



Insights exchange for the model-driven economy

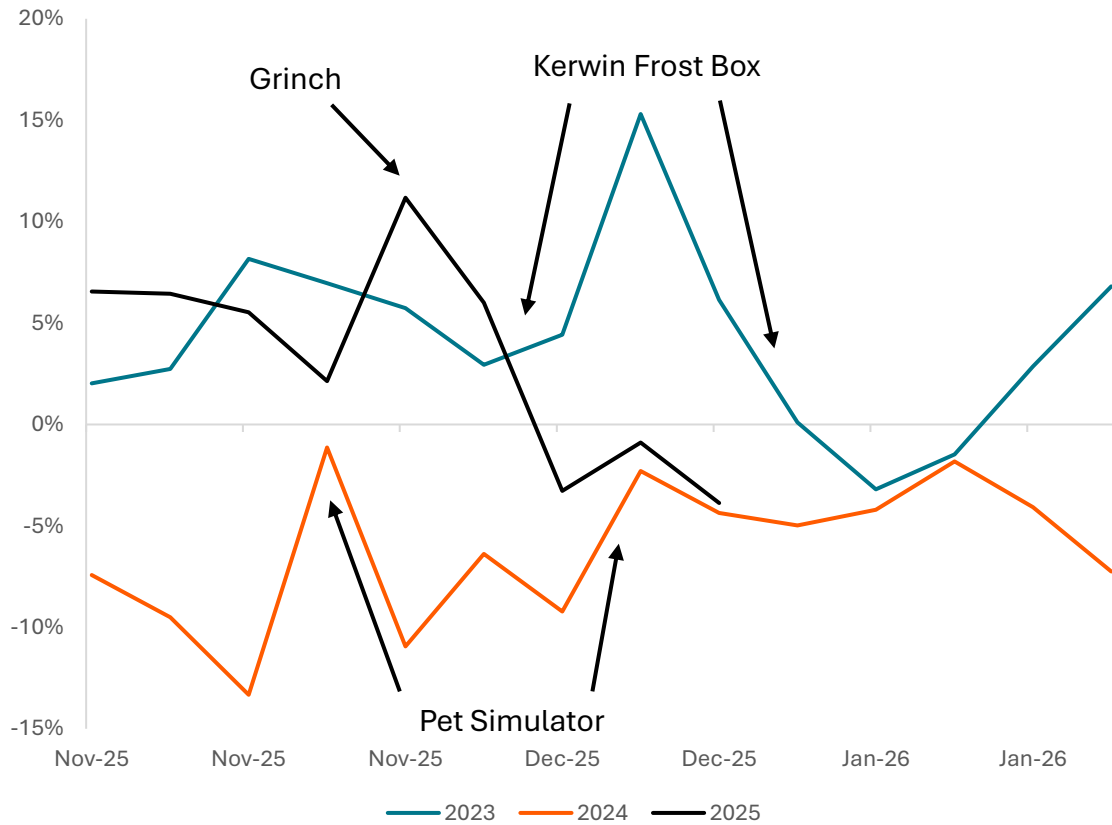
Holiday QSR Promotions and Engagement Drivers

1. **McDonald's Grinch promotion drove the strongest early-week lift versus other McDonald's holiday campaigns**, but momentum faded quickly, suggesting novelty-driven gains rather than sustained engagement.
2. **Monopoly's peel-and-scan mechanics and seasonal overlap (Halloween menu) encouraged repeated app interactions and sustained engagement over several weeks**, while Grinch engagement normalized after the initial spike.
3. **Early, elevated ad spend primed demand and sustained app engagement**, whereas limited Grinch spend led to a short-lived lift.
4. **Burger King's December SpongeBob Movie Menu spend drove above-average engagement and spend**, highlighting the importance of timing with key partnerships.
5. **McDonald's retained December QSR spend leadership**, with Monopoly supporting sustained growth and Grinch contributing only an initial boost.
6. **Promotions that combine seasonal relevance, repeat-play mechanics, and strategic ad support achieve stronger, longer-lasting engagement** than novelty campaigns alone.

