

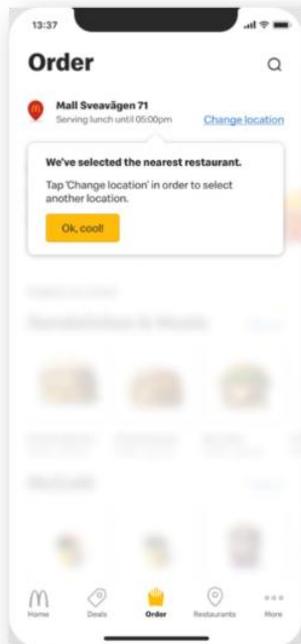
# 2026 MOP LAUNCHING DRAFT PLAN

Prepared by Khoi Ta

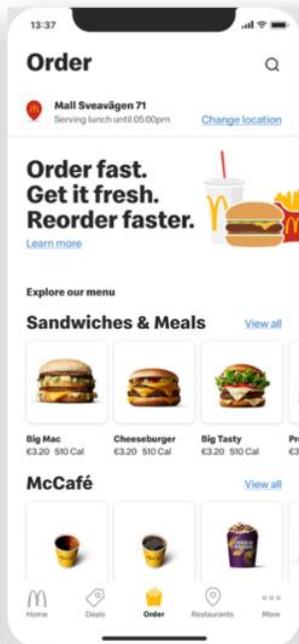


# MOP Launching - Order Wall

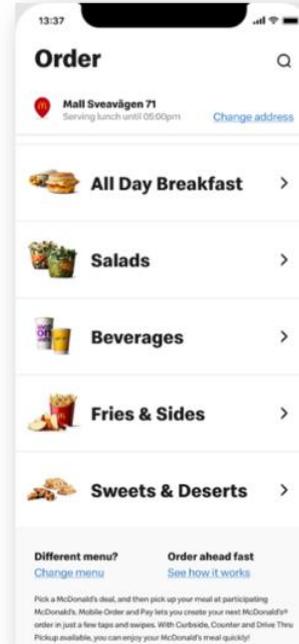
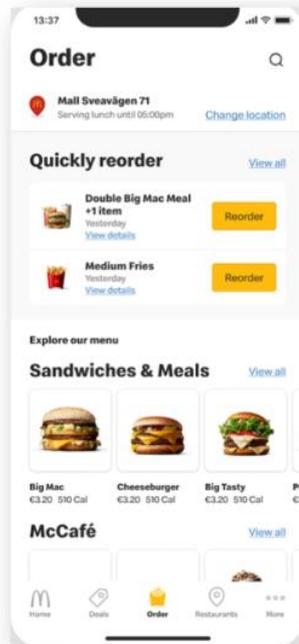
First Time User



Returning User



Menu Scroll Down



# MOP Campaign Roadmap (reference)

Reinforce “Feel Good Moment” by offering customers new GMAL feature. Whether you are eating in the restaurant or enjoy food at home, it’s always the most convenient experience

## 1 AWARENESS: 25/5 - 14/6 (3 wks)

Introduce MOP as an convenience and friendly ways to enjoy good moments with McD

- **[owned]** Store activation
- Intro clip + key visual
- **[owned]** Exclusive bonus points / in-app offers
- Partners’ offers
- **[owned]** Crew competition
- Lucky draw announcement

- Fanpage, IG, Tiktok, Threads
- In-app push, in-store POSM
- Community Group

## 2 AMPLIFIED: 15/6 - 12/7 (4 wks)

Trigger FOMO to drive customers to the store to try for themselves

- **[owned]** Exclusive bonus points / in-app offers
- Partners’ offers
- **[owned]** Crew competition
- Lucky draw: 3 rewards

- Fanpage, IG, Tiktok, Threads
- In-app push, in-store POSM
- Community Group

## 3 RETAIN: 13/7 - 7/8 (4 wks)

An all-rounder app in your hand: not just MOP but also earn & burn points for exclusive moments

- Animation for all app features
- Exclusive offer & merch from McD & partners
- **[owned]** Crew competition
- Lucky draw: 2 rewards

