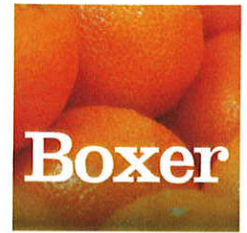


Project Title: McDonald's 1955 Burger
Category: 4.0 Packaging
Sub-category: 4.1 Branded - Food
Client Company: McDonald's
Design Consultancy: Boxer
Current Date: 15th July 2011



“the 1955 burger is the most successful premium burger that McDonald's has ever launched in Germany and this really has been driven by the brand storytelling and packaging graphic identity”

Vincent Mesnage, McDonald's Europe



2. Executive summary (300 words)

We rose to a really fun challenge – how to romance the ideals of 1950's America and tell the McDonald's brand story, from their origins in a simpler time, on the box for a big juicy premium classic burger. And the new design has caught on like wildfire!

In 2010 in Germany, it's 1st launch market, the 1955 burger nearly outstripped the per restaurant sales of the *three* burgers offered the previous year, achieving average sales of 138 units per restaurant per day.

Using Global Quality Packaging as a framework (created by Boxer in 2008) and drawing on the rich heritage of 1950's (when McDonald's opened their first restaurant) we created a graphic style that leverages the fabulous imagery of that era and even incorporates some original McDonald's heritage iconography.

To package this classic burger, McDonald's asked us to create a new piece of iconic packaging that would help to drive their vision to change the perception of McDonald's food from "fast food" to "good food, fast" through a focus on authenticity and heritage.

The burger name and packaging design were created to help contemporary European consumers tap into a nostalgic view of the 50's experienced mostly through old movies and music. The launch was supported, using the brand story established by the packaging, by 50's themed TV advertising and point of purchase materials.

The brand story in collaboration with McDonald's other partner agencies, was faithfully translated into point of purchase tools, menu boards and advertising to ensure the 1955 speaks with a coherent brand voice.

The fabulous sales, along with success of the same packaging in the Italian and other markets, have prompted McDonald's to accelerate the roll out plan for the rest of Europe for this signature product in it's iconic pack.

[297 word count]

3.1. Project Brief (Include key marketing/business objectives as bullet points)

The design brief asked us to bring the McDonald's food strategy to life:

Change the perception of McDonald's food from "fast food" to "good food, fast" leveraging the heritage of the McDonald's brand, whose first restaurant was opened in 1955.

- A large premium burger that leverages McDonald's quality through its heritage, the birth of the brand in the 50's
- Build on two strong food insights: authenticity and tradition
- A new icon on the menu, a signature product for McDonald's leadership that reinforces McDonald's food image in "Quality" and genuine "Burger Know How"

Consumer truth: Old recipes taste best

Product truth: The 1955 burger is prepared according to an authentic recipe of the 50's with, for example, caramelized onions.

The Thought: The new 1955 tastes like home-made.

Key values to communicate were outlined as:

- **US** - tells about 50 years of continuous success and a golden age of the US history.
- **GENEROSITY** - Solid and large sized for a burger to fill me up.
- **QUALITY** - Conveys an image of 'simple, good and honest' food, less processed than today.
- **CARE** - Refers to a burger industry that was still artisanal, with time and care to prepare the burgers and time to enjoy them.

The target audience for this burger had an older bias to the standard burger eaters - those looking for more grown up pleasure, a more sophisticated eat. The size of the product also gave it a male bias.

3.2 Description (Include the background and details of the product/service)

McDonald's

Ray Kroc opened his first McDonald's restaurant on April 15, 1955, in Des Plaines, Illinois and now McDonald's is one of the biggest brands on the planet:

- 32,000 restaurants.
- Operating in 118 countries.
- Serving an average of 60 million customers a day.

Through its brand communications McDonald's prides itself on having a Global voice but with a local accent appropriate to the culture and language of the local market.

McDonald's Europe

McDonald's Europe operates across 42 countries with an average of 13 million customers a day. In Germany the company operates 1400 restaurants serving 2.8 million customers a day.

Product Innovation at McDonald's

McDonald's Europe regularly create new products which are then offered to all the in-country markets. The aim is to have 1 or 2 premium burgers on sale at any one time. New burgers are generally introduced as LTO (limited time only) - but the mark of real success is becoming a permanent menu item.

The 1955

Now, over 50 years after the first restaurant opening, the chain gives a nod and wink to that date by introducing the 1955 Burger.

The burger recipe was inspired by the care and quality of the 50's, a time when the burger industry was more artisanal. It uses a shiny bun, an irregular beef patty, tomatoes, caramelised onions, bacon, ketchup and smokey barbecue sauce to remind customers of an old fashioned, almost homemade taste reminiscent of American Diners. It clicked with consumers immediately in Germany and since has been moved to menus in Spain, Portugal, Austria, Belgium and Italy.