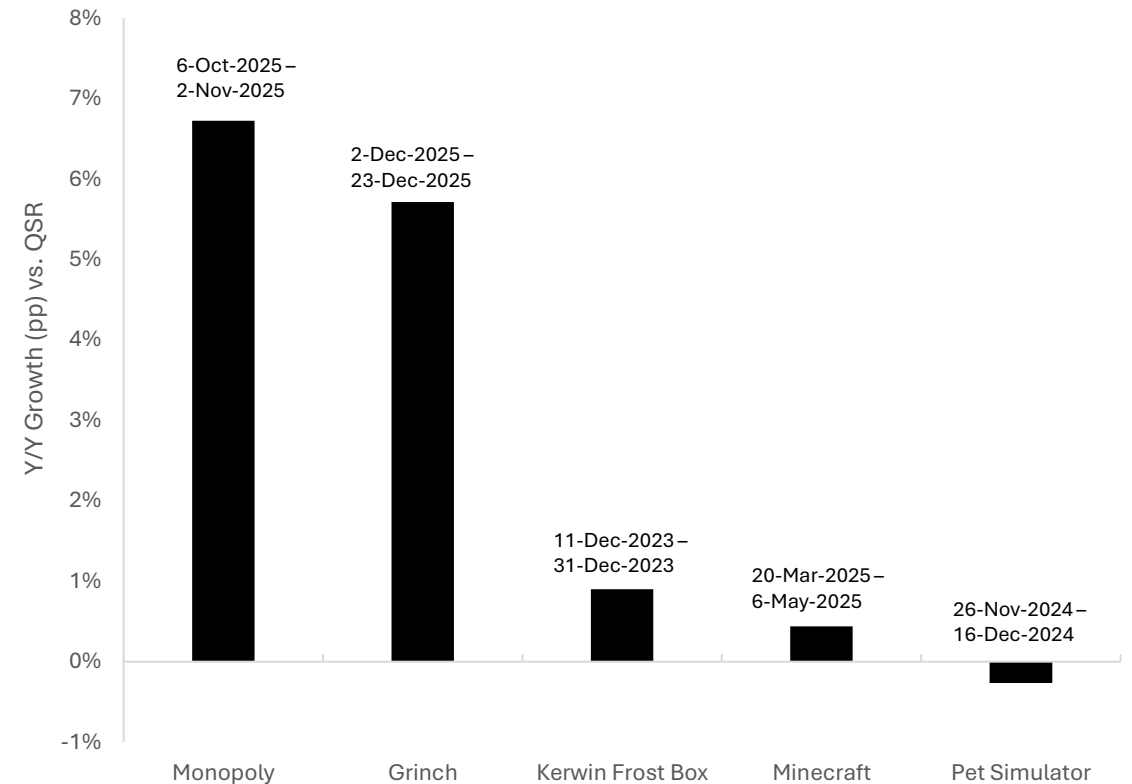
Grinch Outperformed Early, But Didn't Sustain Momentum

McDonald's Grinch promotion drove the strongest initial Y/Y credit card spend growth versus recent holiday campaigns, outperforming the Kerwin Frost Box (2023) and Pet Simulator (2024). However, momentum faded quickly, with spend growth turning negative by mid-December, suggesting the early boost was novelty-driven.

