



McDonald's new *Move it* Madagascar campaign by Leo Burnett.

8th Dec 2008: Having established the image of taste, comfort and familiarity through the recent 'I'm lovin' it' campaign, McDonalds has created the latest campaign which is sure to make the customers say “I like to move it”

The brand is all set to introduce the adventure of the Africa through its new TVC – Madagascar. McDonald's has tied up with the famous DreamWorks's movie Madagascar. As the sequel of the movie Madagascar: Escape 2 Africa releases world over, McDonald's gets the kids, the toys of their favorite characters from the movie with Happy Meal. The Ad is all about this exciting toys which talk when shaken.

The film has beautifully the elements of fun, the jungle theme of the movie etc. The ad will be implemented in strategic television, radio and cinema across India. The campaign has been ideated and created by Leo Burnett.

The TVC was conceptualized by Tushar Pal, Leo Burnett Delhi. Tushar says “Happy Meal experience is all about what's new in the Happy Meal Box and enjoying the new toy. Understanding how kids interact with these toys, we thought of this ad. McDonald's is the only kid's brand that continues to give kids a new reason every month to visit McDonald's. Where all other brands do tie-ups once or twice a year, we work month after month to sustain kid's interest.”

“Commenting on the New TVC, Arvind Singhal, Head Marketing McDonald's India (west & south) says, “McDonald's latest Happy Meal ad campaign is sure to make the customers say “I like to move it, move it”. We have tied up with DreamWorks's Madagascar 2: Escape to Africa for our December's Happy Meal property. The single-minded proposition behind this Ad is to bring the fun & adventure alive. The film has beautifully captured the jungle theme and weaved in the elements of fun in it.”

Brief Background on McDonald's:

McDonald's is the world's leading food service retailer with more than 31,000 restaurants in 118 countries serving 50 million customers each day.

Celebrating 11 years of leadership in food service retailing in India, McDonald's today has a network of 155 restaurants across the country, with its first restaurant launch way back in 1996. Prior to its launch, the company invested four years to develop its unique cold chain, which has brought about a veritable revolution in food handling, immensely

benefiting the farmers at one end and enabling customers to get the highest quality food products, absolutely fresh and at a great value.

In line with its respect for local culture, India is the first country in the world where McDonald's does not offer any beef or pork items. McDonald's has also re-engineered its operations to address the special requirements of vegetarians. Vegetable products are kept separate throughout the various stages of procurement, cooking and serving. The mayonnaise and the soft serves are also 100% vegetarian.

McDonald's has retained the No. 1 position for 3rd consecutive year in the latest 'Business World Most Respected Companies of India', survey in the food retailing industry. The company was also awarded the 'CNBC Awaaz Consumer Award' in the 'Most Preferred Fast Food Company' category. The company has also been honored with the Images Retail Award in the 'Catering Services Category' for the current year.

A leading food service retailer with 155 restaurants in India, McDonald's India caters to 3 lakh customers every single day.