

# HCMN CASE STUDY: McDonald's Promoting "Healthy" Image

## Components:

- Panel and mirror swipe advertising

## Success Measurements:

- Salad purchasing among health club members was measured at 33% higher at end of campaign then before campaign ran
- Members indicating they planned to try the salad rose 139% from pre-campaign to end-campaign research
- Members who indicated they thought McDonald's had "healthy food choices" rose 117% over this period, as well

