



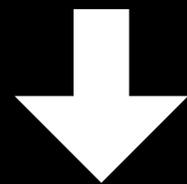
# The Big Mac

The rebirth of an icon

27 11 2014



**Scroll down and click below to play film.**



# I am Big Mac. I am what I am.

You want something trendy to eat? Then enjoy your Kale Cupcake. You want something where health beats taste? Then enjoy your Kale Cupcake. I'm sorry, but I have nothing to apologise for. I am the most famous hamburger in the world. I have been making people wipe their mouths for 47 years. I look and taste like nothing else. If you only eat one hamburger a year, it should be me. If you never eat hamburgers at all, I should be the one you never eat most. No, I am not huge. But I am big enough. No, I am not 'special'. (But my sauce is.) No, I am not expensive. That's good isn't it? And so...it is time. To leave the kitchen and live in your phone. To have some laughs and make new friends. To look at life and be myself. Honest, proud and silly. Hello free wee-fee. I am Big Mac. My favourite colour is the shade of white that people go when they look at their restaurant bill. I can't whistle, but that doesn't stop me. I don't laugh just because everyone else is. Although, to be fair, burping the word 'classy' is pretty funny. I am 530 calories of hunger-slapping, mess-making, lip-stretching, beefy, saucy grrrrrr... I am Big Mac. I am what I am. Now, let's talk.





# The Creative idea

Simple Social Surprising

# The hamburger that talks.

**I am not lettuce.  
But I have lettuce.  
Will that do?**



**I am Big Mac.  
I am what I am.**

# The hamburger that's honest.

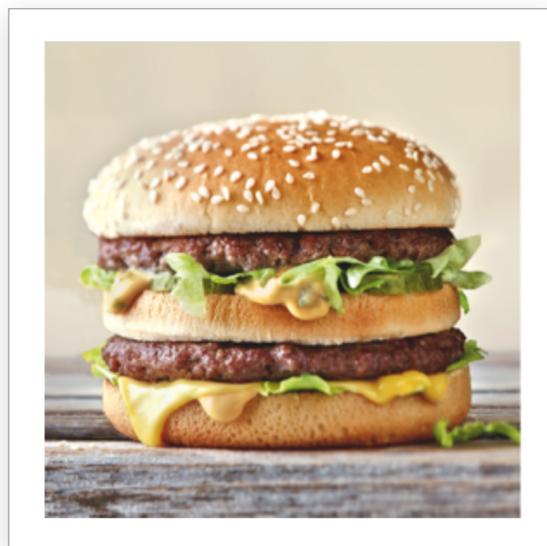
Me and ketchup  
are not friends.



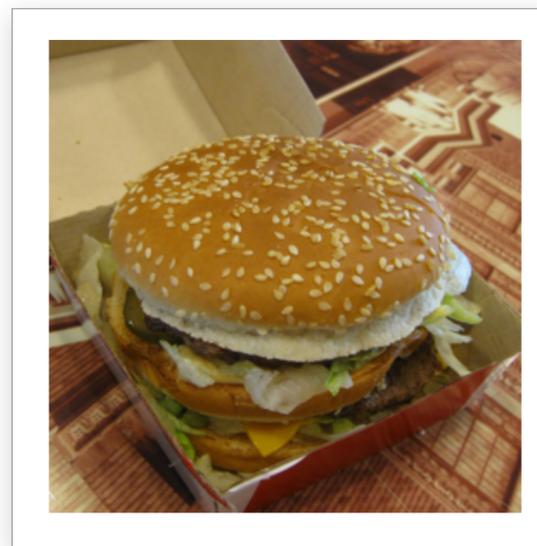
Я Биг Мак.  
Я такой какой я есть.

# Even when he shouldn't.

**Sometimes I like to  
look my best.**



**Sometimes I want to  
be more casual.**



**Ich bin Big Mac.  
Ich bin was ich bin.**

# The hamburger with attitude.

**I am never wrong.  
Actually, that's not true. I was  
wrong once. I thought I had  
made a mistake. But I hadn't.**



**Je suis Big Mac.  
Je suis ce que je suis.**

# The hamburger who thinks about more than just hamburgers.

There's literally no way to know how many chameleons are in your house.



