Give rules a break.  
That’s what McDonald’s® offers you on a plate.

//copy

Be on time. Act your age. Only a dessert when your plate is empty. Our lives are full of rules. McDonald’s® to the rescue! They help you to escape these rules. And they deliver us that little moment of doing nothing. With a cup of coffee. Or a McFlurry® ice cream.

Give rules a break. From now on, that’s the umbrella under which McDonald’s® calls on everyone to be a bit more rebellious. And to take a break from all the rules. Even if it’s just for a while. How? By taking that break at McDonald’s® with a delicious cup of coffee or a McFlurry®. Arriving late, being immature and keeping everything to yourself never tasted this good.

“A bit more rebellious”, you said? That’s something you don’t have to say twice to TBWA! They dropped the iconic McDonald’s® yellow and created a new palette of sweet colours that put the ‘breaks’ products in the spotlights.

This campaign runs on social and digital, in OOH and of course in every McDonald’s® restaurant.