



What we can do for your
McDONALD'S
MARKETING



ABOUT US

Media Monkey is an approved local marketing vendor tasked with bridging the gap from local store marketing to a national scale. We utilize geo-grid marketing to target areas with consumers who are most likely to purchase your services. This brings you the best ROI possible.

With over 30 years of marketing experience, we have established a solid foundation and have the resources to produce successful results for clients. We are a leader in the marketing industry and continue to lead with our well-qualified team. We will anticipate your needs and exceed your expectations.

At Media Monkey, we know that your company needs a simple and effective solution for your marketing needs. Our goal is to offer a complete solution to make your company an ultimate success.

YOUR ONE STOP SHOP FOR ALL OF YOUR MARKETING NEEDS.

Geo-Grid marketing utilizes cross-platform advertising to reach customers within a specific radius around your restaurant. We can target both residential and commercial areas. Media Monkey will help determine your store's trade area and target market to build the most effective MyLocal Marketing plan. By focusing your marketing dollars on the specific areas that you're servicing, we help to increase your ROI.



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DIGITAL TOOLS & SERVICES

Media Monkey has created a collection of exclusive tools to help aid in the everyday tasks. Many of these tools can be loaded onto a tablet, smart phone or laptop. Others are add-ons to your current systems to aid in your business' success and assist in everyday operations.

Grading Tool

The grading tool is an internal system that allows you to monitor, report, reward staff, and encourage good behavior and customer service. It can be customized to focus on points that you would like to have an employee improve upon. This tool is very valuable during employee or store evaluations.

Survey Tool

The survey tool offers a simple method of monitoring your establishment in the eyes of the customer. It provides you with an easy way to communicate with customers to truly gauge their experience. Gather information on customer experience, cleanliness, and service all in the palm of their hand.

Training Tool

The Training tool offers a simple method of adding video content to any training session. The visual element tends to resonate well amongst staff and helps keep training topics top of mind. We offer content including guided orientations, digital walk-throughs, training courses, and more. Track the training progress with our digital sign-offs so you know who is up to date on their training.

Ordering Site Tool

The ordering tool is capable of creating an internal-use site for your multi-unit restaurants. So they can access and order branded kits. Our team will source any materials you may need, providing you with a One-Stop-Shop. All materials will be packed and shipped by us to all locations to assure efficiency and prompt arrival.

Office Manager Tool

The Office Manager tool offers easy back-of-house tracking of staff time cards. Allow employees to log in and track specific tasks to report when complete and add shift reminders throughout the day to remind staff of specific tasks to be completed. This system can be customized to offer front-of-house details as well by allowing easy reservation logging and customer access booking as well.

McD Hazcom™ Mobile Application

OSHA requires that all businesses have Manufacturer Safety Data Sheets (SDS) readily available if they are needed in an emergency.

McDonald's & Media Monkey are happy to bring you McDonald's Hazcom.

McDonald's Hazcom App puts restaurant safety knowledge in the palm of your hand by being an all-inclusive mobile application that works on iPhone, iPad, and Android phones & tablets. This new app offers a simple interface making it

easy to quickly find the information that you need. The Hazcom app will replace the obsolete HazComm binder in the restaurant, eliminating paper waste, and keeping the restaurant up-to-date on all available Safety Data Sheets.

The application provides many great features including:

- ▶ Safety Data Sheets
- ▶ Quick Access to Poison Control
- ▶ Safety Videos
- ▶ Restaurant Safety Quick Reference Brochure
- ▶ Hazcom Safety Manual
- ▶ Safety Training
- ▶ Safety Tips & Best Practices
- ▶ Employee Acknowledgment & Digital Signatures



Media Monkey TV™ Crew Comm™

Crew Comm™ Monitor is a digital staff communication monitor for back room use.

The Crew Communication Monitor is a tool intended to help streamline communications while keeping the crew informed and engaged while they spend time in the restaurant.

This monitor is showcased as a screen in the crew room of the restaurant that provides timely content and communications for the crew about

what is happening in McDonald's, from national to local. Video streaming is also available and will help reinforce messaging. Messaging to the crew may include: monthly leadership messages, upcoming promotions, information on new or limited time menu items, key restaurant metrics and focus areas, McDonald's facts, Archways to Opportunity® information, upcoming events, holiday hours, benefit highlights, crew recognition & more!



Design Basics

- Design and edit your own slides.
- Save frequently used templates.
- View the slide show content from anywhere.
- Contribute to your organization's video library with unique training or onboarding videos. (Pre-existing video content can be conveniently added)
- Choose to automatically populate slides for individual locations.

Why Media Monkey TV?

- ▶ Boost crew engagement and recognition
- ▶ Keep your crew informed with the latest McDonald's updates
- ▶ Streamline training the built-in library of FRED videos
- ▶ Create and upload your own custom slides and videos for unique messaging
- ▶ **NEW** front of house option provides opportunity to share news with customers

What is included with your Media Monkey TV subscription?

- ▶ Personal account login
- ▶ Access to customizable slide templates
- ▶ Upload your own videos
- ▶ National Slides (updated monthly by Media Monkey)
- ▶ Full video library including Fred training videos
- ▶ Real-time store information slides (OEPE, voice scores, birthdays, anniversaries, and more)

THE INSTALL

Installation has never been easier! Our turnkey installation covers everything. A member of our Expert Assembly Team will come to you and provide you with a professional installation. However, if you prefer to do a self-install, we can send all essential equipment directly to you.

Included in our professional installation: a monitor, the Crew Communications Media Player, and the necessary hardware for installation.



