

TBWA and McDonald's® present the CBO with a generous serving of humor.

Good news for the ardent chicken lovers among us. After disappearing from the radar since May 2019, the legendary and highly desirable CBO (chicken, bacon, onion) is finally back on the menu at McDonald's®.

As is often the case with a happy reunion, quite a few tears of happiness are shed. At least, this is evident from the wonderfully moving - and slightly absurd - commercial TBWA recently shot with director Jeroen Mol.

The long-awaited comeback of the CBO is clearly too much for everyone. We see emotions flare up. The 1965 Righteous Brothers' declaration of love, with the deeply moving words "My love, my darling ... I've hungered for your touch," pours an extra emotional sauce on top. Or rather: over the top.

Anyway, fans can start salivating. They better ask for an extra napkin when ordering.

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