



**For Immediate Release**

**Contact information:**

Lori Miller  
McDonald's Corporation  
630-623-3913

Anne Gaskin  
GolinHarris  
312-729-4127

**McDONALD'S® ASKS: "THE FORKS ARE READY, ARE YOU?"**

***Fresh Advertising Campaign Captures the Attitude of the New Fresh Fruit & Walnut Premium Salad***

**CHICAGO** (May 10, 2005) – Beginning May 10, there will be even more fresh fruit at your McDonald's and fresh advertising released to the public! The introduction of the new McDonald's Fruit & Walnut Premium Salad will be supported by an overarching Green Fork campaign, eye-catching 15 and 30 second TV spots, McDonald's largest print buy ever and point-of-purchase featuring the Green Fork and Destiny's Child.

Backing the introduction of the Fruit & Walnut Premium Salad will be a national positive advertising campaign themed "Fruit Buzz™"; part of McDonald's "it's what i eat and what i do™" food/energy balance platform. "Fruit Buzz" is a change in attitude and an overall happy feeling one gets after eating the Fruit & Walnut Premium Salad. The concept of "Fruit Buzz" will be communicated to the female audience through "girl speak," allowing McDonald's to talk to women in the same language that women talk to each other.

"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," said Vida Cornelious, associate creative director at DDB Chicago. "Creatively, we executed this truth as an unmistakable change in one's attitude. We dubbed the concept as a 'fruit buzz,' which only happens when you eat a McDonalds Fruit & Walnut Premium Salad. Both the print and television work capture the theme of the contemporary, quick-witted female spirit."

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### **Green Forks**

The Green Fork is the icon of freshness—it's the color of a green apple, a salad ingredient and piece of fruit that aligns with thoughts of crisp, refreshing and fresh. For the first time, McDonald's will use cutlery as a promotional item. The Green Fork comes in a standard cutlery set with a \$1.00-off salad coupon and is available nationwide through July 24, 2005. The fork concept delivers a sampling incentive in an innovative way with less cost and more news value than a traditional product sampling program could provide. The Green Fork concept was delivered and executed by promotional partner agency Frankel, an Arc Worldwide company.

"McDonald's expects the green fork to make guests take notice and ask, 'What is up with the green forks?'" said Vicky Free, Director of Marketing McDonald's USA. "The answer will provide a vehicle of promotion for the new Fruit & Walnut Premium Salad and offer an irresistible invitation to McDonald's customers to try the new product."

### **In-Restaurant Advertising (POP)**

The Green Fork is the genesis of an entire series of campaign materials: McDonald's product packaging, (cups, salad bags), outdoor advertising (billboards, bus kiosks), in-restaurant marketing tool kits, point-of-purchase displays, transit wraps and other print signage.

### **Broadcast Advertising**

Animation has made its way into McDonald's advertising with the new Fruit & Walnut Premium Salad. The new advertisements use an innovative combination of 2D/3D imaging. In a commercial created by Burrell, a young lady is walking down the street on a spring day, but when she opens the door to her friend's house she is transmogrified into her animated persona and is then ready to "Get a Fruit Buzz". All broadcast commercials will be nationwide May 10. Additional spots were developed by DDB and dRM-DDB. Some advertisements will feature the female pop/R&B trio Destiny's Child.

### **Print Advertising**

For the Fruit & Walnut Premium Salad campaign, McDonald's made its largest print buy ever for a launch promotion, covering more than 30 multicultural titles and more than 20 in-language Asian specific publications. Inserts will be appearing in publications like Vanity Fair, Bon Appétit, Essence, Estylo, and Oprah, among other popular titles.

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Additionally, in partnership with Condé Nast magazines, many of the publications will include an innovative Starburst insert which is the inaugural use for this magazine insert concept in the United States. The new Starburst creatively describes a Fruit Buzz to its female audience through catchy taglines like:

*“it's that feeling you get when everything is 60% off.”*

*“makes me feel better than knowing my ex-boyfriend is still single.”*

*“having one makes even a bad hair day feel good.”*

The animated cartoon-like character insert pops open to an oversize advertisement offering two \$1-off coupons for the new Fruit & Walnut Premium Salad.

#### **About McDonald's**

McDonald's USA, LLC is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees. For more information on McDonald's visit [www.mcdonalds.com](http://www.mcdonalds.com).

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