



 **A UNIQUE OPPORTUNITY**
 **IN THE WORLD OF GAMING**

 × **AdMazing**



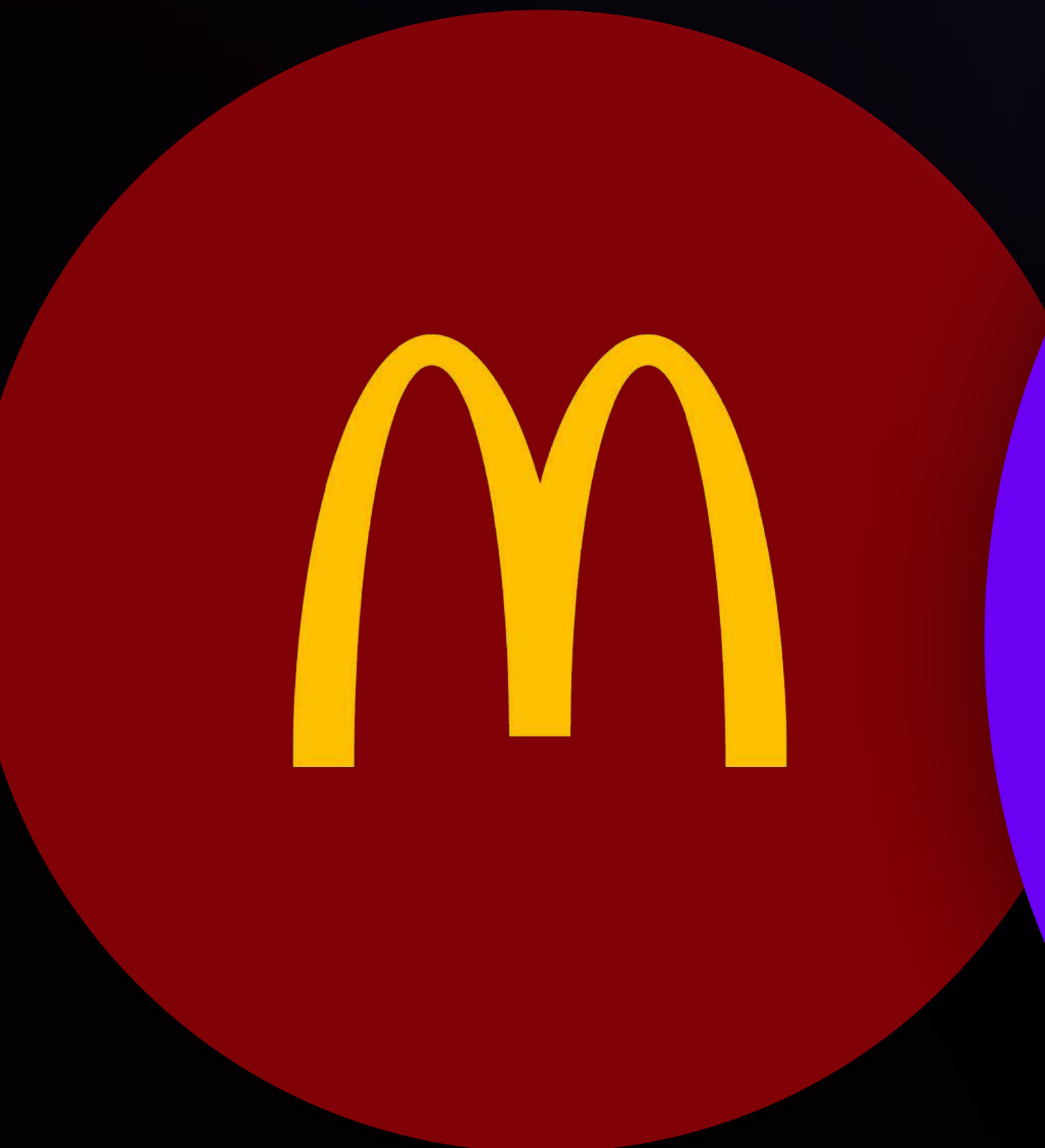
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Co-Founder
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CONNECTING BRANDS TO THEIR AUDIENCES IN MOBILE GAMES

0:13



¿Papitas:
El side de tus sueños
o el postre perfecto?



