

11/30 – 1/10
Three River's
McSource

Links & Contacts

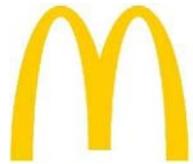
- **National P.O.P – IMS: 800-937-7671**
- Local Promotions/P.O.P – Moroch: Katen Petty | kpetty@moroch.com | (740) 885-8749
- **Restaurant Profile Set-up/Change Request** – please fill out this form for new restaurant profile set up or any profile change information.
- Please send all Retail and DMB related inquiries to the MCD Retail email box at mcdretail@imsretail.com
- To access Digital Readerboard content follow this link: <https://www.mcdpop.com/DigitalFilesCatalog.aspx>

TROA 11/30 – 1/10 2025 PROMOTIONAL ITEMS

BEGINNING	ENDING COB	SUSTAINING
12/2 – The Grinch Meal	11/30 – EVM Dual Price Point	<ul style="list-style-type: none">• Mid Tier Bundle: 20pc McNugget, 2 Dbl CB, BOF
12/2 – Happy Meal Disneyland 70 th	12/1 – Happy Meal Zootopia 2	<ul style="list-style-type: none">• \$5 Meal Deal: McChicken or McDouble/4pc/Sm Fry/Sm Drink
12/30 – QPC Core	12/1 – Chips Ahoy Product Phaseout Begins	<ul style="list-style-type: none">• \$6 Daily Double Meal Deal
1/6 – Dual Daypart EVM	12/15 – McRib Product Phaseout begins	<ul style="list-style-type: none">• National McValue Menu + BOAO for \$1
1/9 – Strawberry & Crème Pie	12/28 – Penguins x McDonald's Custom Cups	<ul style="list-style-type: none">• \$2.99 Snack Wrap
	12/28 – The Grinch Meal Retail Takedown & Phase out	<ul style="list-style-type: none">• 2 for \$5 SME
	12/29 – Holiday Pie Product Phaseout begins	
	12/29 – The Grinch Meal Phaseout begins	

11/30 – 1/10 NATIONAL & LOCAL WINDOW

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Nov 30 ENDING: EVM Dual Price Point	Dec 1 12.1 National Kit Arrives In Store Install EOD: <ul style="list-style-type: none"> The Grinch Meal Happy Meal Disney 70th \$5 Meal Deal Nutrition Books Refresh Upon Arrival Q4 Allergen Refresh Upon Arrival ENDING: <ul style="list-style-type: none"> Happy Meal Zootopia 2 Chips Ahoy Frappe Product Phaseout Begins 	2 Beginning: <ul style="list-style-type: none"> Happy Meal Disneyland 70th The Grinch Meal 	3	4	5	6
7	8	9	10	11	12	13
14	15 ENDING: McRib Product Phaseout begins	16	17	18	19	20
21	22	23	24	25	26	27
28 ENDING: <ul style="list-style-type: none"> Penguins X McDonald's Cups Product Phaseout begins The Grinch Meal Retail Takedown 	29 12.29 National Kit Arrives In Store Install Upon Arrival: <ul style="list-style-type: none"> Generic Arch Cards QPC Core ENDING: <ul style="list-style-type: none"> Holiday Pie Product Phaseout begins The Grinch Meal Product Phaseout begins 	30 Beginning: QPC Core	31	Jan 1	2	3
4	5 January EVM Dual Daypart Install EOD	6 Beginning: January EVM Dual Daypart	7	8 Strawberry & Crème Pie Install EOD	9 Beginning: Strawberry & Crème Pie	10



Program Updates & Details

APPROVED PRICE POINTS & LTOs

	<i>Promotion</i>	<i>Timing</i>
LTO	\$5 Meal Deal (McDouble or McChicken)	Sustain
	\$2.99 Snack Wrap	Sustain
	\$6 Daily Double Meal Deal	Sustain
	2 for \$5 SME	Sustain
	2 McRib + Basket of Fries	Product Phaseout 12/15
	Holiday Pie	Product Phaseout 12/29
	Strawberry & Crème Pie	1/9/26 - Sustain
Bundle Value	Mid-Tier Bundles <i>20 Pc Chicken McNuggets/ 2 Dbl Cheeseburger + BOF Bundles</i>	Sustain
	Penguins Pack <i>2 Dbl Cheeseburgers, 2 McChickens, 10pc McNuggets, + BOF will be priced at Owner/Operator Discretion</i>	Sustain

12/2 – The Grinch Meal

All Store Selling 12/2

December 2025 will feature a mass Core program that drives significant comp and GCs in Q4 by partnering with the multigenerational, popular holiday IP of “The Grinch”** to reach the widest net of audiences during the holiday season.

