



thebookoflove

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DDB[®]

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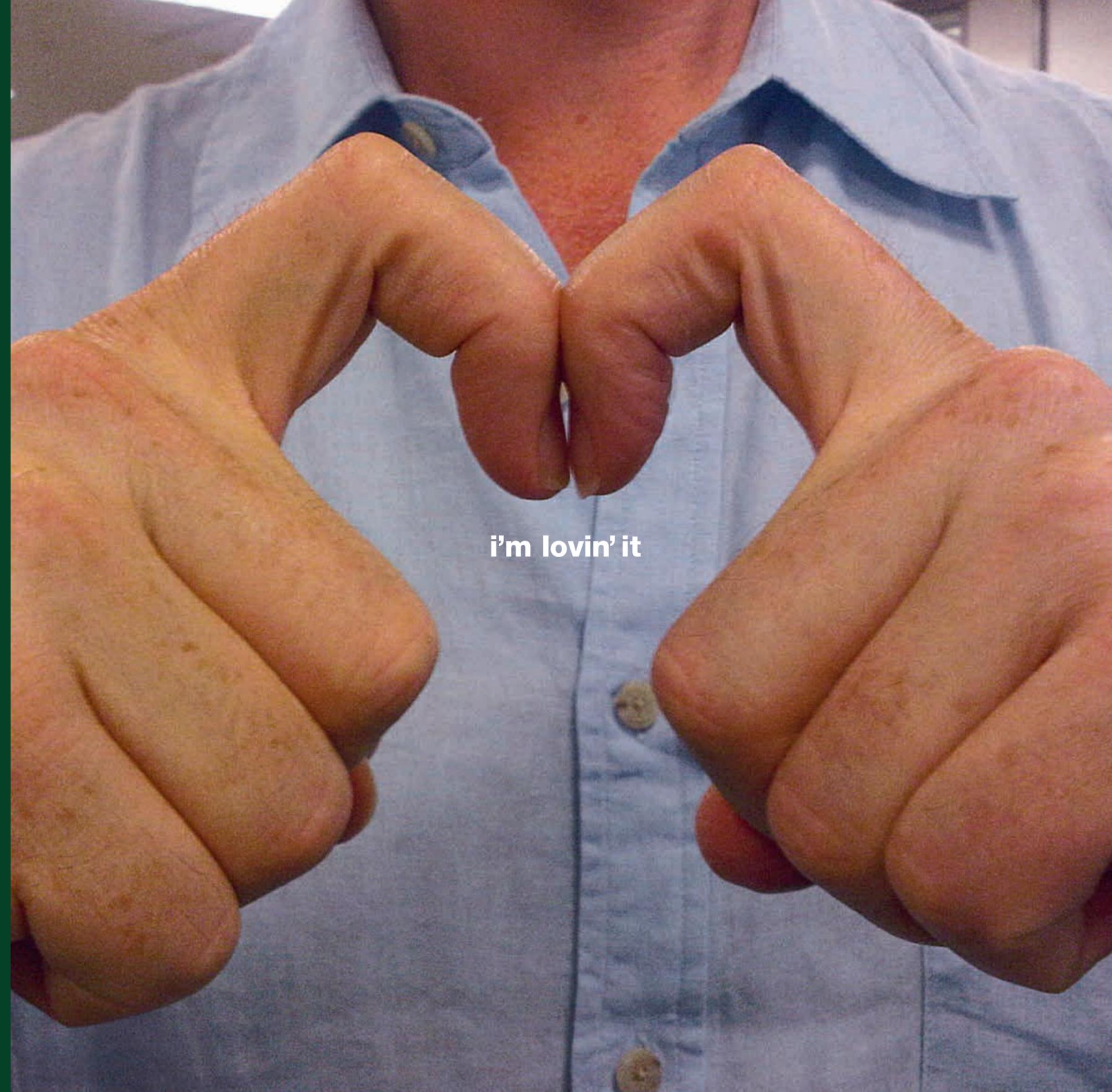
All the ideas, stories, observations, insights, facts, truths, smiles and surprises in this book should make the reader think one thing about McDonald's:

i'm lovin' it

These three words are more than just an ad slogan. They are a genuine human response to what we cook and serve. And the way we think and behave.

If we bring these words to life in powerful, playful, truthful ways then nothing can stop us.

The world needs a new hand gesture, for when something in life is really, really good.



i'm lovin' it



i'm lovin' it



Feel free to take out the gherkin.





Feel free to take out the gherkin.

Tea? Coffee? Big Mac and fries?

In 1985 the Mayor of Taupo, New Zealand bought a 1943 Douglas DC3 aircraft. Rather than keep it in his back yard, it was put to good use at a local McDonald's. Parked just beside the store, customers can sit and eat inside the plane and enjoy the best airline food in the world. And yes, they can even view the cockpit.



