



McDonald's energy-filled adventure goes viral.

Description



This is our latest project for [@McDonalds](#) by DDB Warsaw produced by Dobro and perfectly executed by director Simon Pawlik. The ad was premiered for the launch of their new app OkazYEAH! in which you can mix your favorite products and get custom menus with just a few clicks. Sounds good, doesn't it?

It's incredible to see how a creative brief can be fulfilled with the right ingredients and the perfect team: Marc Tanzmann, our VP Music operations Europe teamed up with Donata Stosyk Kornatowicz, Head of Operations & Music Supervisor in Poland and Anna Murakami, our Music Producer, for leading this project managing our music team researchers.

They worked keeping in mind the brief that the music had to be super danceable and edgy for younger audiences. As a result of a thorough music research process, they scouted an unsigned artist and licensed this song that seemed to be the ideal tune for this energy-filled adventure.

What an exciting and unexpected surprise, the ad became viral after a few days, having a million views on Youtube! Watch it here!

<https://vimeo.com/814158545?share=copy>