

# McDonald's new anthem urges people to get together, despite differences

The campaign is conceptualised by Leo Burnett India

ETBrandEquity | April 12, 2017, 17:18 IST

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*A still from the ad.*

McDonald's India, the iconic international food brand, has introduced a customisable menu, called 'Happy Price Combos'. With the help of its ad agency Leo Burnett India, the brand has launched a TV-led integrated campaign, that showcases relationships which are polar opposites absolutely contrasting, yet together.

Kedar Teny, director marketing and digital, McDonald's India, explained, "McDonald's

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