



**Driving Sales through Collaborations  
with the Top Musicians in the World  
Food & Beverage**



**BTS** 

On April 19th, 2021 McDonald's announced that the brand would be collaborating with BTS, a South Korean boy band, as part of their "Famous Orders" program (previously featuring Travis Scott and J Balvin).

The BTS meal became the first "Famous Order" meal to launch globally, in 50 countries and six continents.

The BTS meal, which launched on May 26th, includes the 10 piece Chicken McNuggets, medium fries, medium drink, and two new dipping sauces — Sweet Chili and Cajun.



Who Is  
*BTS*  
?

BTS stands for Bangtan Boys and is a South Korean boy band with seven members who debuted in 2013. They are the first group since the Beatles to win the number one spot in the Billboard 200 chart for three of their albums.

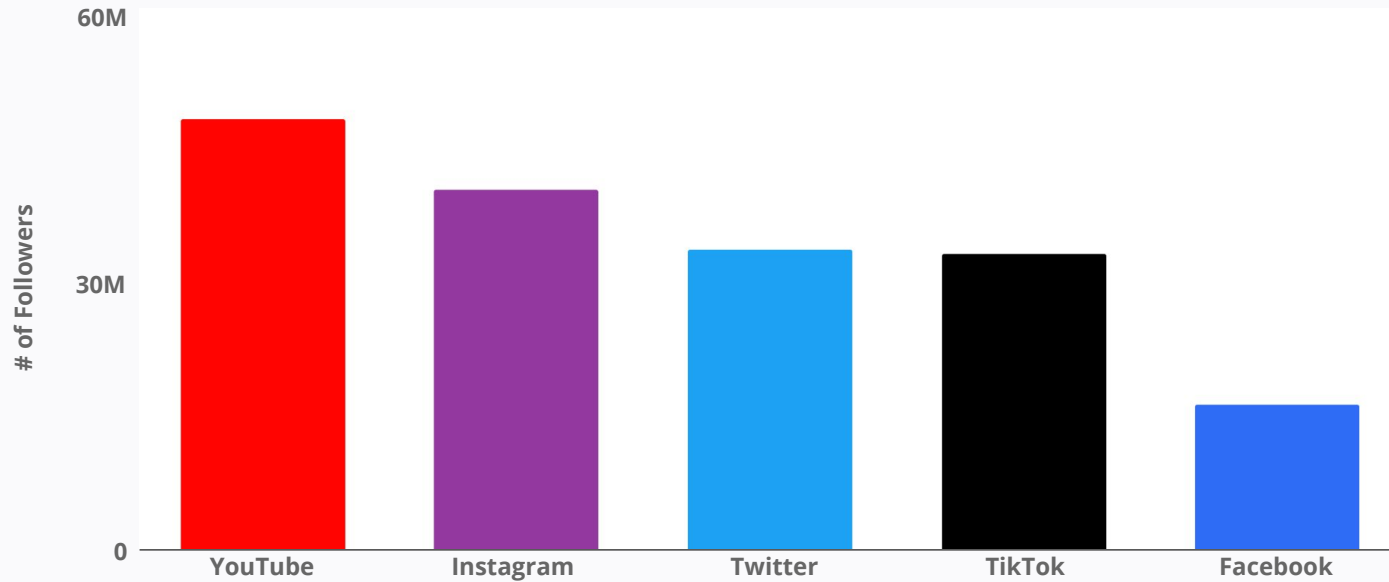
BTS has gained international recognition and has a loyal fan base all around the world. Between 2013 and 2020, there were over 2.3 billion\* mentions of BTS on social media, with each of their YouTube music videos generating over 1.2 billion views.

\*[Source](#)



BTS has amassed a huge following on social, with the largest audience on **YouTube** with 52 million subscribers, followed by **Instagram** with 43 million followers.

*The boy band is also heavily active on TikTok and already has 36M followers on the platform.*

