



Advertising Campaign Themes

- 1960** - All American Menu -- a Hamburger, Fries and a Shake
- 1961** - Look for the Golden Arches
- 1962** - Go for Goodness at McDonald's
- 1965** - McDonald's - Where Quality Starts Fresh Everyday
- 1966** - McDonald's...The Closest Thing to Home
- 1967** - McDonald's is Your Kind of Place
- 1971** - You Deserve a Break Today
- 1974** - McDonald's Sure is Good to Have Around
- 1975** - We Do It All for You
- 1976** - You, You're the One
- 1979** - Nobody Can Do It Like McDonald's Can
- 1981** - You Deserve a Break Today
- 1983** - Together, McDonald's and You
- 1984** - It's a Good Time for the Great Taste of McDonald's
- 1989** - Good Time, Great Taste
- 1990** - Food, Folks and Fun
- 1992** - What You Want is What You Get at McDonald's Today
- 1995** - Have You Had Your Break Today?
- 1997** - My McDonald's
- 1998** - Did Somebody Say McDonald's?
- 2000** - We Love To See You Smile
- 2002** - Smile (NOTE: Abbreviated version of "We Love To See You Smile")
- 2003** - i'm lovin' it