

# McDonald's Global Happy Meal Goals Final Report on Progress



July 20, 2023

Important Reader Note: This report is interactive. We recommend opening it in Adobe Acrobat Reader to enable all interactive and accessibility features. Most other PDF viewers and browsers will enable some of those features, but not all. If you have trouble with the interactive features, you can access a fully non-interactive version of the report [here](#).

# Background

In 2018, McDonald's and the Alliance for a Healthier Generation announced an expanded commitment to families that included five new Happy Meal Goals to be completed by the end of 2022. This included a commitment to independent evaluation and public reporting of progress towards the goals. To fulfill this, an [interim report on progress](#) towards these goals was issued in 2020, and this final report focuses on the progress achieved through the end of 2022.



## Goal 1

**Offer Balanced Meals:** Ensure 50% or more of Happy Meal Bundle Offerings listed on menus in each market meet McDonald's Global Happy Meal Nutrition Criteria.



## Goal 2

**Simplify Ingredients:** Remove artificial flavors and added colors from artificial sources from all Happy Meal Offerings. Reduce artificial preservatives in Happy Meal Offerings where feasible without sacrificing the safety, taste, quality, or value of food.



## Goal 3

**Be Transparent with Happy Meal Nutrition Information:** Make nutrition information available for all Happy Meal Offerings on McDonald's owned websites and mobile apps used for ordering where they exist.



## Goal 4

**Market Responsibly:** All Happy Meal Bundles advertised to children will meet McDonald's Global Happy Meal Nutrition Criteria and will continue to meet existing applicable local/regional advertising pledges with respect to marketing to children.



## Goal 5

**Leverage Innovative Marketing:** Leverage innovative marketing to help increase purchase of foods and beverages that contain recommended food groups in Happy Meals.

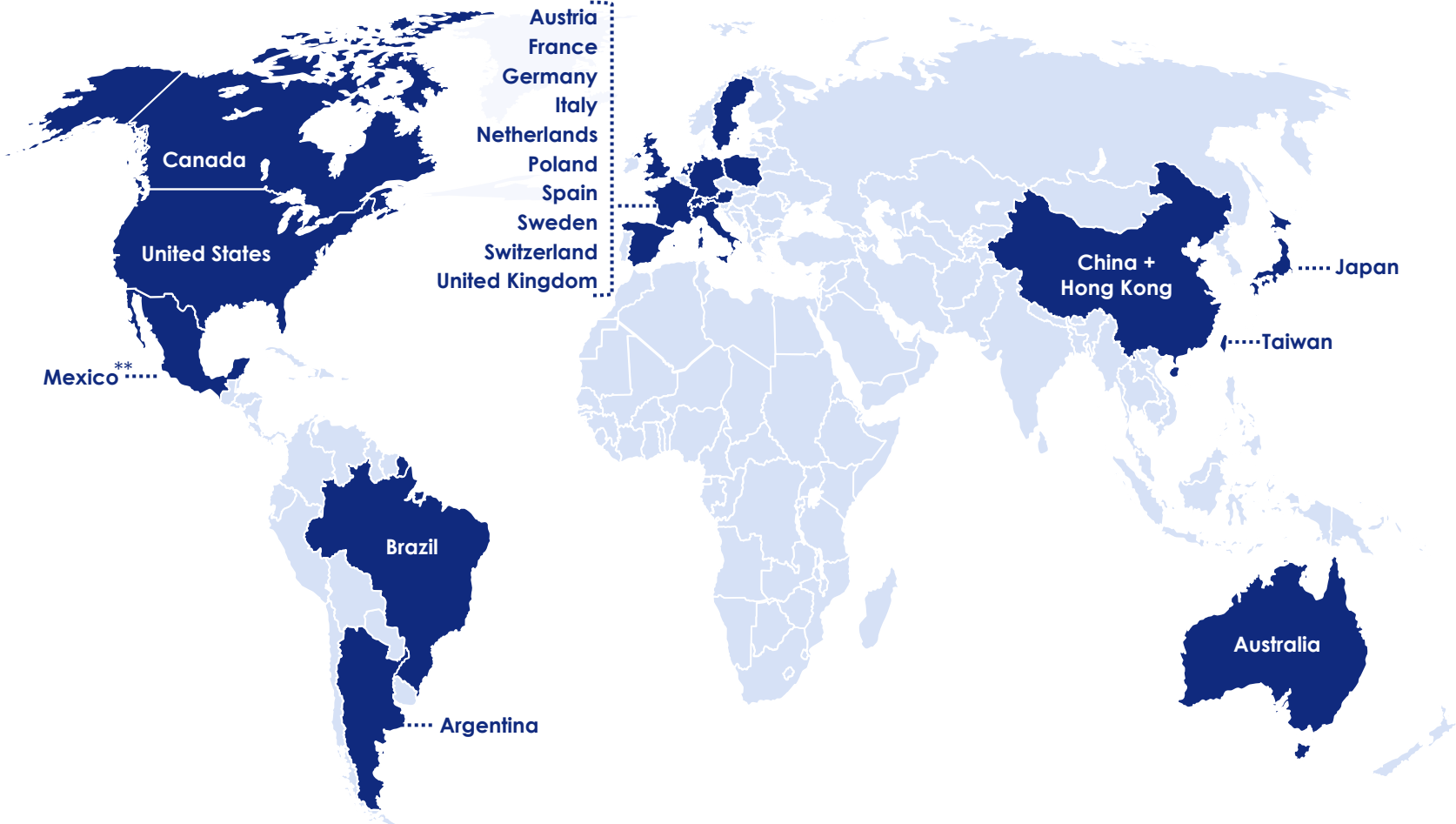
### Global Happy Meal Nutrition Criteria ("Nutrition Criteria")

- ≤ 600 Calories
- ≤ 650 mg Sodium
- ≤ 10% of Calories from Added Sugar
- ≤ 10% of Calories from Saturated Fat

# Background

McDonald's Global Happy Meal Goals apply to all markets globally, with independent measurement and reporting among the 20 major markets that represent nearly 85% of Happy Meal sales.\*

## PARTICIPATING MARKETS



\*It is important to note that McDonald's global system consists of both Company-owned and franchised restaurants. The franchised restaurants are operated by conventional Franchisees, developmental licensees (i.e., a Franchisee that operates most or all of the McDonald's-branded restaurants in a specific market) or pursuant to other licensing arrangements, and make up the majority of McDonald's-branded restaurants around the world. McDonald's Franchisees make independent decisions for their own business organizations, subject to their obligations under the operative franchise or other license agreements and core standards required for the McDonald's brand. McDonald's does not prescribe all business requirements for their Franchisees, but rather they work in collaboration with them to raise awareness and provide tools and opportunities to assist them as part of the brand's food journey. McDonald's also works with Franchisees to mutually set objectives and targets and to help monitor their related progress. As a result, while McDonald's will encourage Franchisees to participate in the important goals outlined in this document, McDonald's cannot guarantee their compliance. However, McDonald's can drive change in Company-owned restaurants so much of this work will start with Company-owned restaurants, with a plan to demonstrate success and expand measurement, and that will ultimately help to support independent Franchisees that choose to join McDonald's on this journey.

\*\*Beginning in 2022, McDonald's closed all stores and stopped conducting business in Russia. As Russia was one of the 20 markets analyzed for these goals, Mexico was chosen as another major market to replace Russia. This report has removed all data for Russia, and instead included data from Mexico. 2018 baseline data from Mexico was included wherever possible (including Goals 1, 2, and 5). This is a reason why data from earlier years may differ from data from the previous 2020 progress report.

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# Global Happy Meal Goal Highlights Across the 20 Major Markets



## Goal 1: Offer Balanced Meals

An average of **56%** of Happy Meal Bundle Offerings across the 20 markets met the Nutrition Criteria in 2022, exceeding the 50% goal.



## Goal 2: Simplify Ingredients

Removed **100%** of artificial flavors, added colors from artificial sources, and artificial preservatives where feasible\*, from Happy Meal Offerings.



## Goal 3: Be Transparent with Happy Meal Nutrition Information

The markets provided complete nutrition information for **100%** of Happy Meal Offerings on their websites and qualifying mobile ordering apps in 2022.



## Goal 4: Market Responsibly

**100%** of all Happy Meal Bundles shown in children's ads met the Nutrition Criteria in 2022.



## Goal 5: Leverage Innovative Marketing

**5.7+ billion** Happy Meal offerings sold from 2018-2022 in the 20 major markets contained recommended food groups (fruit, vegetables, low-fat dairy, water, lean protein, or whole grain).

