

McDonald's Created Clever Visuals to Celebrate 'Moving Day' in Quebec

In the U.S, "moving day" is usually dictated by a new house purchase, or a lease on a rental property coming to an end. But for people living in the province of Quebec, eastern Canada, Moving Day is a somewhat formal event that takes place on the same day every year, and it has done for centuries.

Tradition has it that Quebecois move home on July 1, owing to the fact most tenancies begin and end on that date.

The custom stretches back to efforts in the 1700s to formalize rental agreements. It used to be customary to move on May 1, but this was later moved to July 1—a public holiday, which today is celebrated as Canada Day.

To celebrate "Moving Day," McDonald's Canada, via agency Cossette, created an outdoor ad campaign showing the inside of moving trucks, packed with people's possessions and rearranged as classic menu items including a burger, fries and an egg McMuffin.

Each image was meant to subtly tell a story through its details.

The French fries execution hints at a young man moving into his first apartment in a trendy Montreal neighborhood, while the Big Mac iteration is about a family with kids moving into a suburban home. The Egg McMuffin ad features the belongings of a young couple moving into their first home.

The agency also released a GIF showing how one of the images was assembled:

CREDITS:

Agency: Cossette

Client: Mélanie Courtois and Melissa Hains, McDonald's Canada

Creatives: Guillaume St-Hilaire, François-Julien Rainville, Alexandre Jutras, Ben Duquette, Alexandre Gadoua, Barbara Jacques

Accounts: Pauline Gomis

Media agency: OMD

Production house: Consulat

Photographer: Simon Duhamel

Assistant: Renaud Lafrenière

Art director: Sylvain Lemaître

Editing: Visual Box

Production: Eliane Sauvé.

Join the foremost brand marketers, such as Marc Pritchard of P&G, Brad Hiranaga of General Mills, Kory Marchisotto of e.l.f. and more, for **Brandweek Masters Live on Sept. 14-17. Secure your pass today.** Early-bird rates expire 9/1.

<https://www.adweek.com/brand-marketing/mcdonalds-created-clever-visuals-to-celebrate-moving-day-in-quebec/>