Meal components (M, with upgrade to L)

- Entrée, choice of: 10pc McNuggets (feature) or Big Mac
- Fries
- Dill Pickle Shaker (Fries) Add-on* Includes seasoning packet, and shaker bag, for shake-up
- 1 pack of Grinch-themed Socks There will be 4 individual sock designs, wrapped in opaque packaging to mitigate customer requests thru maximized randomness

All Store Selling Date: 12/2/25

Please do not Future Date!!

Key RFM Dates:

Available to PTA	Available on POS:	Checkpoint: Verify Key(s) are visible on POS	Available on Kiosk, GMA, & Delivery
11/4	11/11	11/17	12/2

Sales Channel Locations:

POS	Kiosk	GMA/Delivery
Lunch Q4 HE Button	Limited Time Category	Limited Time Category

MENU ITEM #s:

25555	Q4HE BigMac Meal
25556	Q4HE BigMac Meal Large
25557	Q4HE 10 Piece Meal
25558	Q4HE 10 Piece Meal Large
25559	Q4HE McShaker Fry Medium
25566	Q4HE McShaker Fry Large
25560	Q4HE Collectible
25561	Q4HE Meal Auto Deduct
25375	Q4HE Bundle Box
25587	Q4HE Seasoning Packet

Menu Item String:

25555+25556+25557+25558+25559+25566+25560+
25561+25562+25563+25564+25565+25375+25587

KEY DATES

11/4	Available to PTA
10/27	NABIT Kit arrival (week of)
11/5	NABIT Training Webcast (Field)
11/17	Deliveries to restaurants (week of)
11/11	Available on POS
12/1	POP kit arrives
N/A	Soft Sell (DMB in portal)
12/2	All Stores Selling BY
12/2	National Advertising START
12/28	Program Advertising END
12/29	Phase Out START
1/25	Phase Out END

GOOD TO KNOW

- If collectibles run out, retail messaging will change from Grinch meal to Shaker Fries a la carte; paid media will switch to Fan Truth Highlight reel
- Shaker Fry POS key(s) will include Fry, Seasoning packet, and Shaker bag.



12/2 – The Grinch Meal (Continued)

All Store Selling 12/2

The Grinch Meal (Dec '25)			
Product in-store	Install Date (EOD)	All store sell/Advertised Start Date	
n/a	12/1	12/2	
Retail take down	Product depletion Dates		Add'l' information
12/28	12/29-1/25		n/a
In-store kit date	Print Merchandising Elements		
12/1	<input type="checkbox"/> Window Poster/ Decal <input type="checkbox"/> DT Presell Insert <input type="checkbox"/> DT Translite <input type="checkbox"/> Graphic Readerboard <input type="checkbox"/> IS Front Counter Flex Card		
Digital Readerboard	Digital SOK Attract Screen	Digital SOK banner	COD Panel 2
Yes	Yes	Yes	Yes, Triggered
National Staging Push on 12/2 in the following areas/stages			
ODMB Prebrowse	National Staging: Lunch/ Dinner 2/3 Takeover	Local Portal Availability: None	
ODMB Promo Banner	National Staging: Lunch/Dinner Stage 2	Local Portal Availability: None	
IDMB Full Panel Motion	National Staging: Lunch/ Dinner Stage 1	Local Portal Availability: None	
IDMB Partial Panel Promo	National Staging: None	Local Portal Availability: None	

LAUNCH PLAN DETAILS

National: Paid Media Plan & Owned Channel Support	<ul style="list-style-type: none"> Paid Media: Supported by full national media plan - including video, audio, display, social, gaming & partnerships Owned Digital: Email, Push, App and .com for launch and sustain Owned Retail: Full suite of exterior/interior retail support (including 2/3 pre-browse takeover)
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PACKAGING



*McCafe Cups (above) are not included in meal, but will be at restaurant

1/9 – Strawberry & Crème Pie

ALL STORE SELLING: 1/9/26 - Sustain

WHAT:

Strawberry & Crème Pie is BACK to kickoff 2026.

KEY DATES:

- 1/9/24 – All Store Selling
- 1/9/24 – DMBs push live



ACTION: PRICE TAX & ACTIVATE ON RFM

1975	Strawberry & Crème Pie
1751	2 Strawberry & Crème Pies
2265	1 Apple & 1 Strawberry Crème Pie



1/6 – \$5 Sausage McMuffin with Egg Meal EVM & \$8 Snack Wraps EVM

WHAT:

Nationally, McDonald's locations all over the US will be offering dual daypart value to our customers -- a \$5 Sausage McMuffin with Egg EVM at Breakfast and an \$8 2 Snack Wrap EVM for the Rest of the Day.

