



McDonald's® “Are You Mac Enough™?” *Pirates of the Caribbean: Dead Man's Chest* ADVERTISING FACT SHEET

Overview

McDonald's “Are You Mac Enough?” *Pirates of the Caribbean: Dead Man's Chest* Game runs nationwide July 4 through July 31, 2006. The promotion ties McDonald's flagship sandwich, the Big Mac®, to the new *Pirates of the Caribbean: Dead Man's Chest* blockbuster movie, in theaters nationwide July 7. TV and radio advertisements, online and merchandising elements were created to support the promotion while bringing a new, exciting energy and attitude to McDonald's ongoing approach of connecting with customers in fresh, innovative ways.

Advertisements:

Title: “Pirate Flag”

Agency: Burrell Chicago

Director: Eric Anderson

TRT: :30 and :15

Background: Spot features a hero thinking about how a Big Mac sandwich could win him a bunch of prizes. Now the hero needs to find a Big Mac. He bolts out of the door following a dotted line mirroring that of a treasure map. Eventually he finds a McDonald's shaped chest, and then a Big Mac Extra Value Meal®. He pulls the tab and finds himself a winner.

Title: “The Chest”

Agency: Burrell Chicago

Director: Eric Anderson

TRT: :30 and :15

Background: The spot opens on a hero with a treasure map in hand. He is on a hunt and being pursued by two pirates. He dips into a side alley where he finds a mystery brick, pulls it and reveals a treasure chest with a Big Mac sandwich inside. The hero pulls a winning tab from a Big Mac box and texts in the winning code. Pirates push past the hero and move to inspect the chest. While preoccupied, the hero slips past the pirates and into a waiting Volvo XC90.

Title: “Chase”

Agency: dRM

Director: Alfredo de Villa

TRT: :30 and :15

Background: The ad opens on a group of friends eating Big Mac sandwiches on some rocks near the beach. The ad's hero peels off the tab found on his Big Mac box and sends in a text message. He suddenly receives a text message back saying he has won. Overcome with joy, the hero starts screaming that he's won. Little did he know that all of his friends would start chasing him down the beach because they *really* want to get their hands on that winning prize piece. The spot ends with the hero driving away in a Volvo C70 convertible with his friends *still* chasing after him.

In-Store Merchandising:

Agency: Creaa Promotion, Frankel Chicago

Merchandising Elements: *Pirates* themed product packaging, posters, register toppers, and a Late Night Only Drive-Thru merchandiser

Description: Showcases several of the cool prizes consumers can win such as Volvo cars as well as images of *Pirates of the Caribbean: Dead Man's Chest* actors.

Additional Elements:

Online advertising (Tribal DDB), radio (Burrell) and print (Burrell) also support the promotion.

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