\*See Goal 2 slide for definition of "where feasible."

# Goal 1: Offer Balanced Meals

Ensure 50% or more of Happy Meal Bundle Offerings listed on menus in each market meet *McDonald's Global Happy Meal Nutrition Criteria*.

## Key Data Points

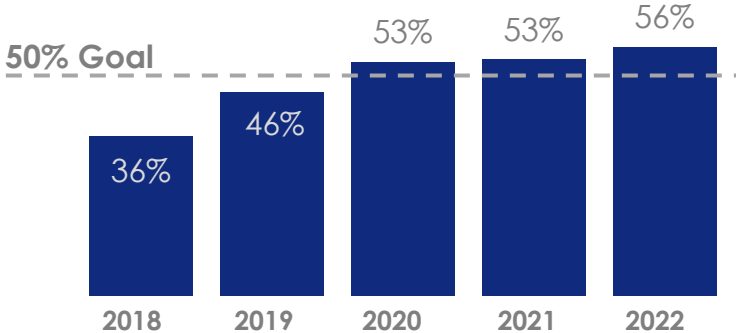


of Happy Meal Bundle Offerings, on average, met the Nutrition Criteria across the 20 major markets in 2022, up from 36% in 2018.

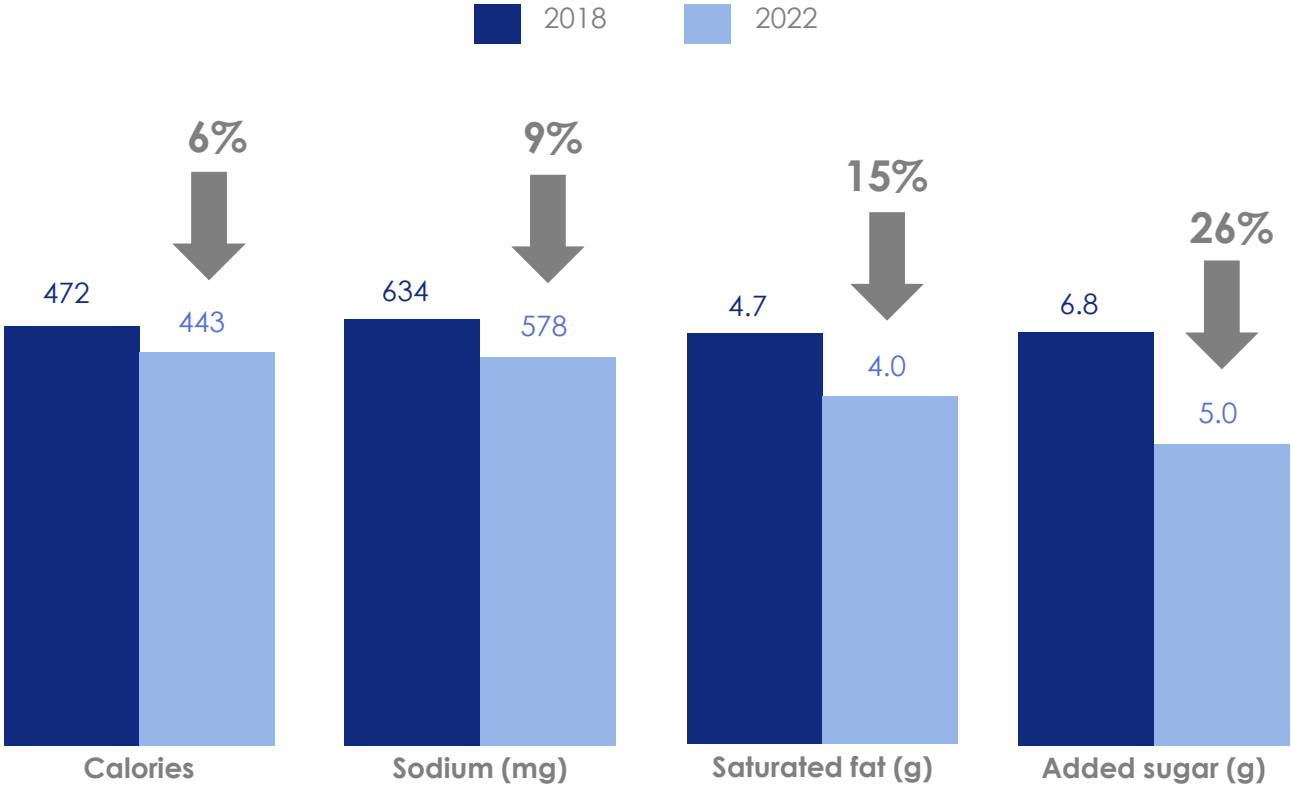


of the 20 major markets met Goal 1, up from 4 markets in 2018. 1 market received an exemption from fulfilling this goal and 2 markets received extensions to meet the goal by end of 2023.\*

### Average Percentage of Happy Meal Bundle Offerings across the 20 markets that Met Nutrition Criteria



### Average nutritional profile of Happy Meal Bundle Offerings across the 20 major markets (2018 vs. 2022)



\*See appendix.

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[See Market Spotlight](#)

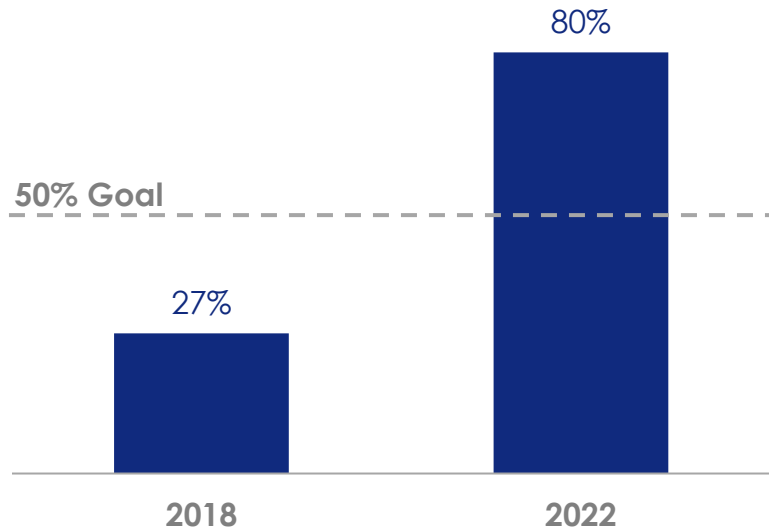
# Goal 1: Offer Balanced Meals

Ensure 50% or more of Happy Meal Bundle Offerings listed on menus in each market meet [McDonald's Global Happy Meal Nutrition Criteria](#).

## Market Spotlight: Spain

McDonald's Spain made many changes to their Happy Meal Menu Boards from 2018 to 2022, increasing their percentage of Happy Meal Bundle Offerings that meet the Global Nutrition Criteria by 53 percentage points, from 27% to 80%. Recommended offerings such as the Side Salad, Cherry Tomatoes, and Yogurt are offered year-round, in addition to rotating, seasonal fruits such as Apples and Melon.

Share of Bundle Offerings Meeting the Nutrition Criteria in Spain



Before
After

### Happy Meal Menu from 2018

PRINCIPAL	COMPLEMENTOS	POSTRES	BEBIDAS
Hamburguesa	Patatas Fritas	Actimel*	Zumos
Hamburguesa con Queso	Patatas Deluxe	Danonino* para llevar	Agua
Chicken Burger Kids	Zanahorias	Mini McFlurry* KitKat*	
	Cherritos	Fruta de temporada	

McDonald's Spain removed the Cheeseburger, McFish, Potato Wedges, and Mini McFlurry from Happy Meal menu boards and primary ordering screens of kiosks and apps.

