



Radio

McDonald's

\$5.95 Big Mac McValue Lunch Deal

Lucky Day

Date 27-9-12**Writer** Cam Hoelter**Writer****Length** 30 sec**Status** Final As Recorded**Key No.**

These spots are a deadpan, quick fire conversation between a customer and a Crew Member. Not dissimilar to the McDonald's 'Signs' campaign from a few years ago, but very much like the famous scene between John Candy and McCauley Culkin in 'Uncle Buck. Please look at the clip before reading the script.

<http://www.youtube.com/watch?v=YZMWgW6QNuw>

The customers dialogue is in 'bold' and the Crew Member in 'regular'.

Hello.

Hello.

What day is it?

Your lucky day.

Are you sure?

Yes.

Why?

Right now you can get a \$5.95 Big Mac McValue Lunch Deal at McDonald's.

Is this McDonald's?

Yes.

Mm, what's in it?

A Big Mac (luckily) medium Fries and a Coke, for just \$5.95.

Do I like Big Macs?

They're your favourite.

When can I get it?

Between 12 and 2 daily.

What time is it now?

1.59.

That's lucky.

Told you.

VO. The \$5.95 Big Mac McValue lunch deal, one of four great McValue lunch deals available at McDonalds. It's your lucky day.

Sting