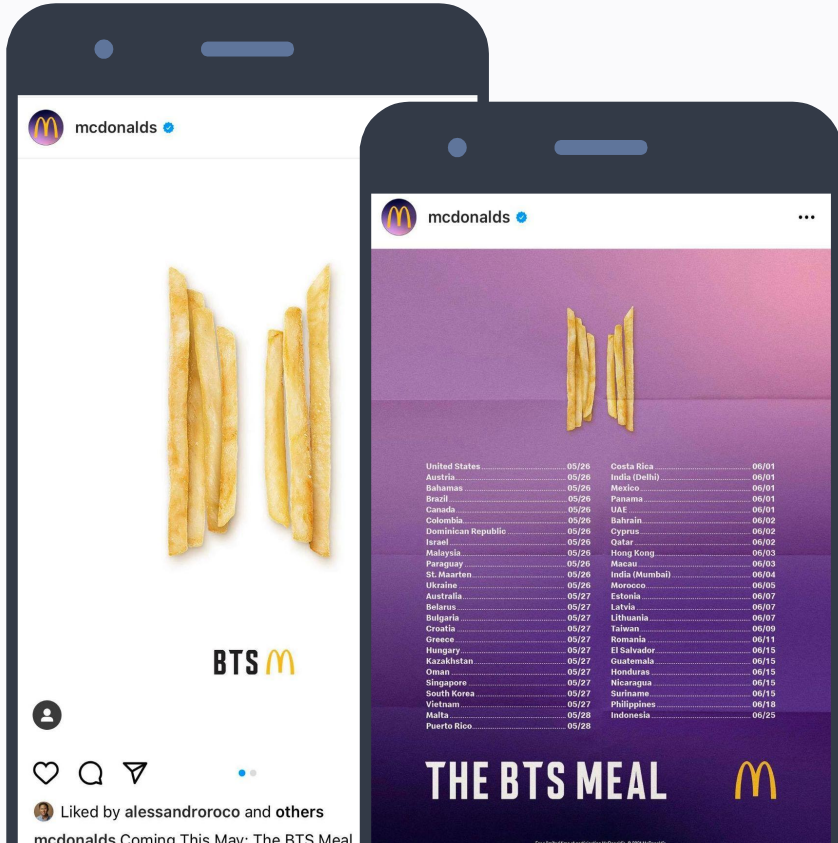




# The Campaign



The BTS collaboration was officially announced on all of McDonald's social media channels on April 19th, with Instagram generating the highest volume of engagements with 585K likes.



## Instagram Announcement Post

**585,762** Likes

**78,173** Comments

**16.17%** Engagement Rate

## Concept & Tactics

**Objective:** Brand Awareness

For the launch, McDonald's created a poster with release dates for each country, similar to an artist announcing their tour dates.

The launch post featured the McDonald's fries arranged in the same formation as the BTS logo for instant brand recognition by their loyal fanbase around the world.

Leading up to the launch, McDonald's published a schedule of all the events happening on social media, which is a tactic commonly used by K-Pop artists — giving fans access to information ahead of time so they know when to tune in.

### The BTS Meal Schedule Post

**What:** Teaser posts of each member  
**Where:** Instagram & Twitter

**What:** Reveal of the official advertisement  
**Where:** YouTube

**What:** Live YouTube videos during 12PM PST  
**Where:** YouTube

**What:** Behind the Scene footage  
**Where:** YouTube

The screenshot shows an Instagram post from the official McDonald's account. The post features a purple-themed graphic with the text 'THE BTS MEAL' and the McDonald's logo. Below this is a table titled 'OFFICIAL U.S. DATES' listing various events and their dates. The table is as follows:

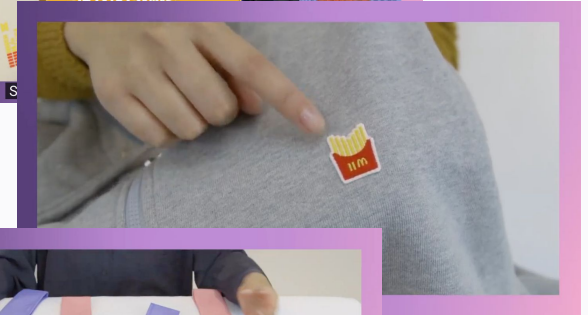
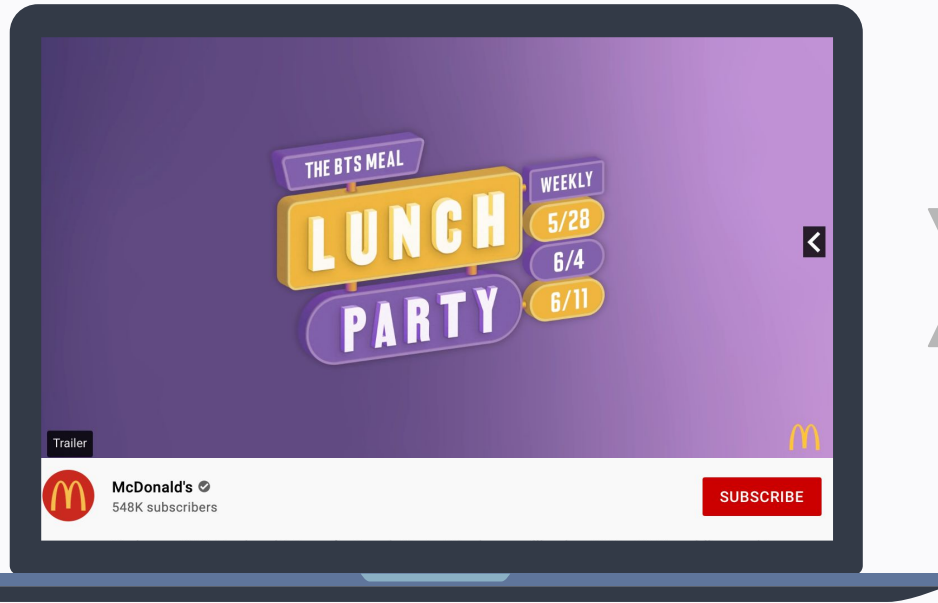
Date	Event
5.13	Who's Who
5.17 - 5.23	Concept Photos
5.26	The BTS Meal CF Reveal
5.28	Lunch Party #1
6.4	Lunch Party #2
6.11	Lunch Party #3
6.18	Behind the Sauce: Making of Film