- **\$5 Sausage McMuffin with Egg EVM includes:**
Sausage McMuffin with Egg, Hash Browns, & Small Hot Coffee
- **\$8 Snack Wrap EVM includes:** 2 Snack Wraps (Ranch or Spicy), Medium Fries, and Medium CSD

TIMING:

All stores selling 1/6/25-2/2/26

EXECUTION:

- New pricing will be pushed to the portal – you must go into the portal to accept the price OR manually PTA the current meal keys to their advertised price
- NOTE: upcharges will work as they usually do since we are just updating the current price of the combos

January EVM Dual Daypart			
Product in-store	Install Date (EOD)	All store sell/Advertised Start Date	
n/a	1/5	1/6	
Retail take down	Product depletion Dates	Addl' information	
2/2	n/a	Core QPC messaging include for gap fill purposes.	
In-store kit date	Print Merchandising Elements		
12/29	<input type="checkbox"/> Graphic Readerboard- ST Deal <input type="checkbox"/> Window Poster/ Decal – ST Deal		
Digital Readerboard	Digital SOK Attract Screen	Digital SOK banner	COD Panel 2
Yes	No	No	No
National Staging Push on 1/6 in the following areas/stages			
ODMB Prebrowse	National Staging: Breakfast Stage 1 Lunch/Dinner Stage 1	Local Portal Availability: None	
ODMB Promo Banner	National Staging: Breakfast Stage 2 Lunch/Dinner Stage 2	Local Portal Availability: None	
IDMB Full Panel Motion	National Staging: Breakfast Stage 1 Lunch/Dinner Stage 3	Local Portal Availability: None	
IDMB Partial Panel Promo	National Staging: None	Local Portal Availability: None	



National Programs

Nov 30 – Jan 10

*Not a new promotion, retail rehit of \$5
Meal Deal. Please install the merchandise

COB 12/1. Meal Deal			
Product in-store	Install Date (EOD)	All store sell/Advertised Start Date	
n/a	12/1	12/2	
Retail take down	Product depletion Dates		Addl' information
12/28	n/a		n/a
In-store kit date	Print Merchandising Elements		
12/1	<input type="checkbox"/> Window Poster/ Decal		
Digital Readerboard	Digital SOK Attract Screen	Digital SOK banner	COD Panel 2
Yes	No	No	No

National Staging Push on 12/2 in the following areas/stages

ODMB Prebrowse	National Staging: None	Local Portal Availability: None
ODMB Promo Banner	National Staging: None	Local Portal Availability: None
IDMB Full Panel Motion	National Staging: None	Local Portal Availability: None
IDMB Partial Panel Promo	National Staging: None	Local Portal Availability: None

FDA Q4 Allergen			
Product in-store	Install Date (EOD)	All store sell/Advertised Start Date	
n/a	Install Upon Arrival	Install Upon Arrival	
Retail take down	Product depletion Dates		Addl' information
Sustain	n/a		n/a
In-store kit date	Print Merchandising Elements		
12/1	<input type="checkbox"/> DT COD Placard <input type="checkbox"/> IS Counter Card		
Digital Readerboard	Digital SOK Attract Screen	Digital SOK banner	COD Panel 2
No	No	No	No

Nutrition Books Regular & Large Dec '25			
Product in-store	Install Date (EOD)	All store sell/Advertised Start Date	
n/a	Install Upon Arrival	Install Upon Arrival	
Retail take down	Product depletion Dates		Addl' information
Sustain	n/a		n/a
In-store kit date	Print Merchandising Elements		
12/1	<input type="checkbox"/> Nutrition Book- Regular <input type="checkbox"/> Nutrition Book- Large		
Digital Readerboard	Digital SOK Attract Screen	Digital SOK banner	COD Panel 2
No	No	No	No

Happy Meal Disneyland 70 th			
Product in-store	Install Date (EOD)	All store sell/Advertised Start Date	
n/a	12/1	12/2	
Retail take down	Product depletion Dates		Addl' information
1/12	n/a		n/a
In-store kit date	Print Merchandising Elements		
12/1	<input type="checkbox"/> Window Poster/ Decal <input type="checkbox"/> DT Oversize In- Ground Sign <input type="checkbox"/> DT Translites <input type="checkbox"/> Mega Merchandiser Frame <input type="checkbox"/> Toy Merchandiser Insert <input type="checkbox"/> IS Presell Kiosk Topper <input type="checkbox"/> Vestibule Poster <input type="checkbox"/> HM Promo Guide <input type="checkbox"/> Current Toy Not Available Snipe Sheets		
Digital Readerboard	Digital SOK Attract Screen	Digital SOK banner	COD Panel 2

