

McDonald's Spirit of Family

Case Study | April 2016



www.joinbeam.com

“Pushing the envelope of innovation”

McDonald's Europe has begun pushing the envelope of innovation with their “Spirit of the Family” campaign. Designed to re-energize the fast food experience through interactive, state of the art technology, this creative, customer focused design launch has seen incredible success, in large part thanks to EyeClick's BEAM.



Founded in 2005, EyeClick creates interactive game systems that are enjoyed in over 3,000 installation sites in over 80 countries.



About EyeClick

Founded in 2005, EyeClick creates interactive game systems that are enjoyed in over 3,000 installation sites in over 80 countries. A unique, innovative approach to physical spaces,

EyeClick's technology creates a strong impression on customers and helps businesses strengthen their brand by creating authentic, memorable experiences with an excellent, easy to maintain virtual play system.

About BEAM

Our signature system, BEAM, is a projection game system with sophisticated 3D motion sensors designed to turn ordinary surfaces into entertaining, interactive gaming devices. BEAM is easy to maintain, intuitive to use, and has been successfully employed by many national and international companies, including a spotlight role in "The Spirit of the Family" campaign launched by McDonald's Europe.

The Challenge

In late 2011, McDonald's Europe embarked on an exciting new design proposition to revitalize the McDonald's brand. Dubbed "The Spirit of the Family," this design approach was geared towards maximizing opportunities for authentic family engagement, while reducing family stress. McDonald's, a brand synonymous with fast food, would have to think big about how to engage both children and adults in a way that would get them to actually spend more time in their restaurants, and come to see their newly designed franchises as destination dining.



“This design approach was geared towards maximizing opportunities for authentic family engagement...”



The team at McDonald's understood that in order to innovate and add value to the fast food experience, they would have to bring something truly fresh to the table. The goal then, was to not simply please customers, but to create an overwhelmingly positive experience that would build brand loyalty, attract new customers, and increase the value of the McDonald's brand in selected European markets. The plan became a total overhaul of the restaurant's physical design, as well as the ways in which customers interacted with one another, and with the restaurant itself. So, how to accomplish this campaign of shakes and awe? Enter BEAM.

The Solution

The vision for Europe McDonald's "Spirit of the Family" design included fundamentally changing the way diners interact with the restaurant through the use of state of the art technology. Self order kiosks, digital-order displays, dining room computer stations, and, perhaps most important of all: motion-sensitive gaming systems.

EyeClick's BEAM is an unforgettable, engaging projection game system that allows surfaces like floors and tables to transform into an interactive gaming environment. BEAM offered a clear solution to McDonald's challenge, and created an immersive family experience that elevated the mundane to the magical. With a range of diverse games created to encourage collaboration, creative movement, and moments of spontaneity and joy, EyeClick's BEAM allowed McDonald's Europe customers to reconnect and relax, and totally rethink their family fast food franchise.

EyeClick's BEAM meets the need all franchise owners have of wanting to set their location apart from the pack. With customizable options available so owners can develop and change the games to meet the specific interests and demographics of their customers, the BEAM system helps fast food restaurants differentiate and strengthen their brand. In addition, the different protection options each offer unique strengths. Games projected onto the floor offer a hands-free, germ-free way for young customers to enjoy healthy play and movement, while tabletop projections welcome interactive family moments that are worth coming back to experience again and again.



How BEAM Creates Results

From South Africa to Spain, the pilot McDonald's franchises have spoken: the BEAM interactive gaming system has increased repeat customers, boosted overall traffic to their restaurants, built customer loyalty, and added value to the brand. A convenient, low maintenance, and powerful approach, the BEAM system by EyeClick has helped these franchise owners turn their restaurants into thriving sites of celebration and play:



Longer Customer Visits

"Because of BEAM, our customers stay longer and order more food, ice-cream and drinks."

- Renske van Mameren,
The Netherlands



Attracts New Customers

"The kids love it. Families love it. We are attracting kids who bring along their families and this is what we aim for."

- Bruce Mosetlha,
South Africa



Encourages Repeat Customers

"Kids and adults love to come and play. Parents can relax while the kids play. The EyeClick system encourages repeat visits."

- Richard Niadzani,
South Africa

But BEAM is more powerful than simply a big boost in sales. BEAM's projected games introduce a spirit of wonder and fascination into the fast food experience. It's no wonder that companies who use BEAM report an increase in brand value and loyalty; customers crave a departure from the everyday, and the last place they think they'll find it is over a quick family meal. BEAM helps you offer that unexpected something special that will transform the stressful into the spectacular. It's a gift you give your customers that they won't soon forget, and will be happy to repay in repeat sales and authentic word of mouth referrals that will lead to greater traffic and positive buzz about your franchise.

For more information about how your business can get started with BEAM, please visit us at www.join-beam.com or contact us at contact@eyeclick.com or 914-273-4634 today!