The Instagram post also includes the user's profile picture, name, and a caption: 'POV: u were waiting for a sign to turn on notifications #BTSMeal'. There are several comments from other users, including 'vivianfabiolav' and 'kookie.d\_CAN I GET THE MEN INSTEAD'. The post has 188,189 likes and was posted on May 11.

[Click to view](#)

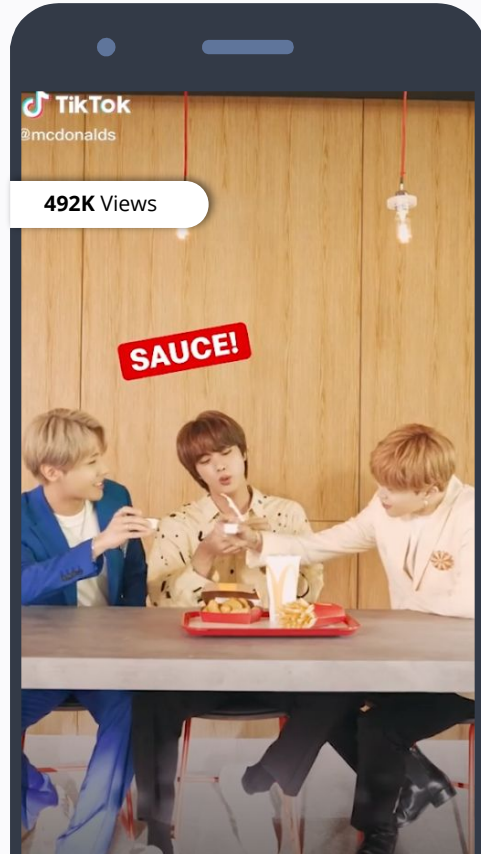


Three “Lunch Parties” were planned for the campaign where a live YouTube video was broadcasted to show behind the scene clips and gave an exclusive sneak peek of the BTS x McD merchandise.



On TikTok, McDonald's posted a series of videos showing the members enjoying the BTS meal and highlighting the exclusive sweet chili and cajun sauce.

[Click to view](#)



[Click to view](#)



[Click to view](#)





The McDonald's collaboration was timed perfectly with the launch of BTS' new song "[Butter](#)" which was released on May 20th, 2021. As of June 2021, the video has generated 338 million views on YouTube. "Butter" became the official song featured in McDonald's advertisements.

On May 26th, McDonald's launched a YouTube ad which featured all seven members and introduced the BTS meal. In total, the ad generated 21 million impressions.



[Click to view](#)

### BTS Meal YouTube Advertisement

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**\$390K** Ad Spend

**21.6M** Impressions

**\$18.06** CPM

### Concept & Tactics

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**Objective:** Brand Awareness

The main CTA of the advertisement is to order the BTS meal on the app to increase app usage.

The ad states that the BTS meal is only available for a limited time to create a sense of urgency.

BTS' new song "Butter" was the background music for the main advertisement, further increasing brand awareness.

To further support the campaign, McDonald's ran paid search ads which directed users to the app, highlighted the new sauce flavours, and created a sense of urgency.

**Tactic:**

"Limited Time" copy creates a sense of urgency for consumers. Both the BTS Meal as well as the two new sauces (Sweet Chili and Cajun) are only available for a limited time.

<https://www.mcdonalds.com/mcdonalds/btsmeal>

[The BTS Meal Is Here - With 2 New Limited-time Sauces](#)

BTS Is Taking Over With 10 pc. Chicken McNuggets® +2 Limited-time Sauces, Fries & A Coke®. Medium Fries & A Coke®. Sweet Chili and Cajun.

**Tactic:**

Highlights new sauce flavours "picked by BTS", adding a personal touch for BTS fans

<https://www.mcdonalds.com/>,<http://clickserve.dartsearch.net/>

[The BTS Meal Is Here - New Sauces Picked By BTS](#)

BTS Is Taking Over With 10 pc. Chicken McNuggets® +2 Limited-time Sauces, Fries & A Coke®. Enjoy Your Chicken McNuggets® With Cajun Or Sweet Chili Sauce. Order On...

**Tactic:**

Main Copy drives consumers to the McDonald's app to increase app downloads

<https://www.mcdonalds.com/mcdonalds/btsmeal>

[The BTS Meal Is Here - Available For A Limited Time](#)

BTS Is Taking Over With 10 pc. Chicken McNuggets® +2 Limited-time Sauces, Fries & A Coke®. Enjoy Your Chicken McNuggets® With Cajun Or Sweet Chili Sauce. Order On...

