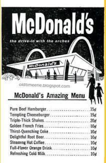
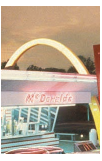
McDonald's®


McDonald's
the drive-in with the arches
oldtimeerie.blogspot.com

McDonald's Amazing Menu

Pure Beef Hamburger	15¢
Tempting Cheeseburger	19¢
Triple-Thick Shakes	20¢
Golden French Fries	10¢
Thirst-Quenching Coke	10¢
Delightful Root Beer	10¢
Steaming Hot Coffee	10¢
Full-Flavor Orange Drink	10¢
Refreshing Cold Milk	10¢

1948
first McDonalds opens


1955
golden arches at first franchise

1967
first international restaurant in Canada

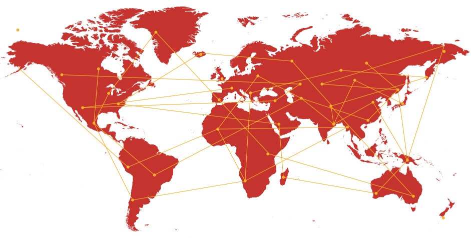
1968
the Big Mac is born

1969
modern golden arches logo

2008
biggest packaging redesign in company history

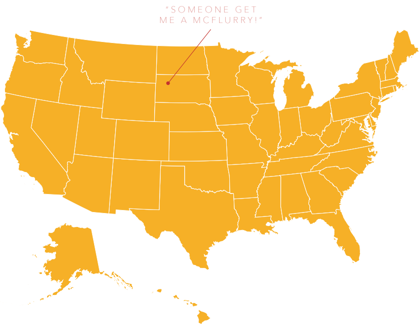
TODAY

world's largest fast food chain



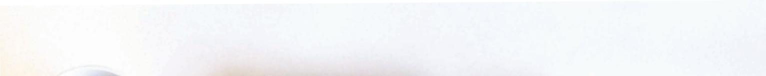
18,710 international restaurants

there is a McDonald's restaurant within 100 miles of any spot in the US



...except for a deserted plain in south dakota

most popular meal on the menu



HUNGRY?
NOT FOR LONG!
JUICY CHICKEN
BIG MAC
I'm lovin' it

BIG MAC
french fries
coke

1968
price
$.45

2014
price
$4.56

ICONIC

2 all beef patties
allegedly

special sauce
not special at all

lettuce
everywhere

cheese
flavored plastic

pickles
not kosher

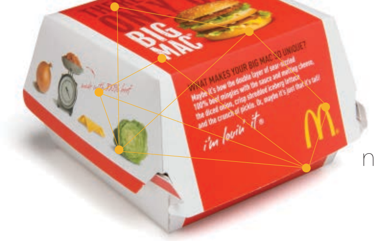
onions
rehydrated onions

on a sesame seed bun

PACKAGING

cardboard clamshell
since 1990

CAPS
lower case
handwritten
multi colored



red
photos
icons
nutrition facts

COMPETITION

burger king
whopper
$3.99

in n out
double double
$6.45

red robin
cheeseburger
$8.99

CHICKEN MCNUGGET OF WISDOM

17 burgers are sold every second at McDonald's in the US alone

PROJECT GOALS

find a way to make the BIG MAC seem appealing despite its reputation for being disgusting

create a sustainable package for all aspects of the BIG MAC meal in order to increase sustainability and convenience