



## **McDonald's celebrates Big Mac's 50<sup>th</sup> anniversary with a customized can from another icon: Coca-Cola**

- *With a design that bears the famous hamburger's ingredients, the Big Mac can will be sent to influencers and brand lovers*
  - *Action developed by the ad agency DPZ&T*

In 2018 one of the world's greatest classics celebrates its 50<sup>th</sup> anniversary: the Big Mac. The only sandwich that's present in all of McDonald's restaurants around the world, Big Mac continues to conquer different generations and has made thus far without changing any of its ingredients. Since this cultural heritage deserves a historical celebration, Coca-Cola, another icon that is a perfect combination to the Big Mac, joins the brand for an unprecedented action developed by the ad agency DPZ&T: the Big Mac can, a limited edition Coca-Cola can with a design that alludes to the sandwich's original recipe: two hamburgers, lettuce, cheese, special sauce, onions and pickles on a sesame seed bun.

"Five decades deserve a great celebration. This is why we decided to show the power of this partnership that has always worked out; after all, a Big Mac with Coca-Cola is an ongoing perfect combination," says Dan Gertsacov, CMO for McDonald's in Latin America.

This week a limited edition will be delivered to influencers and brand lovers, who will be invited to share their reactions on social networks by using the hashtag #BigMacCan.

Each can will come inside a special version of the traditional Big Mac packaging accompanied by a letter thanking the fans for this long-lasting partnership. Besides this, it highlights how the number one soft drink and the most famous hamburger in the world go well together.

"We have done something unprecedented, a mashup of two great icons. It's such a special tribute that only Big Mac could receive: a Coca-Cola can specially made for it", observes Rafael Urenha, Chief Creative Officer for DPZ&T.

## **Credits**

**CLIENT:** McDonald's

**PRODUCT:** Big Mac

**PRODUCTION DATE:** 30/04

**TITLE:** BIG MAC CAN

**GENERAL CREATIVE DIRECTION:** Rafael Urenha

**EXECUTIVE CREATIVE DIRECTION:** Carlos Schleder, Sergio Mugnaini

**EXECUTIVE CREATIVE DIRECTION/ COCA-COLA:** Rapha Abreu

**CREATIVE DIRECTOR:** Daniel Motta, Rodrigo Vezzà

**CREATIVE TEAM:** Fred Sekkel, Gabriel Abrucio, Kiko Ferreira, Rafael Avila, Yuri Saboya, Pedro Silva, André Leigo, André Araki

**CLIENT SERVICES:** Eduardo Brunoro, Martin Barrios, Mariana Magalhães

**APPROVAL CLIENT (McDONALD'S):** Dan Gertsacov, Elizabeth Porth, Guilherme Coe, Roberto Gnypek

**CLIENT APPROVAL/ COCA-COLA:** Elvia Torres, Isabela Mondaini

**PLANNING:** Fernando Diniz, Amanda Agostini, Chris Toledo, Krizia Gatica

**MEDIA:** Paulo Ilha, Rodrigo Tamer, Édera Bonato, Bruno Sabor, Julia Duarte

**PROJECTS:** Marcos Yamamura, Luiz Felipe Rodriguez

**CONTENT:** Adriana Blanco

**RADIO and TV PRODUCTION:** Ducha Lopes, Karen Nakamura

**PRODUCTION HOUSE:** Trust Filmes

**DIRECTION:** Luis Zutin

**PRODUCTION TEAM/PRODUCTION HOUSE:** Victor Brandão, Larissa Fernandes, Simone Oliveri

**EXECUTIVE PRODUCER:** Deocleciano Junior

**PRODUCTION DIRECTOR:** Alex Leonardo, Maurício Olivieri e Deocleciano Júnior

**CLIENT SERVICES/PRODUCTION HOUSE:** Deocleciano Junior

**DIRECTOR OF PHOTOGRAPHY/PRODUCTION HOUSE:** Eric Ruiz

**EDITING:** André Germaniani, Leandro Torres, Eric Ruiz

**POST FILM COORDINATOR:** Trust Filmes

**FINALIZING:** André Germaniani

**POST PRODUCTION:** Trust Filmes

**SOUND PRODUCTION HOUSE:** Lucha Libre Audio

**SOUNDTRACK/PRODUCTION:** Paulo Corcione e Equipe Lucha

**CLIENT SERVICES:** Thais Urenha

**GRAPHIC PRODUCTION:** Marcos Moura, Durval Brum

**CAN PRODUCTION:** indice.in

**PACKAGING PRODUCTION:** P+E

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