Y/Y McDonald's Credit Card Spend Growth

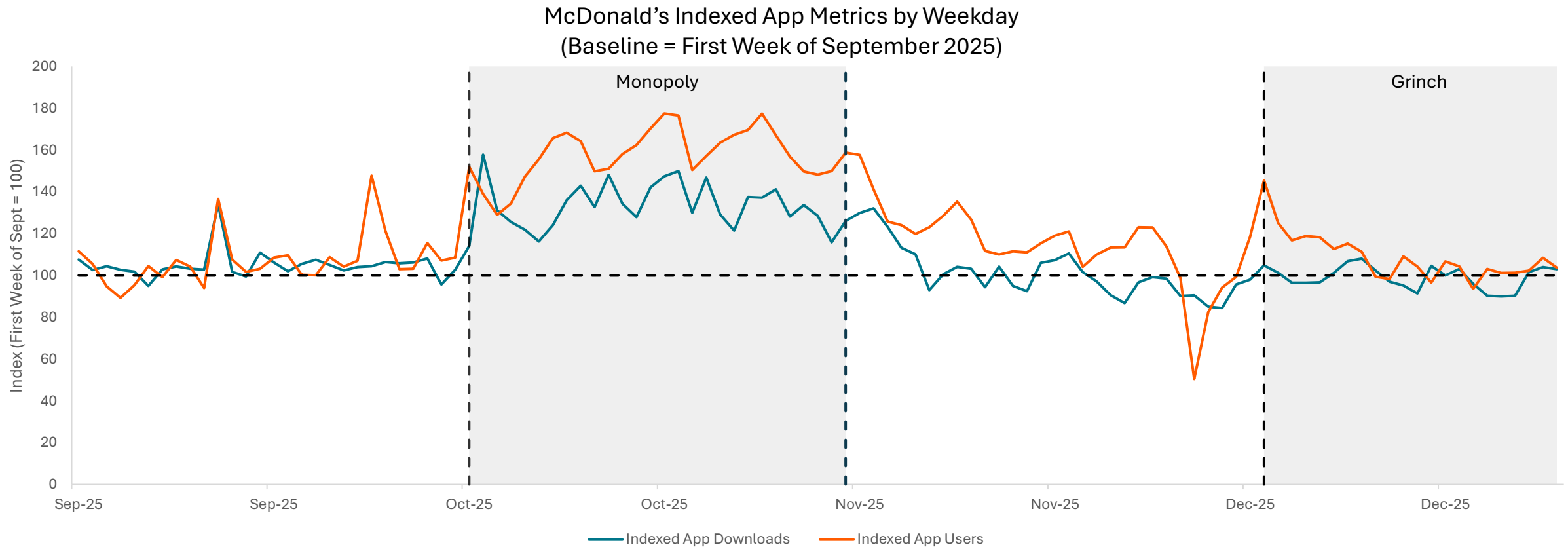


McDonald's vs. QSR: Average Spend Growth by Promotion



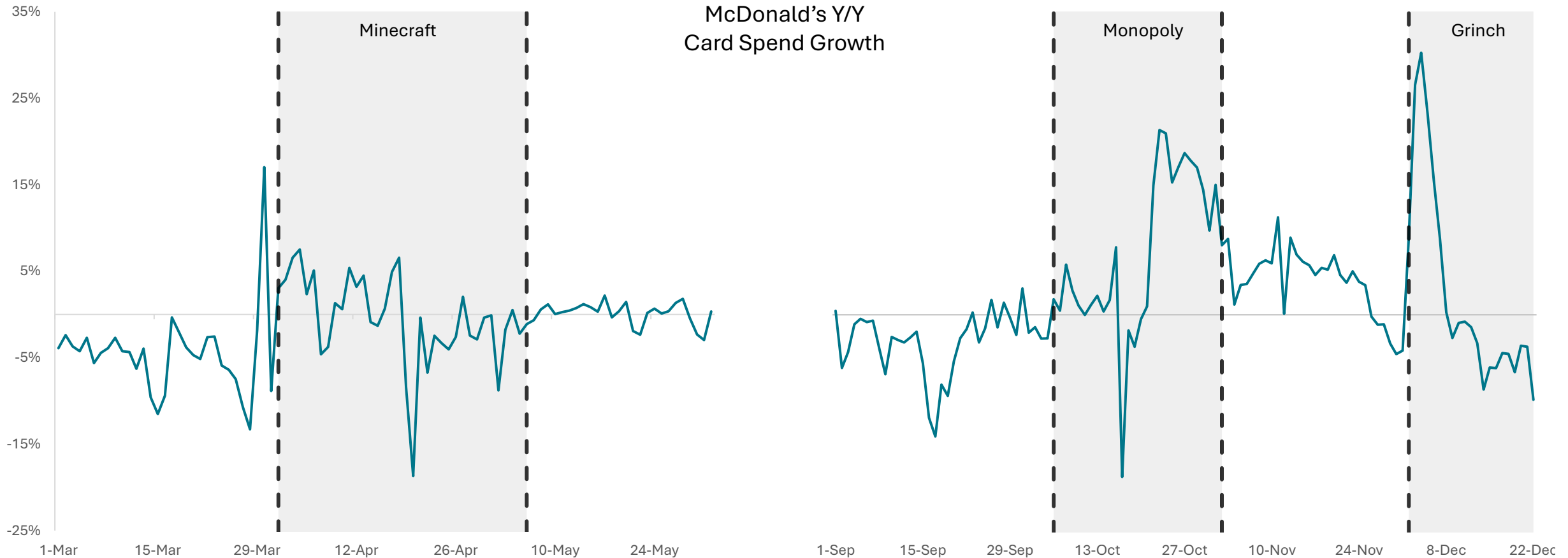
Game Mechanics Drive Engagement Depth

Monopoly’s peel-and-scan mechanics—combining physical game pieces, in-app reveals, and a recurring bonus game—created repeat reasons to open the app, sustaining elevated user engagement throughout the promotion window. By contrast, the Grinch campaign drove a strong first-day app spike at launch, but engagement normalized quickly as novelty faded and fewer repeat-play incentives emerged, pulling app usage back toward baseline levels.