i'm lovin' it

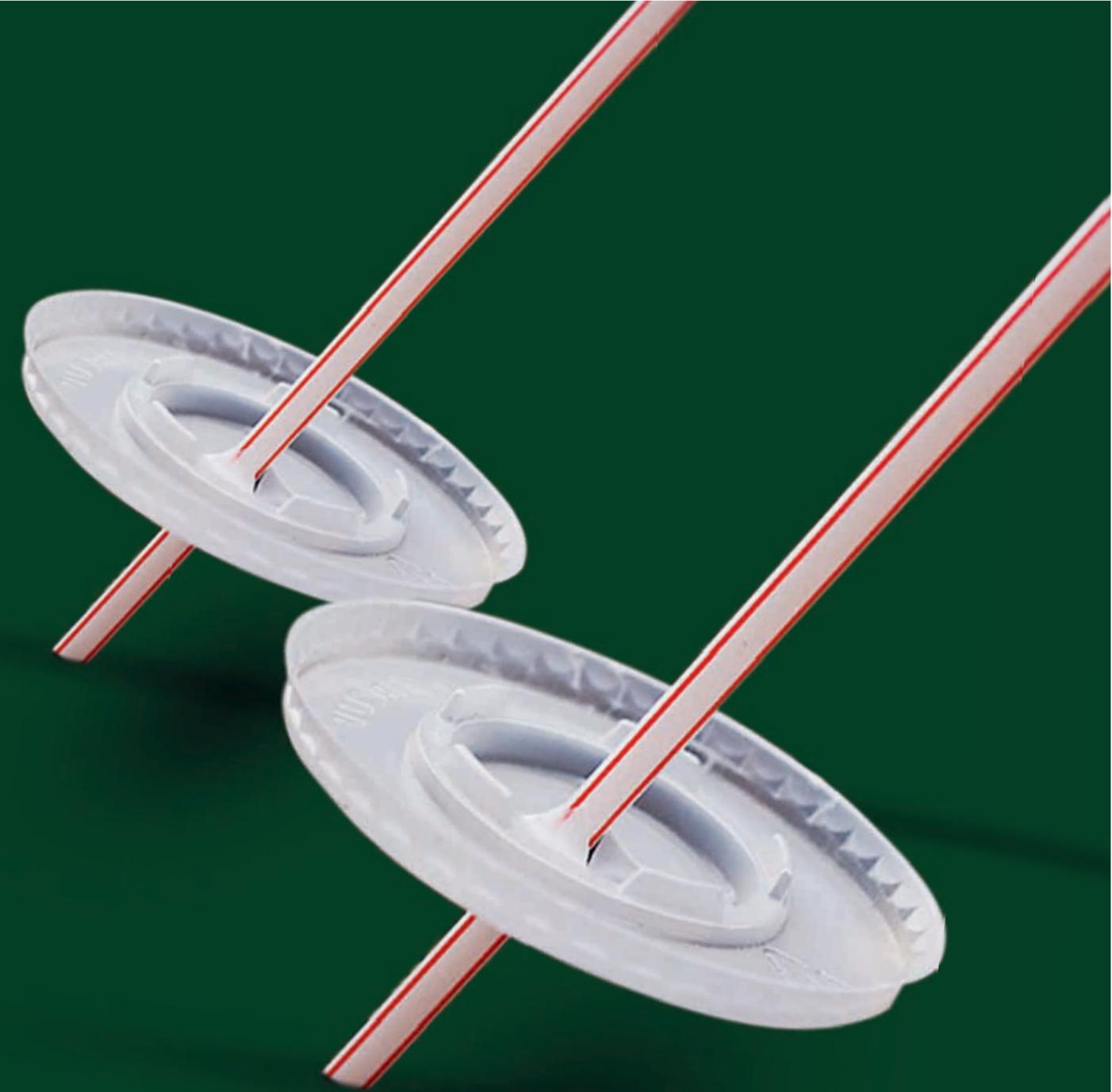


*Our prices haven't gone up
since the 50s!*

In 1955 a McDonald's hamburger cost 15¢. Which, in today's money,
is \$1.27. Which would be €1.02 in Europe.
Which is 2¢ more than it costs to buy a McDonald's hamburger today.

I'm lovin' it

*In Sweden, we opened a **ski-thru** restaurant
to serve our customers even faster.
In Singapore, we built a **skate-thru** for inline skaters.
And if we ever get those
jet packs we were promised...*



i'm lovin' it



In 1997, Jemimah Thompsett from England got married in the city of Hong Kong. It was a wonderful day, everything a young bride would want. Except, at the end of the reception, Jemimah was starving. (She wasn't much good with chopsticks and had only eaten about three prawns all day.)

As everyone left the reception, she announced that she had to have a McDonald's. In full wedding dress she walked in and ordered a Quarter Pounder with Cheese.

"Do you want fries with that?"

"I do."

**WOULD YOU LIKE A DRINK
WITH THAT?**

SIR, YES SIR!

The first McDonald's drive-thru was opened in Arizona in 1975. Soldiers from a nearby army base were not allowed to get out of their vehicles in uniform, so this innovation was developed to solve the problem.

i'm lovin' it

“
My girlfriend likes to dip her Chicken McNuggets in her McFlurry. I used to think this was very weird, until two of my friends casually said they did the same with their fries. Perhaps I'm the weird one for just using BBQ sauce?
”

Mick



i'm lovin' it

i'm lovin' it

Even today, you can find
our restaurants in places
you didn't expect.



BEST WORKPLACES 2012: **LARGE**

(500+ EMPLOYEES)

01 ADMIRAL GROUP

Employees: 4,482
Ownership: Publicly quoted

Industry: Financial Services & Insurance
www.admiralgroup.co.uk



Admiral's speciality is in developing and rewarding its employees, who are given the chance to develop themselves at work through an extensive training programme, but also have the chance to develop personally through the Admiral Inspire Choir. A number of rewards are also given to employees, from personalised plaques to shares with the company.

02 CAPITAL ONE EUROPE PLC

Employees: 917
Industry: Financial Services & Insurance
Ownership: Private
www.capitalone.co.uk

Capital One has a new initiative called 'Health' which allows employees to carry out a variety of health checks.

05 BEAVERBROOKS THE JEWELLERS

Employees: 810
Industry: Retail
Ownership: Private
www.beaverbrooks.co.uk

20% of post-tax profit goes to charity, and volunteering and local giving are integrated into the 'Beaverbrooks Way'.

08 TELEFÓNICA UK LTD

Employees: 11,544
Industry: Telecommunications
Ownership: Publicly quoted
www.o2.co.uk

Telefónica has recently adopted the innovative approach of sharing important information via audio podcasts, to keep staff informed about important information.

03 MCDONALD'S RESTAURANTS

Employees: 36,833
Industry: Food/Beverage Service
Ownership: Private
www.mcdonalds.co.uk

McDonald's successfully challenges perceptions of the 'McJob' with an Employee Value Proposition that targets improvement opportunities.

06 MICROSOFT LTD

Employees: 2,714
Industry: IT/Software
Ownership: Publicly quoted
www.microsoft.com

Microsoft deploys its most innovative and up-to-date technology to welcome all new hires, using an interactive system called the 'Welcome Experience'.

09 FLIGHT CENTRE (UK) LIMITED

Employees: 1,497
Industry: Travel Management
Ownership: Publicly quoted

The travel company loves to promote internal careers advancement, with 'Careers Evenings' to showcase the job opportunities available.