Sou Big Mac!  
Sou o que sou!

# The hamburger with a real personality about real things.

I want to see a  
documentary about  
Morgan Freeman that is  
narrated by wild animals.



Jag är Big Mac.  
Jag är den jag är.

# The hamburger people will like.

In a thousand years  
archeologists will dig up  
tanning beds and think we  
grilled people too.



Ik ben Big Mac.  
Ik ben wat ik ben.



DDB°

# The Creative



DDB°

**I will talk about myself. In fact, I hear there's a law that you can't speak on the internet if you don't.**





 **Big Mac** @iamwhatiam  
So this is what it's like to be a fancy burger. It hurts. 

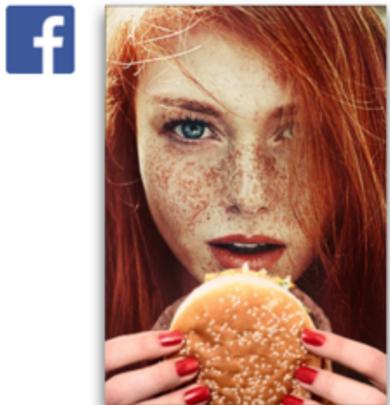


 **Big Mac** @iamwhatiam  
Some people think hamburgers are bad for them. Eat my bun!

  **Big Mac** @iamwhatiam

Ceesar. Quinoya. Tomarto. I can't spell salad.

# I am Big Mac. I am what I am.



  **Big Mac** @iamwhatiam  
**#twofreckledfriends**

  **Big Mac** @iamwhatiam  
I am not fashionable and beautiful. I will never be stalked by paparazzi. But that's okay. I hate pizza.



  **Big Mac** @iamwhatiam  
My old 80's clothes! Still think I look pretty damn sharp.



**I will also have my say on global or local sporting events and the burning issues of the day.**

**2014 through the eyes of Big Mac**





**Big Mac**  
@iamwhatiam

My Christmas jumper this year. It's a picture of Santa in his sleigh jumping over 200 elves in a snow storm.

[#boringchristmasjumpers](#)



**Big Mac**  
@iamwhatiam

Hang on...just realized that the World Cup isn't a cup.  
[#moneyback](#)



**Big Mac**  
@iamwhatiam

Hang on, Sochi, where's the snow volleyball?



**Big Mac**  
@iamwhatiam

[#awkward](#) Just sneaked in backstage @Londonfashionweek All hell break loose.



**Big Mac**  
@iamwhatiam

Welcome back all those people that had given up Twitter in their New Year's resolutions.  
[#brokennewyearsresolution](#)

# I am Big Mac. I am what I am.



**Big Mac**  
@iamwhatiam

If I was a pizza, on Valentine's Day I would use my pepperoni to spell out 'Marry me?'. Just to make things interesting.



**Big Mac**  
@iamwhatiam

[#stopstart](#) So annoying the way this game keeps interrupting the commercials.



**Balotelli**  
@Balotelli

I don't need people to believe in me so long as I believe in myself.



**Big Mac**  
@iamwhatiam

Too hot! I'm not built for summer...I've got 14 layers.  
[#scorcherofaday](#)



**Big Mac**  
@iamwhatiam

I'm not judging. He is what she is.



**Big Mac**  
@iamwhatiam

Am disgusted that my private pictures are now out there. If you look at this, then you are as guilty as the person who leaked it. [#icloudleaks](#)



**Big Mac**  
@iamwhatiam

Never change Mario, you are what you are.