<https://www.mcdonalds.com/>,<http://clickserve.dartsearch.net/>

[The BTS Meal Is Here - Order On McDonald's® App](#)

BTS Is Taking Over With 10 pc. Chicken McNuggets® +2 Limited-time Sauces, Fries & A Coke®. Enjoy Your Chicken McNuggets® With Cajun Or Sweet Chili Sauce. Order On...

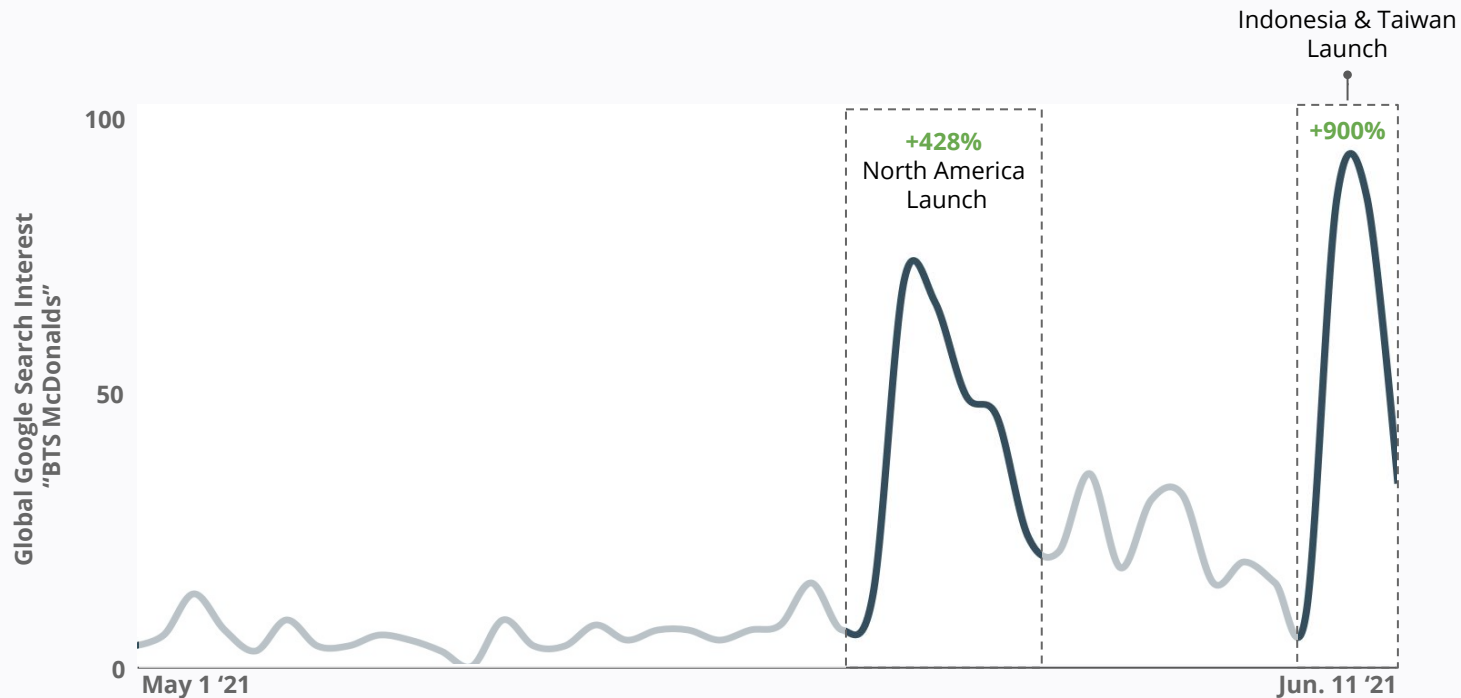




# The Results



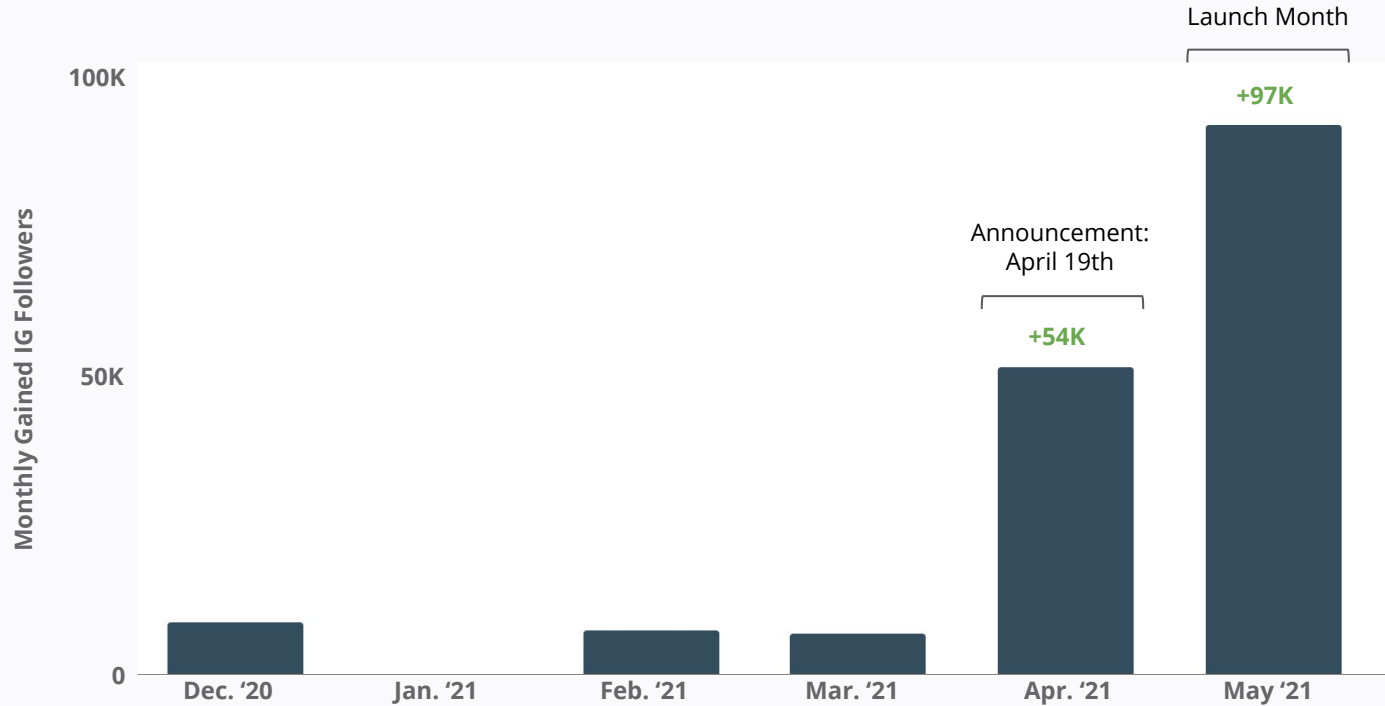
Google search interest for the term “BTS McDonalds” increased by **+428%** on May 26th for the official North American launch. On June 9th, there was a **+900%** spike in search interest due to Indonesian McDonald’s branches [being forced to shut down](#) due to high order volumes.



On May 26th, [www.mcdonalds.com](http://www.mcdonalds.com) saw a +144% increase in site traffic from 1.0M site visits to 2.5M site visits for the North American launch.



Following the announcement, McDonald's gained +54K Instagram followers in April and during the official launch month, the brand gained +97K followers on the platform.





The exclusive BTS packaging was only available in select McDonald's locations, creating a demand for the limited edition purple packaging. Consumers were selling the BTS packaging online on sites such as Etsy, Craigslist, and Poshmark from \$24 to over \$100.



BTS Meal Limited Edition

CA\$24.69

Only 1 available

Add to basket

Selling fast! Only 1 left, and over 20 people have it in their baskets.

Highlights

Handmade

