



McDonald's India's New Campaign Celebrates the Brand's Unwavering Commitment to Customers in South India

The brand has launched three TVCs highlighting brand trust, the enhanced safety and hygiene processes and the convenience channels.

Mumbai, September 16 2020: The ongoing pandemic has changed many things around us – the way we hang out, the way we get and enjoy our favourite food and even the way we recharge after a long day at work. And while a lot has changed in our lives over the past few months, some things, thankfully, have remained constant. With this insight, **McDonald's India West and South has launched its new campaign that celebrates the brand's unwavering commitment to serving safe, hygienic and delicious food to its customers in a changing world. The campaign also highlights the brand's convenience channels –including contactless delivery, take out and on-the-go that enable customers to savour their favourite McDonald's food whenever, wherever and however they like it as well as its heightened safety and hygiene processes across the same.**

The brand has launched three heartwarming and impactful TVCs that highlight brand trust and convenience. Conceptualized by DDB Mudra, the TVCs show how despite families not being able to come together like before, on account of the new social distancing norms and the increased sanitization requirements, the joy of enjoying a McDonald's meal has remained the same. They also focus on the new convenience channels launched by the brand to ensure that customers continue to get their favourite food in the most safe and convenient way. These TVCs are further customized for different markets across West and South India and will be deployed across a strategic mix of TV and digital in key McDonald's markets.

The first TVC shows a granddaughter and grandfather enjoying a burger over a video call, a husband playfully waking up his doctor wife who has fallen asleep in the car after a busy day, with a piping hot cup of McCafé coffee and friends using a creative way to share everyone's favourite McDonald's French fries in a basket passed from a floor above. These slice of life stories instantly connect with viewers.



Click on the thumbnail watch the TVC

The other two TVCs showcase the convenience and safety of the brand's contactless delivery and take-out channels, which enable customers to experience and share the joy of having delicious McDonald's food with great convenience and without any worries. The delivery TVC shows a young boy collecting his order through the brand's contactless delivery service and gifting a meal to his society's watchman before heading back home. The take-out TVC shows a guy, in the middle of an official video call, collecting his lunch from the McDonald's take-out window.



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Speaking on the launch of this new campaign, Arvind RP, Director – Marketing & Communications, McDonald's India West and South says *“The ongoing pandemic has brought about significant changes to our lives. At the same time, it has helped us find new ways to connect, communicate and celebrate little joys of life with our families, friends and with those around us. We at McDonald's have been committed to making these moments special for our customers by ensuring that they can share their joys over our food, without any worries. We have not only heightened our world-class safety and hygiene protocols but also launched new ways for customers to access their favourites, in the most convenient and safe way possible. With this campaign, we want to assure our customers that while the world has changed, our commitment to serving them in the best way possible hasn't.”*

Shagun Seda, Creative Head, DDB Mudra West adds, *“Midnight snack bingers. Fri-daters. Work lunchers. Coffee cravers. We've all missed our comfort food. With this campaign being the brand's first since lockdown, we wanted to assure everyone that, while a lot has changed around us impacting how we get together, share, and bond over our favourites, what hasn't changed is the taste, safety and memorable moments associated with McDonald's.”*

To ensure highest standards of safety and hygiene across all channels, McDonald's had launched its 'Golden Guarantee' platform which ensures a stringent 42- pointer checklist and contactless operations across its dine-in, delivery and take-out services.

Being a leader of innovations in the QSR industry, they have also recently introduced a new On-the-Go feature on their McDelivery app to give customers added convenience of collecting their McDonald's order without stepping out of their vehicle. With this, they have converted all their restaurants into drive thru outlets to offer maximum safety and convenience effectively to their customers.

Agency Credits

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McDonald's in West and South India is operated by Westlife Development Ltd. through its wholly owned subsidiary Hardcastle Restaurants Pvt. Ltd.

About Westlife Development:

Westlife Development Limited (BSE: 505533) (WDL) focuses on putting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. 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 320 (as of June 30, 2020) McDonald's restaurants across 42 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 10,000 employees. McDonald's operates through various formats and brand extensions including standalone restaurants, drive-thrus 24/7, McDelivery and dessert Kiosks. The menu features Burgers, Finger Foods, Wraps and Hot and Cold Beverages besides a wide range of desserts. Several of the McDonald's Restaurants feature an 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.

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