- Fanpage, IG, Tiktok, Threads
- In-app push, in-store POSM

# Store Merchandize



Window poster



Standee



Table sticker, table tent card



Door decal



Hanger & dangler



Drive through: Order kiosk, Pickup counter



SOK cover & Welcome banner



DMB screen





# Offer Idea

## Awareness (3 weeks)

-  Giảm 50% - mỗi ngày giới hạn 4,000 phần: Gà, chicken bites, khoai, nước, kem, mì ý, Mc Spicy
-  X2 điểm cho tất cả các đơn hàng, áp dụng 2 lần trong 1 tuần, buổi trưa, chỉ áp dụng tuần thứ 3

## Amplified (4 weeks)

- 4 offer khi order qua MOP, chỉ áp dụng 2 lần 1 tuần
-  1 coffee giá 15k (sữa đá, đen đá, bạc xỉu đá) khi mua 1 phần muffin hay burger breakfast bất kì
-  109k cho combo 2 burger bò phô mai đặc biệt & burger gà mayo đặc biệt
-  Mua 2 McFlurry matcha và oreo giá chỉ 79k
-  Order Burger Phi Lê gà cay 124k L EVM tặng 1 sundae chocolate



## Retain (4 weeks)

Giảm 30% số điểm redeem cho tất cả các rewards



## Big Prize



Tất cả các KH có giá trị đơn hàng từ 120k sẽ được tham gia danh sách rút thăm trúng thưởng 1 Iphone mỗi tuần, kéo dài trong vòng 5 tuần



# Lucky Draw to win Big Prize 🎁

## BƯỚC 1: MUA HÀNG MOP



Sử dụng tính năng MOP trên app để mua hàng.

## BƯỚC 2: ĐIỀU KIỆN >120K



Thỏa điều kiện đơn hàng trên 120k sẽ được enlist vào danh sách.

## BƯỚC 3: RÚT THĂM TUẦN



Tiến hành rút thăm ngẫu nhiên và công bố kết quả mỗi tuần.

## BƯỚC 4: THÔNG BÁO



Thông báo qua push notification và email đến nhận thưởng.



Đến văn phòng McDonald's tiến hành trao giải.

# Partnership Offer References



TORO sticker & Zalopay merchandise to be featured in loyalty reward listing



Free Skyjoy points to redeem for domestic flight ticket (x10)

# MOP Launching - Expected Timeline

1

## **Market kick off & market prework - configuration**

mid Jan - mid Feb

2

## **Market acceptance testing**

mid Feb - 6 weeks

3

## **Pilot**

Apr

4

## **Com Plan Development**

mid March - mid Apr

5

## **Market activation**

mid May - 2 weeks

6

## **MOP campaign launching**

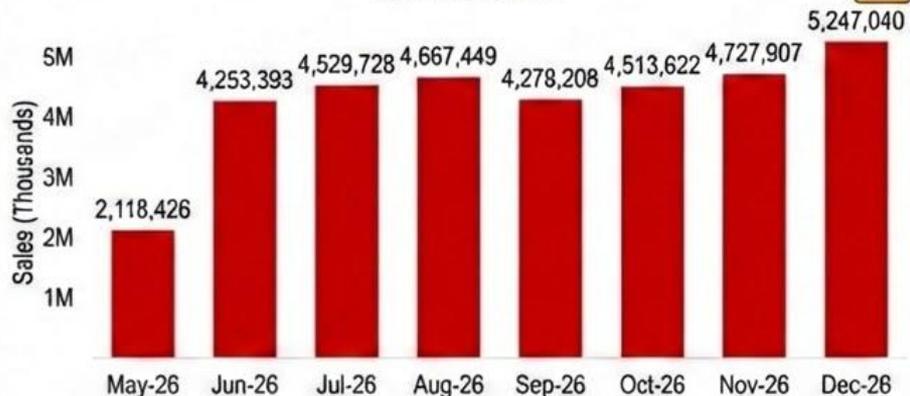
Last week of May / 1st week of June

[Master timeline](#)

