



est. 1964

FOR IMMEDIATE RELEASE

For more information, call

(816) 960-5658

or email mediarelations@bradv.com

**BERNSTEIN-REIN WINS ‘BEST OF INTERACTIVE’
AT LARGEST AREA ADDY SHOW IN THE COUNTRY**

Full-service agency wins 58 total ADDYs

KANSAS CITY, Mo. — Bernstein-Rein won Best of Show – Interactive at Kansas City’s recent ADDY awards, the largest area awards show of its kind in the United States. The Kansas City Advertising Club’s top interactive honor went to Bernstein-Rein’s online campaign for McDonald’s McCafé Coffee, featuring make-your-own coffee-ring snowflakes. In addition, Bernstein-Rein won 58 total ADDY awards in 34 marketing categories.

Steve Bernstein, president of Bernstein-Rein, noted that this interactive win is representative of the agency’s ongoing commitment to bringing brands and consumers together where it impacts them the most. “We’re really proud of our interactive team, the work they do and the clients we partner with,” Bernstein said. “But this recognition is yet another example of our combining strategic insight with engaging experiences to build brands and achieve client objectives.”

Bernstein-Rein created www.McCafeSnowflakes.com and related rich media executions as a seasonal strategy to show that McCafé Coffees are customized to be as unique as each individual customer. On the site, users create their own snowflakes by using a McCafé cup to press different coffee-ring patterns into a folded napkin. When finished, the napkin unfolds to reveal a beautifully complex snowflake design that can then be sent to a friend as an e-card or saved to a gallery.

— more —

■ bernstein-rein • 4600 madison avenue
kansas city, missouri 64112

816

phone
756 0640

fax
933 6000

bernsteinrein.com

Bernstein-Rein wins 'Best of Interactive' at largest area Addy show
Page 2 of 2

Users created an average of three snowflakes per session, sent nearly 1,000 snowflake e-cards and submitted more than 15,000 snowflakes to the gallery. The creative proved to be so engaging that one superfan personally submitted more than 1,000 snowflakes to the gallery.

While the average online interaction rate is 2.35 percent, McCafeSnowflakes.com users doubled that with a 4.93 percent interaction rate. And with the industry average interaction time being 11 seconds, the average interaction time on McCafeSnowflakes.com was 30.3 seconds.

During the promotional period, incremental sales increased 4.9 percent while transactions increased 4.1 percent. And at a time when category sales are only up 1 percent, Bernstein-Rein continues to help regional McDonald's restaurants nearly triple these sales increases.

"The numbers tell us that we effectively engaged our target audience and that the experience also changed consumer perception," Bernstein said. He concluded, "Considering how consumers shared the campaign in blogs and social networking sites, they also included how much they liked McCafé Coffee. In other words, they weren't just sharing the creative — they were spreading the message."

Bernstein-Rein is the agency and marketing partner who sees what others don't see, and whose teams discover insights and create solutions that drive results and enable its clients to win. Established in 1964, Bernstein-Rein continues to leverage insightful imagination to build some of the world's best-known brands, turn them into household names and inspire consumers to act. Go to www.bernsteinrein.com for a list of its clients and to see its award-winning work.

###