



McDonald's India launches new digital campaign: 'McCafé for this, that and everything else'

~ New digital campaign by Leo Burnett India brings the premium coffee chain McCafé to life ~

Mumbai, August 17, 2017: McCafé, the innovative brand extension by McDonald's, has been ruling its patrons' hearts with handcrafted coffees since the concept was launched in 2013.

To bring the sheer range of the McCafé premium offerings to life, McDonald's India has rolled out a thematic, digital-led campaign '*There's A McCafé For That*'. Whatever the feeling might be, or whatever may be the reason to go out and have a beverage, there's always McCafé for it. Need a break from shopping? Meeting a long lost friend? Celebrating a good exam result? Dealing with a break up? Sympathising with a friend who has broken up? Want to blow the first-ever paycheck? There's a McCafé for that, and more.

Present in over 121 locations, McCafé has been successful in delivering a unique experience to coffee connoisseurs with coffee made from 100% Arabica beans. The brand extension offers an assortment of over 30 beverages ranging from handmade specialty coffees and iced coffees to smoothies, iced splash beverages and share shakes. Catering to everyone alike, McCafé stays true to brand McDonald's core value: of celebrating life's moments over great food and beverages, however big or small. The new campaign has been conceptualised and executed by Leo Burnett India.

Speaking about the new campaign, **Seema Arora Nambiar, Senior Vice President – Strategy, Innovation & Capability, McDonald's India** said, *"Since the launch of McCafé in 2013, we have seen tremendous growth and received an overwhelming response from our existing customers. As a brand extension, McCafé offers great handmade coffees and beverages that connect with the consumer need for having more options with their food. It adds a new segment of customers who have higher affinity for premium coffee or the other specialized beverages that we serve."*

"We now find our customers come for food and stay for the coffee and beverages. The new digital campaign features McCafé as a place where no matter what the mood, occasion or requirement, there is a McCafé product that is made for every occasion, by our highly trained team of baristas," she added.

Speaking about the new campaign for McCafé, **Rajdeepak Das, Chief Creative Officer, Leo Burnett, South Asia** said, *"McDonald's has always been a happy, joyful brand, and McCafé is the perfect extension of this intrinsic happiness. People come to McCafé to celebrate everything going on in their lives, over a beverage – highs and lows, love, romance, friendship, reunions. Every item on the McCafé menu means something different to each person, and has a story. The execution of the film also weaves this thought in beautifully. To me, this is HumanKind work that makes viewers feel a strong emotion; happiness, in this case."*

The new film, that will be launched on digital and social channels, uses chalk animations cleverly interspersed with food and beverages from the McCafé menu. A fun, catchy song the film also lends itself to the film. Apart from digital, the campaign will also have touchpoints on social media, radio and in-store.

Watch it here:

<https://www.youtube.com/watch?v=XQ5QNYjnzyc&t=2s>



AGENCY CREDITS

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About McCafé®:

McCafé® is a coffee-house-style food and drink chain, owned by McDonald's. Created and launched in Melbourne, Australia in 1993, the chain reflects a consumer trend towards espresso coffees. The chain is spread worldwide, with the first one in the United States opening in Chicago, Illinois, in May 2001 when there were about 300 worldwide. Today, McCafé® is across Costa Rica, Japan, Paraguay, South Africa, Spain, Ukraine, Canada, Malaysia, UK and India. There are over 15,000 restaurants that sell the McCafé® products worldwide. Globally, McCafés® product line consists of Mocha, Cappuccino, Espresso, Americano, Latte, Iced latte, Iced mocha, Hot chocolate, Iced frappés, Iced fruit smoothies, Iced fruit beverages and shakes besides a wide range of pastries and muffins.

About Westlife Development:

Westlife Development Limited (BSE: 505533), focuses on putting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL). The Company operates a chain of McDonald's restaurants in west and south India, having a master franchisee relationship with McDonald's Corporation USA, through the latter's Indian subsidiary. Marquee investors such as Arisaig India Fund Ltd, SBI Mutual Fund, Tree Line Asia Master Fund (Singapore) and Ward Ferry Fund, among others are stakeholders in WDL.

About Hardcastle Restaurants:

Hardcastle Restaurants Pvt. Ltd. (HRPL) is a McDonald's franchisee with rights to own and operate McDonald's restaurants in India's west and south markets. HRPL has been a franchisee in this part of India since its inception in 1996.

HRPL serves approximately 185 million customers, annually, at its 261 (as of June 30, 2017) McDonald's restaurants across 36 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Goa and parts of Madhya Pradesh, and provides direct employment to over 7,000 employees. McDonald's operates through various formats and brand extensions including standalone restaurants, drive-thru's, 24/7, McDelivery, dessert Kiosks. The menu features Burgers, Finger Foods, Wraps, Hot and Cold Beverages besides a wide range of desserts. Several of the McDonald's Restaurant feature in-house McCafé.

The pillars of the McDonald's system – Quality, Service, Cleanliness and Value – are evident at each of the restaurants where HRPL operates.

About Leo Burnett India:



Leo Burnett India, rated among top 5 agencies in the country, has created memorable campaigns for several brands in its portfolio. It has been building insightful campaigns for McDonald's, Thums Up, Tide, Whisper, HDFC Life Insurance, Tata Chemicals, Bajaj, Star TV, Star Sports, Jeep, Fiat, Ariel, Iodex, General Mills, and Bacardi among others. "Insightful creativity has the power to change human behaviour" is the Leo Burnett philosophy, based on HumanKind, where the filters of creativity are human insights. Leo Burnett India has won International and National awards year on year at Cannes Festival, Adfest, D&AD, Clio, One Show, London International Awards, Spikes Asia, Lotus Awards, Andys, New York Festival, Goafest and Mirchi Kaan Awards. The agency has also been declared the 'Global Agency of the Year', across Burnett's 86 nation network, twice.

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