



Stay Happy Together with McDonald's Cheese Season

Description



There are some brands that simply bring out the inner kid in everyone. With their inimitable burgers and fries, brightly-lit spaces and dedicated play areas, McDonaldâ??s certainly seems to fit that criterion, bringing childlike joy to even the hardest of hearts. In their new 30-second spot, recently released across Czech and Slovakian television and the internet, **McDonaldâ??s celebrates the sheer and unbridled joy of sharing their Cheese King burger with a loved one.**

As the biggest fast food chain in the world and one of the most recognisable brands across any industry, McDonaldâ??s has the creative freedom to push the boat out when it comes to extending their unique identity, especially in the Czech Republic, with 117 outlets, and Slovakia, with 42. In their latest advert, pushing the release of their new cheese season, including burgers such as the Cheese King, Fryer Fresh, Swiss King and Swiss King Bagel, a man receives a new cheeseburger and is instantly transported into a playful yellow ball pit world. Shot in slow motion while never losing a sense of cheeky humour, **it underscores how a great burger can easily unleash oneâ??s inner kid-like soul.**

The spot was handled by worldwide creative agency Doyle Dane Bernbach (DDB), while Czech-based Bistro Films produced the advert with the help of seasoned advertisement director Marek Partys. To get across a sense of possibility and enjoyment, Tracks & Fields helped to license The Turtlesâ?? classic 1967 track â??Happy Together.â?• The American bandâ??s first and only chart-topping hit on the Billboard 100 and regularly included as a quintessential 60s track, we believe this selection perfectly encapsulates the groovy and innocent sensibility of the McDonaldâ??s brand. Please feel free to check out the new spot below.

Brand: McDonaldâ??s | **Creative Agency:** [DDB](#) | **Production Company:** [Bistro Films](#) | **Artist:** The Turtles | **Director:** [Marek Partys](#)

<https://vimeo.com/881390269/fb3efba142?share=copy>