



Radio

McDonald's
\$3.95 Cheeseburger McValue Lunch Deal

Job No
Title Amazing

Date 28-8-12 **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.

I'm looking for amazing value

Well you've come to the right place.

Where am I?

You're at McDonald's.

What's this?

It's the \$3.95 Cheese Burger McValue Lunch Deal.

What's in it?

A Cheese Burger (not surprisingly), medium fries and a Coke, all for \$3.95.

That's amazing.

Told you.

Is it the only amazing lunch deal you have?

No, there are others.

When can I get it

Between 12 and 2 daily.

What time is it?

1.59.

Am I too late?

No

Amazing.

VO: The \$3.95 Cheese Burger McValue Lunch Deal, one of four great McValue lunch deals available now at McDonalds. Amazing.

Sting