

What's on McDonald's Olympic-Marketing Menu

2008-03-06

Q&A: Fast Feeder's 'Biggest Activation Ever' Includes Sending 200 Kids to Event

Since Mary Dillon took over as global chief marketing officer at McDonald's in October 2005, she's been working to strengthen and interpret the company's "I'm lovin' it" ad message -- which she describes as having "the highest level of consumer awareness in words and five notes that you can almost get in a global campaign" -- to consumers around the world.

As part of that effort, she's captaining the marketing team for the Summer Olympics in Beijing, which she says will be the company's "biggest activation ever." The plan involves global spots to showcase the chain's history of feeding athletes -- with local twists -- and competitions in 30 countries to select 200 children for trips to the games.

Advertising Age: Why is the Olympic sponsorship so important to McDonald's? Why do you make this a top priority?

Mary Dillon: We certainly are planning to make this our most innovative and probably our biggest activation ever for the Olympics. It's a world stage. It's something that we feel passionately about -- the values of the Olympics and how they connect with the values of McDonald's and how we're going to bring it to life in many different ways that I think will be fun for our customers around the world.

[External Source - For the complete article click here](#)

Source - Advertising Age

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article31489.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html