

# Case Study

## Sponsorship Activation (Diversity) -

### McDonald's AACM CIAA Tournament & Essence Music Festival

**Client:** Sweet Spot Group

**Brand:** McDonald's

**Markets:** Charlotte, Houston



# Sponsorship Activation (Diversity) - McDonald's AACM Activation: CIAA Tournament & Essence Music Festival

## Challenge

McDonald's purchased sponsorships with national properties CIAA Tournament and Essence Music Festival and needed a team to develop and manage activities that would engage their target.

## Solution

To increase equity in the brand, Richmond Group used celebrity status appeal to perform at the booths and sign branded photographs. Additionally, a team of 10 brand ambassadors engaged consumers through sample distribution, giveaways and high energy activities during timeouts, halftimes and on-stage with Ronald McDonald.



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### Results

The team reached more than 250,000 people throughout the two activations, delivering the McDonald's high-energy message and distributing 4,000 workout DVDs, 23,000 Fruit & Walnut Salads, 10,000 T-Shirts and 10,000 towels. McDonald's also benefited from Richmond Group's celebrity relationships with performances by DJ Biz Markie, celebrity choreographer Laurie Ann Gibson, singer Raheem DeVaughn and actor Idris Elba.