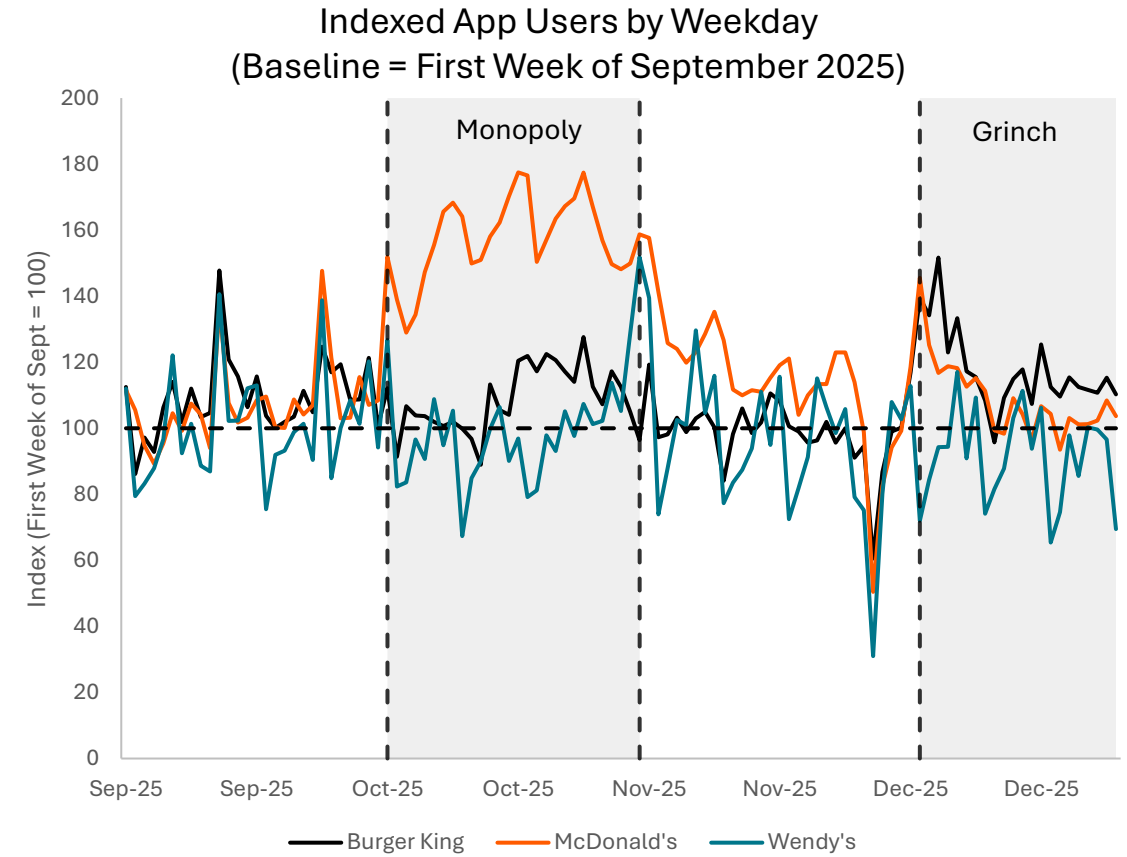
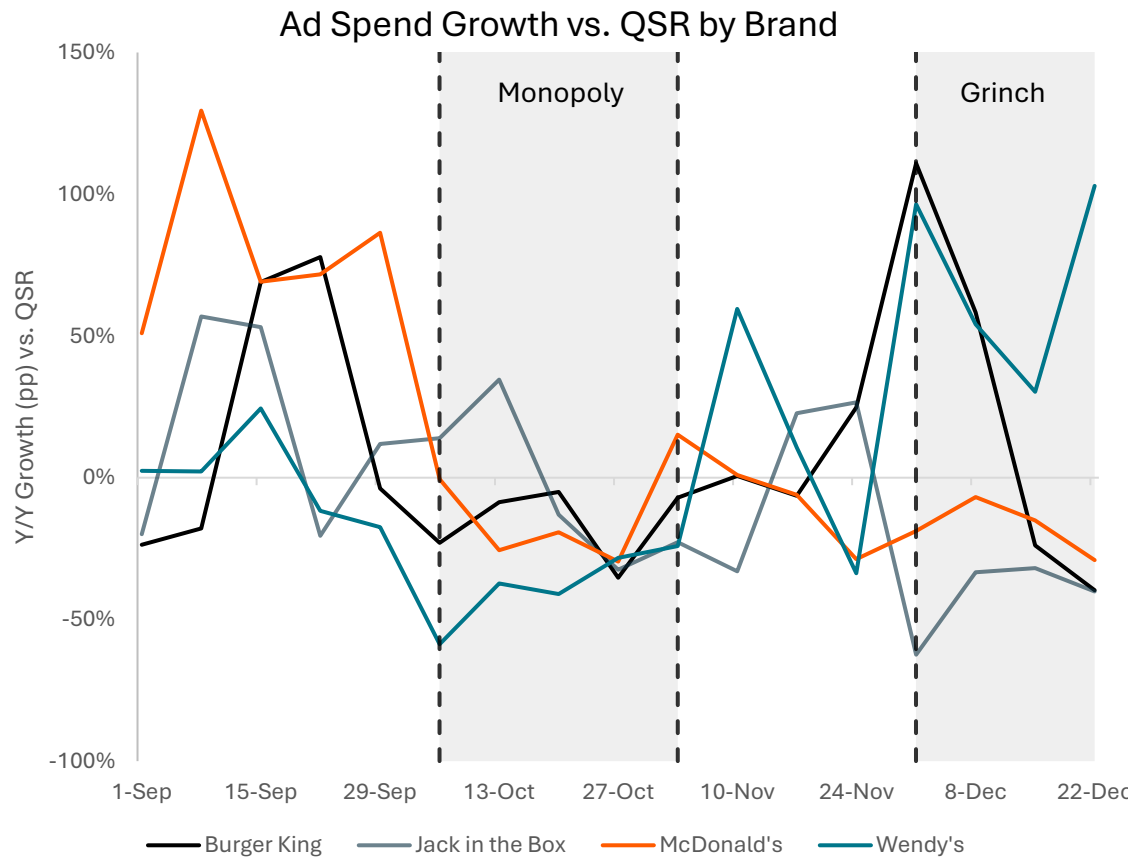
Grinch Spikes Early, But Monopoly's Seasonal Stack Delivers More Durable Lift