*Installation Options may vary depending on your location's needs.

Golden Ticket

3 feet to the world! With Golden Ticket, market your stores to customers both locally and globally, all from customer's mobile wallets.

Free customers from the burden of carrying a number of cards, coupons, or flyers by offering The Golden Ticket. What is The Golden Ticket? It uses our unique encryption and decryption algorithms to present a scannable code to a mobile device. This technique displays your information to customers in an easy to use and convenient way.

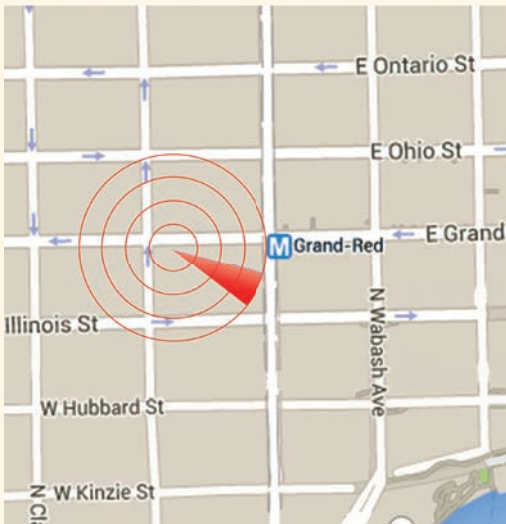
Examples:

- Flyers
- Membership Card
- Event Ticket
- Frequency Card
- Coupons

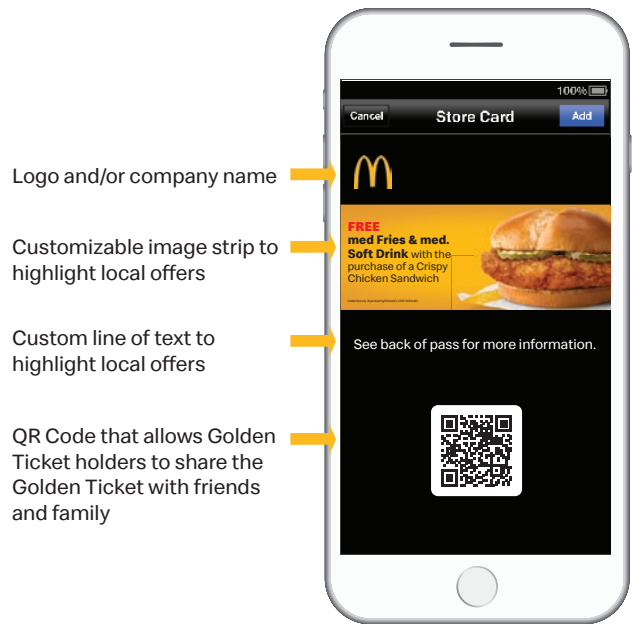
TARGETED

We can update Golden Tickets as local offers change, and customers will automatically receive the update.

Golden Ticket can also be used for Mobile order & Pay and with business direct mail so that every customer receives an offer.



Golden Ticket Anatomy





Build Your Own Local Store Marketing Kits with Media Monkey!

Pack Out Service

Do you have the perfect marketing plan in mind but you are unsure where to get all of your materials from?

Media Monkey will produce any materials you may need, providing you with a one stop shop for anything your restaurants may need for their local store marketing. All materials will be packed and shipped by us to assure efficiency and prompt arrival. Media Monkey is also an active member

of the LSM Council, a group of approved McDonald's marketing vendors. The Council works together to assemble kits of marketing materials. These kits "plus up" any of the tentpole event kits provided by McDonald's.

ADHESIVE EXCLUSIVES

Grab customer attention when they grab their food! Each of these exclusive products encourages customer bounce backs and builds guest counts. They offer the unique ability to interact with the customer immediately upon accepting their bag or tray.

Each adhesive offers its own perks and assures customers will be well informed. We encourage you to promote coupon deals, product highlights, enticing imagery, upcoming events, activities, and more. Each of these exclusive items are available for subscription ordering upon request.

Don't forget, the most effective messaging is on the packaging itself!

Bag Seal

Provides customers with the added security of McDelivery® Bag Seals. Each seal can be applied to a bag before it leaves the counter, carrying your message and conveniently sealing the food in a bag.

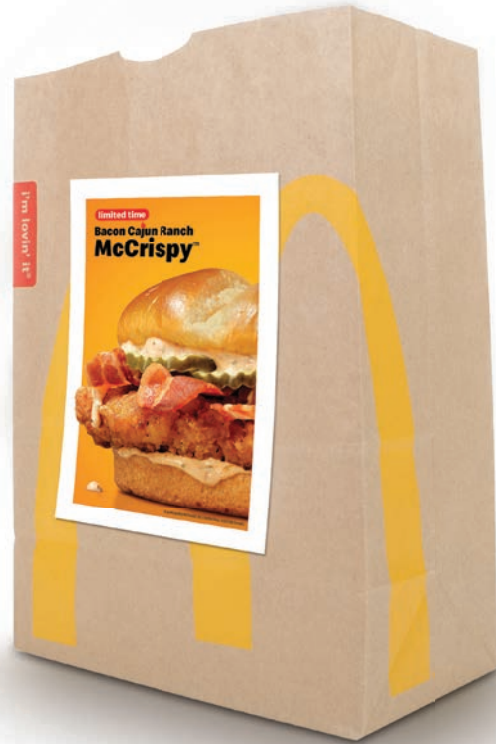
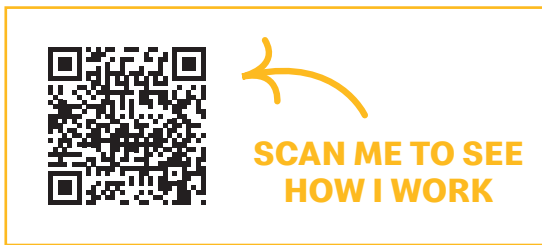
Used for: MOP, Drive Thru, front counter, and table service.



