

Consumers Show Preference for McCafé Branded Content in 1 Million+ Coffee Conversations

The Challenge:

McCafé wanted to join messaging conversations as a top of mind destination for coffee during morning routines.

The Solution:

Emogi created custom McCafé animated stickers that consumers actively chose to incorporate into their daily “coffee” and “morning” conversations. Emogi’s predictive technology provided this content in real time to consumers that were talking about coffee, or sending morning greetings.



Conversational Content Highlights:

13%

higher share rates over unbranded content - indicating strong desire from consumers for McCafe branded content in relevant conversations

83,000+

brand advocates - consumers that opted to share McCafe content, and make the brand part of their conversations with close friends and family

23.5 million

views of individual McCafe content in relevant conversations

1+ million

unique messaging users reached

Consumers shared McCafé content when they wanted coffee:

70%

higher share rates over unbranded content in conversations including ☕

58%

higher share rates over unbranded content in conversations including “coffee”

6.6x

more likely to be shared over unbranded content in conversations including “need coffee”

3.9x

more likely to be shared over unbranded content in conversations including “want coffee”

