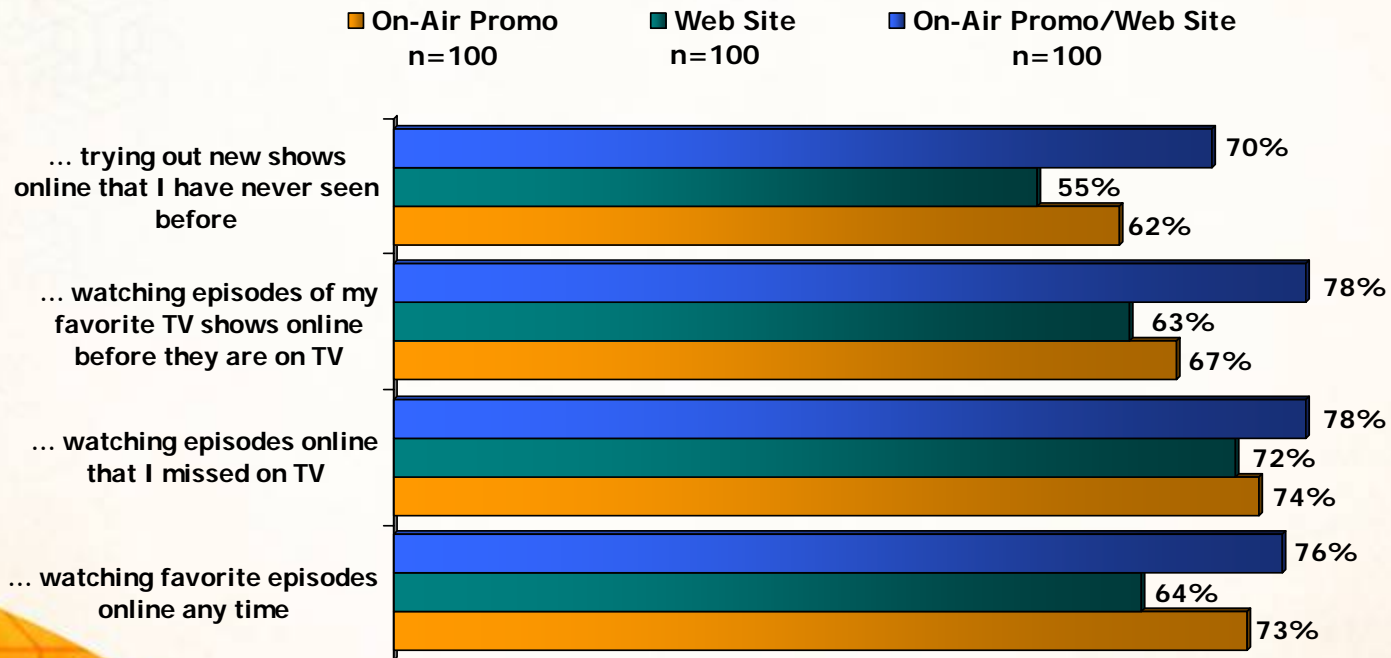


# Supplemental Information

## CartoonNetwork.com/McDonald's Study

# OVERALL RESPONSES WERE FAVORABLE FOR WANTING TO WATCH VIDEO ONLINE

Please tell us how interested you are in the following experiences with online video.  
(Top-Box Response: "Very Interested")



