



Mc Donald's objectives were to use Outdoor for awareness building and to promote their fasting campaign.

Mc Donald's is a heavy user of outdoor that complements the TV campaign, as it appears to be the mass media that can support the appetite of Mc Donald's users.

Through the various types of outdoor media - large, premium formats of outdoor advertising on a national scale around Cyprus - Mc Donald's increased significantly its awareness and significantly increased sales for the specific promotion in the Cyprus Market.