



CREATIVE CONTENT BRIEF

WHAT

What is the business problem, challenge or opportunity?

WHO

Who are we talking to? How would they identify themselves? What makes them unique?

HOW

In a clear, simple way, what do we know about the consumer that we can take advantage of to excite them?

WHY

Why will people love this? What's the point of difference in our food, restaurants or brand that will help consumers believe us?

BELIEVE

What is the BIG IDEA that will make them say "McDonald's gets me"?

THINK

What do we want people to rationally think?

WHERE

What are the optimal channels to tell our story? Is there a media context we can take advantage of to enhance the experience?

FEEL

How can this create joy in how people feel about McDonald's?

MANDANTORIES & ADDITIONAL INFO

What has to be part of this initiative?

DO

What is the behavior or perception we want to change with this communication?