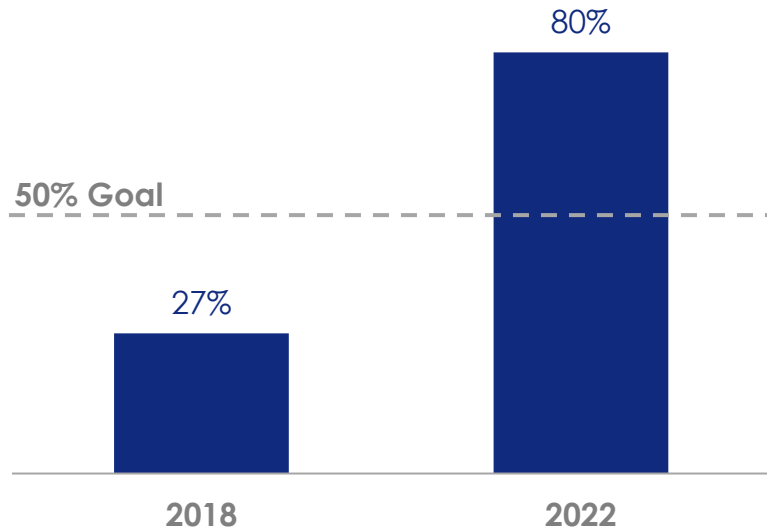
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Share of Bundle Offerings Meeting the Nutrition Criteria in Spain



Before After

### Happy Meal Menu from 2022

PRINCIPAL	COMPLEMENTOS	POSTRES	BEBIDAS
Hamburguesa Chicken Burger Kids <b>9 Chicken McBites*</b> 4 McNuggets*	Patatas Fritas Cherritos <b>Ensalada de la huerta</b>	Cherritos Manzana / Melón Danonino* para llevar <b>McFreezy* sabor mango - piña</b>	Agua Zumos

Disponible pan para celíacos

McDonald's Spain added the Chicken McBites, Salad, and a frozen fruit snack as new Happy Meal options.

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# Goal 2: Simplify Ingredients

Remove artificial flavors and added colors from artificial sources from all Happy Meal Offerings. Reduce artificial preservatives in Happy Meal Offerings where feasible without sacrificing the safety, taste, quality, or value of food.

## Key Data Points

 **100%**

of artificial flavors, added colors from artificial sources, and artificial preservatives where feasible\*, were removed from Happy Meal Offerings.

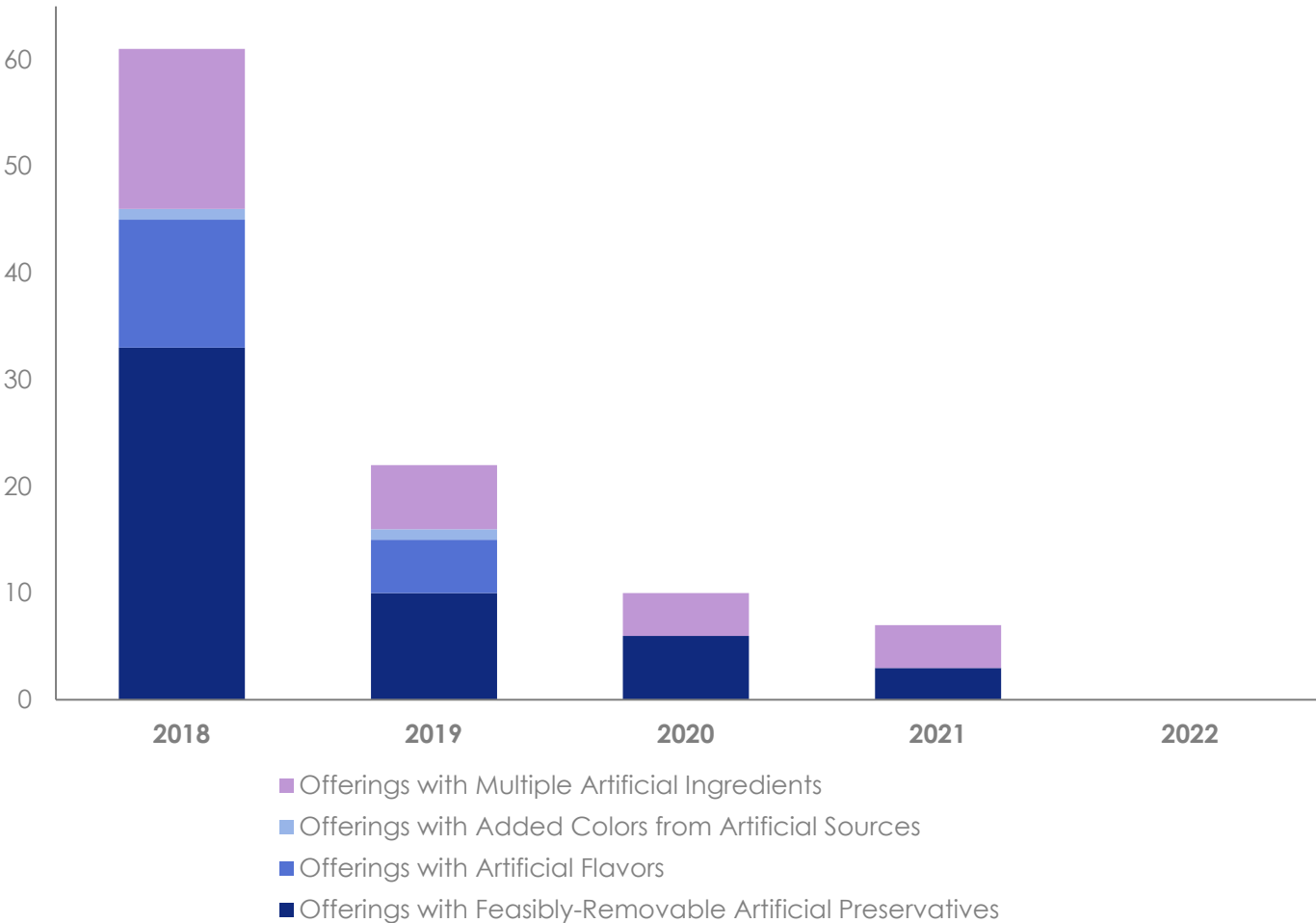
 **20**

of the 20 major markets met Goal 2 in 2022, up from 3 in 2018.\*\*

 **36**

Happy Meal Offerings across the 20 markets were reformulated or replaced with similar offerings that do not have artificial flavors, added colors from artificial sources, or artificial preservatives that could be feasibly removed between 2018 and 2022.

### Number of Happy Meal Offerings that contain artificial flavors, added colors from artificial sources, and feasibly-removable artificial preservatives across the 20 markets.



\*McDonald's top priority is to ensure all items meet their food safety and quality standards. "Where feasible" means that by removing an artificial preservative, there will not be a sacrifice in the food quality or safety standards, value or taste. In certain cases, it was determined that an artificial preservative was necessary to ensure the safety, quality, taste or value of food.  
\*\*See appendix.

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# Goal 2: Simplify Ingredients

Remove artificial flavors and added colors from artificial sources from all Happy Meal Offerings. Reduce artificial preservatives in Happy Meal Offerings where feasible without sacrificing the safety, taste, quality, or value of food.

## Market Spotlight: Brazil

In 2018, the McDonald's Brazil Happy Meal menu had 11 offerings that contained artificial flavors, added colors from artificial sources, or artificial preservatives that could be feasibly removed. From 2018 to 2022, the market took action to reformulate or remove Happy Meal Offerings that contained those ingredients. To promote their efforts, the market launched their "Clean Label Happy Meal" campaign to communicate with parents that their Happy Meal menu is free from those ingredients.

Item Reformulations

Clean Label Happy Meal Campaign

## Item Reformulations



Over the course of the Global Happy Meal Goal Commitments, Brazil was able to reformulate many of their most popular Happy Meal offerings. For example, the market reformulated their yogurt offering to remove artificial flavoring. Brazil also removed artificial preservatives from the oil used to cook the Kid's Fries and Chicken McNuggets, and from the mustard and ketchup of the Hamburger.

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## Goal 2: Simplify Ingredients

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[Item Reformulations](#)

**Clean Label Happy Meal Campaign**

#### "Clean Label Happy Meal Campaign"



This video ad from Brazil showcases children discussing what the word artificial means, with the tagline "Happy Meals have no artificial colors or flavors, children can't even imagine what that is."

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# Goal 3: Be Transparent with Happy Meal Nutrition Information

Make nutrition information available for all Happy Meal Offerings on McDonald's owned websites and mobile apps used for ordering where they exist.

