



# CREATIVE BRIEF

Bringing back Big Mac to the Table.

20/01/010

PROJECT

DATE

**Target** *Who am I? What am I like and what am I into? What kind of restaurants do I go to? How often do I choose McDonald's?*

I think McDonald's is great. A friend told me that apparently almost every single person in Hong Kong visits McDonald's over 5 times per month. Well, I am one of them. I really prefer them to all the others, although I am not strictly loyal to them, of course. Being a person in my middle twenties I am often quite hungry (it goes without saying) and beef actually satisfies my craving well.

**Current Target Perception** *What do I believe about the category, brand or product before seeing this communication?*

**Big Mac.** Just hearing the name all throughout the world apparently makes humans react like Pavlov's dog. But I don't and nor do my friends in Hong Kong. We feel indifferent towards it. We don't think about it.

I have not had any reasons to feel and think about it for a long time. So, I guess I don't have anything against Big Mac even though some of my friends, mostly female, think it is too big. Big Mac is just a boring beef without strong attraction in Hong Kong.

I am not sure if I have ever tried Big Mac but even if I had, I definitely cannot remember how it tasted.

**Insight** *What is the consumer understanding that will inspire brand growth?*

People do not have anything actively against Big Mac. Feeling indifferent and not actively thinking about one thing means you are not considered due to habits. Why would you try something that's not been interesting for years?

However, when people do try Big Mac they are surprised by it. It tastes bloody good. Taste in burgers is usually one-dimensional. One or two things make the difference. Big Mac is the opposite. It is multidimensional in taste.

This fits with people of Hong Kong. They are almost greedy. They want as many tastes as possible during meal time. Hence, why they order many different dishes. The more taste the better. They want it all.

**One Thing** *What is the single thought we will communicate?*

**More Taste in Every Bite**

**Evidence** *Why should I believe you?*

- The seven layers of unique complex flavors gives you more taste in every bite
- The taste is multidimensional. You get more taste in every bite.
- You know that there is more taste in every bite to come. One after the other.
- It is the one-and-only in its kind. You get more taste in every bite compared with the rest.

**Desired Target Perception** *What should I think, feel, believe or do after seeing the creative?*

"Wow, Big Mac actually feels quite interesting. Maybe I should try how it tastes, next time at McD"

**Tone** *What do we want this communication to feel like?*

Convincingly likeable – in a self-assuring way.

### Key Dates

Internal review: TBD

Concept presentation: TBD