

# MacDonald's embarks on global branding campaign

The first commercials of MacDonald's first-ever global image campaign have started airing in Germany and will roll out worldwide throughout the rest of September. The "i'm loving it" campaign is the result of a competition held in February among McDonald's top international advertising agencies and is unprecedented in McDonald's history as more than 100 countries will unite behind a single brand message.

**Source:** [www.foodingredientsfirst.com](http://www.foodingredientsfirst.com)

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