## Key Data Points



**100%**

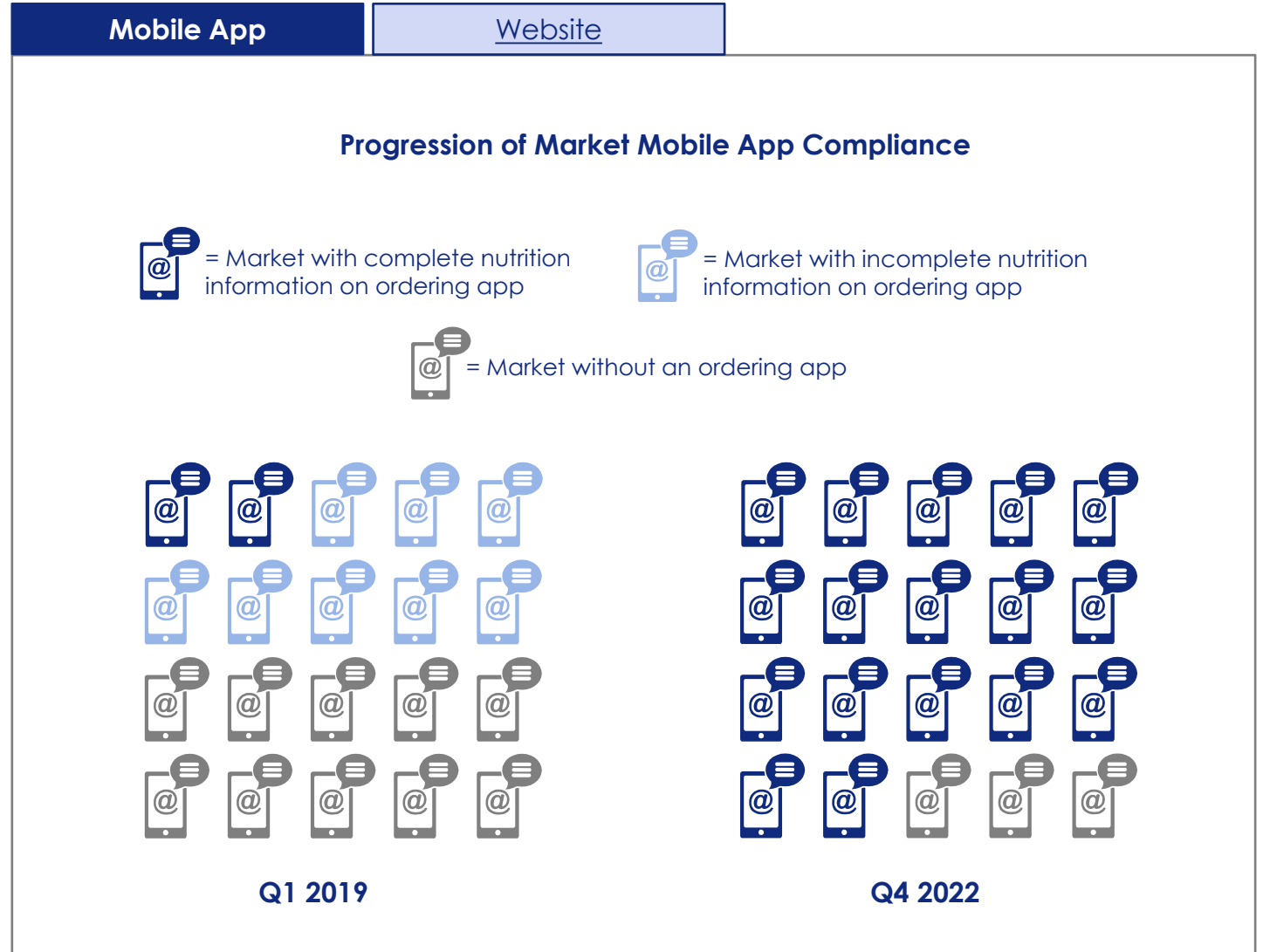
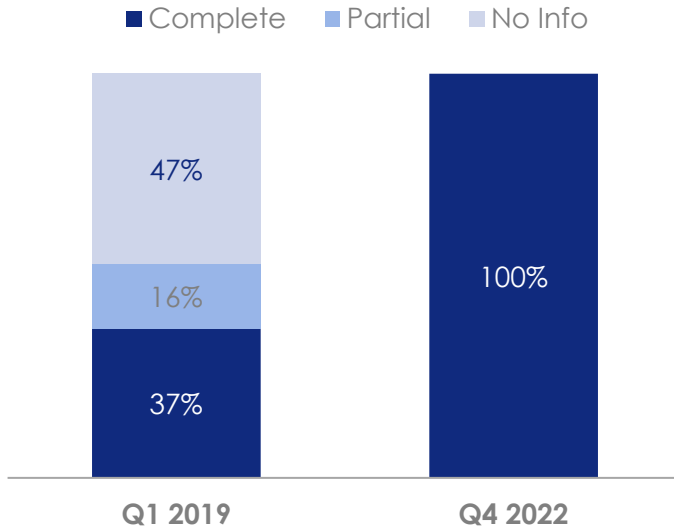
of nutrition information was available on all participating market websites and mobile apps by the end of 2022.



**20**

of the 20 major markets met Goal 3 in Q4 2022, up from 6 markets in Q1 2019.\*

Nutrition Information Availability for Happy Meal Offerings across all qualifying markets' mobile apps (2019 vs. 2022)



\* Mobile apps that did not offer in-app ordering capabilities were not included in this analysis. Links to third party platforms (i.e., Uber Eats) were not considered in-app. In total, 17 apps are included in the Goal 3 results in this report. 2 markets were granted an exemption from publishing one or two nutrients due to local legislative requirements. All other nutrient information was published.

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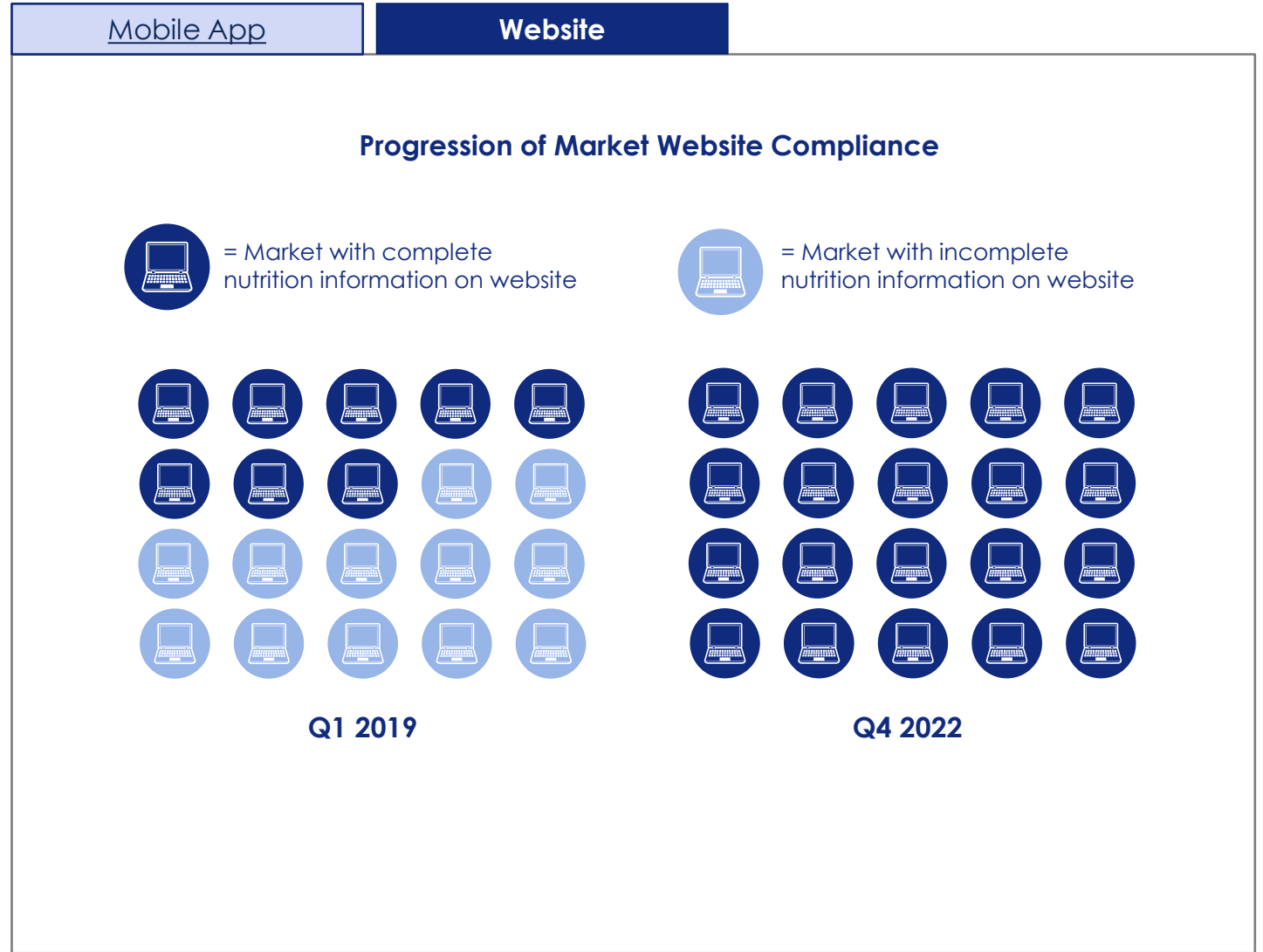
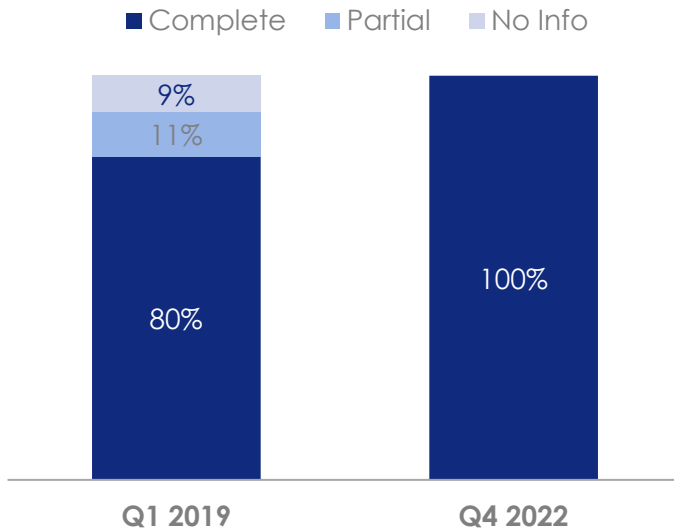
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of the 20 major markets met Goal 3 in Q4 2022, up from 6 markets in Q1 2019.\*

