



McDonald's unveils the iconic Junior Maharaja Mac with an unconventional campaign

~ Leo Burnett's new campaign for McDonald's breaks out of the TVC format as they launch the Junior version of their iconic burger, the Maharaja Mac ~

Mumbai, 13th February 2017: McDonald's India is bringing in a brand new attraction to its menu. For the very first time, the Junior Maharaja Mac – a mini version of its iconic Maharaja Mac, makes its debut across McDonald's restaurants in the West and South of India.

McDonald's has always been about celebrating the everyday moments over delicious food. With the Junior Maharaja Mac innovation, the brand now ensures that people can enjoy these everyday moments even with the iconic taste of a Maharaja Mac, as a value meal offering.

With a focus on providing taste and quality in a value format, the Junior Maharaja Mac has been introduced as a limited time offer on McDonald's menu. It gives consumers the opportunity to relish the same taste of larger than life spices with a single patty. The Veg Maharaja Mac Junior is prepared in a rich & crusty cheesy corn patty, served with a vegetable-cocktail sauce and consists of premium ingredients such as jalapeño slices, red onion slices, cheddar cheese slice & fresh crispy iceberg lettuce.

The Chicken Junior Maharaja Mac patty is flame-grilled and consists of whole meat sourced from the leg, breast and thigh of the chicken. The delicious patties are served in a bun, topped with sesame seeds, fresh salad dressed with Habanero sauce. Its enticing combination of ingredients, distinct taste will compel you to create more occasions to relish the burger. The new entrants to the Mac family-Junior Maharaja Mac-Veg are priced at Rs 95 and Junior Maharaja Mac-Chicken is priced at Rs 99.

To launch the Junior Maharaja Mac, McDonald's has unveiled a new integrated campaign with an unconventional execution, conceptualised by Leo Burnett Chicago and India. Their new series are a fun mix of everyday life and viral social media trends, to tell you that whether you're celebrating a big moment or a small one, McDonald's has got a Mac for you.

Speaking about the new integrated campaign, **Kedar Teny, Director Marketing and Digital, McDonald's** says, *"We constantly evolve our menu to address the needs of our consumers and hence we wanted to create a platform that allows our consumers to make the most of simple moments in life. The Maharaja Mac is India's equivalent to the international Big Mac and the popularity of this burger inspired us to bring out yet another innovation of our menu with the Junior Maharaja Mac which is part of our value format. We believe there is a Mac for every occasion and this campaign reiterates that life's most treasured moments can be savoured with a Junior Maharaja Mac."*

Said **RajDeepak Das, Chief Creative Officer, Leo Burnett, South Asia**, *"With this latest campaign, we've leaned strongly into pop culture, and shown how McDonald's has always been part of our everyday moments – both big and small. The idea – a Maharaja Mac as the reward for life's everyday victories – beautifully converts these everyday moments into feel-good moments. An idea like this deserved breaking all rules when it came to the execution. We've cast real people, captured real moments, and shot many of these on our iPhones."*

A refreshing shot-on-iPhone feel captures the everyday triumphs in a very personal way. They've gone and shot real people celebrating real joys, and that's what makes it fun to watch on TV. Friends, parents, kids, pets, everybody gets to join in on the celebrations.



Watch the ads here: <https://youtu.be/w2Qh1xf_jgc>; <<https://youtu.be/A1fu1u9wS1o>>; <<https://youtu.be/4-uWkgIMqDo>>

The new integrated campaign – which is social at its heart – will extend across all McDonald's restaurants in the West and South of India, apart from kicking off strong social and digital storm by leaning into pop-culture.

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About McDonald's India:

Westlife Development Limited (BSE: 505533), focuses on putting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL) which is a McDonald's franchisee with rights to own and operate McDonald's restaurants in India's west and south markets since 1996. HRPL serves approximately 185 million customers annually, at its 252 (as of December 31, 2016) McDonald's restaurants across 34 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Goa and parts of Madhya Pradesh. The company provides direct employment to over 7,000 employees. McDonald's operates through various formats and brand extensions including standalone restaurants, drive-thru's, 24/7, McDelivery, dessert Kiosks. The menu features Burgers, Finger Foods, Wraps, Hot and Cold Beverages besides a wide range of desserts. The pillars of the McDonald's system – Quality, Service, Cleanliness and Value – are evident at each of the restaurants where HRPL operates.

About Leo Burnett India:

Leo Burnett India, rated among top 5 agencies in the country, has created memorable campaigns for several brands in its portfolio. It has been building insightful campaigns for McDonald's, Thums Up, Tide, Whisper, HDFC Life Insurance, Tata Chemicals, Bajaj, Star TV, Star Sports, Jeep, Fiat, Ariel, Iodex, General Mills, and Bacardi among others. "Insightful creativity has the power to change human behaviour" is the Leo Burnett philosophy, based on HumanKind, where the filters of creativity are human insights. Leo Burnett India has won International and National awards year on year at Cannes Festival, Adfest, D&AD, Clio, One Show, London International Awards, Spikes Asia, Lotus Awards, Andys, New York Festival, Goafest and Mirchi Kaan Awards. The agency has also been declared the 'Global Agency of the Year', across Burnett's 86 nation network, twice.

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