



John Mark Nelson's "Boy" traces this father and son's bond for McDonald's

Description



A new campaign unveiled by McDonald's Spain introduces their latest menu addition, which offers a new twist on a beloved classic. What better way to show that than with the look and sounds of a loving familial relationship?

A father and son connect through their shared McDonald's meals from childhood through adolescence and adulthood, and we were tasked with accompanying the ad spot with a song that captures the intimate bond. We needed look no further than "Boy," a heartfelt and acoustic-led

song by American singer-songwriter John Mark Nelson.

Hear, see and feel the ad in full, below.