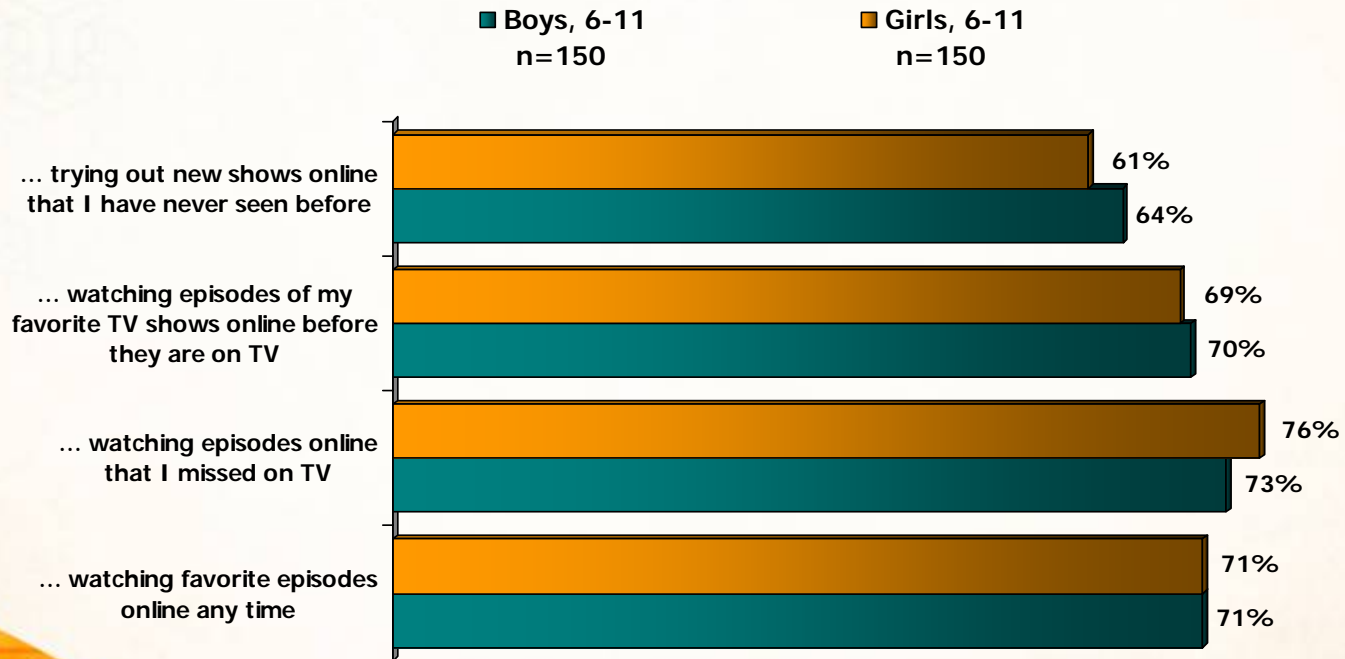
Source: Cartoon Network Research based on data from OTX Research.  
Period: July 9 – July 11, 2008.



## CartoonNetwork.com/McDonald's Study

# FAVORABLE RESPONSES FOR VIDEO WATCHING WERE EQUAL AMONG BOYS AND GIRLS 6-11

Please tell us how interested you are in the following experiences with online video.  
(Top-Box Response: "Very Interested")



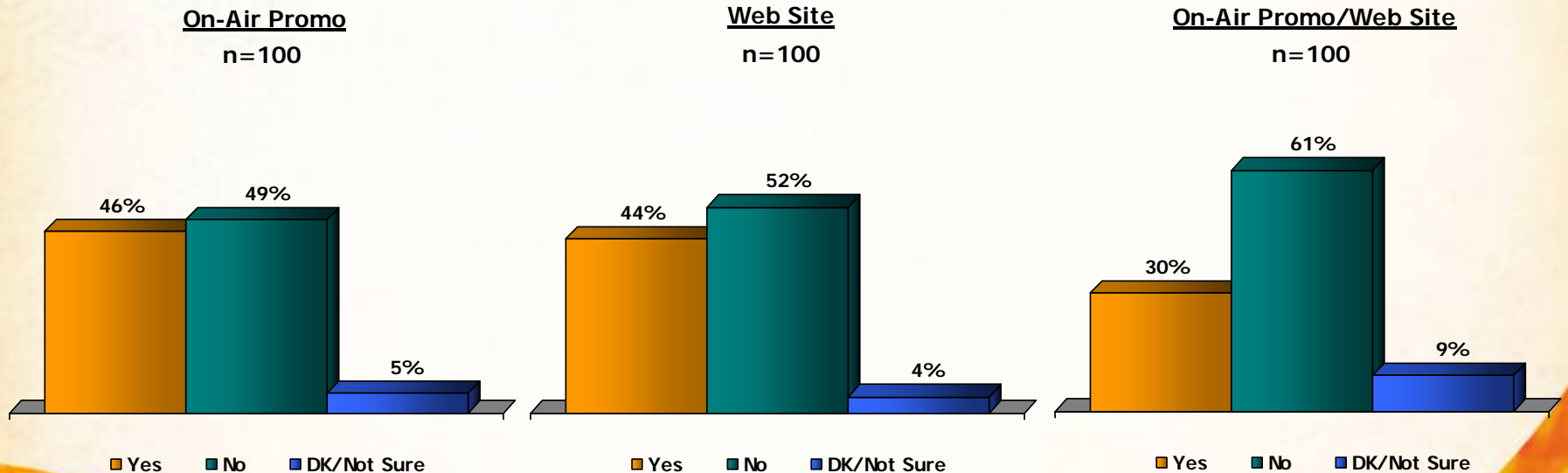
Source: Cartoon Network Research based on data from OTX Research.  
Period: July 9 – July 11, 2008.