Nutrition Information Availability for Happy Meal Offerings across all 20 markets' websites (2019 vs. 2022)



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# Goal 3: Be Transparent with Happy Meal Nutrition Information

Make nutrition information available for all Happy Meal Offerings on McDonald's-owned websites and mobile apps used for ordering where they exist.

## Market Spotlight: France

McDonald's France made changes to their mobile ordering app and website to make nutrition information easily accessible through the Happy Meal section of the menu. They also introduced "Nutri-Score," a third-party voluntary tool, to their mobile app and website to introduce another easy way to digest nutrition information.

Transparency

Extra Tool

On the website for France, nutrition information is easily accessible through the Happy Meal section of the menu.



	Pour 100 g	Par produit
Calories	241 kcal 1015 kj	261 kcal 1096 kj
Lipides	8.1 g	8.7 g
dont acides gras saturés	3 g	3.3 g
Glucides	29 g	31 g
dont sucres	5.3 g	5.8 g
Fibres	1.9 g	2.1 g
Protéines	12 g	13 g
Sel	1.2 g	1.3 g

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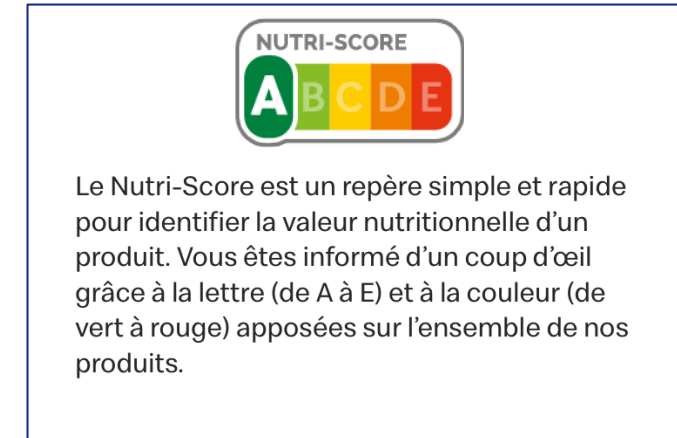
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[Transparency](#)

**Extra Tool**

The "Nutri-Score" section is an extra, voluntary tool on France's mobile app and website that allows the consumer to compare offerings of the same category. It uses a color code and five-level note to represent the nutrition information of an offering. France chose to add this tool separately from the Goal 3 commitment as an additional nutrition summary tool to meet the needs of the French consumer.



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# Goal 4: Market Responsibly

All Happy Meal Bundles advertised to children will meet [McDonald's Global Happy Meal Nutrition Criteria](#) and will continue to meet existing applicable local/regional advertising pledges with respect to marketing to children.

## Key Data Points



100%

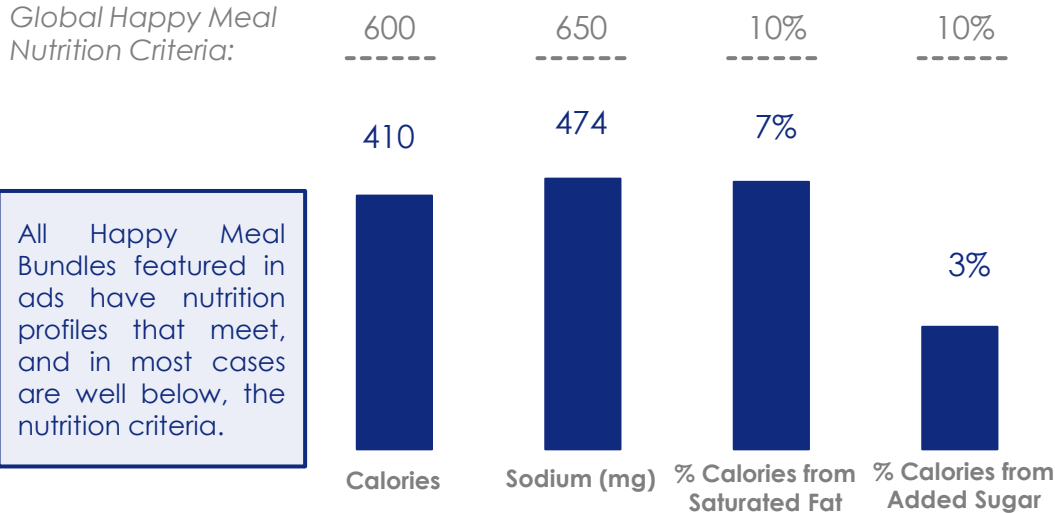
of all Happy Meal Bundles shown in children's ads across the 20 major markets met the Nutrition Criteria in 2022, up from 83% in 2019.



20

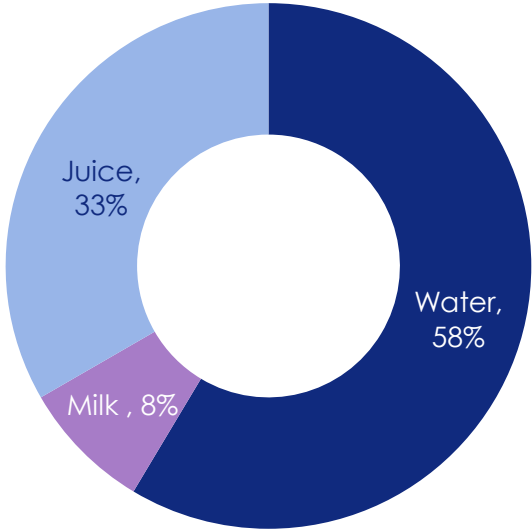
of the 20 major markets met Goal 4 in 2022, up from 16 in 2019.

### Average Nutrition Profile of an Advertised Happy Meal Bundle

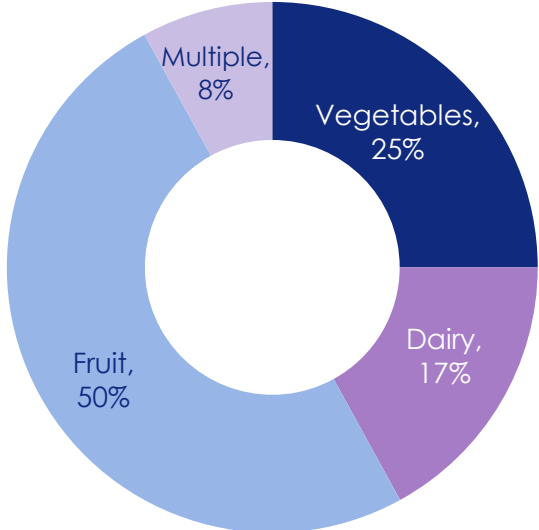


100% of ads shown to children across the 20 major markets that showed Happy Meal Bundles featured water, milk, or juice as a beverage and fruit, vegetables, or dairy as a side.

