

Press Release



HAR CHHOTI KHUSHI KA CELEBRATION

McDonald's New Ad Campaign on its Happy Price Menu of Rs 20 only

Mumbai, 5th March: With the latest "HAR CHHOTI KHUSHI KA CELEBRATION" campaign, McDonald's is taking the next step in the 'Happy Price Menu' promotion which creatively illustrates the theme of branded affordability. McDonald's with this new campaign aims to highlight the fact that it offers value through its 'Happy Price Menu' for those who come to McDonald's to celebrate the small pleasures of life be it a good parking space or having a chance to date girlfriend and ex-girlfriend together etc.

Mr. Arvind Singhal, Head Marketing, McDonald's India (West and South) said "The Indian consumers are value conscious and also need to perceive McDonald's as an affordable eating out option. While the patented products like McVeggie™ and McChicken™ have continued to cater to the patrons, the company has broadened the audience base through 'Happy Price Menu' to further entrench the market. McDonald's has found success in its strategy of Branded Affordability through the 'Happy Price Menu' of Rs. 20/-"

McDonald's India has come a long way in its brand communications and product innovations since it began operations in India in 1996. Over the years McDonald's has found success in its strategy of Branded Affordability through the 'Happy Price Menu' of Rs. 20/- and have engaged in memorable campaigns like The 'Bahanas', the yesteryears prices, or 'bees mein full dhamal'! to establish the Branded Affordability communication.

The new ad will be implemented in strategic television, radio and OOH media across India. The campaign has been ideated and created by Leo Burnett. *Mr. Nitish Tiwari* is the creative director of the campaign and production house for the campaign is *Final Frame*. The Ad is directed by *Narayanshi*. The campaign will be on air till first week of April.

For further information:

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