# CartoonNetwork.com/McDonald's Study **RESPONDENTS SPLIT ON AWARENESS OF A CN.COM VIDEO SECTION**

Prior to participating in this survey, did you know that the CartoonNetwork.com website offered an area where you can watch episodes and clips of Cartoon Network shows?



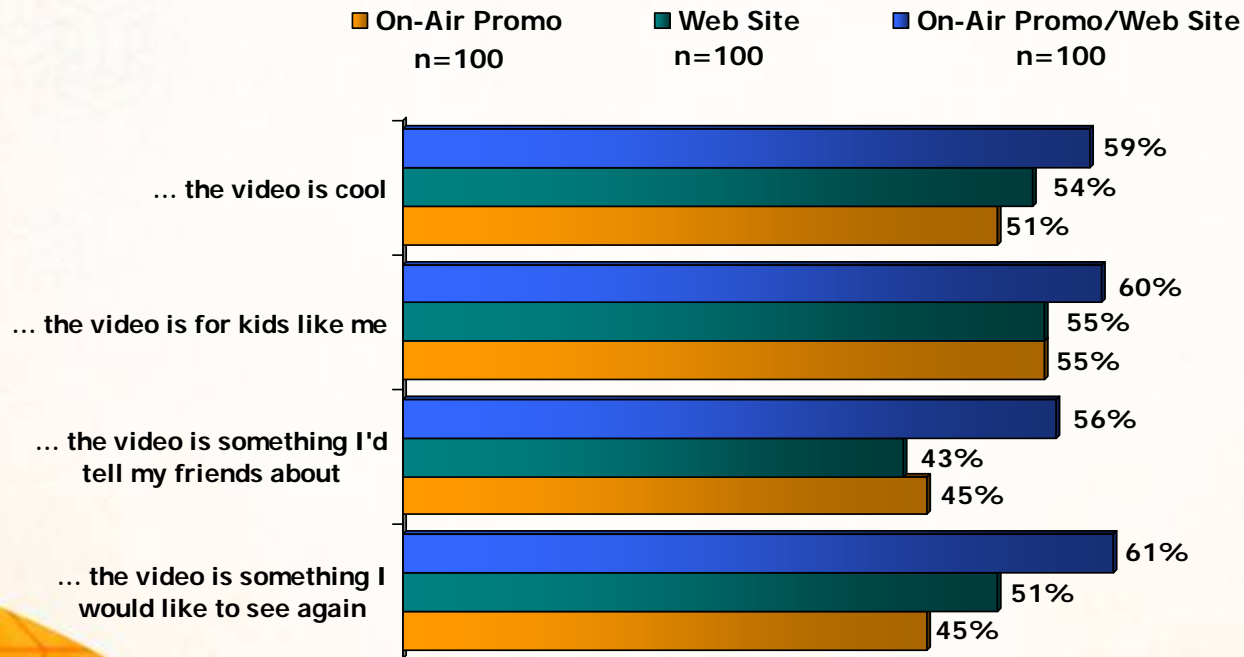
Source: Cartoon Network Research based on data from OTX Research.  
Period: July 9 – July 11, 2008.



## CartoonNetwork.com/McDonald's Study

# KIDS STRONGLY AGREE THAT THE MCDONALD'S PROMOS ARE "COOL" AND RELEVANT TO THEM

Which of the following best describes how you feel about each of the statements listed below?  
(Top-Box Response: "Strongly Agree")