Celebrating the roots of McDonald's, 1955 is a generous burger, rich in flavour, prepared with love and care in the spirit of the happy days of America.



3.3 Overview of market (obstacles/challenges faced)

Global Fast Food Market

The continually evolving market grew by 3.1% in 2009 to reach a value of \$201.1bn^[1]. Of the 85.8bn transactions that year^[1], McDonald's accounted for 25% of them. By 2014, the market is expected to increase in value to £239.7bn – an increase of 19.2% since 2009.^[1]

QSR Market

Accounting for 66.3% of the global fast food market^[2], QSR's are leading the way in driving continuous innovation. McDonald's is sitting at the top of this pile followed by Subway and Burger King^[2].

The rise of Subway into the second largest QSR by value shows that the QSR market is changing as they now have 34,695 restaurants in 98 countries^[3]. Consumers now expect better food faster due to changing tastes, health is an issue that is here to stay and competition is increasing. Reinventing the QSR market is the way forward.

For a QSR brand to succeed, they have to be authentic and true. That doesn't mean try and be Jamie Oliver, but be open and honest with consumers about what's in the food.

McDonald's

This is something that drove McDonald's to tell their food quality story. With many developments in menu items and ingredients sourcing, they wanted to continue to tell this story across packaging.

[1] Source of statistics from "Fast Food: Global Industry Guide" by Datamonitor, Dec 2009.

[2] Source data from 'KFC & Global Fast Food Industry' by Mr. Faeiz H Seyal, COMSATS, Institute of information Technology Sahiwal.

[3] Source data from <http://www.subway.com/subwayroot/index.aspx>.

3.4 Project launch dates

September 2010 in Germany
2010 – 2011 European rollout

3.5. Size of design budget

<£50,000

3.6 Outline of design solution (Include how this was arrived at and what it set out to achieve) 500 words



Our design solution is evocative of a Golden Age in American culture, capturing the spirit of post-war optimism of the mid-fifties when McDonald's first opened it's doors in Des Plaines, Illinois.

Think back to the birth of rock and roll with Bill Haley blasting out of the juke box, of a teenage revolution captured by the attitude of James Dean and styling that was accentuated with iconic fin like shapes and muted colour palettes juxtaposed with chrome.

We wanted to create a feel that used this as a backdrop to a burger that was honest and generous in nature, very much in the style served in American Diners of that age, think 'Happy Days' with its warm and fun tonality.

This story was translated onto the box in an engaging way, encouraging customers to discover more about the origins of the McDonald's brand, provoking a smile in the mind, mixing food quality images with fun icons from the McDonald's past, from ketchup squeezey bottles, through to an image of the first McDonald's restaurant with its radical 50's architecture and even McDonald's first mascot 'Mr. Speedy'.

In order to define the final design solution, name, style and colour palette we created a bloodline that laid out the potential design ingredients, enabling us to take our clients on a journey with us and giving birth to a definitive style that other agencies (namely advertising agencies) could use. As well as TV advertising, the ingredients were used for in-store graphics and menu boards to start engaging the customer with the story on entering the restaurant.

Creating the look & feel of 1955

Bloodline/design ingredients

Name	Style Influence	Logo	Story	Colour
1955		<p>Geometric shapes</p>	<p>1955 was a mighty good year for the burger... McDonald's was born. We had a humble mission to feed people with simple, tasty food with a consistent quality. The 'fifty fiver' brings back those values in a mighty handful of beef, topped off with all your favourite extras. Welcome back 1955 we hope that you stay for a while.</p> <p>You don't have to be old enough to remember 1955 to enjoy the 'Fifty Fiver'. We'll take you back to this golden age of the burger with a mighty helping of beef, and all your favourite toppings lovingly created with a homemade feel.</p> <p>Retro is cool, that's why we're taking you back to 1955 and the first McDonald's. If you enjoy a mighty helping of beef with all of your favourite burger topping this one's for you. Drift back to a Golden age... the Fifty Fiver, it's Rock & Roll.</p>	<p>Cream Green Orange</p> <p>Imagery - emotive & food quality</p>

The unprecedented success of the 1955 proves that you can look back to drive forward and that Retro is most definitely cool!

[293 word count]

4.0 Results

A. Sales

i) Germany's most successful premium burger ever, outstripping expectations.

152 USD (units sold per day in one McDonald's Restaurant)

Product Name	Promotion Name	Promo Start Date
1. 1955	1955	27.9.10.
2. Big Tasty	Big Tasty	29.4.05.
3. Der M	Der M	10.4.08.
4. NY Beef Classic	Stars of America	14.08.08
5. Big Tasty Bacon	Coke glasses	06.08.09.
6. Big Ciabatta TS	Meet the Beef	13.09.07.
7. Big Tasty Bacon	Monopoly	24.11.09.

ii) 1955 launch succeeds to compete vs 3 premium burgers the previous year.