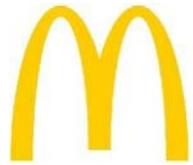
National Staging Push on 12/2 in the following areas/stages		
ODMB Prebrowse	National Staging: None	Local Portal Availability: None
ODMB Promo Banner	National Staging: None	Local Portal Availability: None
IDMB Full Panel Motion	National Staging: None	Local Portal Availability: None
IDMB Partial Panel Promo	National Staging: : Lunch/ Dinner Stage 1	Local Portal Availability: None

National Programs

Nov 30 – Jan 10

Arch Cards Inserts Generic (Dec '25)			
Product in-store	Install Date (EOD)	All store sell/Advertised Start Date	
n/a	Upon arrival	Upon Arrival	
Retail take down	Product depletion Dates		Addl' information
Sustain	n/a		
In-store kit date	Print Merchandising Elements		
12/29	<input type="checkbox"/> IS Arch Card Display Insert		
Digital Readerboard	Digital SOK Attract Screen	Digital SOK banner	COD Panel 2
No	No	No	No

Core QPC					
Product in-store	Install Date (EOD)	All store sell/Advertised Start Date			
n/a	12/28	12/28			
Retail take down	Product depletion Dates	Addl' information			
2/2	n/a	Graphic Readerboard will be replaced with Jan EVM on 1/5 EOD.			
In-store kit date	Print Merchandising Elements				
12/29	<input type="checkbox"/> Graphic Reader Board- QPC <input type="checkbox"/> DT Translite - QPC <input type="checkbox"/> DT Presell Kiosk- QPC <input type="checkbox"/> DT Presell Kiosk- QPC <input type="checkbox"/> IS Presell Kiosk -QPC				
Digital Readerboard	Digital SOK Attract Screen	Digital SOK banner	COD Panel 2		
No	No	No	No		
ODMB Prebrowse	National Staging: Breakfast Stage 1 Lunch/Dinner Stage 1		Local Portal Availability: None		
ODMB Promo Banner	National Staging: Breakfast Stage 2 Lunch/Dinner Stage 2		Local Portal Availability: None		
IDMB Full Panel Motion	National Staging: Lunch/Dinner Stage 1		Local Portal Availability: None		
IDMB Partial Panel Promo	National Staging: None		Local Portal Availability: None		



SCHEMATICS

11/30 - 1/10

November 30th, 2025 – January 10th, 2026



The Grinch Meal (Dec '25)
Install 12/1 EOD
Exit 12/28 EOD

Core QPC
Install 12/28 EOD
Exit 1/5 EOD

Jan EVM
Install 1/5 EOD

The Grinch
Meal Dec '25
Install 12/1
EOD
Exit 12/28 EOD

Jan EVM
Install 1/5
EOD

Meal Deal
Dec '25
Install 12/1
EOD
Exit 12/28
EOD

Remove 12/28



Sustain



Double-Sided Mini Billboard

SIDE	DATES	READERBOARD MESSAGING
1	10/14-12/1	Line 1: 2 for \$5 Sausage Line 2: McMuffins with Egg
1	12/2-12/28	Line 1: Grab a Grinch Meal Line2: Don't Miss Out!
1	12/29 – 1/10	Line 1: 2 for \$5 Sausage Line 2: McMuffins with Egg
2	11/30-12/14	Line 1: Enjoy McRib Line 2: Before its gone
2	12/15 – 1/5	Line 1: \$5 McDouble, 4pc McNuggets, Line 2: Sm Fries & Sm Drink
2	1/6 – 2/2	Line 1: 2 Snack Wraps Line 2: Fries + Drink just \$8



Happy Meal
70
Disneyla
nd
Install
12/1
EOD

Side Window
Happy Meal
Zootopia 2
Exit 12/1 EOD



November 30th, 2025 – January 10th, 2026 | Digital DT Path (Breakfast)