The Grinch promotion generated a sharp opening-weekend spend pop, peaking immediately after its early-December launch before fading quickly. Monopoly delivered stronger and more durable gains, supported by Halloween menu overlap and elevated app engagement, while Minecraft's spring launch showed more muted but steadier performance, reflecting lower seasonal demand with less post-launch decay.



Ad Spend Timing Drives App Engagement Outcomes

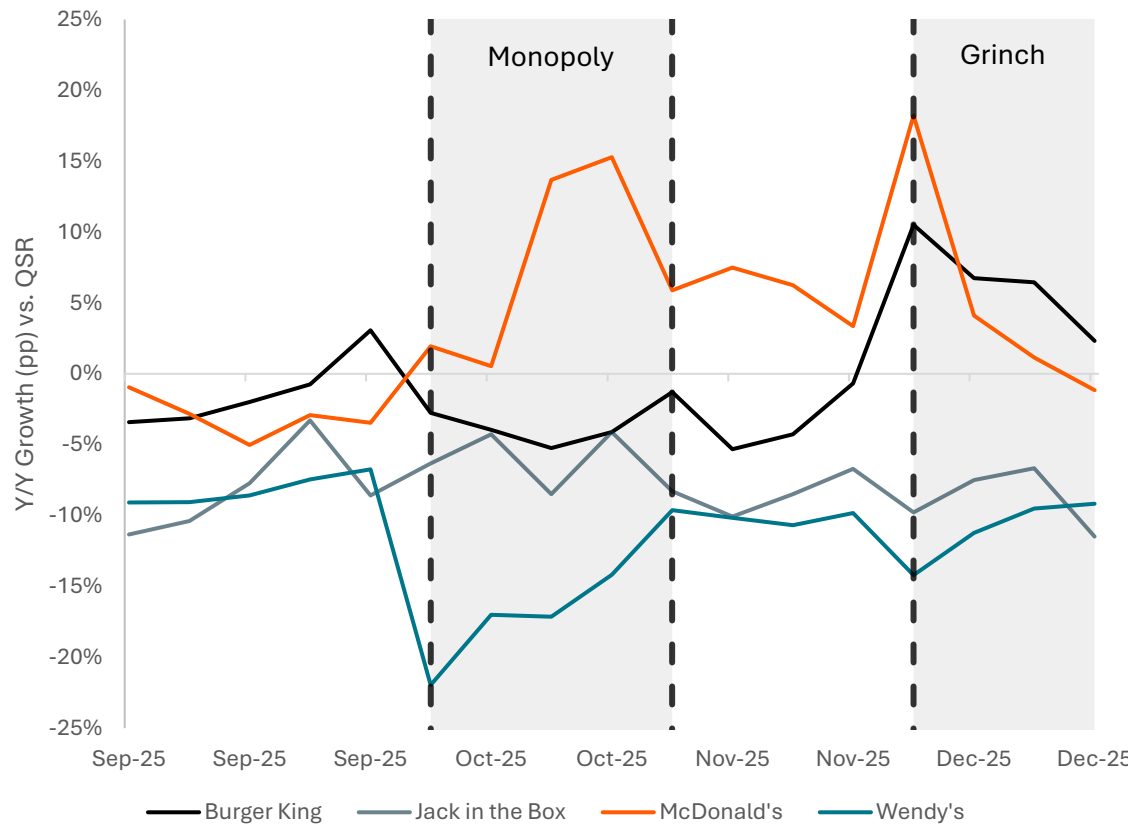
McDonald's leaned into elevated ad spend in September to prime demand ahead of its Monopoly promotion, driving sustained gains in app users during the promotional window. In contrast, the Grinch promotion received far less media support, and app engagement reflected that. Meanwhile, Burger King ramped up spend into December to support its SpongeBob Movie Menu, resulting in above-average app engagement throughout the month.



