

# Media Release

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## BURGER NAMING ROLE UP FOR GRABS

Friday 13 July sees the launch of the Namelt Burger campaign created by Leo Burnett for McDonald's Australia.

In an Australian first, McDonald's will give its customers a chance to name a new home-style burger in an exciting competition. This represents a significant shift for McDonald's Australia by involving its customers in a way it has never done before.

Burger naming legend Ken Thomas, renowned for his creativity in naming the Cheeseburger, Double Cheeseburger, McChicken and the Hot Apple Pie, has retired from the senior ranks of McDonald's Australia, giving the company the opportunity to throw the job open to the Australian public.

The Namelt Burger campaign features Ken Thomas, creator of some of the iconic McDonald's burger names we know and love. Some of his great naming tips and skills are showcased through a series of creative executions.

In Ken's wake, Australians will be invited to try the new Namelt burger, on sale nationwide from Friday 13 July, enter their creative name suggestions online and go in the draw to win a major home entertainment prize. The winner will also join the McDonald's celebrity Hall of Fame and will be announced in a TV commercial which will feature their picture alongside the burger they named – giving them a shot at their fifteen minutes of fame.

The Namelt burger is a tasty new burger made with 100 per cent Australian beef mixed with red onion and mild Dijon mustard, topped with a tatsoi salad mix, steak and onion sauce, tomato, tasty cheese and grilled onions and served in a sesame seed bun, so there's plenty to get the creative juices flowing.

Helen Farquhar, Director of Marketing, McDonald's Australia, says that Ken Thomas holds the memories of his golden days dearly but knows he has to step down to make way for new talent.

"Since retiring from McDonald's, Ken has started to pursue other interests such as Salsa dancing, topiary and Tai Chi. Ken is determined to pass the naming baton to a younger generation. It is part of Ken's philosophy that a new age needs new names," said Helen.

"We are really excited to interact with our customers in this new and exciting way and hope this competition will inspire the Australian public to find their inner Ken and have a shot at their 15 minutes of fame by coming up with a burger name."

Over the past four years McDonald's Australia has been much more customer focussed with its marketing strategy. It has put customers at the forefront and has asked them what they want at McDonald's.

"This promotion takes this relationship a step further by introducing an interactive element to allow our customers to really engage with the McDonald's brand," Helen added.

The promotion will be supported with extensive TV and radio advertising with four 30" and two 15" TV commercials and twelve 30" radio spots over the eight week campaign. The campaign also features a significant online presence with a dedicated URL micro site, videos and banner ads.

The micro site [www.nameitburger.com.au](http://www.nameitburger.com.au) features burger naming legend Ken Thomas, giving his video tips and tricks to naming Australia's most popular burgers. The unbranded comical video tips will also be seeded using new media for a wider reach, including YouTube - <http://www.youtube.com/> - Google Video -

<http://video.google.com.au/> - Yahoo Video - <http://video.yahoo.com/> and WotNext  
<http://wotnext.com.au/home.asp>

The NameIt campaign will be on air from Sunday 15 July 2001 and the micro site will go live on Friday 13 July.

Australians have until Saturday 11 August 2007 to submit their original burger name via the competition micro site and the winner will be announced on Monday 26 August.

The winning naming guru will win a Sony home entertainment package valued at more than \$12,000. The burger will adopt the winning name until the end of the promotion on Tuesday 30 October, although if popular, the burger could return at a later date.

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