Side



Postre

0:13



McDonald's

BigMac • McDouble • Tastier
Sauces • Juicier

V	C	P	R	E	G	A	L	O
H	J	L	S	F	T	U	V	N
L	F	J	U	I	C	I	E	R
T	M	S	R	M	E	S	R	F
H	C	B	I	G	M	A	C	T
R	D	N	R	F	R	U	M	A
L	O	I	A	U	Q	C	S	S
V	U	U	U	M	E	E	R	T
C	B	M	I	R	A	S	L	I
R	L	S	E	F	R	E	M	E
O	E	Y	G	A	R	L	E	R





MEDIA ASKS

AdMazing

1. GO DEEPER AND POP IN CULTURE

2. LIVE IN CUSTOMERS' CREATIVE UNIVERSES

3. RECOGNIZE DIVERSE AUDIENCES IN THEIR CULTURE AND PREFERRED LANGUAGES

4. UNLEASH DATA TO IDENTIFY, CONNECT AND BUILD VALUABLE RELATIONSHIPS

THE TEAMS:



Starcom

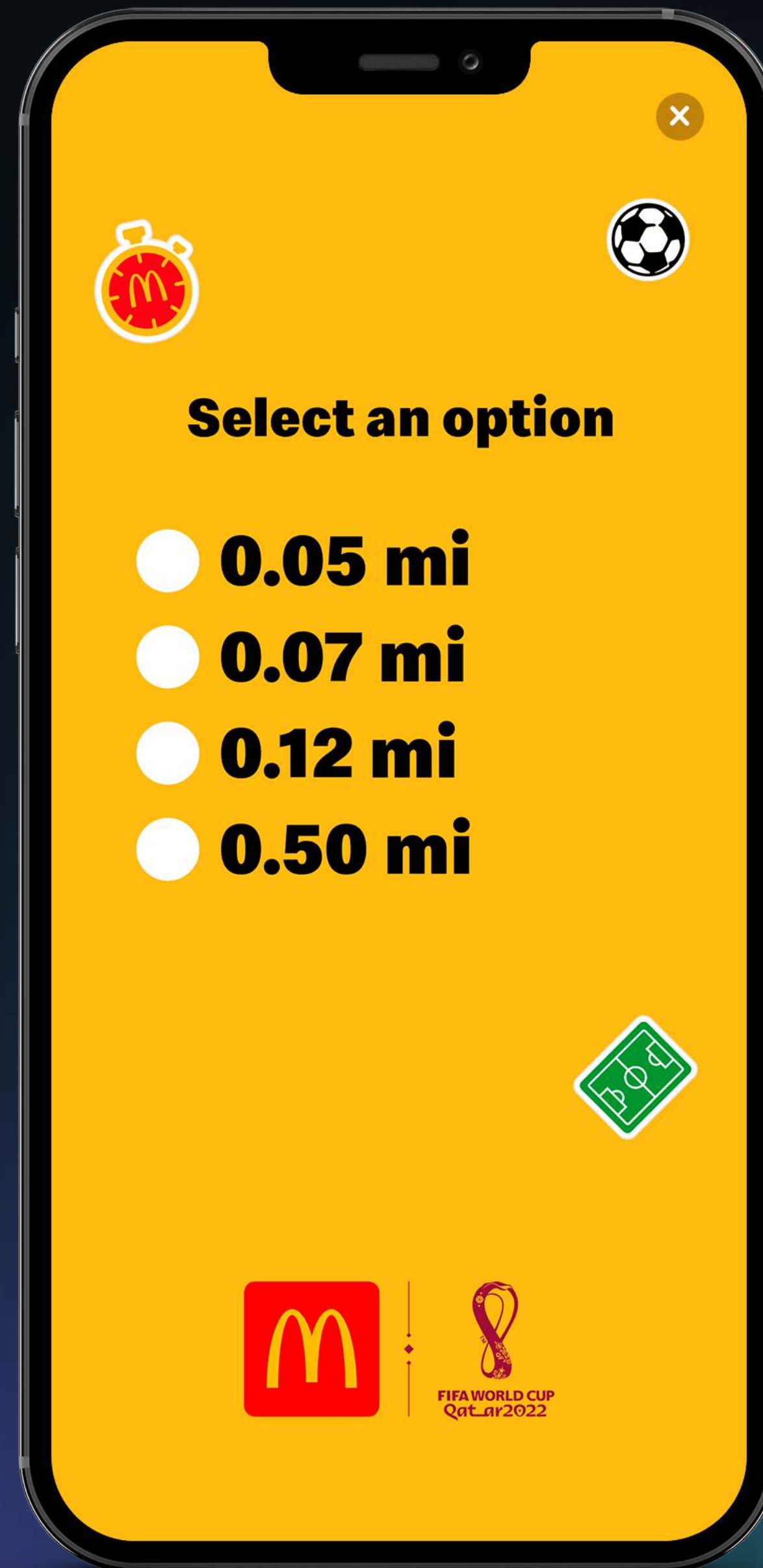
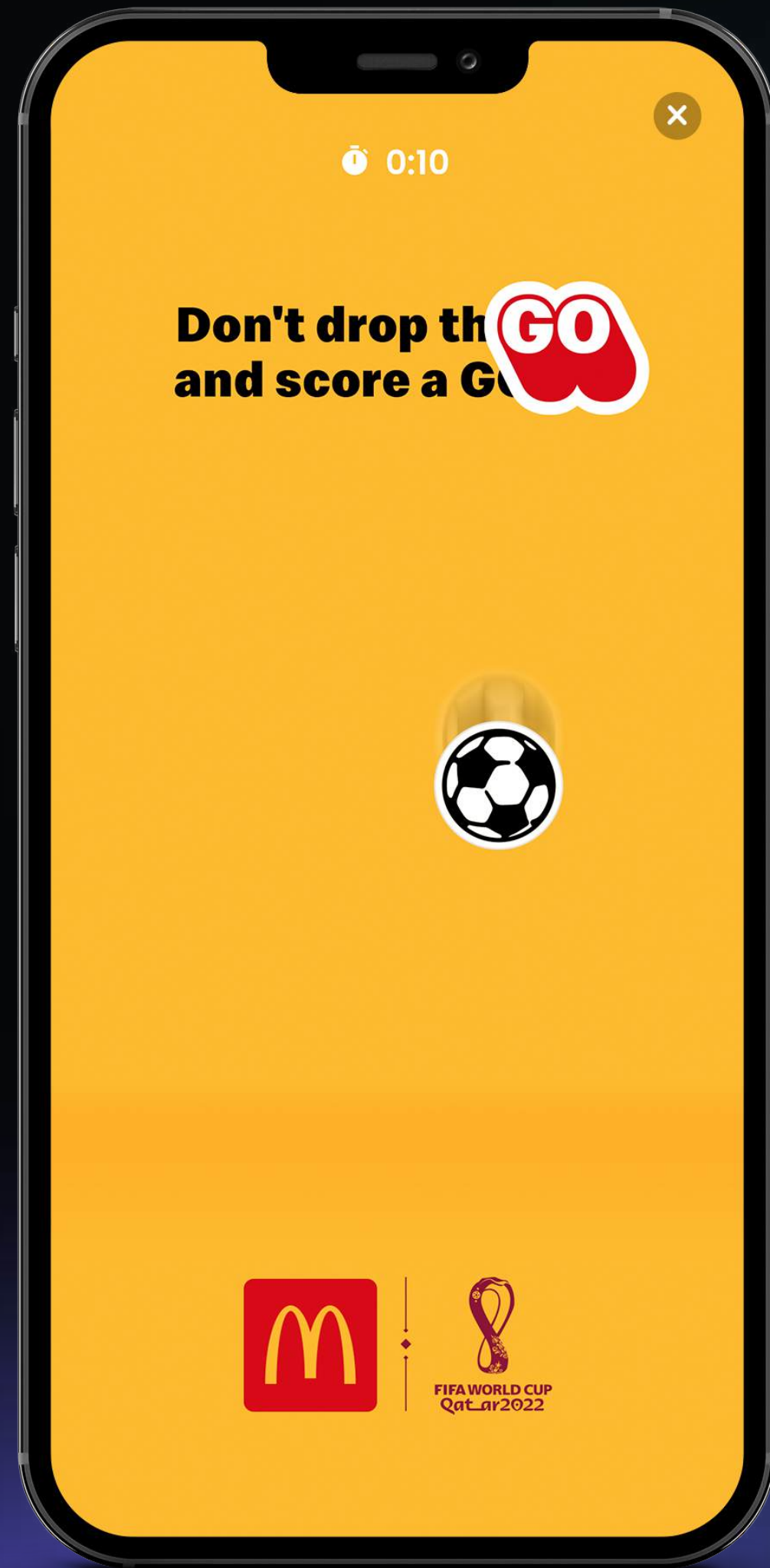
NAVIGATION
BLVD.



