

# THE POWER OF A COLLECTIVE VOICE

People are 60% more likely to engage with micro influencers (source: [Forbes](#)).

Live Case Study 





## THE BRIEF



### **Opportunity to collaborate with McDonald's to generate authentic, organic content by inviting creators to:**

- Visit one of their stores and vlog their experience.
- Upload the content to either Instagram or TikTok.
- Share the URL once live.
- As a thank you, each creator receives a £20 or \$25 McDonald's gift card.

# EXAMPLE CONTENT

## MUM HACK!



**somerstheservicedog** • Follow  
Phoenix, Arizona

**somerstheservicedog** 1 d  
Mom ran 12 miles today so she earned this tasty treat for breakfast. The go-to meal is a coffee with 2 cream and 1 Splenda, and a sausage and egg biscuit (dog approved of course.) #mcdonalds #treat #running

**pamgorder** 1 d  
Well deserved!!

**brettbomm** 1 d  
Breakfast of champs!

**ugceecce** • Following  
Original audio

**ugceecce** 2 h  
Ad | Gifted by @mcdonaldsuk  
For those days when you're out of juice and cooking just isn't on the agenda 🍔  
McDonald's is our guilty pleasure — and it never fails to win mum points 🙌  
#McDonalds #Gifted #MumLife #FamilyNight #easydinner

**mummatryingtodoital** 2 h  
Haha so good! Love a Maccas run!

**lifewithchels0705** 2 h  
Love a mc donalds 🙌



**lilyofthevalley1616** • Follow  
Original audio

**lilyofthevalley1616** 14 h  
My typical @mcdonalds order calls for 2 double cheeseburgers with extra onion and pickles, a large fry, and either a drink or sweet treat. When I'm with other people... all that changes. And of course freebies from the app #mcdonalds

**genxhustion** 2 h  
And now I'm hungry!!!

**bestieverhad112** 12 h  
Yummy 🍔



1. NB. Evidence of this collaboration originating from GroupSocial can be provided if required.





kathyreviewgirl • Follow

Original audio

...



kathyreviewgirl 1 d

Come to McDonald's with me but make it curbside because I'm not leaving the car 🚗💜 The lineup for today: 🔥 Buffalo Chicken Wrap (new obsession) 🍔 A classic Big Mac that never fails 🍏 Hot Apple Pie for the win The McDonald's app is unbeatable; curbside in just ten minutes! Which order is your favorite? Post it below 🗣️ @McDonalds #McDonaldsCollab



exploringasfive\_ • Follow

Paid partnership

lera\_rumaa • Original audio

...



exploringasfive\_ 1 w

When the Monday chaos hits... McDonald's always saves the day 🍟🌟 After double after-school clubs, sometimes a quick, easy dinner is the only answer — and honestly, no complaints from any of us!

My go-to? The £5 meal deal, every. single. time. Perfect for the indecisive queens like me who can never choose between nuggets or a burger... so why not have both?! 🤪

Fast, delicious and zero mum guilt 🙌 What's your @mcdonaldsuk order? #ad #McDonaldsUK #McDonaldsMeal #FamilyDinner #MumLifeUK



82 likes



Trying the most Unpopular items on the Irish McDonald's Menu



## LIVE STATS



- Collaborations: **152**
- Reach: **2,011,000**