04 QUINTILES LIMITED

Employees: 2,275
Industry: Healthcare/Services
Ownership: Private
www.quintiles.com

Quintiles uses various technological media to maximise communication between senior leadership and frontline staff across its global business.

07 BRIGHT HORIZONS FAMILY SOLUTIONS

Employees: 2,163
Industry: Education & Training
Ownership: Private
www.brighthorizons.co.uk

The company involves its employees in welcoming new staff by incorporating their creative input into welcome videos.

10 ERNST & YOUNG LTD

Employees: 11,777
Industry: Professional Services
Ownership: Partnership
www.ey.com

Recognising the importance of listening to staff, Ernst & Young has an online facility called 'Ask Steve' that allows staff to pose any questions to the managing partner.



NAME: [REDACTED]

SEX: Not yet. Still waiting for the right person.

DESIRED POSITION: Company's President or Vice President. But seriously whatever's available. If I was in a position to be picky, I wouldn't be applying here in the first place.

DESIRED SALARY: \$185,000 a year plus stock options and a Michael Ovitz style severance package, if that's not possible make an offer and we can haggle.

EDUCATION: Yes.

LAST POSITION HELD: Target for middle-management hostility.

SALARY: Less than I'm worth.

MOST NOTABLE ACHIEVEMENT: My incredible collection of stolen pens and post-it notes.

REASON FOR LEAVING: It sucked.

AVAILABLE TO WORK: Of course! That's why I'm applying.

PREFERRED HOURS: 1.30-3.30pm Monday, Tuesday and Thursday.

DO YOU HAVE ANY SPECIAL SKILLS?: Yes, but they're better suited to a more intimate environment.

MAY WE CONTACT YOUR CURRENT EMPLOYER?: If I had one would I be here?

DO YOU HAVE ANY PHYSICAL CONDITIONS THAT WOULD PROHIBIT YOU FROM LIFTING UP TO 50LBS?:
Of what?

DO YOU HAVE A CAR?: I think the more appropriate question here would be "Do you have a car that runs?"

HAVE YOU RECEIVED ANY SPECIAL AWARDS OR RECOGNITION?: I may already be a winner of the Publishers Clearinghouse Sweepstakes.

DO YOU SMOKE?: On the job, no. On my breaks, yes.

WHAT WOULD YOU LIKE TO BE DOING IN FIVE YEARS?: Living in the Bahamas with a fabulously wealthy dumb sexy blonde super model who thinks I'm the greatest thing since sliced bread. Actually, I'd like to be doing that now.

DO YOU CERTIFY THAT THE ABOVE IS TRUE AND COMPLETE TO THE BEST OF YOUR KNOWLEDGE?:
Yes, absolutely.

SIGN HERE: [REDACTED]

This job application was submitted to a McDonald's restaurant in Florida by a 17-year-old boy.

They liked his spirit and his sense of humour.

And hired him.

In the early 1990s, a well-known professional golfer found himself waiting on one of the tees during a tournament, while there was a delay in the group ahead. As it happened, there was a mobile McDonald's restaurant in the tented commercial area nearby, which caught his eye. Unable to resist, he nipped over and bought a Big Mac. Just as he returned to the tee, the hold-up cleared and he had to drive off straight away. His caddie offered to hold the Big Mac while he took his shot.

"No way," said the golfer. "You'll eat it."

So he used the Big Mac as a tee, to stop anyone taking it.

(This is in the middle of an actual tournament, remember.)

He put the burger down, and placed his ball on top. He then played a perfect shot, driving the ball miles down the middle of the fairway... without disturbing the Big Mac at all.

Calmly, he picked up his precious burger, and began eating.



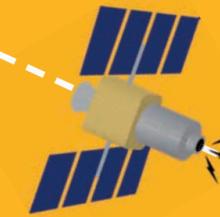
WHAT IF...

...every McDonald's restaurant in Europe was twinned with a restaurant in America?

Complete with a 24-hour live feed between the two?



At 7pm, McFlurry munchers in Krakow, Poland can see...



...their American counterparts in Jiggs, Nevada, enjoying coffee and McMuffin sandwiches.



i'm lovin' it

I will never forget the day I passed my driving test. Only minutes after passing, I went straight to my local McDonald's drive-thru. Could there be a more perfect place to go for your first official journey as a driver? I've had hundreds of McDonald's over the years, but this one was special. I deliberately went round twice, to get another drink.

Elaine



You only give nicknames to people you like.



i'm lovin' it



SINCE WE DO TAKE-AWAY, WE THINK WE SHOULD ALSO DO 'PICK-UP'.

Which is why we do daily litter patrols. Every day, we take a bin bag and litter-grabber, and patrol a wide area outside our restaurants. We pick up any litter we see, whether it's ours or not.

i'm lovin' it

Great Inventors Of The 20th Century.



Filet-O-Fish

LOU GROEN Cincinnati, 1962.



Big Mac

JIM DELIGATTI Pittsburgh, 1967.



Egg McMuffin

HERB PETERSON Santa Barbara, 1972.

Our heroes. And all of them worked in local McDonald's restaurants.

Today, staff suggestions are still very welcome.

Which would you rather invent?

The new mousetrap?

Or the new Big Mac?