Beverages



Sides



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[See Market Spotlight](#)



# Goal 4: Market Responsibly

All Happy Meal Bundles advertised to children will meet [McDonald's Global Happy Meal Nutrition Criteria](#) and will continue to meet existing applicable local/regional advertising pledges with respect to marketing to children.

## Market Spotlight: Focusing on recommended offerings

Many markets such as Poland, the UK, and Italy showed Happy Meal advertisements which were centered around recommended offerings, like fruits and vegetables.

Poland

[The UK](#)

[Italy](#)



This Poland ad is typical of ads in most markets, as it highlights a bundle with a nutrition profile that is well within the nutrition criteria and that includes multiple recommended items.

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# Goal 4: Market Responsibly

All Happy Meal Bundles advertised to children will meet [McDonald's Global Happy Meal Nutrition Criteria](#) and will continue to meet existing applicable local/regional advertising pledges with respect to marketing to children.

## Market Spotlight: Focusing on recommended offerings

Many markets such as Poland, the UK, and Italy showed Happy Meal advertisements which were centered around recommended offerings, like fruits and vegetables.

Poland    **The UK**    Italy



This ad from the UK centers around the pineapple, a seasonal recommended side offering.

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# Goal 4: Market Responsibly

All Happy Meal Bundles advertised to children will meet [McDonald's Global Happy Meal Nutrition Criteria](#) and will continue to meet existing applicable local/regional advertising pledges with respect to marketing to children.

## Market Spotlight: Focusing on recommended offerings

Many markets such as Poland, the UK, and Italy showed Happy Meal advertisements which were centered around recommended offerings, like fruits and vegetables.

Poland	The UK	Italy
		<p data-bbox="1207 853 1554 916"><b>Chi ha detto che ai bimbi non piace la frutta?</b></p> <p data-bbox="1908 853 2254 916"><b>Chi ha detto che ai bimbi non piace la frutta?</b></p> <p data-bbox="1207 1068 2232 1139">This digital ad from Italy highlights two seasonal fruit offerings: melon and peaches, with the title reading "Who said kids don't like fruit?".</p>

# Goal 5: Leverage Innovative Marketing

Leverage innovative marketing to help increase purchase of foods and beverages that contain recommended food groups in Happy Meals.

## Key Data Points

 **5.7+ billion**

Happy Meal Offerings sold in 2018-2022 across the 20 major markets contained recommended food groups (fruit, vegetable, low-fat dairy, water, lean protein, or whole grain).

 **20**

of the 20 major markets leveraged innovative marketing to promote Happy Meal Offerings containing recommended food groups.

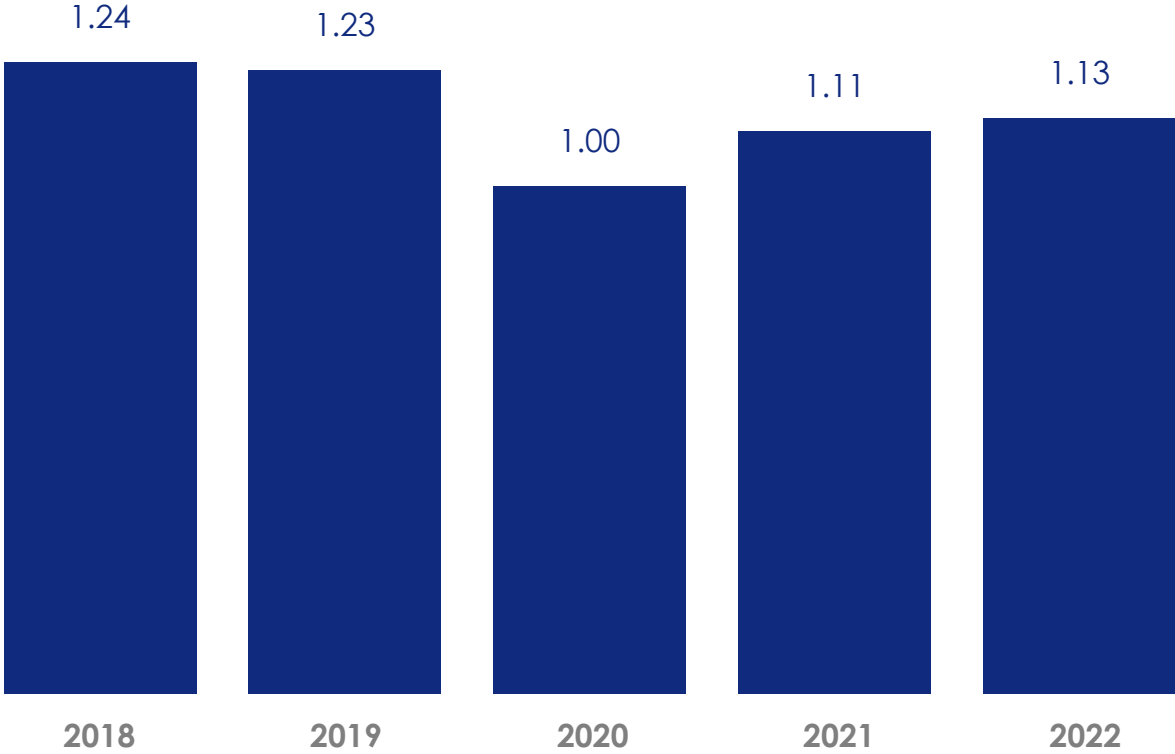
 **11**

of the 20 major markets sold an increased share of Happy Meal Offerings containing recommended food groups compared to 2018.

 **70**

new Happy Meal Offerings containing a recommended food group were introduced globally between 2018-2022.

Number of Happy Meal Offerings sold across the 20 major markets that contain recommended food groups, 2018-2022 (in billions)\*



\* The COVID-19 pandemic impacted McDonald's restaurants, and the restaurant industry at large. Limitations with supply chain and availability of menu items likely affected this goal.

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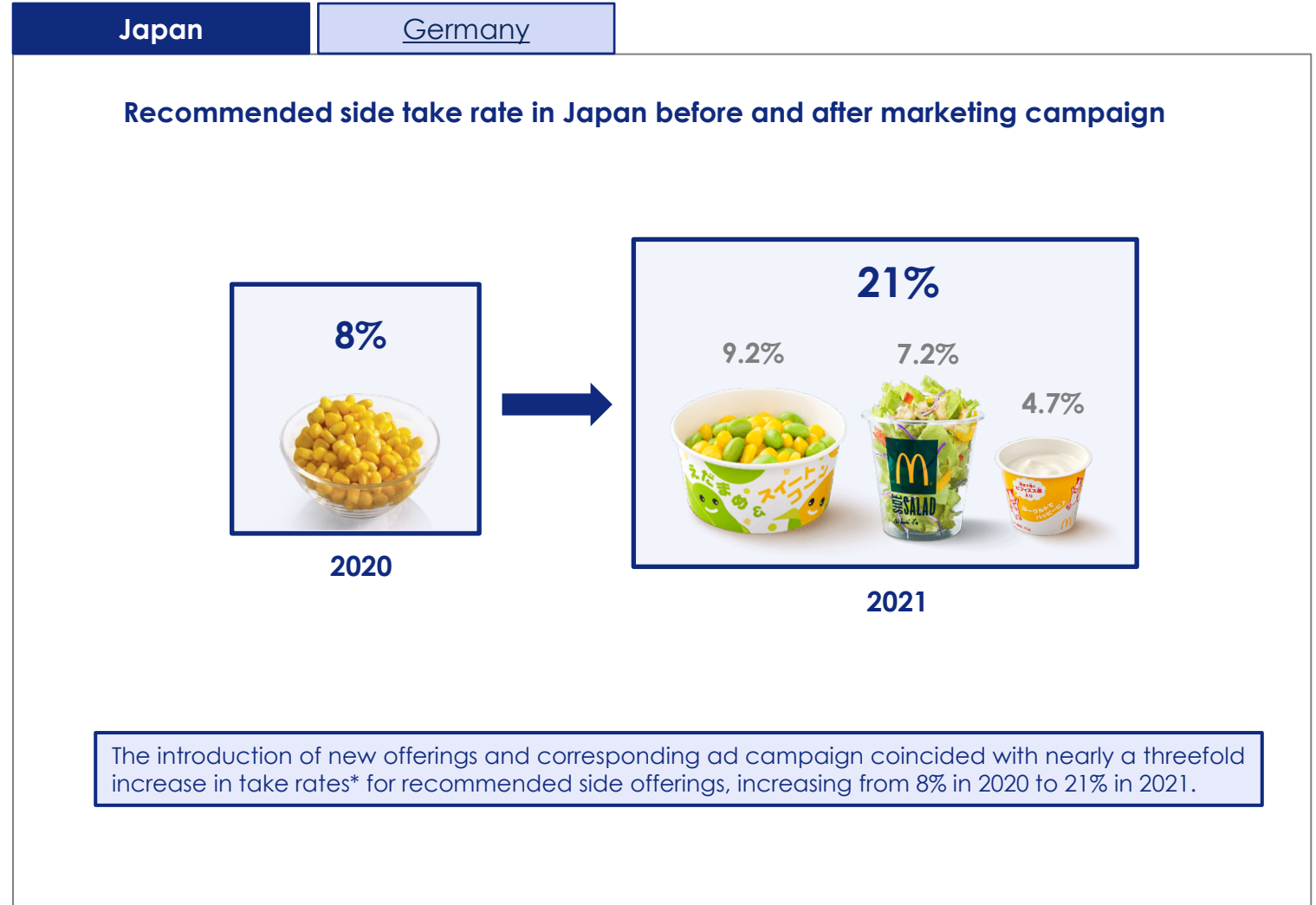
# Goal 5: Leverage Innovative Marketing