Bag Seal
2"x3"

Bag Hanger[®]

Offers the ability to strongly reinforce point of purchase messaging and builds effectiveness by commanding attention and interaction. Bag Hangers[®] can be pre-applied, making it easier on staff members.



Box Topper[™]

Tempt customers with these eye-catching adhesives by placing your message on a sandwich box, pizza box, receipts, wrapped food, paper bags, cups, and more!



Cup Sticky[™]

Inspires customer interaction by advertising current deals, upcoming events, new menu items, and more! Get your message noticed with their hard-to-miss placement.



DIGITAL MARKETING

Digital Marketing is a powerful tool that helps boost business. It allows us to specifically target customers that are interested in your services.

A custom digital marketing campaign will be created to fit your budget. Media Monkey® will handle all the work to make your business expand. We carefully plan spending throughout each month with consistent marketing.

With digital marketing you get:

- ▶ Quick & Measurable Results
- ▶ Added Exposure
- ▶ Real Time Tracking
- ▶ Advertise online exclusively to your local customers

Banner Ads

Digital ads build awareness through radius-targeted marketing and can appear to people who are already using similar search terms online. Digital ads will appear to potential customers on websites such as e-mail, weather, and social media pages. Because the ads are targeted to your restaurant's area, it will attract people who are already near your restaurant. All digital ads can be custom-made upon request!

Analytics

Upon completion of your digital campaign, our team at Media Monkey will provide a report with the results. Analytics include a summary of the campaign, the number of impressions your campaign made, and how many people were led to the website.

Hiring

3 banner ads included



Great pay with a side of Building my future

Find your job combo

- Starting wage up to *\$15 an hour
- Flexible hours
- Up to *\$3000 in tuition assistance
- Advancement opportunities

1234 S Main St, Anywhere, US 09876
Seasonal help wanted

Apply Now



©2018 McDonald's

Great pay with a side of Building my future 

 **Apply Today**
Text "XXX" to 38000

Find your job combo
1234 S Main St, Anywhere, US 09876

- Starting wage up to *\$15 an hour
- Flexible hours
- Up to *\$3000 in tuition assistance
- Advancement opportunities

Apply Now

Seasonal help wanted

Most McDonald's restaurants are operated by independent franchisees who, as independent operators, are solely responsible for setting their own employment policies and practices, including pay and benefits, for the people working in their restaurants. McDonald's has no control over employment matters and does not employ those working at independent franchisee restaurants. ©2018 McDonald's

 **Flexible scheduling with a side of serving the community** **Apply Today**

PRINT PRODUCTS

Media Monkey is an expert at printed collateral and we are excited to work with you on your next printed project. With major print facilities across the United States and overseas we are able to handle any scale job with speed and efficiency. Media Monkey products come with many sample designs for you to select from.

A Sampling of what we are best known for:

- Coupon Books
- Flyers
- Door Hangers
- Inserts
- Adhesive Exclusives
- Keeper Coupons
- Bags
- Postcards

But don't be fooled, we can do it all.

Coupon Books

Entice your customers' senses with Media Monkey Coupon Books. Feature new menu items, deals, events, etc. Each coupon book is comprised of 12 coupons and measures 8.5" x 7" when folded. We recommend coupons to last between a week and 45 days. * Coupon books are perfect for direct mailers.



Bacon Cajun Ranch McCrispy™
8.5" x 7" (Folded)

Postcards

Tantalize taste buds by offering mouth-watering imagery and deals with Media Monkey Postcards. Each postcard measures 11" x 6", offers 6 coupons, and has vivid imagery. We recommend coupons to last between a week and 45 days. * Postcards are perfect for direct mailers.



Best Burger
11.6" x 6"

Flyers

Spread the word by using Media Monkey's Flyers. Display special offers, promotions, events, and more!

Our flyers are available in a variety of sizes. Perfect handing out at the drive-thru, counter, or distributed by the street crew!



Birthday Parties
4" x 6"

\$1 \$2 \$3 Dollar Menu
4" x 6"

Keeper Coupons

Keeper Coupons (standard 3.5" x 2") are instant gratification cards that customers can redeem multiple times, encouraging return visits to your restaurant. A hole is punched on the card each time the offer is redeemed. Once all of the numbers are punched, the offer is no longer valid. We recommend the coupons to last between a week and 45 days.

These cards can be handed out during promotional events like grand opening celebrations, family nights, McTeacher's Night, or just because.



FCB
3.5" x 2"



Dine In
3.5" x 2"

Door Hangers

Spread the word around the neighborhood by using Media Monkey's Door Hangers or Stickies. Special offers, promotions, or events can be displayed on the doors of nearby homes or businesses. Door hangers are easy to hang and keep around. Door Stickies, on the other hand, have an adhesive strip running along the top or side and can be applied to a variety of surfaces.

Encourage McDelivery® orders by placing a door hanger on a local business door or remind them that McCafé® coffee can improve anyone's morning.

Door hangers and Stickies are available in multiple sizes and can be custom-made.