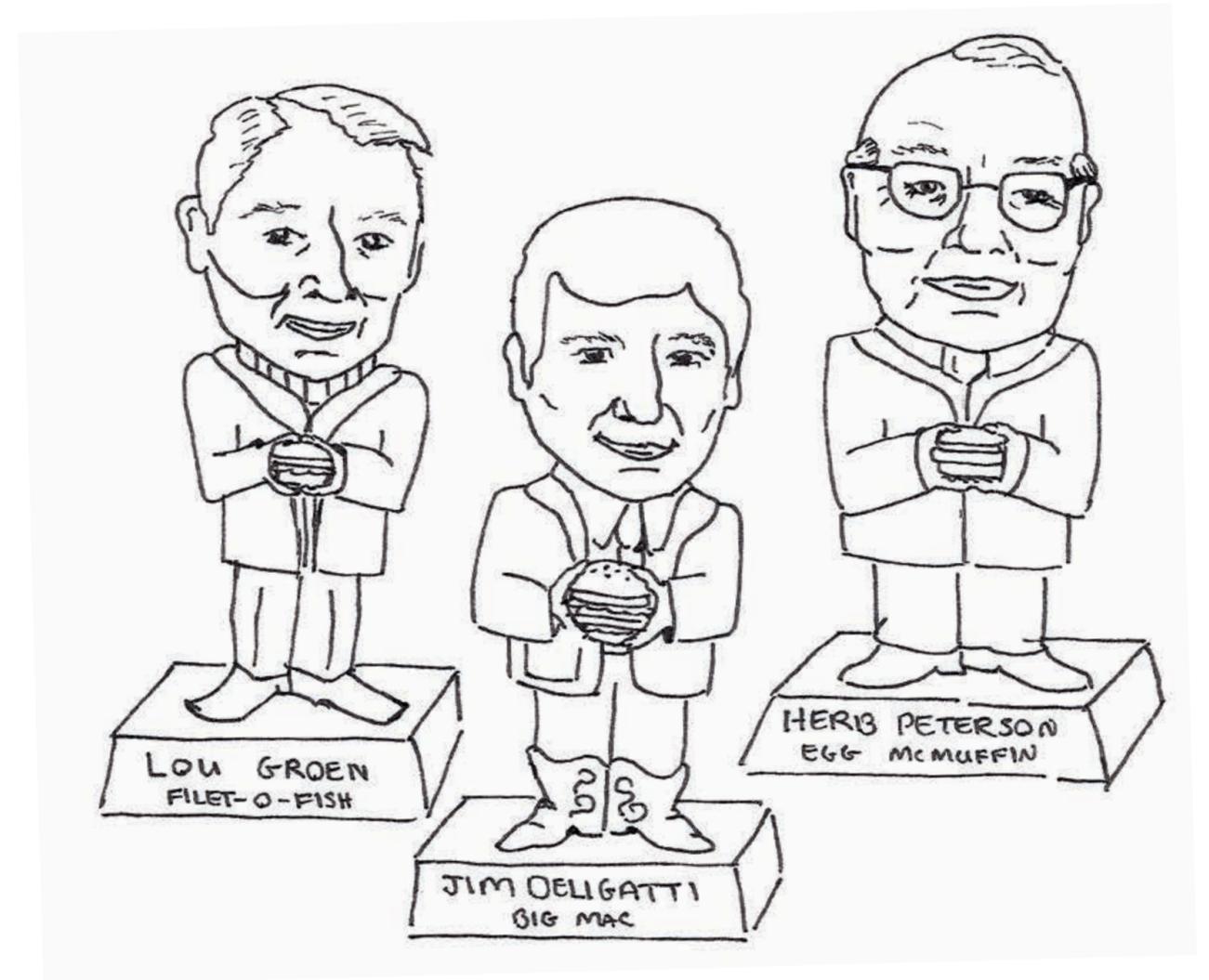
WHAT IF...

... we made Happy Meal figures of our burger creators?

The 'Great Inventors Of The 20th Century' Collection.

If you were 8 years old, and you loved going to McDonald's, wouldn't these guys deserve their own action figure just as much as a film character?

We love that the invention of the light bulb means we don't bump into things at night, but if you ask us, Jim Deligatti beats Thomas Edison every time.



**You know what they
call a Quarter Pounder with
Cheese in Paris?**

**They don't call it a Quarter
Pounder with Cheese?**

**Nah, man, they got the metric system.
They wouldn't know what the ****
a Quarter Pounder is.**

What do they call it?

**They call it a
Royal with Cheese.**

Royal with Cheese.

That's right. What do they call
a Big Mac?

**A Big Mac's a Big Mac,
but they call it Le Big Mac.**

Le Big Mac!

What do they call a

**Whopper? I don't know, I didn't go in a
Burger King.**

Pulp Fiction (1994)



i'm lovin' it

***Unhand those fries, you fiend,
or feel my mighty wrath.***

**I do not fear you. See how
with my superhuman strength
I lift up this huge McNugget.
Nnnngghhh!!**

***Do I look intimidated by so puny
a feat? Take that!***

**Aarrgghh, you have thrown
Citrus Thai Shaker Fries
Seasoning in my eyes.
I am blinded.**

Ahhahaha!!





40 PAGES

**The Queen of England
owns a McDonald's in
Slough, near London.**



i'm lovin' it



13 more reasons
to travel the world

KIWIBURGER

NEW ZEALAND'S BEEF PATTY WITH COOKED BEETROOT, EGG, TOMATO, LETTUCE, CHEESE, ONION AND MUSTARD

SPAM MCGRIDDLE

HAWAII'S BREAKFAST ITEM WITH SPAM, PINEAPPLE AND RICE

MOSPAGHETTA

INDONESIA AND THE PHILIPPINES' DINNER MEAL

MCALOO TIKKI BURGER

INDIA'S VEGETABLE BURGER MADE OUT OF POTATOES, PEAS AND SPICES

MGTURGO

TURKEY'S FRIED PITA WITH 2 BURGER PATTIES, CAYENNE PEPPER SAUCE AND VEGETABLES

MCPIZZA

A CALZONE-STYLE ITEM WITH LIMITED AVAILABILITY IN AMERICA AND CANADA

CHEESE KATSU

ASIA'S FRIED PORK SANDWICH STUFFED WITH CHEESE

McHOTDOG - ASIA'S MEGA BREAKFAST SAUSAGE

MAHARAJA MAC

INDIA'S VERSION OF THE BIG MAC MADE WITH LAMB OR CHICKEN MEAT

MCAFRICA

AFRICA'S BIG MAC MADE WITH LAMB OR CHICKEN

MCLOBSTER

NEW ENGLAND AND CANADA'S LOBSTER ROLL

MCRICE

ASIA'S STEAMED RICE PATTIES (REPLACING BREAD BUNS) WITH BEEF OR CHICKEN PATTY

CROQUE MCDO

EUROPE'S MELTED EMMENTAL CHEESE AND HAM ON HAMBURGER BUNS





“Oh, look!”

i'm lovin' it

**“I LOVED this Burger
BRING IT BACK... hot side
hot cold side cold...”** M.

“I will forever, I think, have the commercial song in my head. “Get a quarter pound of beef on the hot hot side – and the hot, stays hot – McD! Crisp lettuce and tomato on the cool cool side – and the cool, stays cool – LT!” W.

