

McDonald's Drink Days experiential marketing: 4,000 CDN \$ truly frozen coins

Ok, this has nothing to do with social media, digital media or social networks - it's all conventional, real-world experience.

In order to promote **Dollar Drink Days**, **McDonald's** Canada set up this experiment.

The place: an Alberta summer beach party

The idea: they put 4,000 coins into ice blocks - *resembling McDonald's ubiquitous logo* - and prompted people to scrap off the ice, get their coin - or coins - and get some awareness of the fast food brand too!

It took *5 hours* to completely smash the ice experiment and promote Dollar Drink Days: not bad for some user engagement that's completely offline!

What can I say: that's what I call a **cool** idea!

[Via [DigitalBuzzBlog](#)]