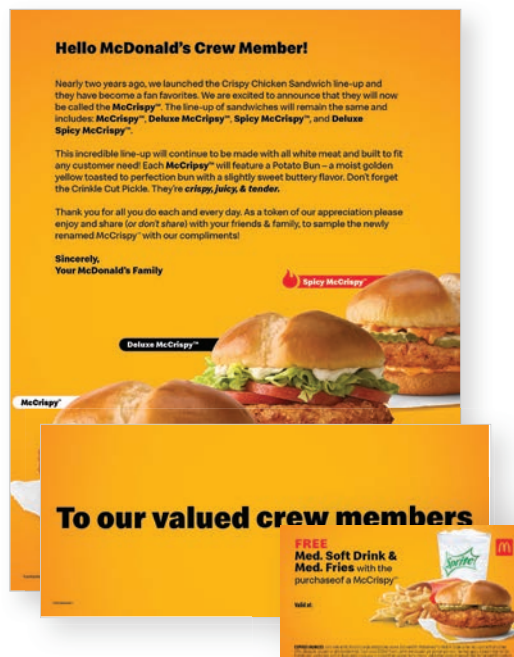


Crew Envelopes

Use Media Monkey's crew envelopes to enhance programs at restaurants and engage the crew as an ambassador. Each crew member will receive a letter informing them about the exciting news at your restaurant, along with promotional cards to share with their family and friends. The crew envelopes will encourage word-of-mouth advertising for the promotion of your choice.

The basic crew incentive package includes:

- ▶ Custom #10 McDonald's envelopes.
- ▶ 8.5 x 11" letter on custom McDonald's® letterhead
- ▶ Awareness building cards for each crew member



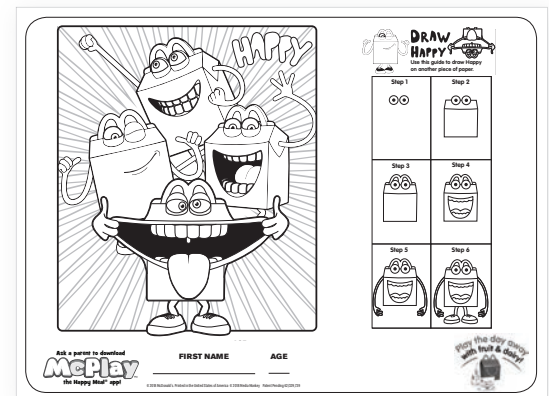
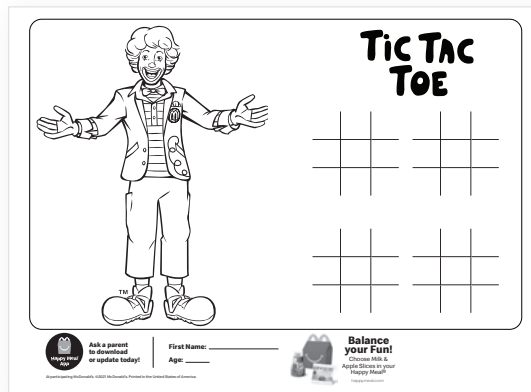
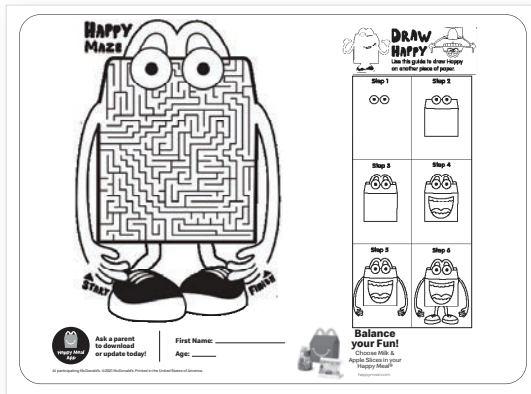
McCrispy™ Sandwich

Kiddie Kloths®

Media Monkey's Kiddie Kloths are food-safe, re-positionable, non-slip, interactive placemats. Each pad of Kiddie Kloths contains 100 standard 8.5" x 11" sheets. The pads have coloring pages, mazes, word searches, and more, with new designs released monthly! Sheets are intended to be handed out with Happy Meals® or used as activities for family nights.

Kiddie Kloths can be applied to any smooth surface. They can go from pad to table, fridge, cabinet, window, etc. Completed sheets are easily displayed in restaurants or on refrigerators at home, no magnet needed!

Sample Designs *more available*



Point-of-Purchase

Showcase special events at your local store!

Point-of-purchase marketing (also known as POP) plays an important role in your customers' journey from entry to checkout. These advertisements are placed in the checkout area or other location where the purchasing decision is made. This provides a last-minute way for retailers to influence a

shopper's decisions. Media Monkey is very experienced with creating engaging POP displays that encourage an increase in sales. We will work with you to ensure that your display is strategically placed in the right location featuring the right message to drive business.

Sample Designs *more available*



Window Poster
Coffee with a Cop
2.5' x 4'



Window Poster
Hiring
2.5' x 4'



Window Poster
Promotional Product
2.5' x 4'



Banner
3' x 10'

OUT-OF-HOME

Media Monkey's creative team offers designs for McDonald's out-of-home (OOH) materials. We are a McDonald's approved vendor for OOH creative design. All our designs are submitted through the GRC to ensure proper messaging standards for McDonald's are followed.