Happy Meal
Zootopia 2
Exit 12/1
EOB

Happy Meal
Disneyland
70th Install
12/1 EOD



Jan EVM
Live 1/6



Live 12/5



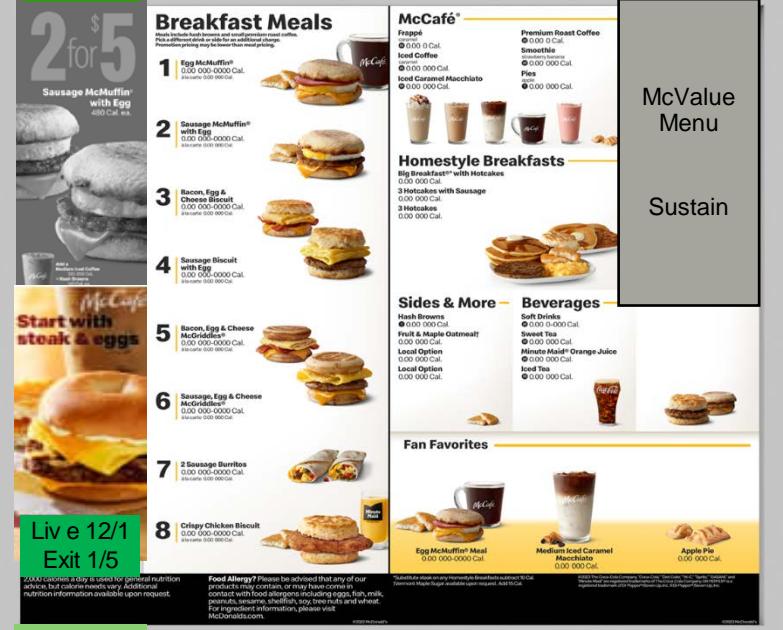
Live 12/5



Live 12/30



Strawberry & Creme Pie
Live 1/9



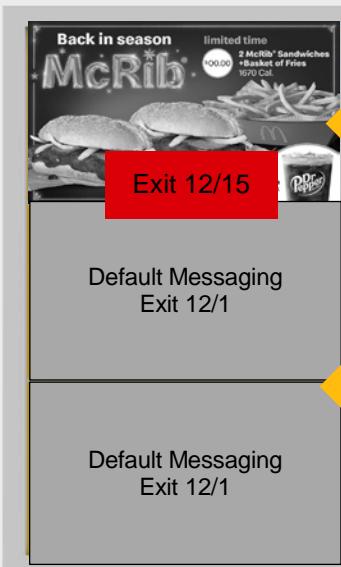
Jan EVM
Live 1/6



November 30th, 2025 – January 10th, 2026 | Digital DT Path (Lunch, Dinner, & Late Night)

Happy Meal
Zootopia 2
Exit 12/1
EOD

Happy Meal
Disneyland
70th Install
12/1 EOD



The Grinch Meal (Dec '25)
Live 12/2
Exit 12/28

Core QPC
Live 12/29

Give yourself a treat

Try sweet and tasty anytime
Chocolate Chip Cookie
Caramel Frappé
Live 12/30

Strawberry & Crème Pie
Live 1/9

Live 12/5

Score on these

1 Big Mac®
2 Quarter Pounder®
3 Double Quarter Pounder®
4 McCrispy®
5 10 pc. Chicken McNuggets®
6 Filet-O-Fish®
7 2 Cheeseburgers
8 McDonald's® Homestyle Burger

Combo Meals

McCafé

Sides & More

Sweets & Treats

Happy Meal

Fan Favorites

Food Allergy

CONFIRM ORDER

12 34

Previous code: 1234

The Grinch Meal
Live 12/2
Exit 12/28

Core QPC
Live 12/29
Exit 1/5

Jan EVM
Live 1/6

McValue Menu
Sustain

Happy Meal
Zootopia 2
Exit 12/1 EOD

Happy Meal
70
Disneyland
Install 12/1
EOD

November 30th, 2025 – January 10th, 2026 | Front Counter Menu Board
(Breakfast)



