



Let us “Blow your mind” with the new McDonald’s campaign.

Description



We present our latest campaign for McDonald's Poland, featuring Polish actor Boguslaw Linda - best known for his bad guy roles - here we see him dancing on his way to taste the New McCrispy®. By DDB Warsaw, the spot was produced by Dobro and directed by Adi Halfin, an award-winning director and screenwriter, who has also directed the most recent and vibrant campaigns for McDonald's Poland.

At Tracks & Fields we were in charge of the music searches. The favorite song selected by the director was "Blow Your Mind" by Manwell, an artist that has released his material under Warner and Capitol records. The song is a single from the upcoming Manwell's album and was released with the TV commercial.

Watch it here!

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