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McDonald's Shows Customers How to "Get a Fruit Buzz" in Fresh New Advertising Campaign from DDB Chicago

Product

The new Fruit and Walnut Premium Salad from McDonald's

Challenge

Be insightful, be engaging, and be memorable – these were the three creative goals the DDB Chicago team had when creating the "Get a Fruit Buzz" campaign for McDonald's new Fruit and Walnut Salad.

Strategy

The thinking behind the "Get a Fruit Buzz" campaign was based on a simple truth learned in research: women feel better about themselves when they eat fruit. Creatively, DDB Chicago translated this truth into something they dubbed a "fruit buzz," which the creative team defined as an "unmistakable change in one's attitude" that only happens when you eat a McDonald's Fruit and Walnut Salad.

The Work

The "Get a Fruit Buzz" campaign includes four hip television spots ("My Reaction", "Scooter", "Volleyball" and "Rule") innovative magazine print inserts, like the "Starburst", radio and online banner ads.

The simplicity of the executions is what punctuates the humor and dramatizes how easy McDonald's has made it for women to enjoy the benefits of fresh fruit.

Tonally, both the television and print creative is contemporary and spirited. It utilizes quick-witted female banter, situational humor and a cast of animated characters that have a realistic edge with touch of fashionista thrown in.

Timing

Television, online and radio ads break on May 10
Starburst print ads appear in June books

About DDB Chicago

DDB Chicago is the largest DDB agency and is one of the world's most awarded agencies in terms of creativity and effectiveness. Named Agency of the Year by the Clio Awards in both 2003 and 2004, DDB Chicago works for a strong roster of blue-chip clients including Anheuser-Busch, McDonald's, Dell, State Farm, OfficeMax, JCPenney, Capital One, The Home Depot, Midas, The Chicago Tribune and Dairy Management Inc.

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