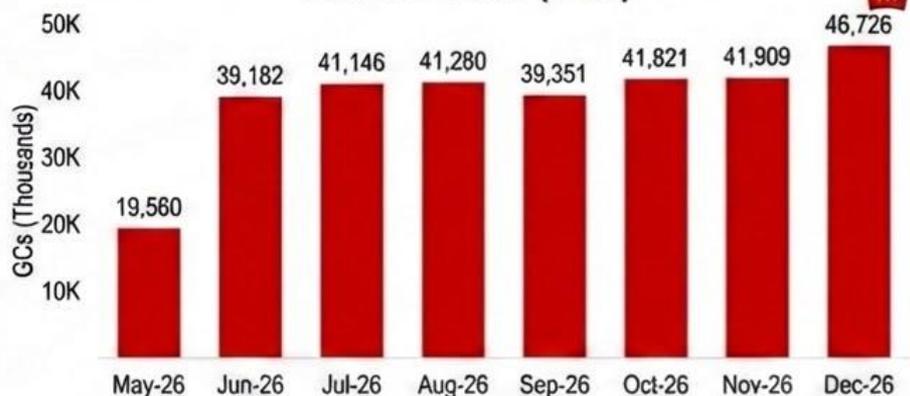


# Expected KPIs: 2026 Forecast

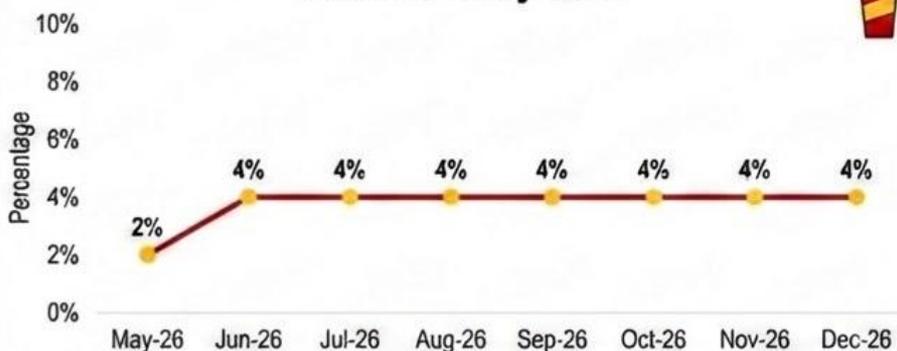
## Total Sales



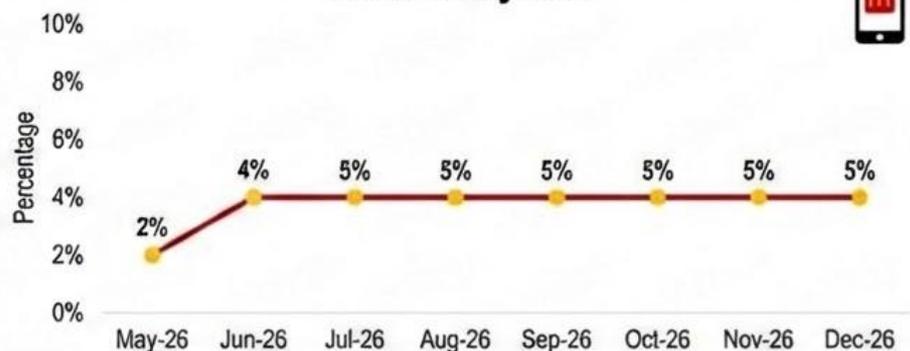
## Guest Counts (GCs)



