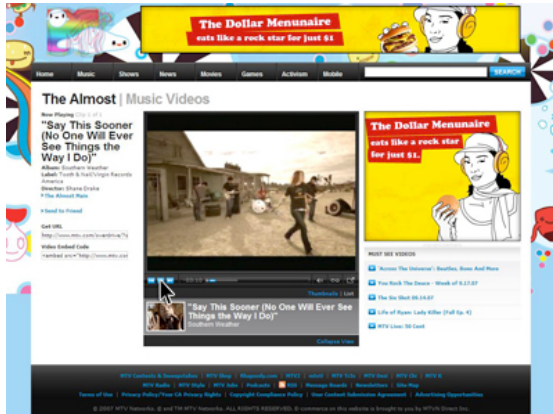


To: Gene Kincaid
From: Magan Le
Subject: Digital Media Individual Project #1
Date: 24 September 2007

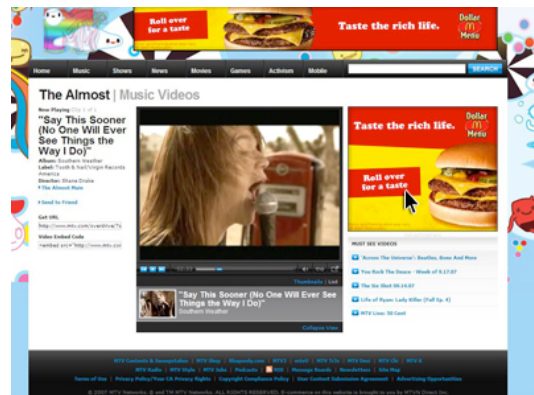
Online Behaviors

MEDIA



The 250x300 slightly animated McDonald's ad is placed next to a rock music video on MTV's website. It is relevant because the copy on the ad says, "The Dollar Menu eats like a rockstar for just \$1." There is one other advertisement on the website, a banner next to the MTV logo, which is also for McDonald's Dollar Menu (however, on a previous visit, this ad remained the same while the large rectangle changed; several reloads suggested the

McDonald's banner was currently permanent). The text said to "Roll over for a taste," but it did nothing when I hovered my mouse around it (perhaps I took this in the wrong context). The ad position is not absolute since it is within the content box that remains centered no matter how much users expand or minimize the page. It is placed in the upper right hand corner of the content, and scrolling is not required to see the ad. Unfortunately, if users sit on the page long enough (typical if watching the music video), the 250x300 changes advertisers.



MESSAGE

The ad is rather simple, using McDonald's signature red and yellow colors. The simplicity stands out from the various graphically designed backgrounds provided on MTV.com. Various elements that can be tested within the ad are which Dollar Menu item shown would get more feedback and the image that the sketched person conveys. Headline and body copy seemed fine to me, but there is always potential for testing those, too.

MECHANICS



After clicking the display ad, users are brought to the McDonald's website featuring a guy named Paul lounging lazily in front of a TV. Users must have sound on in order for this website to take full effect because the guy immediately starts conversing with you (there is no off button) about how he is "flattered that you clicked" to get there, inviting you to "roll around [his] room," and acknowledging that he's being paid for "selling the Dollar Menu." His room is full of stuff you can click on, each of which he'll start explaining how he got it for free or giving it

multi-use and other random stuff. Some of his things even promote other advertisers (Fandango, 1800FREE411, IGN). His character is the ultimate stereotype of someone who is cheap, and it's engaging to find out how he saves money. Not to be disregarded, Dollar Menu items are displayed in full color (offset by the simple, two-tone yellow and white setting) on Paul's table. Whereas the other items in his room require a click to be explained, this display needs only the mouse to hover, filling the top half of the setting with Dollar Menu items and descriptions of not only what each consists of but also referring back to the cheap lifestyle. This brings the cheap image back full circle. Overall, the website is easy to navigate and very captivating. The message it conveys is highly relevant to what is being advertised and doesn't get lost. Possible, additional opportunities for user interaction would include games, more character functionality, or form input about the user.