Examples of the most common types:

INDOOR		OUTDOOR	
• Subway Car	• Subway Station	• Billboards	• Bench Ads
• Train Car	• Train Station	• Bus Shelters	
• Internal Bus	• Bus Station	• Mobile Billboards	
• Airport Terminals		• Train Platforms	

Bus Shelters

A bus shelter is a curb-side structure located along bus stop routes. Bus shelters can be in both urban and rural areas and hold a variety of messages. This advertising can be seen by a wide array of consumers.

Design

Varies based on concept and messaging. Any design can be customized for your particular promotion or event.

Our Existing Designs Include:

- | | |
|---------------------|-----------------------------------|
| 1) Breakfast | 4) Dessert Menu |
| 2) McCafé® | 5) \$1 \$2 \$3 Dollar Menu |
| 3) Core Menu | 6) Events/Programs |





Bulletins & Billboards

We make custom-sized billboards. The most popular billboard is a bulletin, which ensures maximum exposure to traffic on expressways, highways, and primary roads. Bulletins are commonly used as a directional to reach long-distance travelers, pointing them to the nearest locations for restaurants, lodging, and fuel. Three-dimensional designs, moving parts, and extensions make these boards unique and can be custom-designed.

Design

Varies based on concept and messaging. Any design can be customized for your particular promotion or event.

Our Existing Designs Include:

	Sizes & Formats
1) Breakfast	14' x 48'
2) McCafé®	10'6" x 36'
3) Core Menu	10' x 40'
4) Dessert Menu	10' x 30'
5) \$1 \$2 \$3 Dollar Menu	12' x 24'
6) Events/Programs	

We know versatile design options are important to you. That's why we offer a full range of OOH designs.



**SCAN ME
TO SEE OUR
OOH CATALOG**

DIRECT MAIL

Direct Mail is an effective way to announce a grand opening, promote an event, attract new customers to your location and more. Mailed to the consumers near your store, Direct Mail arrives at residences as a solo mail piece unlike Shared Mail, which combines your mail with dozens of other companies', limiting the effect of your message. Our team can help you plan and schedule mailings to develop the best program for your locations.

We create Direct Mail packages custom to your business. Our Direct Mailers includes printing, postage, sorting, packing, and generating the list of mailing addresses.

Once your map is made, we will alert you if there are any other McDonald's located nearby. This allows you to plan accordingly or expand the mailing if the opportunity presents itself.

A Sampling of Direct Mailers:

- ▶ Coupon Books
- ▶ Postcards
- ▶ Community Incentive Packages

CASE STUDY

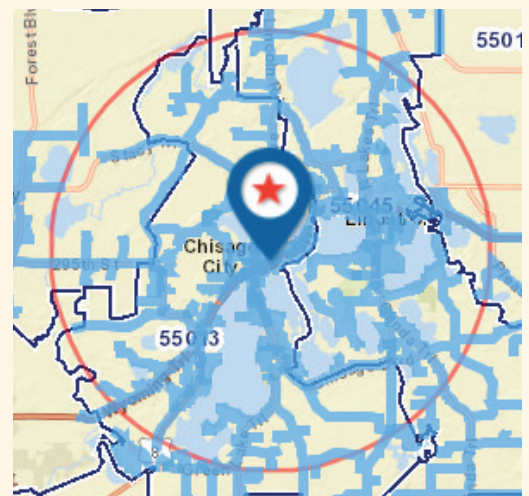
Media Monkey direct mailers see redemption rates reach triple digits for our clients.

5,000 mailers distributed (60,000 coupons total).

7,200 coupons redeemed.

Redemption by offer: 12%

Redemption by mailer: 144%



*Example direct mail marketing map

Coupon Books

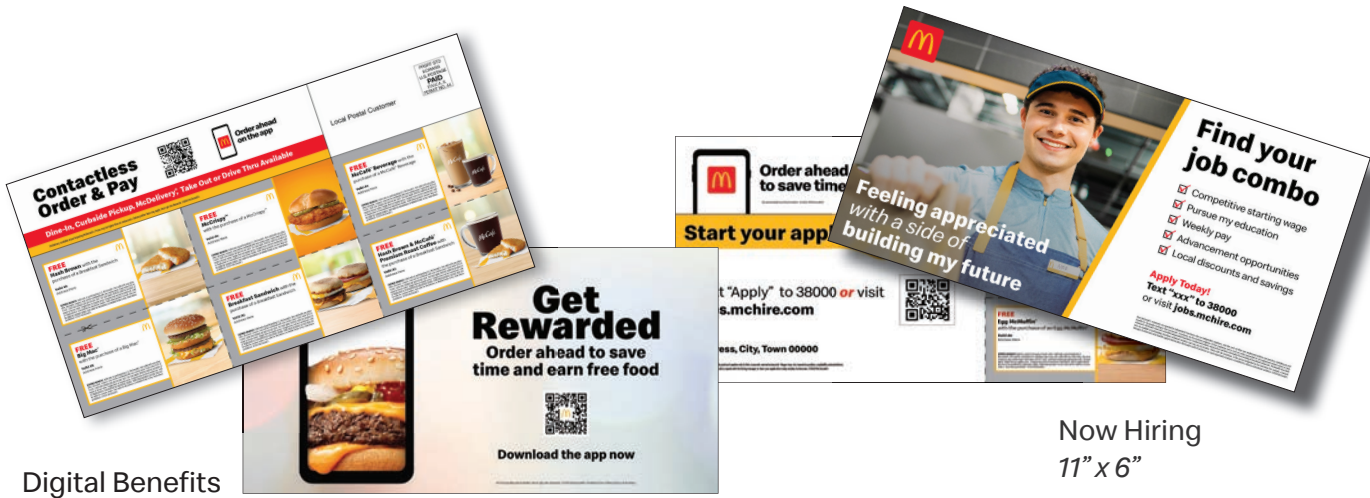


Now Hiring
8.5" x 7" (folded)

Breakfast
8.5" x 7" (folded)

Grand Opening
8.5" x 7" (folded)

Postcards



Digital Benefits
11" x 6"

Now Hiring
11" x 6"

Community Incentive Packages



We can customize to meet **YOUR** needs.