Delivery and return policies



upz578

Updated Jun 02

bts meal packaging.

C\$125 ~~€\$156~~

Discounted Shipping

SIZE **US 0S**



ranashkab

Updated Jun 01

Limited edition BTS box the price is negotiable

C\$100 ~~€\$200~~

SIZE **Hi**

BTS McDonald's Full set Empty Meal, not used cup

CA\$27.00

Only 1 available

Add to basket

Selling fast! Only 1 left, and 7 people have it in their baskets.

Highlights

Handmade

Dispatches from a small business in **Canada**

Delivery and return policies

The BTS collaboration grabbed the attention of multiple media outlets, with over 3K articles and 1.1M engagements in total in North America.

NEWS Posted by Dani-Dee ✓ · Monday, April 19, 2021

## McDonald's to launch 'BTS Meal' in 50 countries as part of ongoing limited-edition celebrity meals promotion

AKP STAFF



**BTS** is the latest celebrity name to be given their own **McDonald's** combo.

On April 19 EST, McDonald's announced the upcoming launch of the 'BTS Meal' – consisting of a 10-piece Chicken McNugget order, a medium order of World Famous French Fries, a medium Coke, and special Sweet Chili and Cajun dipping sauces inspired by real dipping sauces available at McDonald's locations in South Korea.

"The band has great memories with McDonald's. We're excited about this collaboration and can't wait to share the **BTS Meal** with the world," a representative for **Big Hit Music** commented in an official statement on the group's behalf.

