

Press release

Invibes launches a new interactive format in Spain to celebrate McHappy Day with the Ronald McDonald House Charities

Madrid, December 9, 2021 – The Ronald McDonald House Charities celebrates McHappy Day on the 26th of November every year. On McHappy Day, McDonald's donates 100% of the money generated from the sales of its iconic Big Mac® burger to charity. McDonald's is the founder and main partner of this charity.



You can donate by purchasing a hamburger or a cuddly toy in one of the hundreds of McDonald's restaurants across Spain and Andorra. Your donation helps the charity organisation to build a 'home away from home'. This is a project aimed at welcoming the families of children who are undergoing long-term hospital treatments.

The McDonald's media agency, OMD Spain, wanted to amplify the scope of the McHappy Day celebration this year. They have collaborated with Invibes Advertising, among other partners. Both companies have launched an original display campaign in an in-feed format. This campaign is making use of an exciting new format that is being used for the first time in our market and requires user interaction to discover the brand's message.

Jorge Palacios, Country Director of Invibes in Spain stated: 'We are very satisfied with the results of the McDonald's campaign this year and we're honoured to have collaborated with OMD Spain in an exciting and engaging way. At the end of the campaign, the interaction rate was much higher than the average for traditional formats. Contributing with our in-feed format for the benefit of causes such as this one makes us particularly happy, especially at times when the collaboration enhances corporate purpose.'

About Invibes Advertising

Invibes Advertising is an advanced technology company that specializes in digital advertising. Its innovative solutions are supported by an in-feed format that's integrated into media content.

Invibes is inspired by social network advertising and develops its own technology to help brands better communicate with consumers. Its technology is optimized for distributing in a closed network of media sites, including: Bertelsmann, Hearst, Unify, Groupe Marie Claire, Axel Springer, and many others. Clients include major brands such as Mercedes, Samsung, Levis, and IBM.

Founded in 2011, Invibes Advertising is a listed company on the Euronext Paris stock exchange (Ticker: ALINV – ISIN: BE0974299316). Visit www.invibes.com for more information.

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