MARKETING IN MOTION

In the coming pages, you will see Media Monkey's programs for McDonald's®. We have devised a marketing strategy that depicts a campaign in motion. This strategic planning will be put in place with the right message at the right time to drive business.

McDonald's Programs

Have a special event or product you want to promote? Spread the word with our customizable program materials! Send out direct mail, coupon cards and much more to inform your guests of what's happening

in your restaurant. Check out the next few pages for examples and let us know if there's something we can create for you.



Programs Include:

- Grand Opening/Construction
- Now Hiring
- Non-Profit Fundraising
- McTeacher's® Night
- McFamily® Fun Night
- Birthday Parties
- Digital Benefits
- The VOICE
- Seasonal / Holiday



Grand Opening / Remodel

When your restaurant is being renovated, it's important to let your customers know about the changes that will be happening to avoid hard losses. The remodel marketing program keeps your customers informed and maintains guest visits throughout the entire renovation, your restaurant's grand opening, and beyond.

Media Monkey will help you plan your marketing support for one or several locations. Our team will look at the market around your restaurant and provide you with information about opportunities in your area to saturate the market.

*All materials are customizable including designs for restaurants!

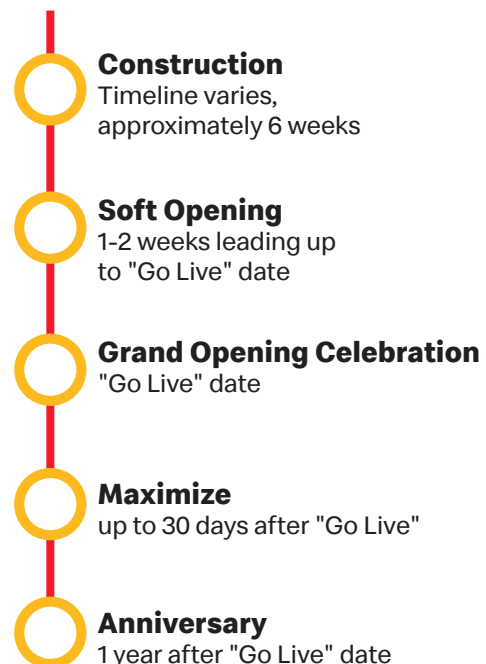
Planning

Media Monkey isn't only an approved vendor for McDonald's, we also help you build an effective plan. Provide us with a list of dates and we can help you stick to it! Our talented team can help plan out a marketing schedule to maximize guest count and customer satisfaction in your store before, during, and after construction.

Planning your mailings together can save you money on printing! Ask our sales team how.

- ▶ Templates can be built for different stores.
- ▶ Bilingual art is available!

Phases of a Remodel



Construction Bundle

Includes: Direct Mail Coupon Book, Bag Hanger, Box Topper, Banner POP, Flyer, Postcard, Window Poster POP, & Keeper Coupon



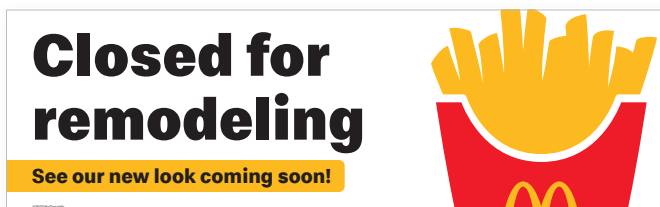
Direct Mail Coupon Book
8.5" x 7" *Folded* (4pg. only)



Bag Hangers
4" x 6"



Box Topper
3.5" x 2"



Banner POP
3.5" x 2"



Postcard
4" x 6"



Flyer
5.5" x 8.5"



Window Poster POP
24" x 18"



Keeper Coupon
3.5" x 2"

In addition to all the products listed on this page, Media Monkey also offers the following products and services:

- Supplies for Ribbon Cutting Ceremony
- Coordinating Giveaways
- Hiring Talent
- Flyers
- Posters
- Crew Incentive Programs
- Box Toppers
- and more!

Grand Opening Bundle

Includes: Direct Mail Coupon Book, Bag Hanger, Keeper Coupon, Flyer, Crew Friends & Family Invitations, VIP Invitation, Grand Opening POP, & Crew Incentive Envelopes



Direct Mail Coupon Book
8.5" x 7" *Folded* (4pg. only)



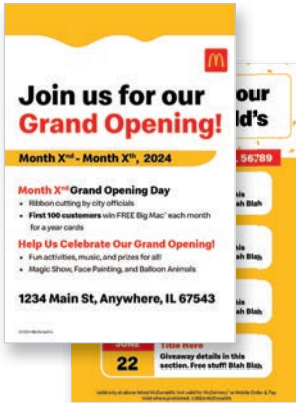
Bag Hanger
4" x 6"



Keeper Coupon
3.5" x 2"



Voice Cards
3.5" x 2"



Flyer
4" x 6"



Crew Friends & Family Invitations
4" x 6"



VIP Invitation
4" x 6"



Grand Opening POP
29" x 42"



Crew Incentive
Letter (8.5" x 11")
Envelope (9.5" x 4.125")
Coupon Card (3.5" x 2")

In addition to all the products listed on this page, Media Monkey also offers the following products and services:

- Supplies for Ribbon Cutting Ceremony
- Coordinating Giveaways
- Hiring Talent
- Flyers
- Posters
- Crew Incentive Programs
- Box Toppers
- and more!

