

McDonald's nice marketing idea: Pick'n'Play with smartphones, watch on wall videos - and get a free lunch too!

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People may do anything for a free lunch (don't mind ["There ain't no such thing as a free lunch"](#)) these days - or just to have fun?
Even stare at an interactive billboard outside a McDonald's in Stockholm and play a Pong-style game with your smartphone!

It's called **Pick'n'Play** the very latest *marketing* experiment by McDonald's that has allowed several participants to win a free snack by playing with their smartphone just by passing by the fast food and logging to [Pick'n'Play web site](#).

My guess is that by leveraging GPS position of the user's smartphone, the system would give a sort of 'game token' and chance to play on the building billboard just over McDonald's.

The game?

A 30-seconds Pong match that uses your smartphone touchscreen as a paddle against the computer (a McPong villain!): those able to win were awarded a free lunch voucher to redeem straight into the McDonald's.

Success?

Although an experimental idea, it seems it's been quite a success and WOM has made it already 'soon-to-be-here' in the UK and throughout Europe.

The gear behind and idea strong points?

My guess is:

- GPS tracking, no way to cheat
- no app to download, purchase or install: just a *web app* (as far as I can understand it)
- an easy game that has a huge reckoning among people 3-103 years old
- a casual-game appeal
- an easy redeem procedure: you just get into McDonald's and show your winning code on your smartphone
- competition-bound virality

This is one clever marketing strategy that will have you saying *"I'm Lovin' It."*

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