

Assignment 10a



McDonalds has done it again. The company never fails to surprise anyone, whether it's their "always broken ice-cream machine" or their beautiful ads. The reason why I've chosen this advertisement is for many reasons.

First let's go off topic and talk about driving. How people can be so reckless on road, according to the survey, many accidents in US happen because of violent driving. Even with warnings and signs all over the roads and city, people still miss that and accidents occur. Many people lose their lives or their loved ones' life.

McDonalds is a well known fast-food company. They are best known for their “big mac” or “Mc Rib” or “happy meal”. McDonalds is also known for making the best commercial ads. Their one of the ad that caught my attention was the fries ad. The fries symbolize a different types of road, some is straight, some is curvy and a U-Turn. This ad conveys a message to the viewers to know your road sign and to drive safely. When people will Google Search "define ‘less is more’" in the years to come, the first result should be this stunning artwork. Pictured on a color patch, French fries shows the way. According to the direction, 8 colors are proposed to make 64 different combinations. While most brands put their regular logo and an arrow as a direction for their customers, McDonald’s has taken a more novel approach with the latest campaign. These ads are inspired by minimalism, the emblematic artistic movement of the 21st century. McDonald’s won industry plaudits, including a Cannes Outdoor Grand Prix, for its 2018 campaign using the Golden Arches to create directional signposting. This ad is an eye-catching idea but also a way to your appetite, as well as being another helpful way to direct customers to the nearest point. Pantone colors are really going on trend, and i think McDonalds have understood the assignment when they used light/pastel colors in their ad. The use of yellow in text represents fries, their one of the color from the logo and it pops out with the background color due to which the reader’s eye can immediately go there.