Wieden
Kennedy+

alma

1. POP IN CULTURE



The Solution

Effectively reach ACM soccer fans across key segments: Chinese, Korean, Vietnamese, Asian Indian, & Pan Asian via Soccer Mobile Games Takeover

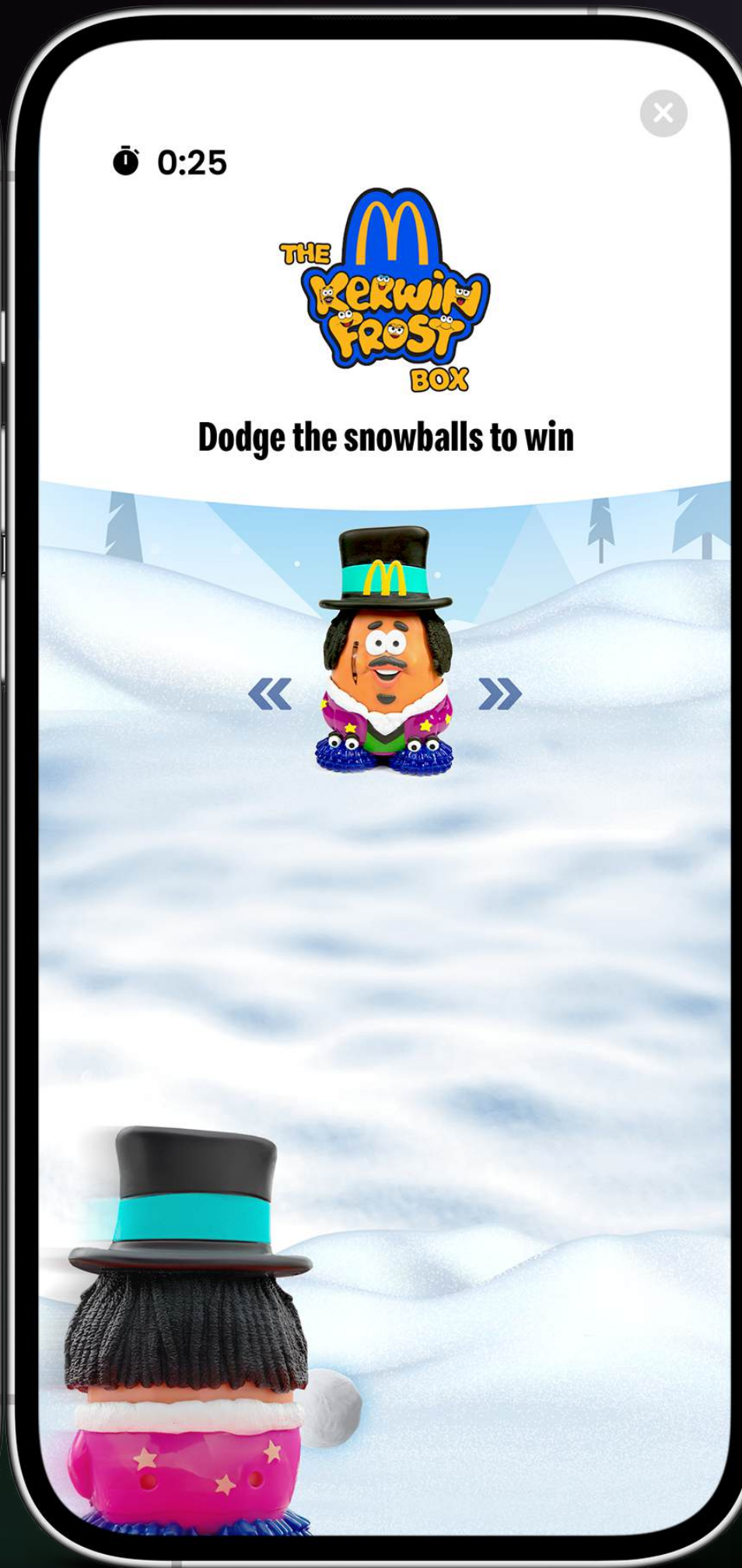
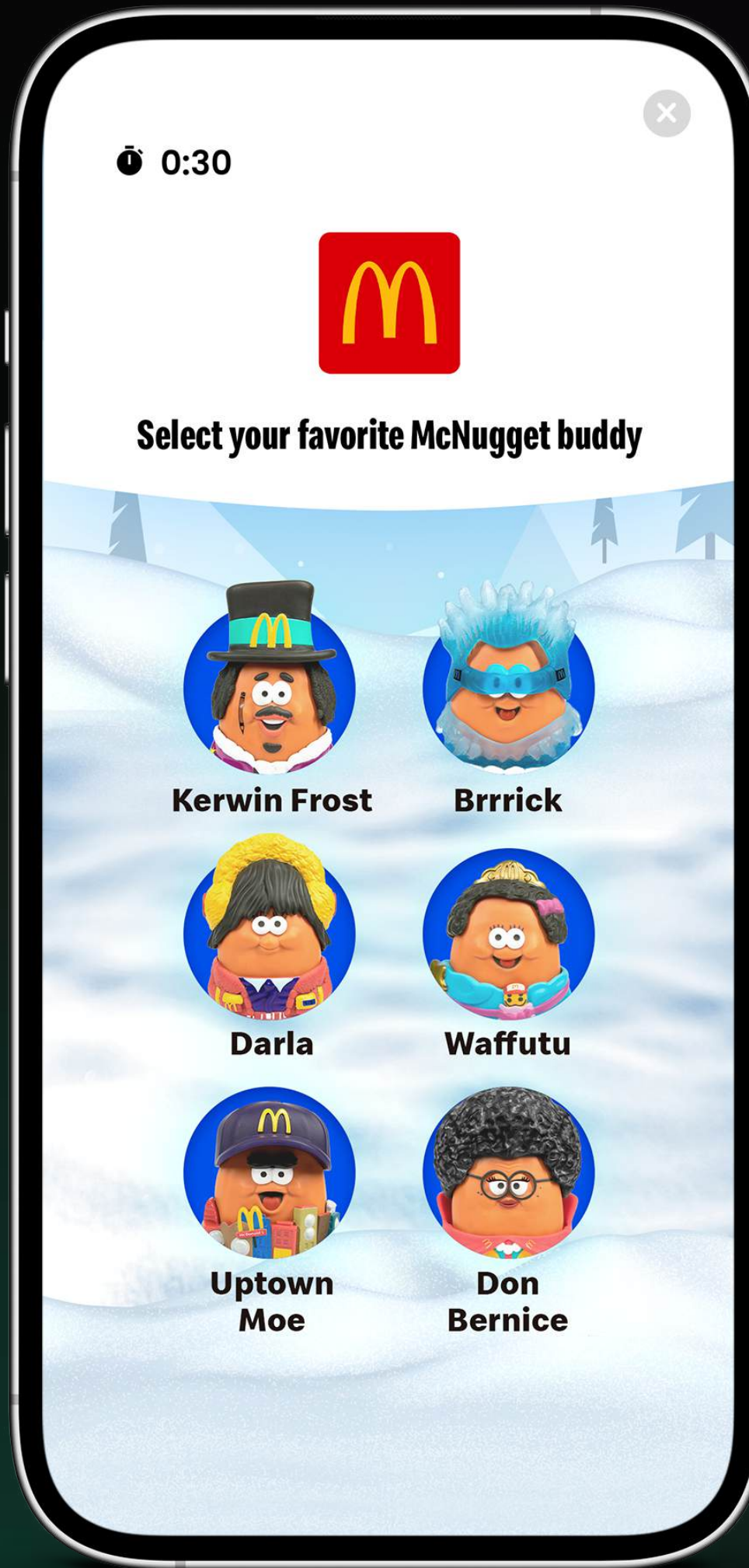
Engagement Rate was

92%

higher than benchmark

Campaign: FIFA World Cup

2. LIVE IN CUSTOMERS' CREATIVE UNIVERSES



The Solution

Create a branded Playable with a gaming mechanic similar to popular games for the audience and allows gamers to interact with the McNugget Buddies.

Engagement Rate was

63%

higher than benchmark

3. RECOGNIZE DIVERSE AUDIENCES



The Solution

Customized Playable strategies based on each segment's gaming preference

HCM Engagement Rate was

96%

higher than benchmark

Campaign: Best Burger



AdMazing

Throughout our partnership,
McDonald's has reached an estimated

39.5M

Mobile Gamers of all ages
and demographics

KOCHAVA ★

IAS Integral
Ad Science

FOURSQUARE



Thirsty?



McDonald's x AdMazing