1955 was running against
3 premium sandwiches
in the previous year.

1955 **almost as high** as last year's
3 premium burgers (Big Jalapeno,
Hot Chicken Nacho & Big Tasty Bacon).

iii) Sales results in Italy have been good:

1955 launched 25th January 2011

Best premium beef burger in Italy's record. Significantly above previous year promotion which was already considered a success.

Over the period 176 units per restaurant, per day.

B. European rollout

Having succeeded so far above plan in Germany and Italy and now moving across Europe, the 1955 is catching on like wild fire and the Burger is destined to also find its way onto the menu in McDonald's UK stores in Autumn of 2011.

In Spain the 1955 is envisaged as a permanent product on the menu in the near future with other countries making the 1955 permanent in 2012. The 1955, within 18 months, will be launched into 22 countries – a scale and speed never before seen in the McDonald's system.

Germany	152 USD	Best Premium Burger Ever
Italy	176 USD	Best Premium Burger Ever
France	157 USD	
Portugal	165 USD	
Switzerland	110 USD	
Austria	148 USD	

C. Target audience

The 1955 has succeeded in attracting an older consumer and has the male bias expected. Compared to Big Tasty Bacon which was also a success in Germany, the burger succeeded in appealing to a broader and clearly more grown up target. 39% of consumers were over 40, while Big Tasty Bacon buyers over 40 accounted for 24%.

A successful broadening of the consumer base.

D. Point of Purchase/Menu boards

The successful 1955 packaging design has inspired and formed the basis of all Point of Purchase and menu boards design across Europe, ensuring the brand story is consistently told.



E. Above the line advertising

The 1955 Burger made its debut in Germany with a TV commercial from agency Heye and Partners. The ad spins a tale about a Chicago housewife in 1955 creating a delicious burger in her kitchen and a McDonald's employee rediscovering that burger recipe today. The design elements established in the brand bloodline form the foundations of the theming.



F. Qualitative research

Research in Italy has highlighted some fantastic reactions from customers;

Overall:

"The 1955 graphics have succeeded a lot thanks to a set of graphical and visual elements able to convey in a synergistic way the spirit of the product: a perfect mix of colours, pictures, logo and naming which immediately reminds of the fascinating and glossy atmosphere of the 50's, thanks to a simple, realistic and no-frills style."

Strong points:

Naming:

"A naming that celebrates the anniversary of the brand and brings you back to the *"fabulous"* 50's. (*"you immediately think about that epoque... It is for the anniversary, it sounds like 'American' and 'Happy Days'"*)."

Logo:

"The font, colours and overall graphics are extremely characteristic and evocative of the 50's. (*"You have the impression of going back to the past"*)."

Pictures of the sandwich:

"A sandwich which is *"full of ingredients"*, presented as a very appealing, having a delicious appearance, and is able to talk about taste at 360 degrees."

Glossy colours and contextual elements:

"The dominant, glossy and matt colours (green and orange), as well as the radio on the background, a real icon of the 50's, all bring back to the past. (*"The colours are the typical colours of the 50's, the sound like "American College"... They look like posters of the 50's"*)."

G. Overall business benefit

In January, McDonald's CEO spotlighted the burger as one reason for Europe's posting a 4.4% comp-sales increase in 2010 (compared with 3.8% for the U.S.) *"Sales results were above expectations for the new 1955 sandwich, a premium burger with a homemade look and gourmet bun,"* Skinner told analysts.

5. Research Resources

- [1] Source of statistics from "Fast Food: Global Industry Guide" by Datamonitor, Dec 2009.
- [2] Source data from 'KFC & Global Fast Food Industry' by Mr.. Faeiz H Seyal, COMSATS, Institute of information Technology Sahiwal.
- [3] Source data from <http://www.subway.com/subwayroot/index.aspx>.

6. Other Influencing Factors

Price

At 4,59€ the 1955 was priced exactly the same as the Big Tasty Bacon, promotional burger sold at the same time the previous year (2009)

Distribution

With national distribution for launch, as for all previous promotional burgers in previous years, the 1955 burger had neither an advantage nor a disadvantage in terms of exposure to the target audience.

Advertising

The 1955 burger was launched with a TV advert, as part of the standard launch package, as were all previous promotional lines, such as the Big Tasty Bacon.

Launch support

Each promotional line at McDonald's is supported with the same, standard launch support programme in and out of restaurant. The 1955 burger did not receive any additional support.

Promotional give-aways

Some previous promotional burgers (such as the Big Tasty Bacon in 2009) had giveaway items as part of the promotion – such as Coke glasses or Monopoly. This was not the case with the 1955 which was a product only promotion and did not benefit from this additional customer incentive.