“THIS WAS MY FAVORITE BURGER OF ALL TIME AT MCDONALD’S. I REMEMBER THE FRESH COLD CRISP TASTE OF THE VEGETABLES AND THE HOT BEEF PATTY...MMM...THE GOOD OLD DAYS. WISH IT WAS STILL HERE.” M.

**“PLEASSSSE
bring back
the mcdlt...
Pleassssse...
even if for only
a day...”** B.

“Wow, that was a great burger. Worked at McDonald’s as a teenager and had one every day. One day they just told us no more MCDLT. What a bummer.” K.

**“the mcdlt was the best hamburger
they ever had PLEASE BRING IT
BACK”** B.

“This is the only burger I would order when it came out. Something about the sandwich’s contrasting heat, packaging, and marketing, sold me hard. Was saddened when it bit the dust.” M.

**“BEST sandwich
McDonald’s ever made.”**
R.

“That was so yummy.”
K.

“What about the McDLT? The one with ‘the hot stuff on one side, and the fresh stuff on the other’, they separated one half with the burger and the other half with the lettuce and tomato. Love those!” B.

“I would have to agree that it was the best tasting fast food hamburger ever! Even if it could be brought back for a special promotion only would be GRRRRRRRRRRREAT!!!!” L.

“oh, i loved this hamburger. still haven’t loved a fast food burger as much as i loved this one. why do they get rid of everything i love?” C.



**“Plain and simply
the best fast food
burger ever made.”**
T.

“I worked at McDonald’s when they launched this product. It’s the best burger McD’s ever came out with, in my opinion. We used to sell them by pulling one from the bin, opening it up in front of the customer and just showing them the product. They usually bought it. When made correctly it truly was a beautiful burger.” C.

“I would get one of these every Wednesday between dance class and church choir practice. It was such a novelty to have the two-sided container and put the sandwich together myself.” A.

“it ruled.” CJ.

“The hot stays hot and the cold stays cold! The commercial is up on YouTube.” E.

“I have to agree, that was the best burger ever. I hate hot lettuce.” S.

**“Best McDonald’s sandwich
ever, and one of the best
burgers ever.”** J.

**i’m lovin’ it
even though it no
longer exists**

And there's more...

"UNFORGETTABLE! After 20yrs I still dream about eating a delicious McDLT for those who didn't have the privilege of trying it you missed out! BRING IT BACK PLSSSSSSSS!!!!" H.

"OMG I loved the McDLT. This was the only fast-food hamburger that ever made me happy." S.

"This was my favorite burger of all time" R.

We are really loving this one...

"I loved this sandwich it was my favourite and it broke my ill heart when they stopped making them I would eat one and my dad would say who wants dessert my brother would be all like me me me and I would say can I have another mcdlt instead of dessert I would be so happy if they brought this sandwich back and I know so many others who would as well and what of the boys and girls of today who have never had the joy that only a mcdlt can give sadly they will never know the pleasure of chomping into the crisp lettuce and tomatoes so nice and cool on top of a hot burger patty at mcdonalds." B.

"Wish I had one now, BRING IT BACK!!!!!!!" P.

"Pleeeeeeeeeeeeee Micky D!!! Please bring back the McDLT." M.

"For some reason I started craving a McDLT recently, even after 20 years!" J.

"The McDLT was my favorite sandwich from McDonald's. I miss it to this day." J.

"It was the greatest single burger in the history of fast food!!!" P.

"Best Burger McDonald's ever rolled out! Please bring it Back!!!" D.

"I too had a job at MickeyD's, and when this came out, I would make them for myself before I clocked on, for breaks, and/or before I left for the day. I would make them at home too (since I knew the secret to making them - not that it was rocket science or anything). Extra mayo was the way to go! It was a sad and confusing day when I was told they were no longer going to serve them." C.

"Some of my fondest childhood memories are of the MCDLT. I was young so the memory is vague. I used to think it was just a beautiful dream until I went online and found out it was real." BD.

"I remember the McDLT "the hot stays hot" and "the cool stays cool" take a 15 year old kid like me enjoying the sandwich and seeing it gone at 41. Booooooooooooo!!!" J.

"Such a delicious burger! I'm not ashamed to admit I got a job at McDonald's just to be that close to it." M.

"bring it back! bring it back! bring it back!!!!!!!" J.

"Hey I can almost taste one right now.....Pleasssssse bring The McDLT back" M.

"Please, please, please bring it back....it was the best sandwich Micky D's ever made." E.

"Even after all this time I still crave McDLT's! They just had such a fresh taste about them there has never been anything like it. I thought about it tonight and here I am! PLEASE BRING THEM BACK!!! THE BEST!!!" T.

"the best sandwich ever made. bring it back!!!!!!!!!!!" S.

"I have lived here in Georgia for 35 years. The greatest sandwich I have eaten during that period was the MCDLT. All sandwiches at all other fast food places fall short. I would love for the MCDLT to return. McDonald's would blow the rest of their competition even farther away and we would again be able to eat the best sandwich ever made. Long live the MCDLT." E.

"best thing to ever come out of McDonald's. All burgers should be with all of the hot stuff on one side and the cold on the other until it's ready to eat!!!" H.

"Probably the best sandwich McD's ever made - including the Big Mac." J.

"Was also my favorite burger of all time." C.

"Yes please bring back the McDLT. I still remember the taste and I was only in elementary school (now in my thirties). It was indeed the best burger I have ever tasted." M.

"I've missed it for forever!" J.

"please bring back the MCDLT" M.

i'm lovin' it
even though it no longer exists

Ce soir, aux Arches d'Or, on vous propose...

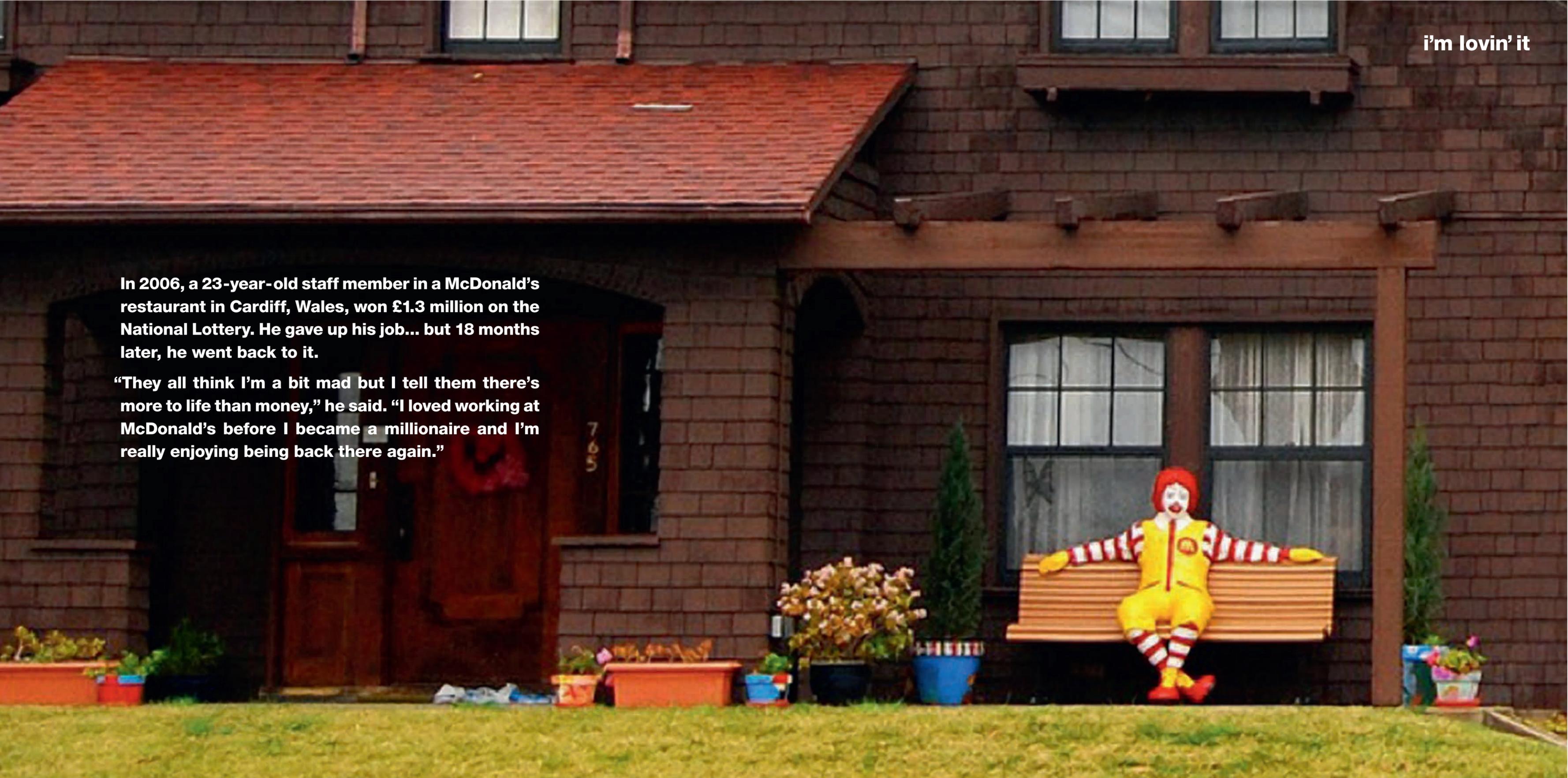
No, you're not in the wrong restaurant. Every year, we hold a number of McGourmet dinners where leading chefs prepare dishes using the very same high-quality ingredients we use every day.

Would you like pommes gratin dauphinoise with that?



In 2006, a 23-year-old staff member in a McDonald's restaurant in Cardiff, Wales, won £1.3 million on the National Lottery. He gave up his job... but 18 months later, he went back to it.

"They all think I'm a bit mad but I tell them there's more to life than money," he said. "I loved working at McDonald's before I became a millionaire and I'm really enjoying being back there again."



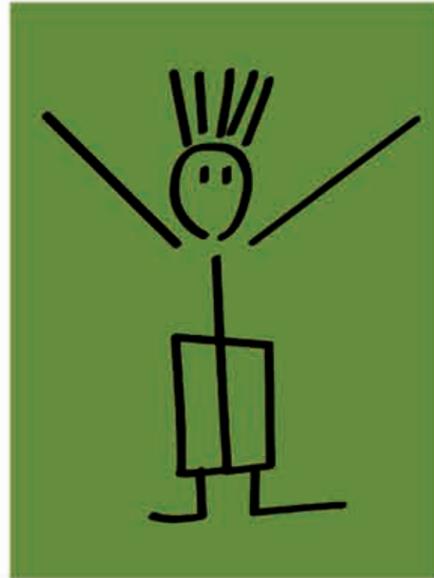
i'm lovin' it

A famous American TV talk show host began collecting Happy Meal toys while touring the country as a standup comic in the mid '80s. Eventually she accumulated over 2,500 and put them all on display in her office.

"They reminded me of my childhood."

These days she gets sent the toys on release – a perk that she confesses causes her mixed feelings.

"McDonald's sent me all of the 101 Dalmatians. Although that ruins it in some capacity, I have to say the level of joy I felt when I held all 101 in my hands is sort of indescribable."



HANDS UP IF YOU THINK MCDONALD'S TOILETS ARE THE CLEANEST.

McDonald's is well known for the cleanliness of its toilets. In Hong Kong, in particular, it has been credited with raising the overall standard of bathroom hygiene. Before the Golden Arches arrived in the 1970s, most public lavatories were somewhat less than spotless. But the popularity of the clean toilets in McDonald's prompted other restaurants to raise their game.

THE JOY OF BLOWING McDONALD'S STRAWS.

