



# a forever brand Leo Burnett wants to work on forever

McDonald's is famous worldwide—because of its menu items and because of its slogans. Slogans such as “Have you had your break today?” and “That’s my McDonald’s” came from marketing/branding powerhouse Leo Burnett USA, which has handled McDonald’s kids and “tween” business in the United States since 1981. More recently, the agency worked on the Happy Meal family, Kids, Ronald and Balanced Lifestyles Global Initiatives.

Leo Burnett’s client roster boasts household names such as Walt Disney, Nintendo, Hallmark and Kellogg’s; yet its employees have a soft spot for the Golden Arches.

“McDonald’s is the best account in the business to work on,” says Cheryl Berman, chief creative officer at Leo Burnett USA, who penned the aforementioned slogans. “It is a brand of the people, a forever brand that will always be on the forefront of people’s lives wherever there is a McDonald’s. It’s a brand everyone at Leo Burnett always wants to work on.”

With good reason—during Berman’s 13-year term as the account’s creative director, she wrote hundreds of McDonald’s commercials, supervised ads, directed TV spots and even wrote music for some campaigns.

“I am probably most proud of the ‘Nothin’ but Net’ ad,” Berman says. “The idea came from two brilliant creatives at our agency. It was No. 1 in the Super Bowl poll the year it came out and won many awards and produced tremendous talk value and word of mouth for McDonald’s.”

The ad featured Larry Bird and Michael Jordan playing an intense game of H-O-R-S-E for a very valued prize: a Big Mac, which Jordan won, thanks to a far-reaching shot from across town. “That single commercial probably generated more response and got more PR coverage than any commercial in the past 15 years,” Berman says.

Leo Burnett also teamed with McDonald’s to create other projects, such as the “Perfect Season” commercial, featuring a peewee football league. Another spot, “Mike,” featured a true story about a McJobs program participant with Down Syndrome. “Mike” won numerous industry awards and inspired the Disability Channel to create the Mike Sewell Award.

To the Leo Burnett staff, McDonald’s is more than just an account.

“We have a great working relationship with McDonald’s,” Berman says. “We feel we play a big part in making this brand known, successful and relevant in people’s lives. We hope to continue working with McDonald’s forever.”

*Leo Burnett*

