



Mc Donald's takes their most devoted fans to winter wonderland

## Description



Mcdonald's is a fast food chain that has been around for 60 years. The company employs more than 4 million people in over 200 countries worldwide, making it one of the world's most successful franchises ever created by any industry!

They offer breakfast, lunch and dinner menus, but also the option to order custom made burgers and sandwiches, as well as salads and desserts.

Their latest advert is about a special; their lumberjack burger, which is available only once a year. It depicts the story of their most devoted fans, their anticipation and excitement as they were invited to taste their favourite burger of choice before the official launch.

But that's not all. After having their first bite, the fans were taken to an ice-skating winter wonderland, where they were able to enjoy the best of both worlds: joy and delight in a sunny frozen landscape.

The brand needed a song that is synch-licensable, catchy and has an enchanting melody and we found the perfect match.

Check out the ad here:

