

THE CREATION OF THE GREEN FORK BY FRANKEL, AN ARC WORLDWIDE COMPANY

Product

The Fruit & Walnut Salad from McDonald's

Challenge

McDonald's charged Frankel, an Arc Worldwide company, to launch its new Fruit & Walnut Salad and generate awareness and trial for this break-through product. But traditional product sampling, such as street and other public trials, would not work in this situation due to the delicate, perishable nature of the fresh fruit and yogurt. Frankel needed to think of a novel way to entice consumers to try the product.

Strategy

- The Frankel team knew that tasting is believing. Consumers would need to sample the Fruit & Walnut Salad to know how good it really is. Frankel created a sampling tool as innovative as the product itself: The Green Fork.
- But the Frankel strategy went beyond that. Indeed, the team wanted to capture history, as this is the first time that McDonald's is selling fresh fruit. The Fruit & Walnut Salad is as important a milestone as the first time McDonald's sold breakfast or a Happy Meal. And the Green Fork is as important to the Fruit & Walnut Salad as the Happy Meal is to McDonald's itself.

The Green Fork

- Serves as the launch icon
- Complements the theme of freshness—it's the color of a green apple, a salad ingredient
- Represents the first time that McDonald's has used its cutlery as a promotional item with a limited time color, and complements another first: fresh fruit at McDonald's.
- Comes in a standard cutlery set with a \$1.00 salad coupon
- Is fun and inspiring for individuals seeking a balanced, active lifestyle
- Delivers sampling impact in an innovative way with less store labor, less cost and more news value than a traditional product sampling program could provide
- Is the genesis of an entire series of campaign materials: McDonald's product packaging, (cups, salad bags), outdoor advertising (billboards, bus kiosks), in-store marketing tool kits, point-of-purchase displays, transit wraps, and other print signage

Timing

May 10 – July 4, 2005

Attachment

Fruit and Walnut materials highlights