The 'BTS Meal' will officially be available starting May 26, and will not only include the United

INTERNATIONAL

## You Can Soon Order BTS' Favorite McDonald's Meal

[Click to read](#)

By Gill Kaufman  
4/19/2021

[Twitter](#) [Facebook](#) [https://www.bilibili](https://www.bilibili.com)

Ad : (0:14)

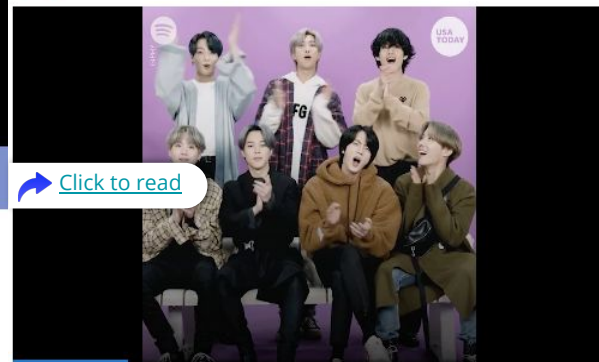


## McDonald's BTS Meal launching May 26 as part of celebrity menu collaboration

Brett Molina USA TODAY

Published 9:02 a.m. ET Apr. 19, 2021 | Updated 5:38 p.m. ET Apr. 19, 2021

[Facebook](#) [Twitter](#) [Email](#)



**K-pop superstars BTS teams up with McDonald's for new celebrity meal**

K-pop superstars BTS are teaming up with McDonald's for a spicy new celebrity meal. Staff video, USA TODAY

The latest superstars to team up with McDonald's on a new celebrity meal: [BTS](#).

On Monday, the fast food giant announced it will launch the **BTS Meal** starting May 26 in the U.S. and 11 other countries. The meal will be offered in nearly 50 countries during May and June.

The chain had successfully launched similar limited-edition celebrity meals featuring musicians [Travis Scott](#) and [J Balvin](#).

The meal includes a 10-piece Chicken McNuggets, medium fries, a medium Coke –

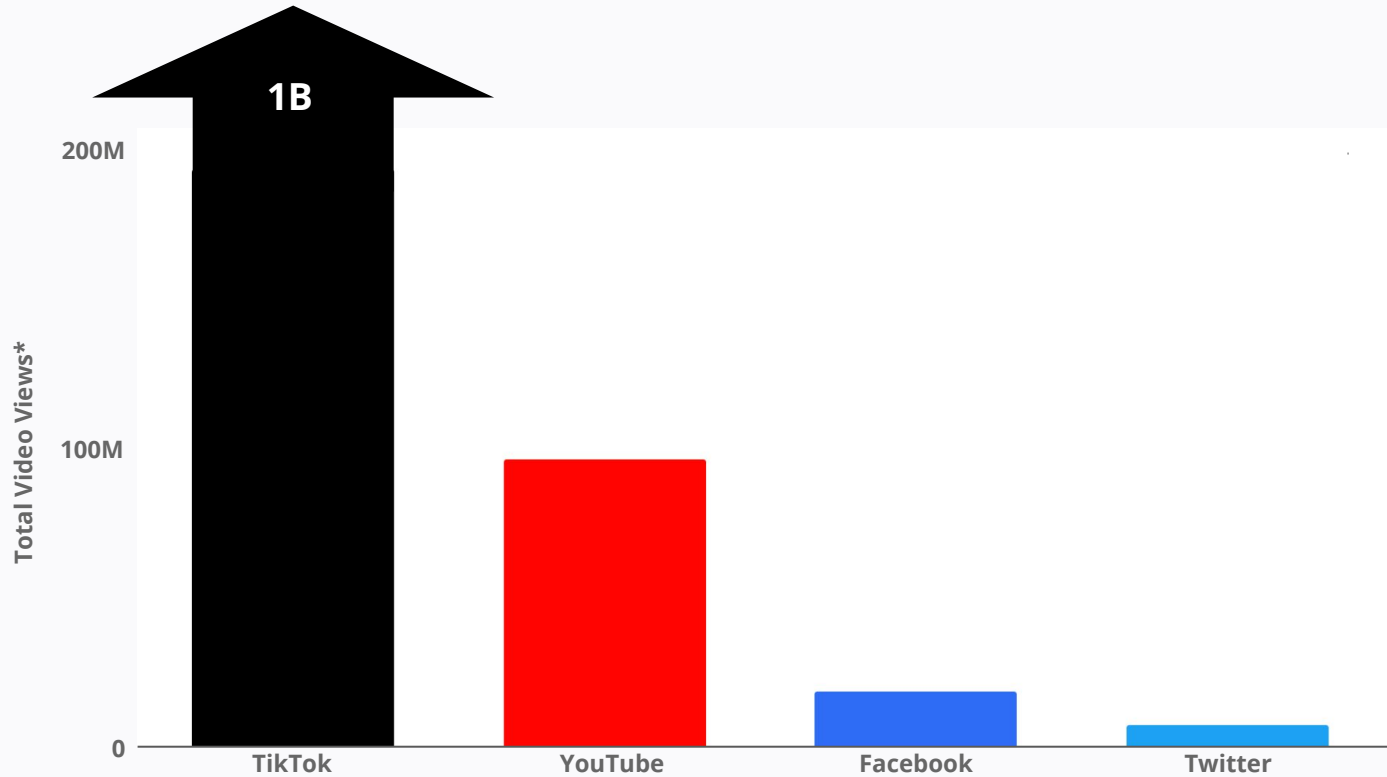
### Winner, winner, chicken (McNuggets) dinner.