Stage 1*

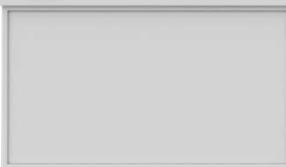
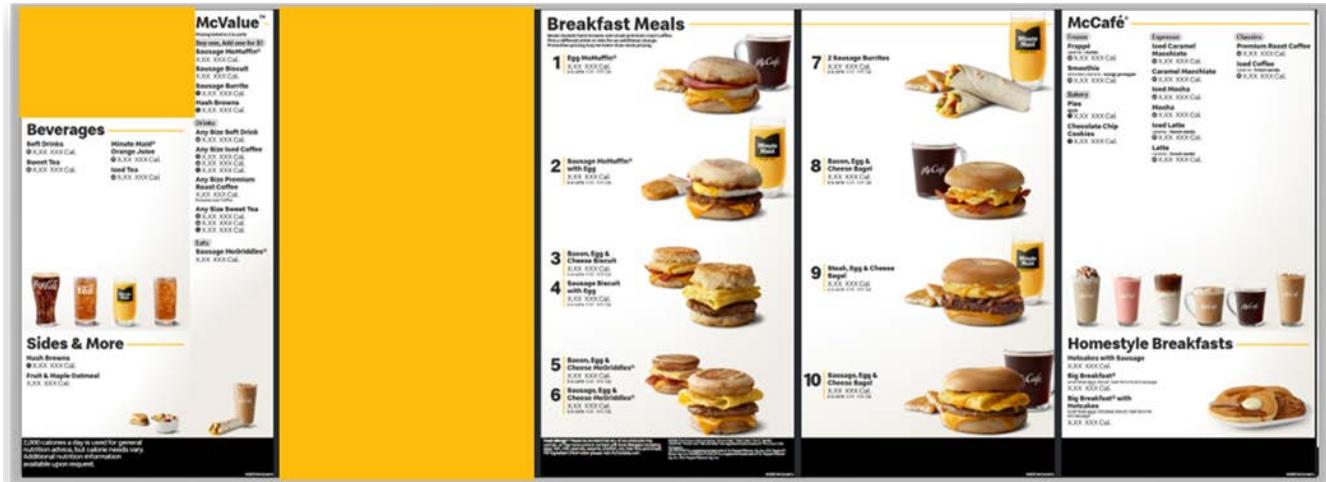


Exit 12/29

Stage 2*



Live 1/9



Stage 1



Exit 11/30



Stage 4



Live 12/1

Jan EVM
Live 1/6



Live 12/1



Live 12/30

November 30th, 2025 – January 10th, 2026 | Front Counter Menu Board (Lunch/Dinner)