Leverage innovative marketing to help increase purchase of foods and beverages that contain recommended food groups in Happy Meals.

## Market Spotlight: Japan

Japan paired their introduction of new recommended side offerings in early 2021 with ad campaigns focused on vegetable consumption. Many Happy Meal ads in Japan also featured a tag at the end highlighting the new offerings.

McDonald's Japan Ad Featuring New Recommended Side Offerings



\* See appendix for definition of take rate.

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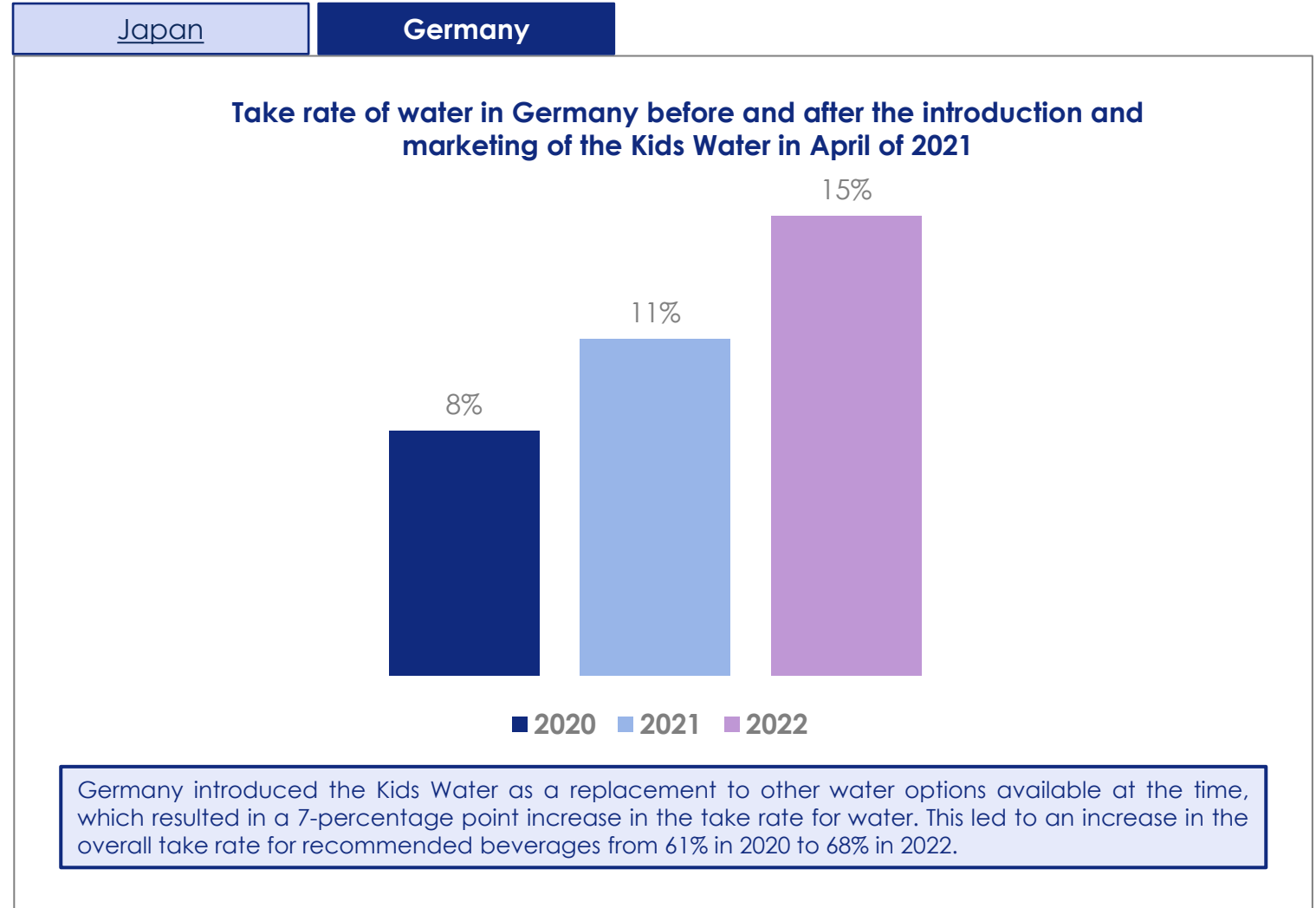
# Goal 5: Leverage Innovative Marketing

Leverage innovative marketing to help increase purchase of foods and beverages that contain recommended food groups in Happy Meals.

## Market Spotlight: Germany







Germany introduced a new Kids Water in March 2021 and featured the new beverage in point-of-purchase advertising for the Happy Meal. This new offering was designed with creative packaging and a sports top to encourage more consumption of water.

### McDonald's Germany Ad Featuring New Recommended Beverage



# Data Sources & Definitions

McDonald's committed to participate in independent verification and progress reporting of the Global Happy Meal Goals. This process includes the collection of data reported directly by the 20 major McDonald's market teams as well as independent data collection. An interim progress report, found [here](#), was released in 2020. This final public report details the progress that the 20 major markets have made through 2022.

Data Sources	<u>Definitions</u>	
 <h3>Independent Restaurant Surveys</h3> <p>Photos from 665 secret shopper restaurant visits were used to confirm the Happy Meal Bundle Offerings in each market.</p>	 <h3>Ingredient Lists</h3> <p>Ingredient lists for each Happy Meal Offering showed which contained artificial flavors, added colors from artificial sources, or artificial preservatives.</p>	 <h3>Website and mobile app audits</h3> <p>Quarterly website and mobile app audits verified whether complete nutrition information for all Happy Meal Offerings was available.</p>
 <h3>Video &amp; Image files</h3> <p>Advertisements designed for children were reviewed to ensure they only featured Happy Meal Bundles that met the Global Happy Meal Nutrition Criteria.</p>	 <h3>Ad placement data</h3> <p>Ad placement data verified that the only ads shown to children were the ones that were designed to meet McDonald's advertising pledges.</p>	 <h3>Global Sales Data</h3> <p>Sales data were used to show the sales trends of Happy Meal Offerings containing recommended food groups.</p>

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[Data Sources](#)

**Definitions**

**Happy Meal Bundle:** The complete meal (main, side(s), beverage) offered under the Happy Meal Brand.

**Happy Meal Offering (All Goals):** A Happy Meal item that is listed in the Happy Meal section of Menu Boards posted in restaurants and drive thrus. Happy Meal items that do not appear on the Happy Meal section of the Menu Board, but are still available for purchase upon customer request (e.g., soft drinks), are not considered to be Happy Meal Offerings.

**Happy Meal Bundle Offerings (Goal 1):** A Happy Meal Bundle that is comprised solely of Happy Meal Offerings. That is, a Happy Meal Bundle that only includes Happy Meal items listed in the Happy Meal section of Menu Boards posted in restaurants and drive thrus.

**Menu Board (Goal 1):** In-store and drive-thru Menu Boards that are used by customers to select items when placing an order as well as menus in system-owned digital tools used for ordering. Price list boards required by local law are not considered to be Menu Boards. "Secondary menus" that are accessed through an "other" button in the Happy Meal ordering flow on system-owned mobile apps and self-ordering kiosks are also not considered Happy Meal Menu Boards.