BTS has teamed up with McDonald's as part of its year-long Famous Orders campaign to reveal what they have in the sack when they visit the burger chain.

The ARMY will be able to buy the band's favorite meal in almost 50 countries when the promotion rolls out on May 26.

BTS will follow on the heels of the Travis Scott promo that caused a temporary shortage of Quarter Pounders when it launched in September and a J Balvin "Vibras"-themed deal in October, and will likely cause a run on chicken McNuggets, since that's what the septet have tapped as their go-to menu item.

Videos featuring the BTS meal generated 1 billion views on TikTok and 100 million views on YouTube since the announcement on April 19th\*.



\*Time period of analysis: April 18 2021 - June 16 2021. Analysis includes videos using the hashtag or keywords containing "bts mcdonalds" OR "bts meal"



# Top user-generated content categories about the BTS meal on TikTok include:

[Click to view](#)

### Upcycling BTS Packaging



420.1K  
5730  
7165

@thefluffypaca · 1w ago  
#btsmeal @bts\_official\_bighit before anyone's asking, the tumbler i use is starbucks customizable edition!

3TS Butter (Cooler Remix)

[Click to view](#)

### BTS Meal Reviews

Cajun 10/10



609.5K  
5430  
2268

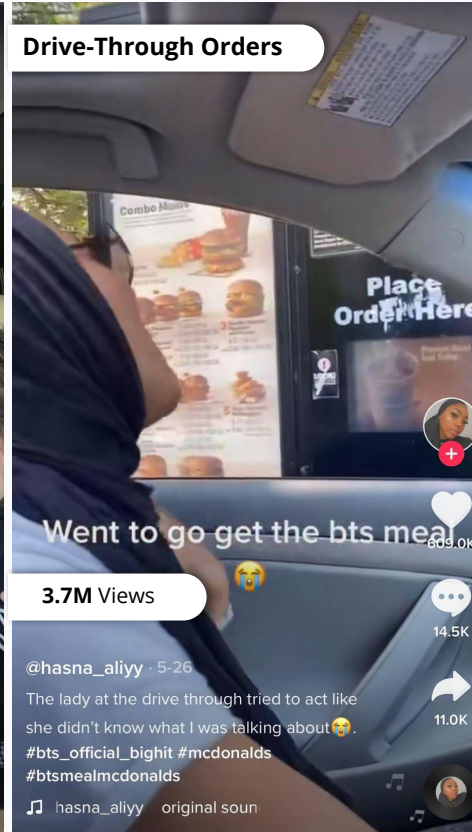
@saifshawaf · 6-3  
My niece is a HUGE BTS fan and she is Army so we had to go try the BTS Meal #fyp #mcdonalds #btsmeal #army #btsarmy

@방탄소년단 (BTS) Butter

[Click to view](#)

### Drive-Through Orders

Went to go get the bts meal



609.0K  
14.5K  
11.0K

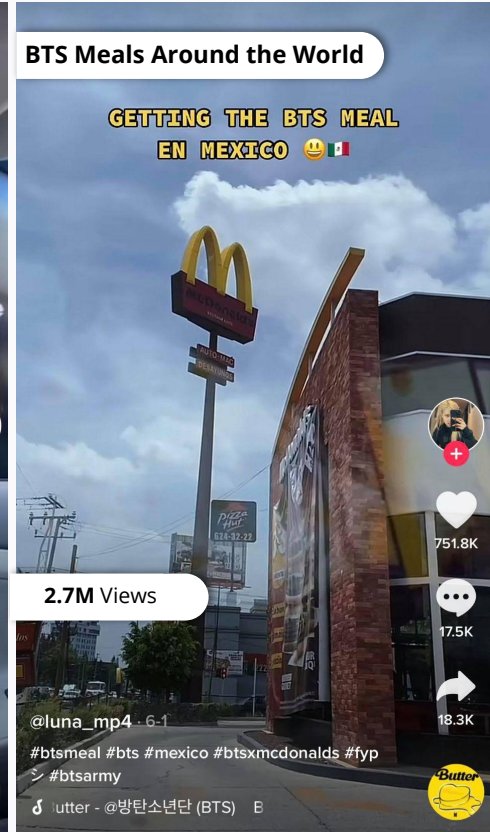
@hasna\_aliiy · 5-26  
The lady at the drive through tried to act like she didn't know what I was talking about 🤔 #bts\_official\_bighit #mcdonalds #btsmeal #mcdonalds

hasna\_aliiy original soun

[Click to view](#)

### BTS Meals Around the World

GETTING THE BTS MEAL EN MEXICO 🇲🇽 😊



751.8K  
17.5K  
18.3K

@luna\_mp4 · 6-1  
#btsmeal #bts #mexico #btsxmcdonalds #fyp #btsarmy

lutter - @방탄소년단 (BTS) B


Top user-generated content categories about the BTS meal on YouTube include:



**Food Challenges** BTS MEAL FOOD CHALLENGE  
4M Views  
[Click to view](#)



**Food Vlogs** DATE WITH OPPA + BTS MEAL | vlog  
385K Views  
[Click to view](#)



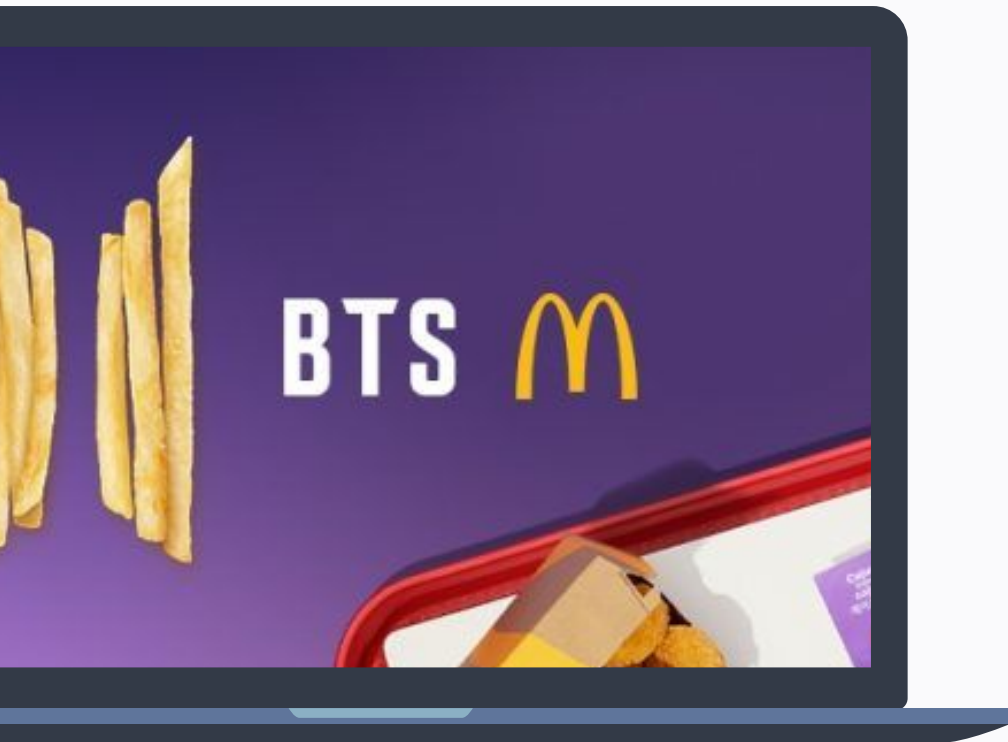
**Meal Review** New BTS Meal Review!  
1M Views  
[Click to view](#)



**ASMR Mukbang** MEAL \*McDONALD'S NUGGE...  
4M Views  
[Click to view](#)



In summary the BTS collaboration was McDonald's most successful "Famous Order" campaign as of June 2021. The BTS Meal campaign generated:



### BTS Meal Campaign Results

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**2.5M** Site Visits\* on Launch Day

**151K** New Instagram Followers

**1B** TikTok Views

**100M** YouTube Views

**21.6M** YouTube Ad Impressions

## Key Takeaways

The factors that led to the success of the McD x BTS collaboration were the following:

**Creating Opportunities for User-Generated Content:** For the BTS collaboration, McDonald's introduced exclusive purple packaging featuring the BTS logo which resulted in thousands of consumers sharing their [DIY creations](#) using the BTS meal packaging. McDonald's also created a sense of urgency by launching two new sauce flavours that were only available in stores for a limited-time, resulting in consumers sharing their reviews of the sauce on social media. In addition, the brand launched BTS x McD merchandise which included tote bags, sweaters, tshirts, socks, and hats to further generate hype and awareness around the collaboration.

**Giving Fans a Sneak Preview:** For the launch of the campaign, McDonald's created a poster with release dates of each country, similar to a musical artist announcing their tour dates. Leading up the launch, McDonald's published a schedule of all of the events happening on social media, which is a tactic commonly used by K-Pop artists. Fans love getting access to information ahead of time so they know when to tune in.

**Engaging with Consumers Live via YouTube:** Three "Lunch Parties" were planned for the campaign, where a live YouTube video was broadcasted to the audience to show behind the scene clips and gave an exclusive sneak peek of the BTS x McD merchandise. Live videos are a great way for brands to engage with their consumers and answer any questions they may have in real-time.

**Incorporating Music into Campaigns:** The McDonald's collaboration was timed perfectly with the launch of BTS' new song "Butter" which was released on May 20th, 2021. "Butter" was the official song featured in McDonald's advertisements and used in the majority of TikTok videos, making the song go viral.