Happy Meal
Zootopia 2
Remove 12/1

Stage 1*

Happy Meal
Disneyland 70th
Live 12/2



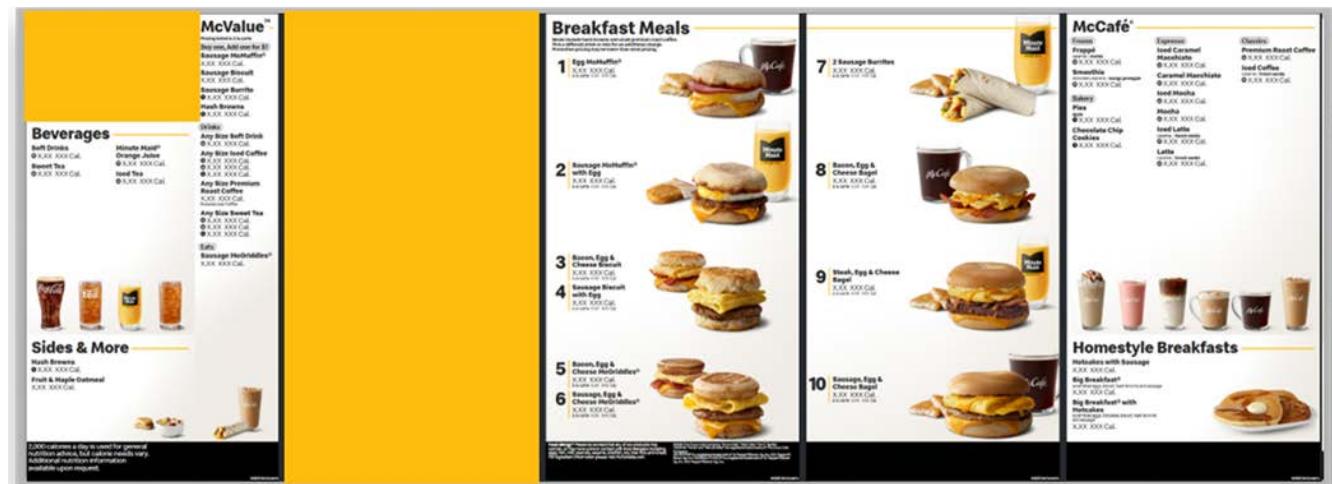
Exit 12/29



Live 1/9



Stage 2*



Stage 1

EVM: 10 pc.
McNuggets Live
11/4

Stage 2

2 Double
Cheeseburgers + BOF
Bundle
Live 12/15

Stage 3

The Grinch
Meal Live
12/2
Exit 12/28



Live 12/29

Stage 4



Live 12/29

In Restaurant Point of Order November 30th, 2025 – January 10th, 2026

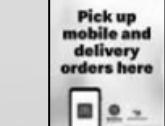
Comms Objective: Activate & Add-Ons

Digital Merchandiser

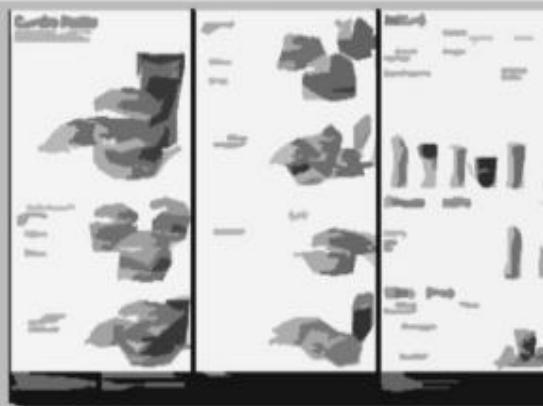
Playlist #1
Refer to
IDMB Full
Panel
Promo

Playlist #2
Culturally
Relevant
Content

The Grinch
Meal
Install 12/1
EOD Exit
12/28 EOD



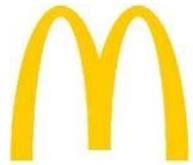
Install Upon Arrival



Exit 11/30 EOD



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Global Mobile App

DIGITAL OFFERS - DECEMBER

Local 'Always On' Segmented Offers

Available 24 hours for 1x use

- \$2 Any Breakfast Sandwich - excludes bagels & steak (valid 1x daily)
- Free Medium Fries w/ minimum purchase of \$2 (valid 1x daily)
- 20% off Purchase of \$10 or More (valid 1x daily)
- \$1 Any Size Soft Drink, Tea, Iced Coffee, or Hot Coffee (valid 1x daily)

Local Flash Offers

Available 24 hours for 1x use

- \$7 20pc + BOF –12/23
- \$2 10pc or Big Mac – 12/9
- **Free 6pc McNugget wpo \$1 – Penguins Win Trigger**
- **Free Big Mac with Any Purchase – Big Mac Attack Trigger**

National Always On Flash Offers

One-Day only, One Per Customer

- Free Fries Friday: Free Medium Fries with \$1 minimum purchase

Acquisition Offer

(New Customers Only, One-Time Offer)

- Dec: Free Large Fries with \$1 Minimum Purchase

Note: all offers available for in-app delivery

December: McDelivery Offers

Sun	Mon	Tues	Wed	Thur	Fri	Sat
1	2	3	4	5	6	
3				4	2	
1						
3					3	
1						
7	8	9	10	11	12	13
3			4			3
3			2			
14	15	16	17	18	19	20
3			4			3
3					3	
15	16	17	18	19	20	21
3			4			2
3				2		
21	22	23	24	25	26	27
3		2		4		
2						
3			2			
28	29	30	31			
3						
				4	Full Month	
				3	Full Month (not 12/31)	
				1	Full Month	

GMA Delivery

	Date	Campaign Type	Offer Detail
1	12/1-12/23	National	BKFT: Free Breakfast Sandwich w/ \$15 min ROD: \$5 off \$20
2	12/24-12/31	National	Holiday & New Years: \$5 off \$20
3	Mon	National	NFL 10pc BOGO

DoorDash

Segmented: New & Lapsed: No Delivery Fees w/ \$20 min

	Date	Campaign Type	Offer Detail
1	12/1-12/12	National	Deck the Doorstep: \$5 off \$20
2	12/24-12/31	National	Holiday & New Years: \$5 off \$20
3	Sat&Sun (not 12/27&12/28)	National	College Football: Bogo 10pc
4	12/1-12/31	Segmented	New & Lapsed: Free Big Mac w/ \$15min

UberEats

	Date	Campaign Type	Offer Detail
1	12/1-12/14	National	NFL Partner Hero Partner BKFT: BOGO SME ROD BOGO10pc
2	12/22-12/31	National	Holiday Hero Partner BKFT: BOGO SME ROD: Non-UberOne-Bogo 6pc / UberOne-Bogo 10pc

Grub Hub

Segmented: New & Lapsed: BOGO 10pc

	Date	Campaign Type	Offer Detail
1	12/1-12/31	National	BKFT: Free Breakfast Sandwich w/ \$15min
2	Fri-Sun	National	Non-GH+: BOGO 6pc GH+: BOGO 10pc
3	Mon-Thur	Segmented	New + Lapsed: Free Big Mac or 10pc w/ \$15min