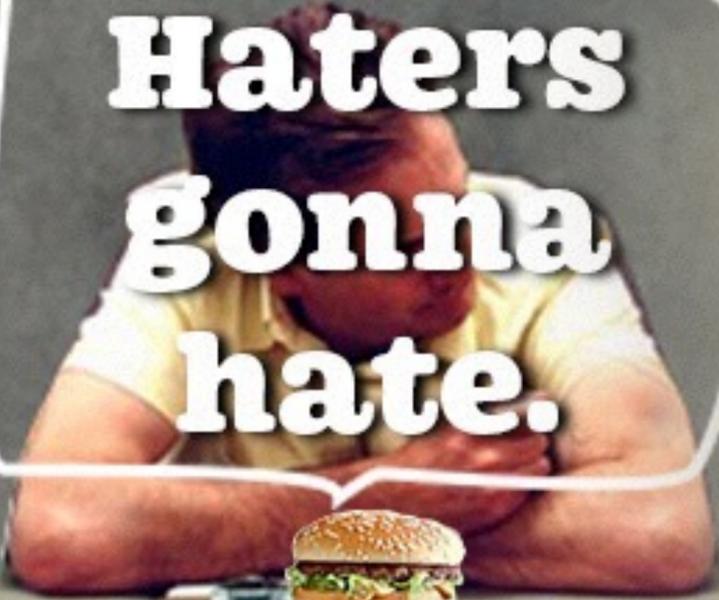
**Big Mac**  
@iamwhatiam

[#kimkardashian](#) the internet has a huge crack in it

PROXIMITY OOH

POSTER

**Haters  
gonna  
hate.**



#iamwhatiam

**Biters  
gonna  
bite.**



#iamwhatiam

OOH



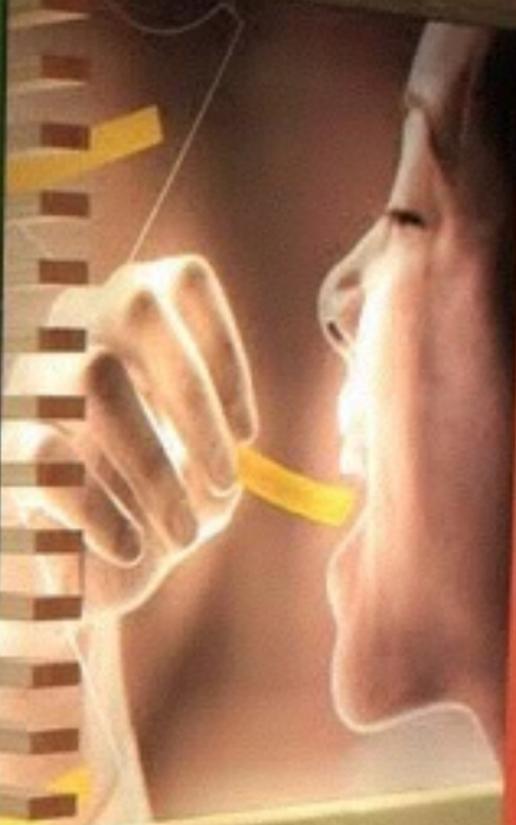
PROXIMITY



# PROXIMITY OOH



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unchy grilled  
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PACKAGING



# TRAYLINER



# DIGITAL MENU BOARD



£5.29

20 Chicken McNuggets<sup>®</sup>  
**ShareBox**

Per 5 Piece Serving  
Per ShareBox

Served with a choice of 2 dips

£4.49



**I was born in '67 and I can still fit the same bun.**

**Big Mac**  
3,45



**£15 or less?  
Go Contactless**

HOLD YOUR CARD ON THE TERMINAL. PAY IN AN INSTANT.