When I was a child, Hinckley had a McDonald's in the town centre. I would go there for a treat every now and again. This became a virtually daily ritual when I was studying my A Levels and could drive – we would skip lessons and go there for breakfast. It was at around this time – and yes, I'm a late starter in this regard – that I discovered the joy of tearing the top bit of paper from a McDonald's straw, and then blowing the rest of the papyrus sheath in the face of a friend.

Ho ho ho.

The first fifty times, this was funny. It was always funny because I would be the only one able to buy a McDonald's every day and therefore the only one most likely to have a straw. I would do it to an unsuspecting friend, they would jump and flinch, we would all laugh and so on.

After a while, I would carry on doing it out of a sense of duty but it really wasn't having the same effect as before. So I feel that I got out of that particular game at the peak of my career, with around 65 faces struck with paper and only my shoulder and right forearm ever being struck in return.

Fast forward several years. I have graduated university and have been for a job interview. After I leave their head office I go for a McDonald's. I sit in a plastic booth in my suit, mulling over the events of the day. I'm very much in my own world when...
...FFFFFFFFFT.

I am hit in the face with the paper sheath from the straw. I look around me: Could this be one of my old adversaries taking revenge? It hardly seems likely. The only people within striking distance are a McDonald's employee (wiping down the life-size plastic sculpture of Grimace), an old lady who upon further inspection is only drinking a coffee, and a 10-year-old child who is staring at me, beaming.

I have been made humble by my prepubescent enemy.

At this point I find myself blinded by completely pointless rage. I should sweep the whole event under a metaphorical rug but I cannot. I look at my drink – I already have a straw. I could get up and get another straw to fire back but the whole charade would lack decorum. What do I do?

I do nothing.

Fast forward again several years. Any time that any person I know repeats the event of what I like to call "Black Tuesday" is met with my wrath. Pointless, childish wrath. Girlfriends, nephews, my own father. All have been met with fist shaking and curse words as they stare at me bemused. For to them, all they have done is have a mild laugh at my expense. To me, they have besmirched my honour with a slap in the face made from 95% recycled paper.

Recently I sat in a McDonald's drive through (I refuse to spell it "thru") with Amelia, my 6-year-old daughter. Someone had taught her the skill of straw-sheath blowing. She giggled and smiled as the paper flew past my face and ricocheted on the driver's window behind my head. I laughed back. But I smiled at her with a grin that I hope gave away my true feelings:

If she wants a war, there will be a war.

I love my daughter more than life itself. But I know what will happen the second that her aim improves. I have already secured myself ten spare straws in the side pocket of my driver's door for that very second she comes even merely close to striking my visage. She will face my papery vengeance, daughter or not.

Jim S

The art of eating fries.

Decisions, decisions...



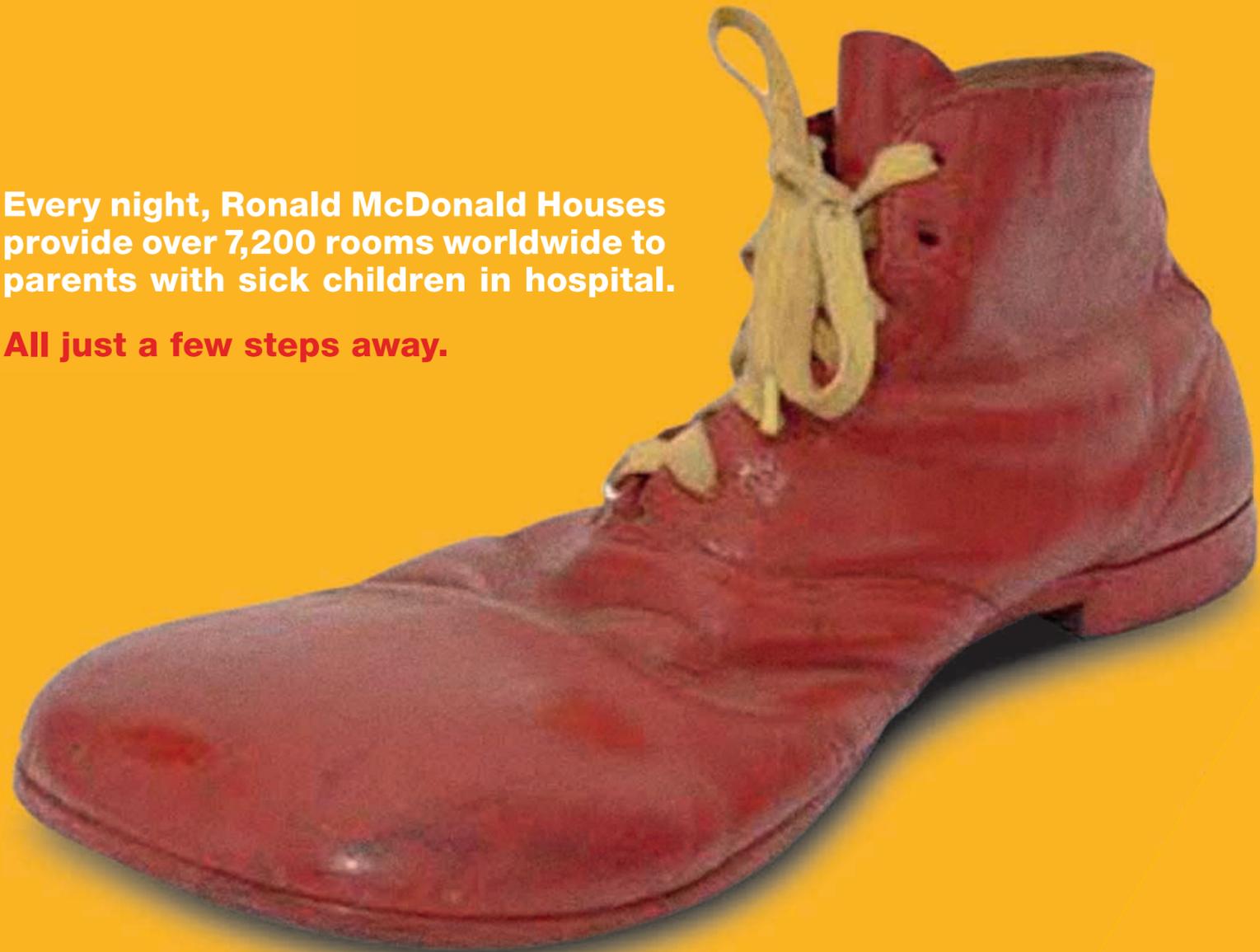
i'm lovin' it



16 PAGES

Every night, Ronald McDonald Houses provide over 7,200 rooms worldwide to parents with sick children in hospital.