Maximize & Anniversary Bundle

Includes:

- Grand Opening Messaging - Flyers & Coupon Booklet (45 Days After Opening)
- Digital Benefits Support (90 Days After Opening)
- Mailer Rehit (1 Year After Opening)

Part #1

Flyers & Coupon Booklet (45 Days After Grand Opening)

All offers / specials from Grand Opening have expired, winner for drawing has been contacted, etc.



Flyer
4" x 6"



Direct Mail Coupon Book
8.5" x 7" Folded (4pg. only)

Part #2

Digital Benefits Support (90 Days After Grand Opening)

Attract app users, and convert customers to mobile ordering. Also, continue to drive bounce back visits at store level.



Part #3

Mailer Rehit (1 Year After Grand Opening)

Utilize mailer once again to continue to drive customers to the restaurant.



Direct Mail Coupon Book
8.5" x 7" Folded (4pg. only)

Now Hiring

Pair with Digital Marketing for optimal effect.

- ▶ Our Now Hiring Bag Hangers are an effective way to let customers know upfront that your store is hiring, the benefits, and how to apply.
- ▶ They are highly visible pieces that have been proven to get more applications.
- ▶ By adding a customized QR code, potential employees have a direct link to your website and can apply easily.
- ▶ Create a unique Now Hiring Card to send home a reminder.
- ▶ Programs like The Voice and Now Hiring can be added to other programs like Experience of the Future and Grand Openings!
- ▶ **Get the word out about your hiring initiatives today!**



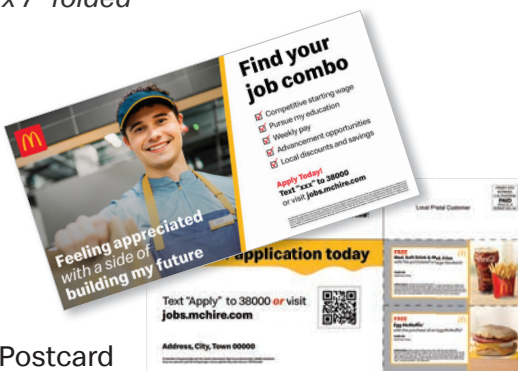
Direct Mail
8.5" x 7" folded



Promo Card
3.5" x 2"



Flyer
4" x 6"



Postcard
11" x 6"



Bag Hanger
4" x 6"



Digital Marketing Ad

Non-Profit Fundraising & Community Events

Build a connection with customers and get involved in your local neighborhood with our fundraising materials. Our Fundraising programs provide a direct way to interact with customers, build your store's presence, and give back to the community.

McTeacher's Night®

Media Monkey has developed a unique program to help with the outreach of McDonald's McTeacher's Night Program. McTeacher's Night builds community involvement and brand loyalty by engaging in fundraisers for local schools.

Our McTeacher's kits make direct contact with the schools in your market area by sending letters, brochures, and contact information to the Principal, Superintendent, and PTA/PTO president of local schools. Subscriptions are available!

Restaurants can subscribe to services including a mailing in the Fall and Spring semesters and a follow-up post-program.



CASE STUDY: McTEACHER'S MICHIGAN MCOPCO

- 286% in donations since using our Introductory Packages for outreach.
- Michigan McOpCo became the national leader.

Introduction Kit

*Adding or removing elements to each package may affect pricing.

Includes: 1 Implementation Guide, 1 Envelope, 3 Letters to School Officials, 3 Brochures, 2 Success Tips Letters, and 1 QR Code Insert with digital letter templates.

Item #1

McTeacher's Night Envelope
(11" x 9")

The official envelope will contain three packets wrapped with a yellow strip of paper and will be sent directly to schools in your market area.



Item #2

Letters to School Officials
(8.5" x 11")

3 letters introducing the fundraising program are sent to the principal, superintendent, and PTA/PTO administrator of each school.



Item #3

Brochure
(8.5" x 11")

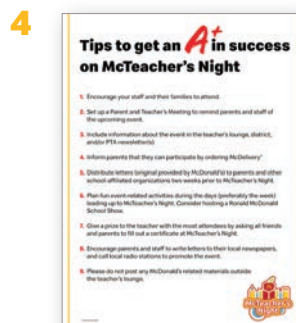
A brochure will be sent along with each letter containing information for school officials on what the McTeacher's Night program offers and how it will benefit their school.



Item #4

Success Tips Letter
(8.5" x 11")

A guide sent to the school on how to run a successful McTeacher's Night event.



Item #5

Letter Templates
(Digital)

Letter templates accessed by a QR code. You're then able to enter your store information.



Add-ons



Item #1

Invitation Letter (5.5" x 8.5" - folded 5.5" x 4.25")

Help make your event a success by providing invitations to the event for the school. These invitations can be used to add a personal touch to the event and help spread the word to friends and families of school attendees.

Item #2

Window Poster (29" x 42")

Continue to spread the word about the McTeacher's Night program by setting up a window poster in-store.

Item #3

Crew Stickers (3" Diameter)

Our crew stickers may be customized to give guests at your restaurant a friendly reminder of special offers.

