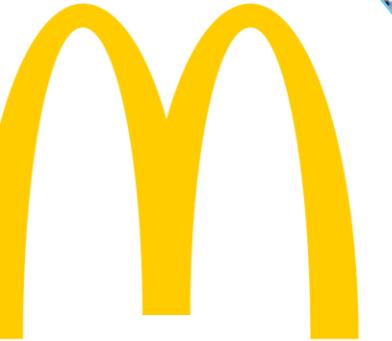


THE POWER OF A COLLECTIVE VOICE

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!



somertheservicedog • Follow
Phoenix, Arizona

somertheservicedog 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!!
Reply

brettbomm 1 d
Breakfast of champs!
Reply



ugceeece • Following
Original audio

ugceeece 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

mummtryingtodoitall 2 h
Haha so good! Love a Maccas run!
1 like Reply
View all 1 replies

lifewithchels0705 2 h
Love a mc donalds 😊
1 like Reply

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



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



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



LIVE STATS

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