THE CHALLENGE

McDonald's needed a better way to integrate customers' feedback earlier in the development process. Identification of the potential winners at this stage allows them to focus on and optimize the strongest ideas to appeal to customers' preferences!
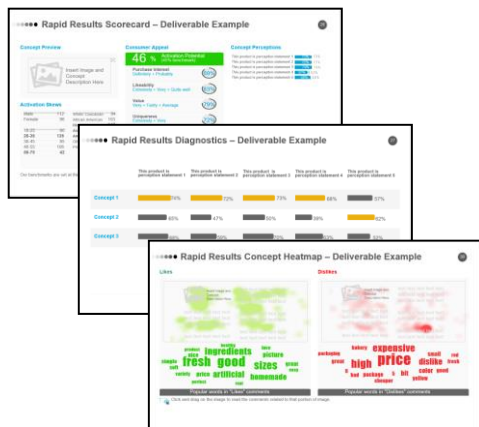

Two recent introductions:
Cinnamon Cookie Latte & Donut Sticks

McDonald's Needed Both Flexibility and Depth...

Reliable monadic testing that includes intuitive key measures and diagnostics

Robust sample and benchmarking capability

Unparalleled speed and value

THE SOLUTION

M/A/R/C®'s Rapid Results on Zappi

As Matt Cahill, Senior Director of Consumer Insights Activation, recently told The Digital Enterprise, "We began using this automated tool that is easily configurable in a matter of minutes and each test could be completed in a matter of days. What used to take a month or longer can now be achieved in a day or two, and at a lower cost."

THE RESULT

Over the last two years, McDonald's has run over 500 new menu item concepts through the Rapid Results system. This extensive concept database creates even more insights opportunities with meta analyses to guide future menu ideation.