Item #4

Flyer (4" x 6")

Spread the word about your McTeacher's Night with a Flyer! They can be handed out at the drive-thru, counter, or distributed by a street crew. The back of the flyer will promote Mobile Order & Pay.

Item #5

Kiddie Kloths™ (10" x 12")

Kiddie Kloths are re-positionable non-slip interactive place mats with games, coloring, and fun!

McFamily® Fun Night

Bring families together and strengthen your local community with McFamily Fun Night. Host a night of food, friends, family & FUN!

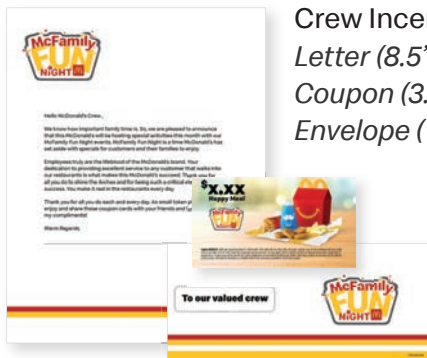
- ▶ Promotes Happy Meals® and other food sales.
- ▶ Creates the opportunity to use Kiddie Kloths.



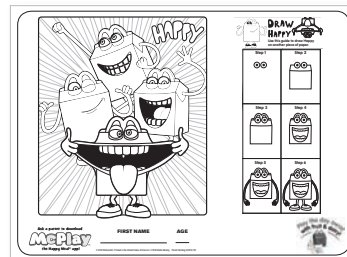
McFamily Fun Night Package

*Adding or removing elements to each package may affect pricing.

Includes: Direct Mail Coupon Book, Crew Incentive Packet, Bag Hanger, Flyer, Box Topper, & Keeper Coupon.



Crew Incentive Packet
Letter (8.5" x 11")
Coupon (3.5" x 2")
Envelope (9.5" x 6")



Kiddie Kloths™
8.5" x 11"



Direct Mail
8.5" x 7" folded (4pg. only)



Bag Hanger
4" x 6"



Keeper Coupon
3.5" x 2"



Box Topper
3" x 3"



Flyer
4" x 6"

Birthday Parties

Let's Celebrate!!! Media Monkey can help you prepare your restaurant for the perfect birthday party. Kits with invitations and an assortment of other options are available to ensure its success.



Prep your restaurant

- Order a starter kit
 - Consumer Flyers 500
 - Window Poster 1
 - Information Letters 50
- Order a Birthday Party all-in-one Kit
 - Folder 15
 - Party Invites 50
 - Party Evaluation 25
 - Sign-up Form 500

Birthday Party Package

*Adding or removing elements to each package may affect pricing.

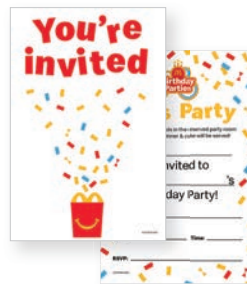
Includes: Flyer, Window Poster, Party Evaluations, Sign-up Forms, Party Invitations, & Information Letter



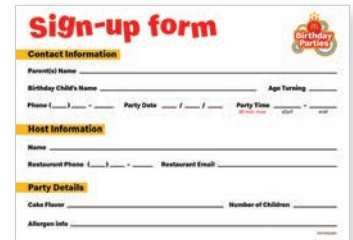
Flyer
4" x 6"



Window Poster
29" x 42"



Party Invites
4" x 6"



Sign-Up Form
7" x 5"



Party Evaluations
8.5" x 11"



Information Letter
4" x 9"

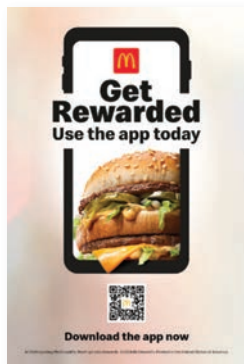
Back

Digital Benefits

Media Monkey knows that the McDonald's rewards program is one of the top priorities of McDonald's. That is why we are here to help you develop the best campaign to inform your loyal customers.

We offer many exclusive products to help spread the word to existing customers

such as: Bag Hangers, Cup Sticky™, Box Topper™, etc. Want to reach a new target market? We also offer mailers to gear up for your campaign.



Bag Hanger®
4" x 6"



Flyer
4" x 6"



Direct Mail
8.5" x 7" folded



Crew Stickers
3" Diameter



Cup Sticky™
3" x 2.5"



Box Topper™
3" x 3"



Postcard
11" x 6"



Promo Coupon
3.5" x 2"

The VOICE

- Our VOICE Bag Hanger[®] is a great way to improve your restaurant and engage your customers.
- Information about the VOICE program is easily lost, but our Bag Hanger stays in plain sight right on the front of a bag.
- Increase the amount of feedback you receive with these helpful tools!



Bag Hanger
4" x 6"



Promo Card
3.5" x 2"



Box Topper
3" x 3"

Seasonal/ Limited Time Offering

- Media Monkey has developed several programs for holidays that aid in building community involvement and brand loyalty.
- Seasonal holiday kits are developed throughout the year range from Halloween to National Pi Day.
- By having special promotions for holidays, stores can promote new products for guests to try or return for one of their favorite treats!
- We have pieces for every holiday and have been legally approved.

Sample Designs more available



HOLIDAY
Bag Hanger (FPO)
4" x 6"



HOLIDAY
Flyer
4" x 6"



Door Hanger
3.5" x 8"



Crew Sticker
3" x 3"



Bag Hanger (FPO)
4" x 6"



Postcard
11" x 6"

A BIG THANK YOU



Brought to you proudly by Media Monkey®

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