

New TVC for McDonald's

To film a 'reality TV' style commercial, McDonald's, and its advertising agency, DDB, worked closely with Bouffant/Fringe and gathered almost 500 people around a gigantic circular table at Rhodes Park in Kensington, Johannesburg recently to share hundreds of Share Boxes and create a new TVC.

As part of the campaign, the agency created a digital campaign called the Share Box App on Facebook, which went live on 18 June. This application served to encourage people from all lifestyles to participate in this ambitious advert.

"We invited the brand's Facebook fans to participate by bringing themselves and three of their friends or family members to enjoy the complimentary Share Box. The day was a great success and we got some magic footage, which we have incorporated into the advert," said Grant Jacobsen, DDB executive creative director.

'Content driven entertainment'

Fringe's John Trengove, the director of the advert, said "It is this kind of 'Content driven entertainment' that was prevalent at Cannes Lions. The client and the creative team should be commended for their gutsy and bold approach to the brief. I hope that it will set the bar for ads to come."

The TVC, which went live at the end of July, introduces the theme line 'Happy. To Share', and is supported by a series of

radio, print, online and outdoor media components.

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