**Global Happy Meal Nutrition Criteria (Goals 1 and 4):** Happy Meal Bundles that meet the Nutrition Criteria must have less than or equal to: 600 calories, 10% of calories from saturated fat, 10% of calories from added sugar, and 650 milligrams of sodium.

**Complete Nutrition Information (Goal 3):** Includes calories, fat, saturated fat, total sugar, sodium, carbohydrates, and protein.

**Advertising Directed to Children (Goal 4):** If a local food pledge commitment exists, the "directed to children" definition in that food pledge applies. In countries without a local food pledge commitment, for measured media, this definition includes media purchased for any program or website where the expected audience generally consists of 35% or more of children under the age of 12 years. In unmeasured media, other factors, such as the overall impression of the advertising, the target demographic based on the media plan and whether age screening applies are used to determine whether it is directed to children. External Advertising vehicles covered are: national TV, radio, third party paid print (e.g., kids' magazines), computer games, and paid advertising on third party digital platforms. In-Store Advertising vehicles covered are: national in-store merchandising (POP), including posters and graphics.

**Recommended Food Groups (Goal 5):** Include low-fat dairy, fruit, vegetables, lean protein, water, and/or whole grains.

**Take Rate (Goal 5):** An item's take rate is the items sales divided by the total Happy Meal Sales.

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# Methodology

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## Goal 1

## Goal 2

## Goal 3

## Goal 4

## Goal 5

**Goal:** Ensure 50% or more of Happy Meal Bundle Offerings listed on menus in each market meet McDonald's Global Happy Meal Nutrition Criteria.

**Data collection:** Each McDonald's market provided a list of all Happy Meal menu items offered in 2018-2022, including the dates they were offered and their nutrition information. To independently confirm that these lists matched the Happy Meal menus in restaurants, secret shopper surveys were conducted at 665 randomly selected restaurants in late 2022 — 95 in the U.S. and 30 in each other market. Surveyors took photos of the Happy Meal sections of in-store and drive-thru Menu Boards and the complete Happy Meal ordering sequence of kiosks.

**Data analysis:** The menu items listed or pictured in the photos were recorded and compared against the information provided by McDonald's. The menu items observed in the quarterly web and mobile audits used to measure Goal 3 and the sales data used for Goal 5 were also compared with the lists provided by the market teams. After correcting any inconsistencies in the menu item lists to align the lists with audit findings and market sales data, all possible Happy Meal Bundle combinations were identified. Nutrition information for each item was then used to determine which Happy Meal Bundles did and did not meet the Nutrition Criteria.

**Calculation:** To determine the annual average number of Happy Meal Bundle Offerings that met the Nutrition Criteria in each market, the percentage of Bundle Offerings meeting the Nutrition Criteria in each month was first calculated. Monthly percentages were then averaged to determine each market's annual percentage. This helps account for variations in menu offerings over the course of a year. The global average is the simple average of all 20 markets' annual percentages.

**Exceptions:** 1 market was granted an exemption from this goal due to use of a frying oil that meets local dietary customs. 2 markets were granted extensions until the end of 2023 due to delays in technology to update their ordering channels (kiosk and mobile app).



# Methodology

McDonald's committed to participate in independent verification and progress reporting of the Global Happy Meal Goals. This process includes the collection of data reported directly by the 20 major McDonald's market teams as well as independent data collection. An interim progress report, found [here](#), was released in 2020. This final public report details the progress that the 20 major markets have made through 2022.

[Goal 1](#)

**Goal 2**

[Goal 3](#)

[Goal 4](#)

[Goal 5](#)

**Goal:** Remove artificial flavors and added colors from artificial sources from all Happy Meal Bundle Offerings. Reduce artificial preservatives in Happy Meal Bundle Offerings where feasible without sacrificing the safety, taste, quality, or value of food.

**Data collection:** McDonald's ingredient roadmaps were collected for each market on an annual basis. These roadmaps identified all Happy Meal Offerings and components of Happy Meal Offerings (e.g., hamburger bun) and indicated whether they contained artificial flavors, added colors from artificial sources, or artificial preservatives. The roadmaps then identified whether and when these ingredients were, or will be, removed or reduced. In cases where artificial preservatives could not be reduced without sacrificing the safety, taste, quality, or value of food, the roadmaps provided the reason(s) for this.

**Data analysis:** The roadmaps were reviewed to determine how many Happy Meal Offerings, if any, contained artificial flavors, added colors from artificial sources, or artificial preservatives in each market.

**Exceptions:** 1 market was granted an extension until January 2023 because of supply chain challenges. The market fulfilled this goal in January 2023.

**Note:** This goal is different than the other goals in that market teams, rather than the audit team, were responsible for verifying the accuracy of the information in their roadmaps and accounting for local variations in regulations/laws.

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[Goal 1](#)

[Goal 2](#)

**Goal 3**

[Goal 4](#)

[Goal 5](#)

**Goal:** Make nutrition information available for all Happy Meal Offerings on McDonald's owned websites and mobile apps used for ordering where they exist.

**Data collection:** McDonald's websites in all markets and mobile ordering apps in all markets that have them were reviewed on a quarterly basis in 2019-2022. The review checked whether the required nutrition information was or was not available on the websites and apps. A market must have full nutrition information available on both the website and app (if applicable) in order to be considered compliant.

**Data analysis:** Menu items were categorized as being featured with full nutrition information, with partial nutrition information, with no nutrition information, or not being featured at all. Only the markets that featured full nutrition information for every Happy Meal Offering were marked as having met the goal.

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[Goal 1](#)

[Goal 2](#)

[Goal 3](#)

**Goal 4**

[Goal 5](#)

**Goal:** All Happy Meal Bundles advertised to children will meet McDonald's Global Happy Meal Nutrition Criteria and will continue to meet existing applicable local/regional advertising pledges with respect to marketing to children.

**Data collection:** Video and image files of all advertisements directed to kids were collected from market teams. McDonald's ad agency of record in each market provided complete ad placement data for media where there were ads directed to children.

**Data analysis:** The Happy Meal Bundles shown in all advertisements directed to children (see [definitions](#) page) were recorded and the complete nutrition information for those Happy Meal Bundles was calculated. They were then compared against the Global Happy Meal Nutrition Criteria to determine the share of Happy Meal Bundles shown that met the Global Happy Meal Nutrition Criteria. The ads were also reviewed to ensure that they met the requirements of other voluntary children's advertising pledges made by McDonald's (e.g., CFBAI, the EU Pledge). The ad placement data was used to ensure that (1) all ads directed to children had been reviewed and, (2) that no other ads (i.e., ads designed for adults) were being shown to children. Ads that were shown between 9pm and 6am were automatically deemed to be not directed to children and were excluded from the analysis. Additionally, ads with low GRP measures — below 0.1 or 1 depending on the market — were deemed to have insufficiently reliable audience data. Often a low percentage (0%-5%) of the remaining ads that qualified as directed to children were adult ads that were not intended for children. In cases where the percentage exceeded 2%, the audit team reviewed the content of the programs and channels where these adult ads were shown to verify that they were not kid's programs.

**Ads included in the assessment:** External advertising vehicles covered are national TV, cinema, and paid advertising on third party digital platforms. Each market's ad agency of record reported that there were no ad purchases directed to children through other media, including radio, third-party paid print (e.g., kids' magazines), or computer games.

# Methodology

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[Goal 1](#)

[Goal 2](#)

[Goal 3](#)

[Goal 4](#)

**Goal 5**

**Goal:** Leverage innovating marketing to help increase purchase of foods and beverages that contain recommended food groups in Happy Meals.

**Data collection:** Monthly sales data for 2018-2022 were collected from each market. The data included unit sales totals for all items served as part of the Happy Meal. Market teams were also asked to provide details of any innovative marketing initiatives undertaken from 2018-2022 that may have helped to promote the sales of menu items containing recommended food groups.

**Data analysis:** Sales data were first assessed for consistency and completeness, and fixes were requested and implemented where appropriate. After the quality assurance process, trends in sales volumes and take rates were assessed to observe notable changes and the potential influence of the marketing strategies identified by each market team. The collective sales of all Happy Meal menu items were then summed for each market and year in order to compare 2022 versus the 2018 baseline year. In addition, a series of case studies showing lessons learned from the implementation of strategies aimed at increasing the sales and take rates of items containing recommended food groups were developed and shared internally in order to foster learning and best practices across markets.