

McDonald's Belgium  
Press Release (UK)  
McDrive campaign

## **The M Effect: McDonald's® tribute to children in search of hope.**

The kids in Belgium, that have been hit hard by the COVID-19 pandemic, are having a tough time. Due to the lockdown, they don't have many places to go. They can forget sleepovers or playing at their friends' houses and visits to the grandparents are excluded. The swimming pools, amusement parks, zoos, cinemas and restaurants are all closed. One of the few pleasures they've been granted is a ride to the McDrive at McDonald's®. Because picking up meals is still allowed.

McDonald's® Belgium decided to pay a tribute to all those kids who've been staring out the window for months in search of a glimpse of hope. And who are occasionally rewarded for their patience.

Advertising agency TBWA\Brussels cleverly summarised that feeling in one image, with the help of the Belgian photographer Jef Boes. He aptly captured the look in the eyes of children in a car, with the window reflecting the world-famous golden arches of the McDonald's® logo. The images are so expressive that no text or signature was needed to convey the message.

The campaign is rolled out on posters, print ads and social networks.