



McDonald's 30th Anniversary of the Happy Meal

Challenge

In 2009, McDonald's celebrated the 30th Anniversary of the Happy Meal. The Detroit area McDonald's operators wanted to commemorate the Happy Meal in a memorable way.

Solution

Avance worked with McDonald's to increase local participation in the celebration of the Happy Meal by creating the only national display of 30 years of Happy Meal toys for children in southeastern Michigan. McDonald's hosted the traveling exhibit, which showcased Happy Meal toys and artifacts from the past 30 years. The exhibit traveled to and was housed for one month, consecutively, at the Detroit Public Library's Main Branch, Novi, Howell and Canton libraries. To kick-off the traveling exhibit, an opening Kids' Day event and reception took place at the Detroit Public Library. School children, parents and teachers from across southeastern Michigan were invited to participate in the Kids' Day event. It focused on reading, literacy and fun, and featured Ronald McDonald. Ronald McDonald talked about the importance of literacy and encouraged kids to sign up for library cards. Avance was responsible for creating the traveling Happy Meal concept; developing the partnership with the libraries; crafting the creative design elements of the exhibit and constructing it as well as all event coordination. Logistics included securing exhibit artifacts from McDonald's National Archives; developing and managing the budget; creating/implementing run-of-shows; coordinating exhibit details with the various libraries; working with key personnel as it related to security, insurance and legal issues and managing all media relations activities. From September through December 2009, media followed and covered the traveling exhibit. The Happy Meal Anniversary was celebrated all over southeastern Michigan – both kids and adults were impressed with the exhibit!

