



McDONALD'S® GLOBAL OLYMPIC GAMES ADVERTISING

McDonald's long-standing support of the Olympic Movement provides an ideal platform to connect its "i'm lovin' it[®]" brand essence with the magic and ideals of the Olympic Games. The new commercials complement McDonald's broader worldwide Olympic Games campaign to bring the Games to life for its customers around the world in unique and exciting ways.

In new global television commercials for the Torino 2006 Olympic Winter Games, McDonald's conveys the youthful spirit and optimism customers connect with McDonald's, as seen through the eyes of a young hopeful boy and the experiences of McDonald's Chief Happiness Officer™ and balanced, active lifestyles ambassador, Ronald McDonald®.

The new executions debut in conjunction with the start of the Games on 10 February in the U.S., and continue airing throughout the Games-time period in other countries including Canada, China, Japan, Germany and other markets across Europe. In addition, the Ronald McDonald vignettes will run in movie theaters across the U.S. from 1-28 February before G and PG rated movies. The commercials will also be showcased as part of McDonald's "Crew as Stars" media event on 9 February in Torino.

Ronald McDonald Vignettes

Ronald McDonald is back in action, this time training for winter sports in three fun and playful vignettes. Following the success of his 2004 Olympic Games commercials, in this new creative developed by Leo Burnett USA, Ronald® trains in three popular winter sports: aerials (freestyle skiing), ski jump and pairs figure skating, while commentators and fans watch in surprise.

Agency: Leo Burnett USA, Chicago
Titles: "Aerials," "Ski Jump" and "Pairs"
Director: Joel Pront
Copywriter: Nancy Slattery
Art Director: Keith Hughes
TRT: :15 each

'Olympic Dreams'

McDonald's "Olympic Dreams" commercial developed by TBWA/Chiat/Day and Motion Theory, brings a young boy's Olympic dream to life using a unique combination of live action footage and computer-generated imagery (CGI) effects. The spot transports the boy from his real life environment to a world of adventure and excitement, as he executes extraordinary moves from maneuvering a soccer ball through a magical village, to snowboarding off the moon.

Agency: Global creative direction led by TBWA Paris, with additional teams in China, Germany, Spain and the U.S. contributing to ensure global appeal and relevancy. The final commercial was created and produced by TBWA/Chiat/Day Los Angeles.

Title: "Olympic Dreams"
Director: Grady Hall
Copywriter: Steve Thompson
Art Director: Brent Anderson
TRT: :30 and :60

Additional Olympic Integrated Marketing Efforts

McDonald's markets around the world will feature special Olympic Games-themed restaurant promotions and packaging to celebrate the Games, including:

McDonald's Italy – featuring a creative outdoor campaign throughout Torino and a special SMS (short message service) promotion with Worldwide Sponsor Samsung

McDonald's Canada – showcasing an Olympic Hockey team mini-jersey promotion, as well as a Gold Medal Meal (a Big Mac® Extra Value Meal™), from which a portion of sales will go to support Canadian athletes preparing for the 2010 Olympic Winter Games

McDonald's France – offering five new French cheese specialty sandwiches: Tartiflette, Gratinade, Raclette, Fondue and Soufflade

McDonald's Japan – launching an Olympic Games- and Italian-themed menu during the Games; broadcasting the Games in select restaurants; featuring Ronald McDonald in print and TV advertisements participating in various winter sports

McDonald's Spain – introducing a Winter Olympic Flavours promotion featuring three new sandwiches with specialty cheeses: Gratinade, Fondue and Soufflade

McDonald's Sweden – featuring the Swedish snowboard team in their Olympic-themed activities

McDonald's Switzerland – incorporating an Olympic Games theme throughout their "Swiss Champion" menu promotion that offers five sandwiches

McDonald's USA – running a premium chicken sandwich promotion nationwide, and featuring Olympians on packaging

Editor's Note: Additional information and screen grabs from the new commercials can be found online at www.mcdepk.com/OlympicResourceCenter