## Sales % vs System



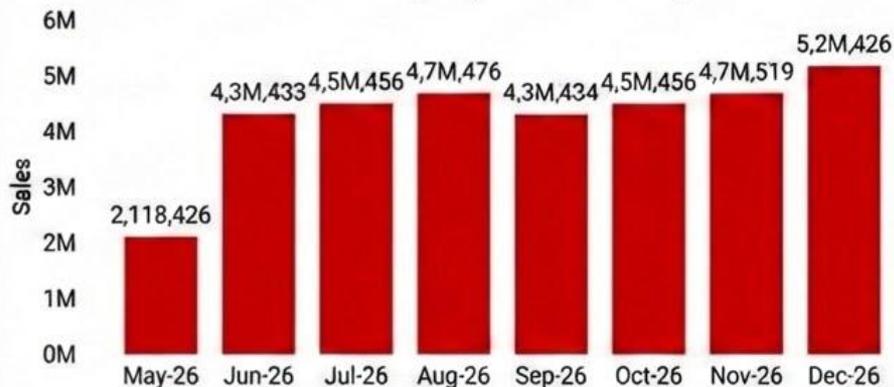
## GC % vs System



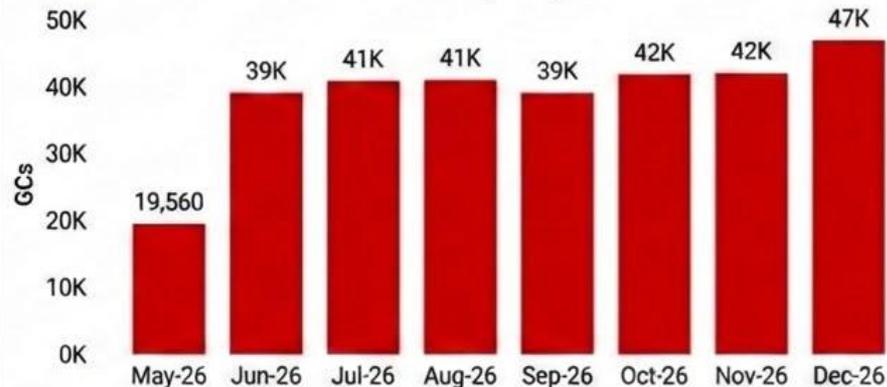
# MOP vs Digital KPIs



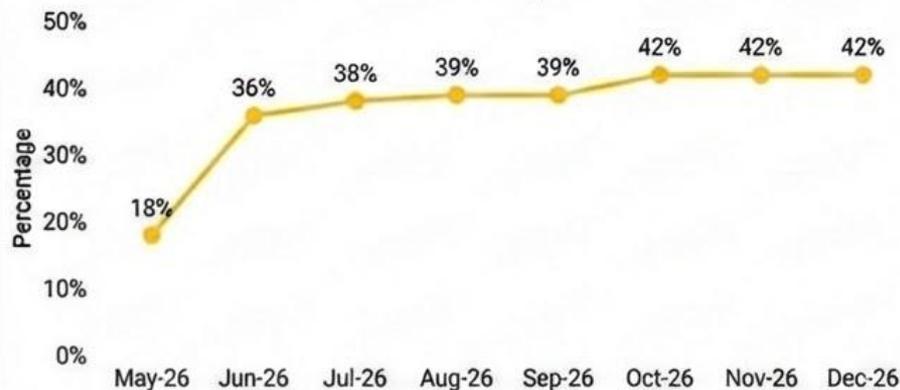
### Sales Trend (May-26 to Dec-26)



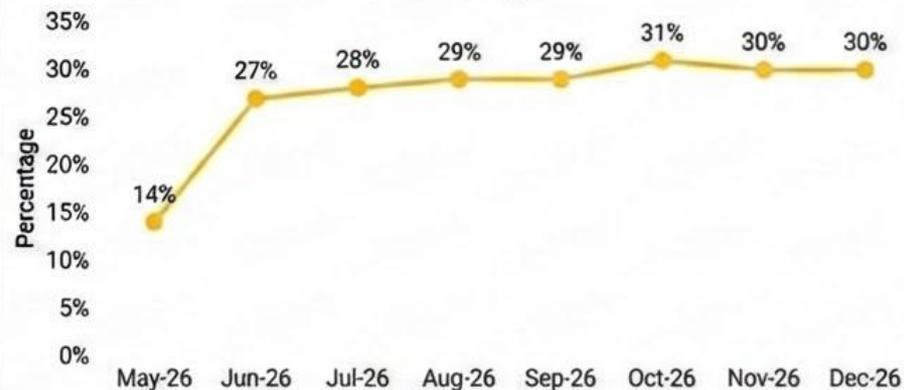
### Guest Counts (GCs) Trend



### Sales % vs Digital



### GC % vs Digital



Detailed Budget Breakdown (Updated)									
Hạng mục (Category)	Tỷ trọng (%)	TỔNG CAMPAIGN		AWARENESS		AMPLIFIED		RETAIN	
		Ngân sách (VNĐ)	KPI (Installs)						
Crew Incentive (Thưởng đội ngũ)	9%	100,000,000	15,000	40,000,000	6,000	30,000,000	4,500	30,000,000	4,500
Partnership Offers (Ưu đãi đối tác)	26%	300,000,000	6,000	120,000,000	2,400	90,000,000	1,800	90,000,000	1,800
Exclusive Offers (Ưu đãi độc quyền)	13%	150,000,000	3,000	60,000,000	1,200	45,000,000	900	45,000,000	900
Giải thưởng (Bốc thăm may mắn)	14%	160,000,000	3,200	56,000,000	1,120	42,000,000	840	42,000,000	840
Vận hành + Registration (POSM)	12%	140,000,000		0		0		0	
Social seeding (Paid media)	26%	300,000,000							
TỔNG CỘNG	100%	1,150,000,000	27,200	276,000,000	12,800	207,000,000	9,600	207,000,000	9,600



**Thank you**