McDonald’s Amplifies Positive Earned Media in Real Time with Outbrain

When Yahoo! Sports ran a story on Super Bowl MVP Joe Flacco’s celebratory visit to a local McDonald’s in Baltimore, the iconic restaurant chain turned its excitement into a real-time marketing win with help from Outbrain.

Beginning in 2012, McDonald’s started using Outbrain to amplify trusted, positive media coverage, like previews of the Fish McBites introduced earlier this year and new low-calorie menu options to engaged audiences reading content on equally trusted publisher sites.

But McDonald’s began to see that even the stories it hadn’t planned for, like the newly-crowned Super Bowl MVP dropping by to commemorate his new contract, could be amplified in real-time to take advantage of relevant pop cultural moments for the brand and reach a wider audience with a positive message.

**As part of McDonald’s overall PR strategy, Outbrain:**

- Has helped increase the reach of McDonald’s earned media by 10%
- Supports real-time marketing opportunities
- Extends the life of media coverage

> Outbrain is part of our PR arsenal now. We're not only able to use it strategically for earned media; we're using it opportunistically as well. We plan to do more this year.

- MOLLY MCKENNA, DIRECTOR OF PUBLIC RELATIONS AT MCDONALD’S USA

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**CNN U.S.**

Michael Jordan is set to get hitched

**CNN** (CNN) - Legendary basketball player Michael Jordan applied for a marriage license in West Palm Beach, Florida, Jordan, who just turned 50, is set to marry Yvette Prieto. The marriage to the Cuban-American model would be the second for Jordan, now the majority owner of the NBA’s Charlotte Bobcats. Jordan played in the NBA for many years, most with the Chicago Bulls for 13 seasons beginning in 1984-85. He led the Bulls to six NBA championships. His scoring totals have left many to regard him as the greatest player ever and led the Bulls to six NBA championships. He averaged 30.1 points per game, the highest in NBA history. He led the league in scoring a record 11 times. He owns 305 on the NBA all-time scoring list with 32,029 points.

The McRib was played at the University of North Carolina before he went into the NBA. He was inducted in the Naismith Memorial Basketball Hall of Fame. The McRib is played at the University of North Carolina before he went into the NBA. He was inducted in the Naismith Memorial Basketball Hall of Fame.

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**Huffington Post**

McDonald’s Fish McBites Taste Test: Fast Food Skeptics Are Converted

If you’re a fast food skeptic, you might not expect to walk out of a McDonald’s in love with fish. But that’s exactly what happened to this reviewer.

There’s a new Fish McBites in town, and they’re not your usual fake fish. These are real fish, and they’re allergy-friendly. The sauce is a little sweet, with a kick of spice.

And the texture? Oh my goodness. It’s like eating real fish! The batter is crispy and flavorful, and the fish is cooked just right. It’s a perfect combination of flavors and textures.

So if you’re a fast food skeptic, give McDonald’s Fish McBites a try. You might just be surprised by how much you enjoy them.