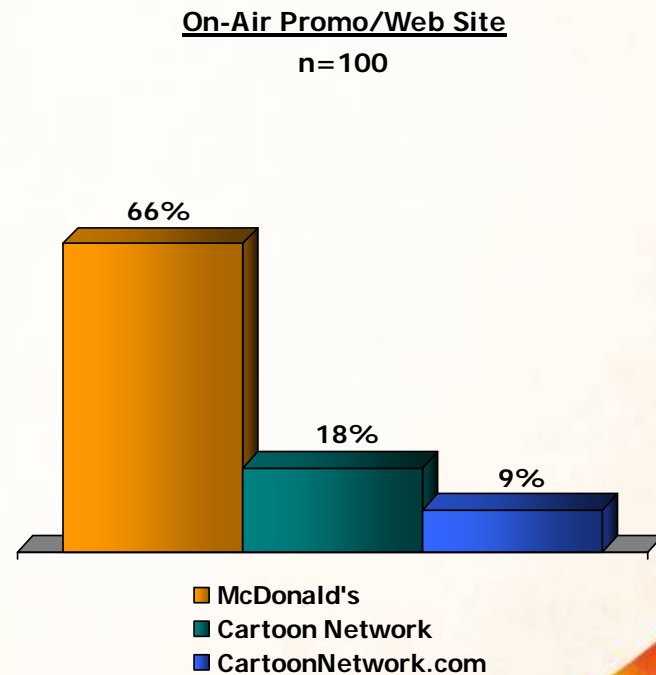
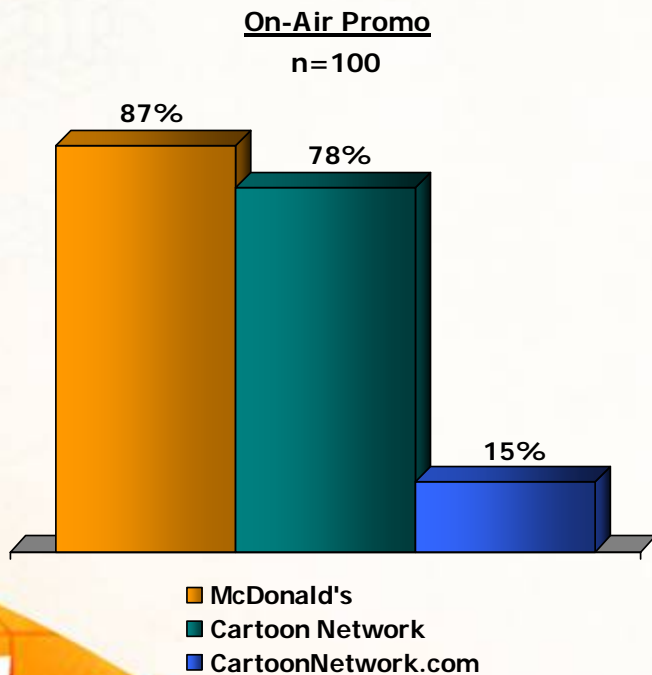
Source: Cartoon Network Research based on data from OTX Research.  
Period: July 9 – July 11, 2008.



# CartoonNetwork.com/McDonald's Study

## RESPONDENTS PRIMARILY ASSOCIATED THE ON-AIR VIDEO AD WITH "MCDONALD'S"

As best as you can recall, what product(s) were featured in the ad shown in the video?  
(Open-Ended Response)

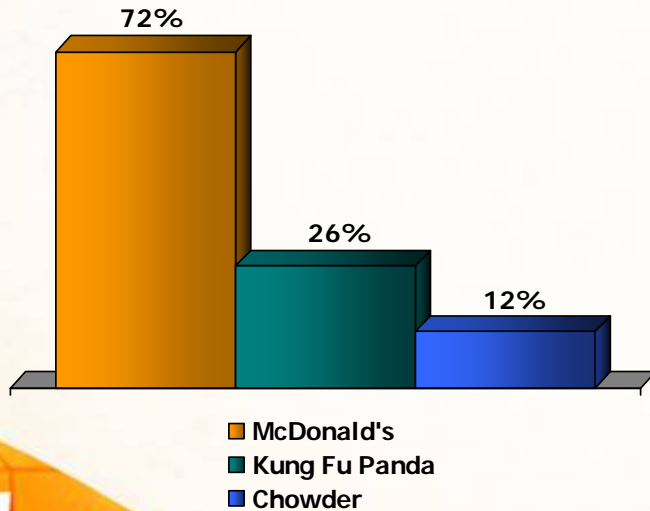


## CartoonNetwork.com/McDonald's Study

# RESPONDENTS ALSO PRIMARILY ASSOCIATED THE PRE-ROLL/SNEAK PEEK WITH "MCDONALD'S"

As best as you can recall, what product(s) were featured in the video ad on the website?  
(Open-Ended Response)

Web Site  
n=100



On-Air Promo/Web Site  
n=100

