



CREATIVE SCALE

7

WORLD CLASS

I believe that this is a rare, big idea that will transform peoples' perceptions of McDonald's. This work causes consumers to want to participate with McDonald's and see us as a world-class brand that "gets me and my life". This is a "greatest hit" for our brand or for any brand.

6

IRRESISTIBLE

This goes beyond being an "ad", becoming instantly timely and timeless. This is or could be an omni-channel, content-rich experience that surprises and delights. I believe this is a highly disruptive idea that will involve people and inspire spontaneous sharing.

5

EXCITING

This is a uniquely McDonald's idea that creates joy. A universal insight comes through and the story was told in a highly original manner – communicating "What" we are selling and "why" it fits into our customers' lives. I thought this was a beautifully crafted and featured mouth-watering food.

4

SOLID

This is good work. It clears most of our Creative Screens and reflects our personality traits. I think that this is a rational and single-minded story that effectively communicates "what" we are selling. Still, it is somewhat emotionally flat and lacks authenticity.

3

POTENTIAL

This execution is starting to get there. It delivers a meaningful rational message but does not hit an emotional chord. I see potential with this idea – but it lacks differentiation. It needs sharper strategic direction, more originality and food that creates appetite appeal.

2

IRRELEVANT

I believe that this execution lacks the distinctiveness of McDonald's. It is devoid of a central idea, delivers too many messages, and the food looks artificial. The look and feel is dated.

1

DESTRUCTIVE

This execution is a rare low point in the brand and should have never run. It's below our standards and does not portray McDonald's in a favorable manner. This execution does more harm than good.

OUR PERSONALITY

*welcoming, optimistic,
playful, genuine, modern*

OUR CREATIVE SCREENS

- ▶ *Have a compelling human insight*
- ▶ *Have Authentic storytelling*
- ▶ *Have a Big, single-focused idea*
- ▶ *Be an Uncomplicated message*
- ▶ *Be Highly Engaging*