OTHER CASHLESS PAYMENTS ARE STILL ACCEPTED

VISA VISA



**Big Tasty**



## PEOPLE: THEY ARE WHAT THEY ARE.

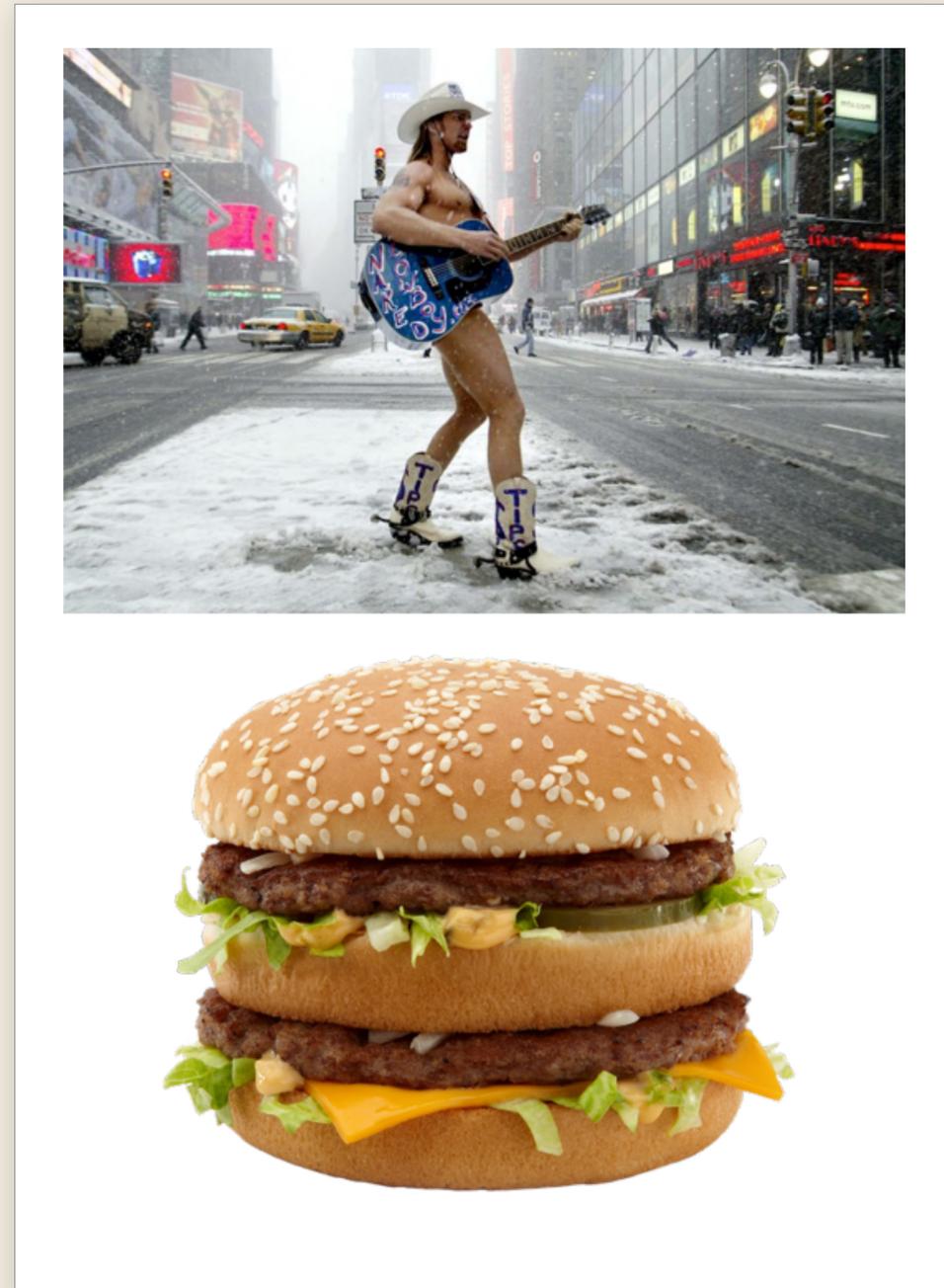
YouTube

### 'I am what I am' TV

We cut through half a dozen vignettes where we observe those who are who they are and aren't afraid to show it. We celebrate the odd balls, the weird ones, the one off's, the quirky types, the unusual characters. Titles run throughout: 'He is who he is', 'they are who they are', 'she is who she is', the final vignette features the Big Mac in all it's uncompromising glory.

Final title: **I am What I am.**

# #iamwhatiam





DDB°

**I am Big Mac.  
I am what I am.**



**Can I do it?  
Yes Icon.**