

## 22feet Tribal Worldwide taps Instagram music for new McDonald's digital campaign

**National | Oct 2019:** The launch of Instagram music became the most talked about thing on the internet - with fans and brands using it obsessively. McDonald's jumped onto the trend by dedicating songs to all the food on our menu - from *Kuch Kuch Hota Hai* when we see a burger to *Is This Love* when it comes to our Fries. The brand saw people pouring in with their own songs to show love for our food.

To amp up the fun quotient and add to the frenzy Instagram music had already created – 22feet Tribal Worldwide, the digital agency partner to McDonald's decided to play Instakshari; an Antakshari on McDonald's Instagram handle.

It was the middle of the week and everyone was heading home, hoping the weekend would come soon. With Instakshari, the brand and the agency decided to add a few moments of fun to liven up their boring/tiring day. A series of letters were released on the Instagram handle in two hours and all one had to do was a comment with songs that start with that letter. The big prize? 20 winners won free fries for a day and one mega winner has been entitled to free fries for a year!

Instakshari has been a commendable success! The brand received 10X more engagement on every content piece published. The activity created 7L+ impressions and generated 13K+ comments for songs across 11 letters - all this in 2 hours.

Quoting on Instakshari, **Arvind RP, Director - Marketing & Communications at McDonald's** said, "We are absolutely delighted with the response we have got for this activity. We will continue to push creative boundaries to create compelling content to better engage with our consumers."

Link to video capture of Instakshari: <http://bit.ly/2mtYuLO>