2025 Local Delivery Offers:

Date	Delivery Channel	Offer
11/1 – 12/1	DoorDash	Free SME on \$15+
11/27 – 11/30, 12/4 – 12/7, 12/11 – 12/14, 12/18 – 12/21, 12/26 – 12/31	DoorDash	Free Md Fries on \$15+ (Late Night)
11/19 – 12/31	DoorDash	BOGO SME
12/1 – 12/7	DoorDash	Free McRib w/ \$15 min
12/15 - 12/21	Uber Eats	BOGO 6pc

1: Funding projected to cover entirety of campaign for ROD offer; offer will continue to run if funding is fully used

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Q4 2025 Digital Wallet Calendar

October

Download Incentives

No Offer

Retail Extensions

November



Free QPC
with \$1 min purchase

December



Free Large Fries
with \$1 min purchase

OPNAD Campaigns

Chips-ahoy Frappe
11/4-11/30

McVALUE

McValue Re-hit
11/4 – 11/30

HOLIDAY
12/1-12/21



MONOPOLY

10/6-
11/2

Segmented/ Lifecycle

Always On: National Segmented Offers (+ DOE testing) & Lifecycle Communications + Offers

Loyalty Accelerators

Always On: Welcome, Breakfast, Linked Payment, Birthday, Anniversary

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Tips, Tricks, and Additional Resources

NEW Element Update	Register Toppers now will be referred to as the Front Counter Flex Card . This element, with the addition of hardware, has been optimized to provide greater flexibility on execution at the restaurant level.
Digital Offers	Links to the most up to date Digital offers. 2H2024 Digital Offers Update . 1H2025 Digital Offers Update
Core Content Library	Please refer to this link to view the Core Content and Default Library. An overview of the new document can also be found through this link .
DMB Submissions	"How-To" Guide encompassing new survey enhancements along with guidelines on how to submit step by step for National promo library submissions.
Digital Readerboard Content	Login to your digital readerboard provider, Daktronics or Everbrite, to choose and pull-down content for your board. Digital Readerboards have the capability to have multiple promos rotating at a time.
COD Panel, Upper/Left Quadrant Messaging	McHire Messaging will be available as an always-on option intended for the field to toggle on as needed.
Arch Card Order Form	If more inventory is needed, place an Arch Card reorder on the following link .

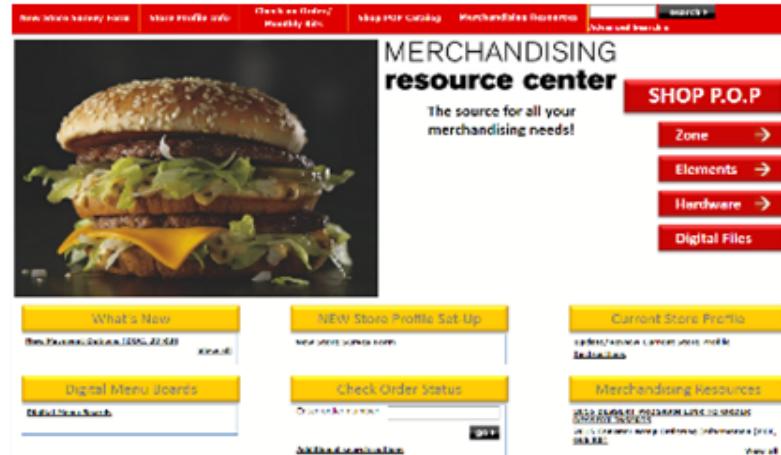


Additional Resources and Digital Retail

<u>Digital Retail Activation Guide</u>	<u>Parking Stall Guidelines</u>	<u>LSM Catalog</u>	<u>Digital Wayfinding Signage</u>
<p><u>What is this?</u> A guide that outlines how, when, and where to communicate Digital within the restaurant experience</p> <p><u>Who is this for?</u> Primarily for Local Agencies but also applicable for anyone looking to better understand our Digital Strategy comes to life at retail</p>	<p><u>What is this?</u> Parking Sign Standards including approved suppliers and min/max stall quantities</p> <p><u>Who is this for?</u> Operators, GMs or person responsible for ordering Parking Stall signs</p>	<p><u>What is this?</u> A catalogue with complementary elements available for purchase. Digital Elements can be found on page 12.</p> <p><u>Who is this for?</u> Operators, GMs, Local Agencies, or anyone with LSM purchasing responsibilities.</p>	<p><u>What is this?</u> Wayfinding signage guidelines by channel</p> <p><u>Who is this for?</u> Operators or person responsible for ordering Parking Stall signs</p>

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