

CONSUMER JOURNEY
CASE: MCDONALD'S DENMARK



"IT HAS BEEN A GREAT EXPERIENCE TO COME SO CLOSE TO CONSUMERS IN REAL LIFE. IT MADE OUR PAYOFF FAR MORE CONCRETE COMPARED TO THE CLASSIC FOCUS GROUP."

– Lars Pedersen, Consumer & Business Insights Manager, McDonald's Denmark

Abroad, breakfast is a familiar concept at McDonald's. Although many people have quickly discovered that the McMuffin breakfast family has come to Denmark, adjustments were needed in order to hit Danish breakfast culture. Ipsos Consumer Journey gave McDonald's the opportunity to follow customers all the way around the breakfast experience. Subsequently, a number of very specific recommendations were implemented at restaurants all around the country.



The challenge

- How to create a better breakfast experience for McDonald's customers?
- What adjustments will get point-of-sale (POS) materials to communicate the concept more clearly and appealingly?

Analysis

- Twelve customers were followed throughout the customer experience.
- Eight bought breakfast inside the restaurant, four at the drive-in window.
- Customers spoke out-loud along the way, wearing dictaphones around their necks.
- Ipsos' consultants and cameraman observed and filmed.
- Customer visits concluded with an immediate assessment and were followed up with a longer interview later.
- The analysis is documented with a visually-oriented report with concrete recommendations and a 10-minute video with clips of the most relevant customer experiences.
- Several recommendations have been implemented directly, while others have given rise to further analysis.

The payoff

"It's really powerful that the reporting is so visual. We got photos and examples of some of the things we ourselves had suspected needed adjustments. And we saw quite specifically how some of the barriers could easily be turned into regular quick wins."

– Lars Pedersen, Consumer & Business Insights Manager,
McDonald's Denmark

A few examples:

- The analysis gave concrete input for how light and music can make the breakfast atmosphere even better.
- There was an overall picture of what works and doesn't work in the breakfast situation, both in the restaurant and at the drive-in.

McDonald's assessment

"Everything becomes more alive, authentic, and stronger when it's real customers who are telling the story of our product. It gives high credibility when we must communicate the conclusions to other employees and franchisees and decide what we need to adjust."

"We gave Ipsos a challenge, and they responded by challenging us back, methodologically. That is one of Ipsos' strengths. We have a natural dialogue, and there is flow in the way we develop together and in the results that we obtain."

Learn more

Ipsos Consumer Journey is part of the ethnographic, qualitative methods that all make it possible to understand consumers in their natural environment. Ipsos has the world's largest network of qualitative consultants.

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