



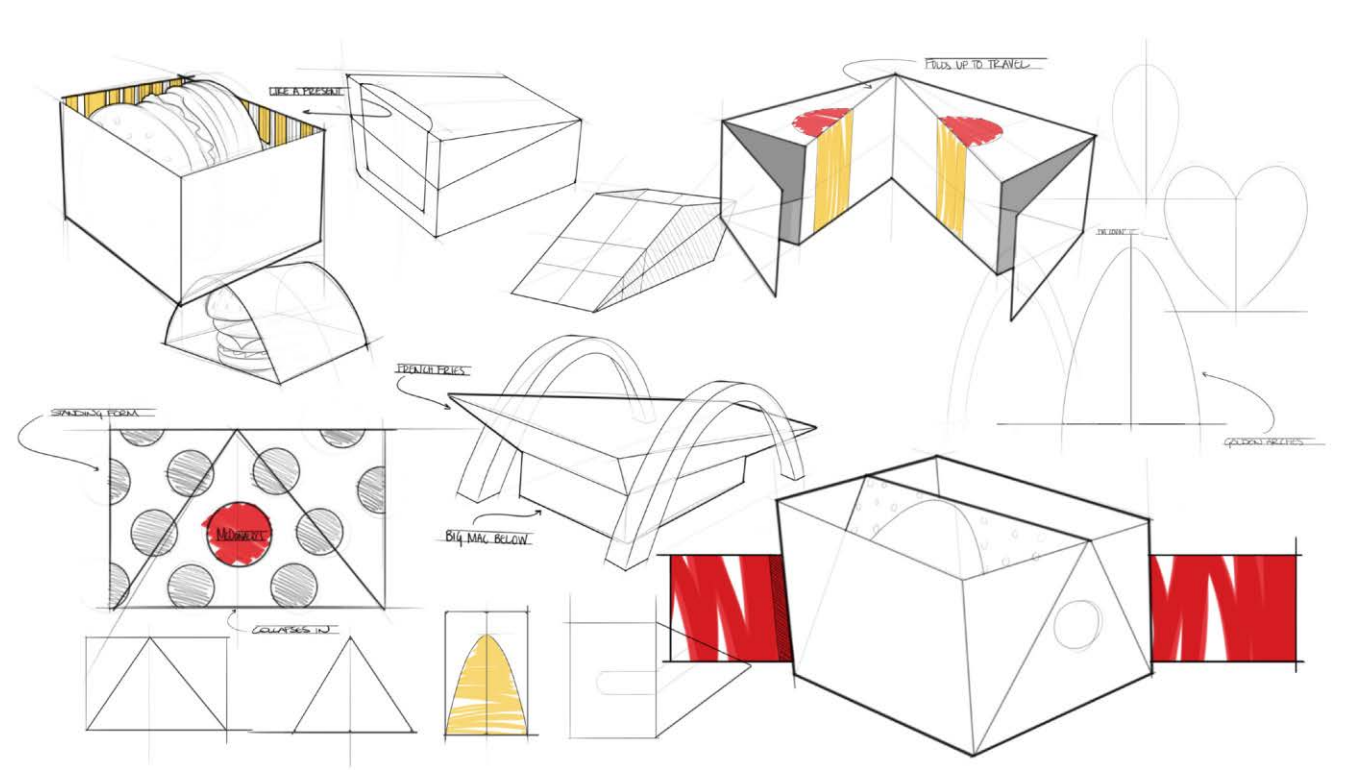
McDonald's®

PROJECT GOAL

FIND A WAY TO MAKE EATING A BIG MAC A DELIGHTFUL EXPERIENCE, DESPITE ITS REPUTATION FOR BEING UNSAVORY



IDEATION



FORM STUDIES



DIE CUT