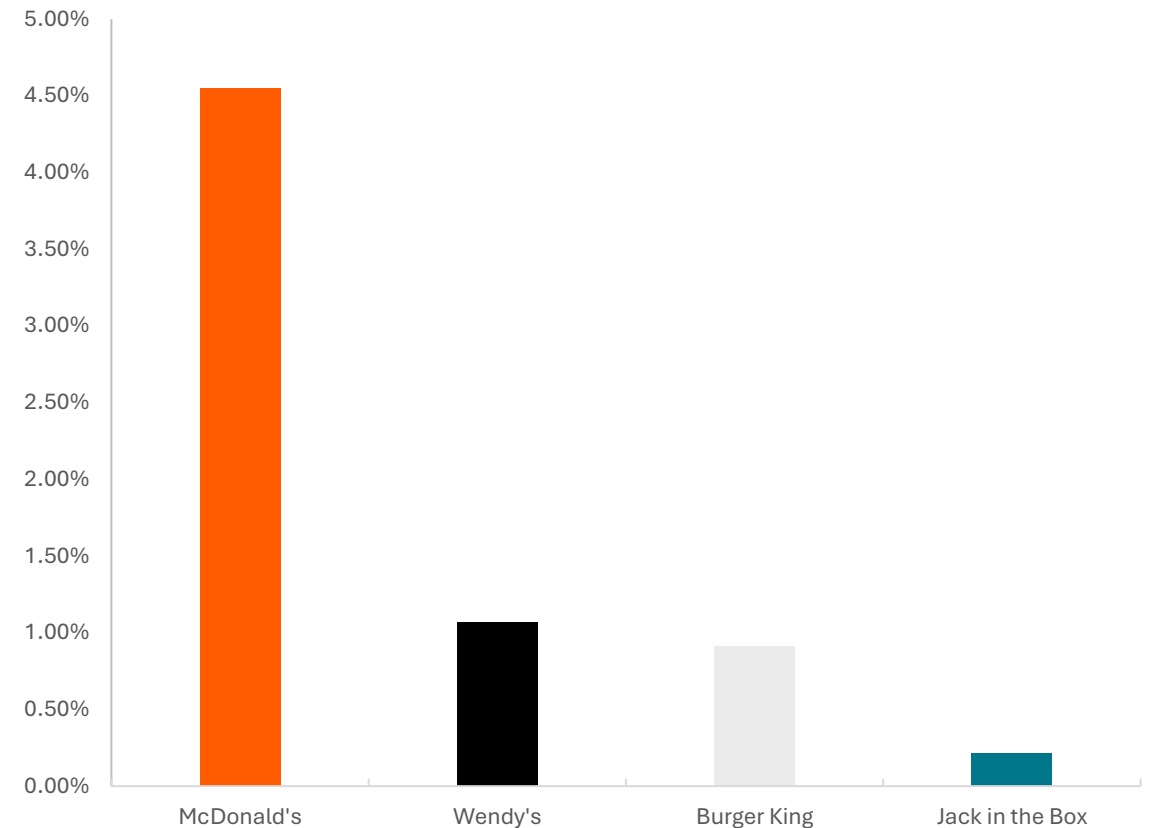
McDonald's Leads Burger QSR Spend Despite Shifts in Promotional Momentum

McDonald's was the only major burger QSR to post sustained positive spend growth vs. category during Monopoly. While the Grinch launch drove a strong opening weekend (~20% Y/Y vs. category), momentum quickly shifted to Burger King's SpongeBob Movie Menu as the only brand with consistent growth. Even so, McDonald's retained December spend leadership with the largest share of QSR spend.

Y/Y Credit Card Spend Growth vs. QSR



QSR Spend Share – December 2025



Only included the first 23 days of the month