

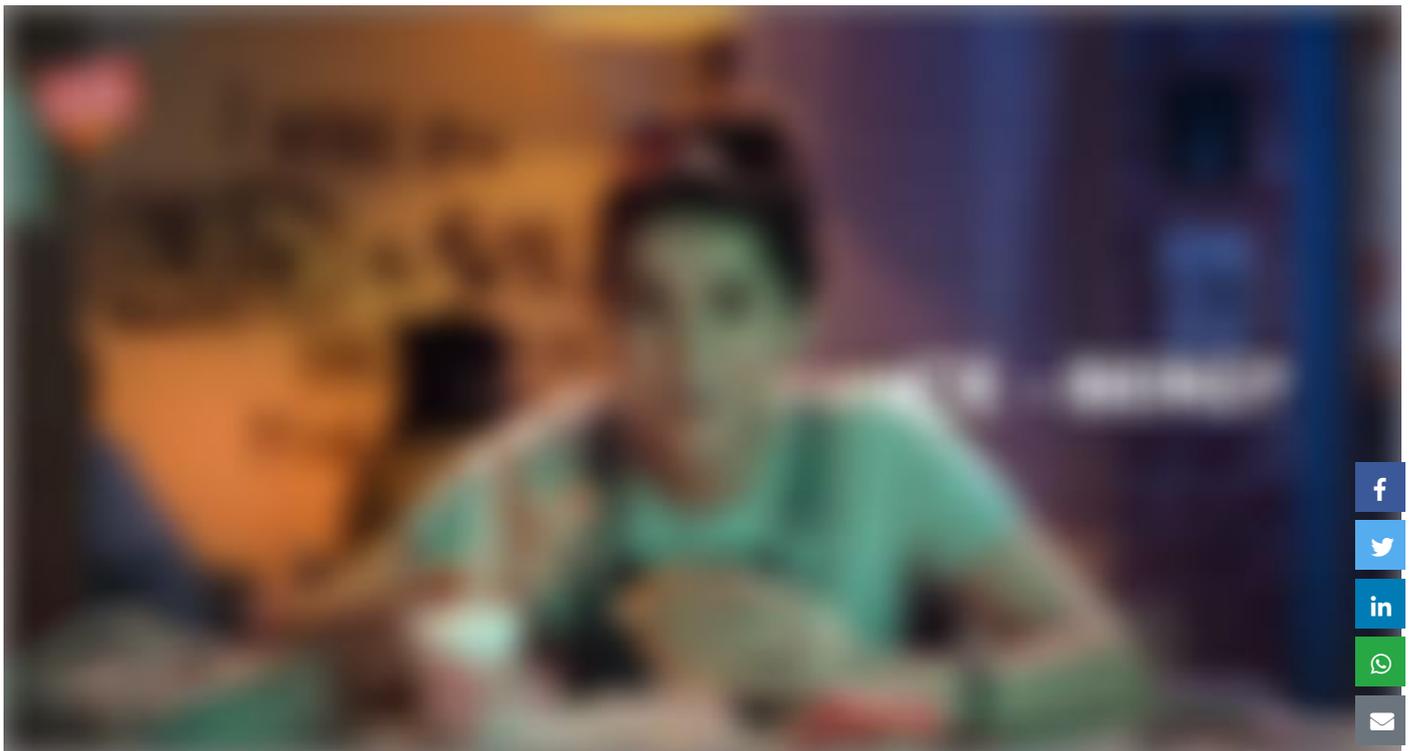
McDonald's reveals the story of the #TrulyIndianBurger this Independence Day

The campaign, conceptualized by 22feet Tribal Worldwide, explains how the McDonald's burgers are an amalgamation of the best agricultural produce from across India



by exchange4media Staff

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McDonald's is often looked upon as the quintessential 'western brand'. This leads people to assuming that the house favourite burgers from McDonald's India are also 'western' in their origin.

In an attempt to bust this myth and create awareness about the sourcing story and Indian origin of McDonald's India's food, this Independence Day, Hardcastle Restaurants Pvt. Ltd. (HRPL), the master franchisee of McDonald's in West and South India, has brought the fascinating story of the "Truly Indian Burger".

Conceptualized and executed by 22feet Tribal Worldwide, the 'Truly Indian Burger' campaign explains how the McDonald's burgers are an amalgamation of the best agricultural produce from across India.

Led by three 15-second digital films, the campaign is being further supported by an interactive microsite (best experienced on mobile handsets) which tells the sourcing stories of key ingredients of McDonald's food products in an engaging way.

People visiting restaurants can simply scan the QR Code on the tray-mat to know the sourcing story of their favourite burger. The campaign has cumulatively reached over 1 million people.

Speaking on the campaign, Arvind RP, Director –Marketing and Communications, HRPL said, "Our goal has always been to only use the best and the freshest ingredients to make the food we serve. To ensure this, over the years, we

have invested significantly to bring in global best practices and the latest farming technologies to India that empower our farmers to locally grow and produce world-class ingredients.”

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