



Solve Lunch First

ad campaign for McDonald's Canada

Overview

Campaign

famous historical figures, bright colors and famous quotes create eye-catching brand interest through minimalist design and light humor



Solve lunch first.
Introducing **The 12™**, made with seasoned Canadian chicken breast, fresh tomato and crisp lettuce.

© 2016 McDonald's



Solve lunch first.
Introducing **The 12™**, made with seasoned Canadian chicken breast, fresh tomato and crisp lettuce.

© 2016 McDonald's



Solve lunch first.
Introducing **The 12™**, made with seasoned Canadian chicken breast, fresh tomato and crisp lettuce.

© 2016 McDonald's

**analysis:
jane austen**

Original Ad



Design

Soft background gradient

enhances white space and draws the eye to the center (focal point) of the page

Character silhouette

simple shapes with tiny details to enhance recognizeability of the famous figure

Solve lunch first.

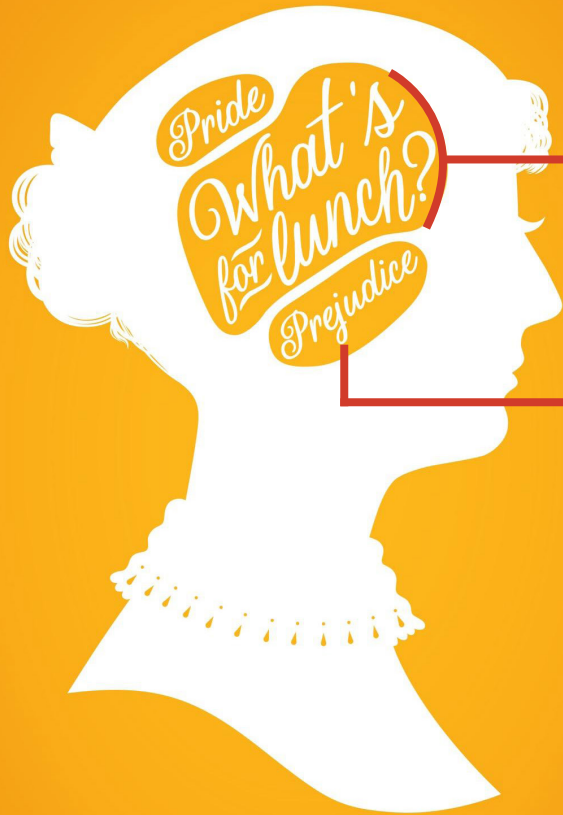
Introducing **The 12™**, made with seasoned Canadian chicken breast, fresh tomato and crisp lettuce.

© 2016 McDonald's



The 12 logo & food image

implies a clock shape, centered on 12 noon (lunch time!) with advertised lunch item placed nearby



Typography

Warped text effect

adds visual interest and an impression of free-flowing thoughts

Cursive font

creates contrast from branding font and adds to the character of the silhouette

Sans-serif font

creates brand consistency; appealing and approachable

Solve lunch first.

Introducing **The 12™**, made with seasoned Canadian chicken breast, fresh tomato and crisp lettuce.

© 2016 McDonald's



Color

Red

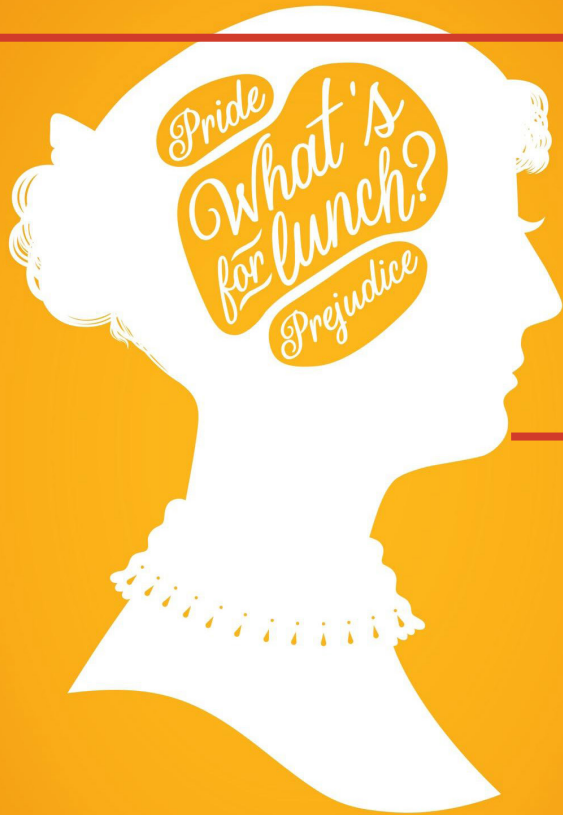
high-contrast, strong association with McDonald's branding

White

simple and clean, provides contrast from the bright background

Bold background color

catches the eye and adds visual interest



Solve lunch first.

Introducing **The 12™**, made with seasoned Canadian chicken breast, fresh tomato and crisp lettuce.



**analysis:
queen
elizabeth**

New Design

Comparison

Side-by-Side

new ad matches the style of the original campaign with its own unique twists





Solve lunch first.

Introducing The 12™ made with seasoned Canadian
chicken breast, fresh tomato and crisp lettuce.



Consistencies

Famous silhouette

recognizeable character and catch-phrase;
simple outline with tiny details enhanced

Branding

accurate reproduction of The 12
logo, M flag, and product image



Solve lunch first.

Introducing The 12™, made with seasoned Canadian chicken breast, fresh tomato and crisp lettuce.



Consistencies

Bold colors

strong background color; bright red flag
“pops” in the corner

Matching fonts

display font for character's thoughts contrasts
with sans-serif fonts for brand recognition



i'm lovin' it