All just a few steps away.



i'm lovin' it

SUPERBRANDS HAVE SUPER POWERS. THE TRICK IS TO USE THAT POWER FOR GOOD. Big can be good. The bigger you are, the more your power can make good things happen. When we made the decision to move to a more sustainable sourcing of ingredients around the globe, the message to our suppliers was simple: if you don't provide your product in a sustainable way, we will stop using you.



i'm lovin' it

We shouldn't love it. But we do.

**Sometimes you have to laugh
at yourself. No matter how big
you are.**



Customer photo posted online.

i'm lovin' it



THE WORST PLACE TO BE HUNGRY IN AMERICA.

The United States is a vast country (3,536,278 sq miles, to be exact). But wherever you are, you're never more than 100 miles away from a McDonald's.

Apart from one field in South Dakota.

If anyone ever builds a house in this field, rest assured, we will do the right thing.

WHAT IF...

...every McDonald's showed McTV?

The ultimate TV channel, McTV would feature fantastic entertainment clips exclusive to McDonald's. It would offer simple, easy enjoyment while you eat, showing anything that brings a smile to your face.

McDonald's could start its own McTV production company to create the footage. Its advertising agencies could regularly create content. And we would encourage user-generated clips too.

But it would always show unique video content, not found on YouTube, etc.



“

I'd always wanted to celebrate my birthday at **McDonald's** when I was growing up but never had the chance.

So I thought I had better throw the one I had always dreamt of before I turn 30.

I knew it would be crazy,* but it really makes you think about your childhood days.

”

Gerald, Singapore.

*Crazy, but not unusual. Adult parties make up 5% of the parties at this particular branch.



i'm lovin' it

We feed 1% of the world every day.



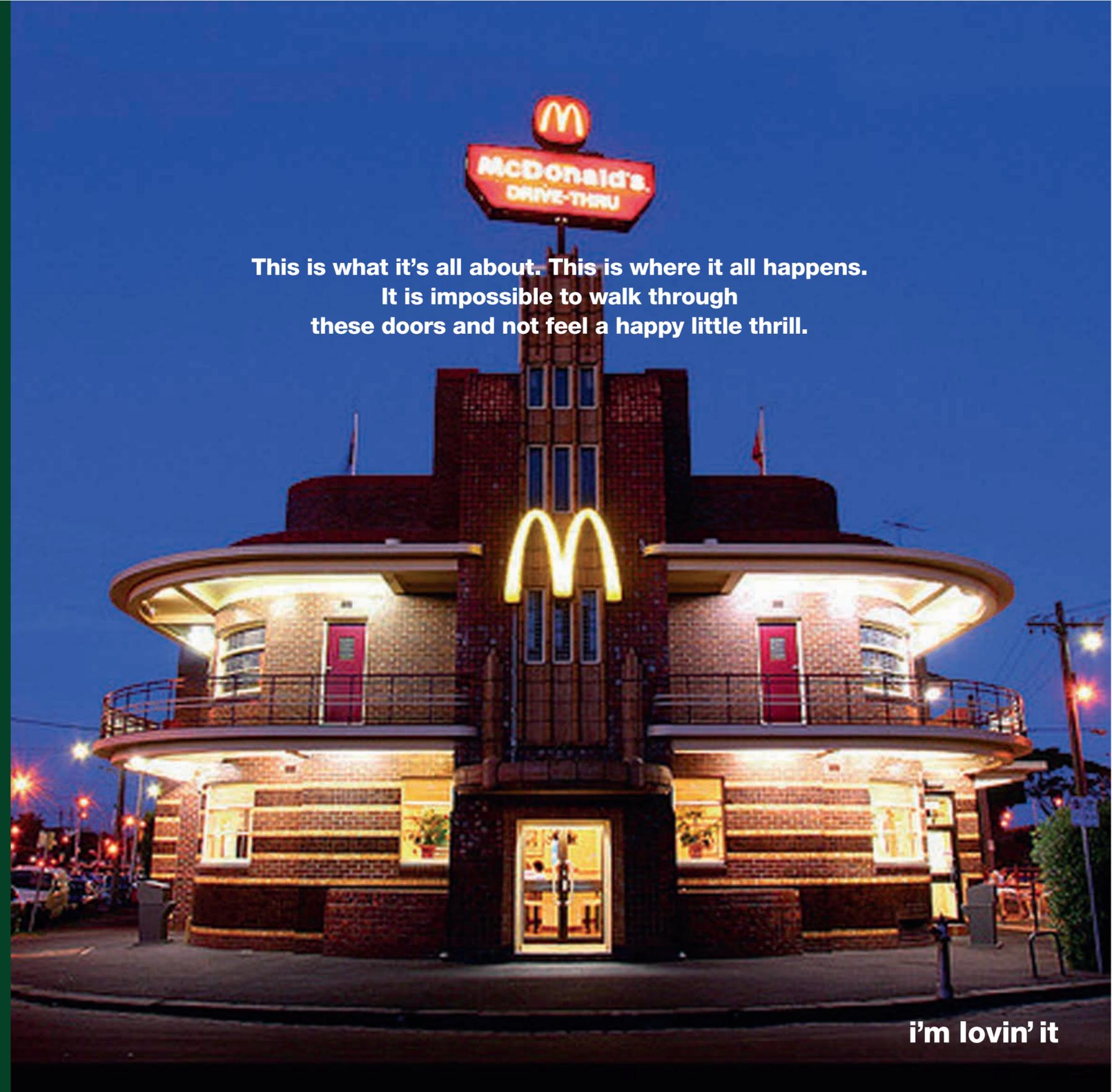
i'm lovin' it



®



1 PAGE



**This is what it's all about. This is where it all happens.
It is impossible to walk through
these doors and not feel a happy little thrill.**

i'm lovin' it