

The History of Advertisement

McDonalds

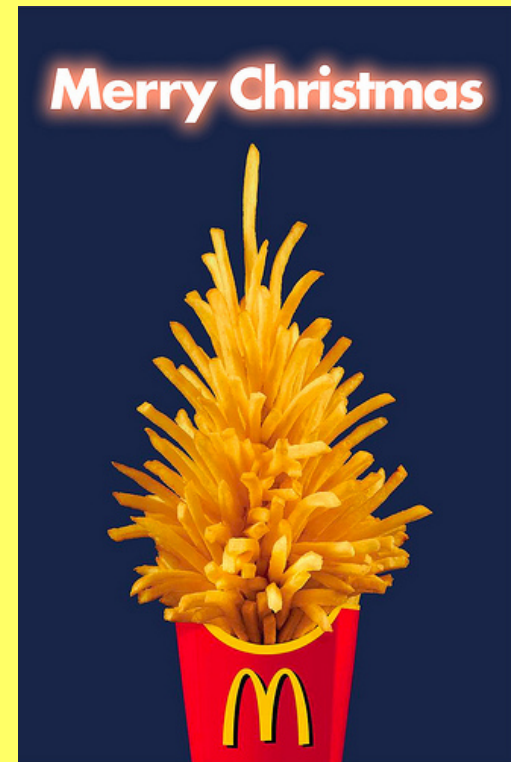


Company Facts

- Started in 1940 as a BBQ restaurant by Dick & Mac McDonald
- 1948 the first drive in restaurant was opened
- The menu staple was a 15 cent hamburger
- 1958 100 millionth burger sold
- 1966 1st TV Commercial—it introduced Ronald McDonald. It was a 1 minute color spot on NBC and CBS



- 1969 The Golden Arches were updated
- 1975 1st Drive Thru opened
- 1979 the 1st Happy Meal was introduced
it was a Circus Wagon Theme
- 2003 The "mystery meat" in Chicken McNuggets replaced with 100% all-white meat

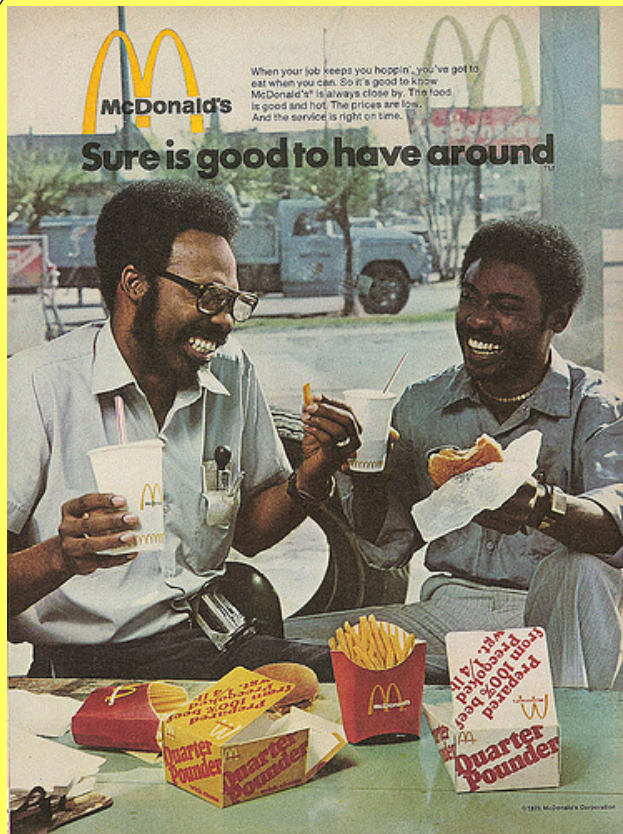




1955



1968



1975



1986



Current

Logos



More Logos

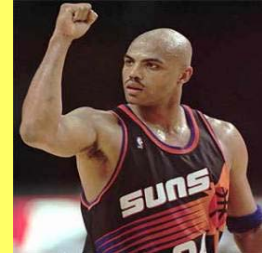


Slogans

- 1960's McDonalds is Your Kind of Place
- 1970's You Deserve a Break Today
- 1980's Nobody Makes Your Day Like McDonalds Can
- 1990's Have You Had Your Break Today
- 2000's We Love to See You Smile
- Present I'm Lovin' It

Celebrity Endorsements

- Michael Jordan
- Kobe Bryant
- Mary Kate and Ashley Olsen
- Donald Trump
- Charles Barkley
- Dennis Rodman
- Britney Spears



Advertising \$\$



2-3 Billion dollars per
year!!

