



Every McDonald's Meal is now a Happy Meal!

McDonald's new campaign by Leo Burnett India features real life toy collectors

Mumbai, January 08, 2018: The iconic Happy Meals at McDonald's have always been associated with joyful memories of yummy food and a special toy! Moreover, with each passing year, the fan base for these toys has been growing across age groups!

With this in mind, McDonald's for the first time ever, has introduced an irresistible offer - 'Make Any Meal a HAPPY Meal! Customers can now make any meal a Happy Meal, by adding a toy for Rs.35/-. Inspired by the hundreds of entries McDonald's received for the biggest Happy Meal fan search, the campaign focuses on 'kids of all ages' – a unique search for the biggest Happy Meal Toy collectors in India!

Speaking about the initiative and campaign, **Seema Arora Nambiar, Senior Vice President – Strategy, Innovation & Capability – McDonalds India** said, *“Since the launch of the iconic Happy Meals in India in 1997, it has grown in popularity. The toys that our customers have collected bring back the happy memories created over food. We wanted to celebrate the emotional connect that our customers have with the brand through their Happy Meal toys, which is why we have featured a real life Happy Meal toy collector and his story in this ad film!”*

The new digital campaign – 'Toys are for kids of all ages' brings to the fore the heart-warming story of Sunil Chawla, a 35 year old man, based in Bangalore. Sunil has, over the years, collected over a whopping 300 Happy Meal toys! McDonald's India, along with its creative agency Leo Burnett India, decided to bring Sunil's story to the world. The film shows Sunil speaking fondly about how his obsession with the Happy Meal toys began. He describes how possessive he is about them, how, over the years he's made sure to travel far and wide just to complete his toy collection and how, today, he proudly owns hundreds of toys procured painstakingly over the years and has no intention to stop anytime soon.

Speaking about the new campaign for Happy Meal, **Rajdeepak Das, Chief Creative Officer, Leo Burnett, South Asia** said, *“There is a child in all of us, and we keep indulging this child with its favourite treats however old we may be. McDonald's has just made it easier for everyone to embrace this child. We don't stop liking toys, for instance, just because we grow up, do we? The joy of collecting toys knows no age. This simple idea got us to the story of Sunil, and we knew it was a story that our consumers would instantly resonate with.”*

The new campaign employs digital and social media as touchpoints.

AGENCY CREDITS

Client: McDonald's India

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Mediums used: Digital

About Westlife Development:

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). The Company operates a chain of McDonald's restaurants in west and south India, having a master franchisee relationship with McDonald's Corporation USA, through the latter's Indian subsidiary. Marquee investors such as Arisaig India Fund Ltd, SBI Mutual Fund, Tree Line Asia Master Fund (Singapore) and Ward Ferry Fund, among others are stakeholders in WDL.

About Hardcastle Restaurants:

Hardcastle Restaurants Pvt. Ltd. (HRPL) is a McDonald's franchisee with rights to own and operate McDonald's restaurants in India's west and south markets. HRPL has been a franchisee in this part of India since its inception in 1996. HRPL serves approximately 200 million customers, annually, at its 265 (as of September 30, 2017) McDonald's restaurants across 36 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Goa and parts of Madhya Pradesh, and 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. Several of the McDonald's Restaurant feature in-house McCafé. 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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