

Case: 2010-0220-001C

## Renewing Kid Meal Toys (C)

### Did he make the right call?

After weeks of preparation and with the slickest presentation the firm had ever crafted, Frank, Steve, and a few of the team members walked out of their client's executive board room.

An hour earlier they had walked into the room energized brimming with enthusiasm for their plan. As they had hoped, they created a spark for contagion during the meeting. The presentation was slick, authoritative, and well scripted. Unfortunately, instead of sparking contagion about their plan, the presentation crystallized the QSR's concerns about the changing market place and the ability of Steve's firm to help them.

The QSR decided to terminate the contract and not renew it. Ironically, the presentation helped the QSR conclude that better, faster, cheaper would not respond their fundamental problem—finding new ways to stimulate demand, especially among children. Trends are just that, trends. All evidence indicated that the trends would continue and, at best, a better, faster, cheaper solution would profitably help demand for a short window. The QSR was disappointed Steve's firm didn't recognize their problem and solve it for them. Steve's annuity from this important customer was no more.