



# **McDonald's BA Campaign Brand Coverage**

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**campaign watch**

### McDONALD'S CELEBRATIONS



■ **Arvind Singhal**

McDonald's is moving from price-led communication to "benefit-led communication." Arvind Singhal, head-marketing, McDonald's India, said, "The Happy Price Menu remains, but our new approach builds a greater emotional connect with consumers." Titled *Har Chhoti Khushi Ka Celebration*, McDonald's has launched a TV commercial executed by Leo Burnett and Final Frame, and directed by Narayanshi.

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## MARKETING

# Mac happy

A few years ago, McDonald's launched its 'Happy Price Menu' campaign priced at Rs20. With this campaign, it brought its branded affordability proposition to the forefront and subsequently made inroads into a multifarious consumer base, cutting across diverse income levels and lifestyles. Apart from offering its children-targeted 'Happy Meal Basket', McDonald's continues to



refresh its affordability proposition. And its latest offering, '*Har Choti Khushi Ka Celebration*', does just that. The theme of the campaign revolves around celebrating the little pleasures of life, with the Happy Price Menu, positioning itself as an affordable eating-out option.

Arvind Singhal, head, marketing, McDonald's India (West & South), believes that this campaign is relevant as it focusses on the day-to day happenings in real life, from the consumers' point of view. "Consumers celebrate with McDonald's on a daily basis because they like the ambience and the value-for-money prices that they get," he says.

The campaign has been created and conceptualised by Leo Burnett, and will be splashed across radio, television and outdoor hoardings, along with on-ground activities in all major cities. Post the '*Har Choti Khushi Ka Celebration*' campaign, the company plans to introduce a new product for the summer vacations. Subsequently, it plans to divert 10 per cent of its revenue to marketing and branding-related activities this year.