



## Big Mac® Sandwich Chronology

- 1967** – Jim Delligatti, Pittsburgh Owner/Operator believed McDonald's® needed a product geared toward adults. He developed a triple-decker sandwich he called the Big Mac.
- 1968** – McDonald's flagship sandwich was introduced nationally with a TV commercial called "Big Attraction." This commercial showed a huge triple-decker burger that needed a guide to point out all its ingredients. The sandwich was packaged in a wax paper lined blue and silver foil wrap with a "collar" to keep it from being crushed.
- 1969** – "McDonald's Big Mac...It's a Meal Disguised as a Sandwich" was the tag line featured in advertisements in 1969.
- 1970** – *Advertising Age* named McDonald's Big Mac Ballad (sung to the tune of "16 Tons") as one of the 100 best TV commercials for 1969.
- 1971** – Big Meal campaign...Big Mac, large fries & large drink. New packaging debuted, a bright red box with yellow graphics.
- 1972** – McDonald's Big Mac...Open wide and say Ahhhhh! It's a meal in a stack.
- 1974** – Keith Reinhard, Chairman Emeritus of DDB Worldwide, and his creative group at Needham Harper & Steers developed the famous Big Mac advertising promotion, "Twoallbeefpattiespecialsaucelettucecheesepicklesonionsonasesameseedbun®"
- 1975** – The Big Mac radio (exact replica of the familiar red box) became a very popular item.
- The ad theme for Big Mac urged customers to "Think Big...order a Big Meal and reminded that McDonald's Big Mac had, "Seven great ingredients...One great taste."
- 1977** – It could happen while you're working, watching TV, swimming or reading. Suddenly you have an irresistible craving for a Big Mac sandwich...it's the **Big Mac Attack®!**
- 1978** – Ad theme "Big Mac Keeps you Coming Back."
- 1980** – Big Mac ... Our 7 story sandwich is the Height of Perfection.
- 1981** – In February, McDonald's launched the \$10 million "Build a Big Mac game.
- 1983** – Big Mac...Leader of the Pack. Ask for our Big Mac Pack...Big Mac, regular fries & medium Coke.
- 1985** – "Big Mac, there's no one quite like you" advertising campaign.
- 1986** – *The Economist* Magazine launches the Big Mac Index
- 1987** – California ad agency DJMC develops the sophisticated dinner promotion character Mac Tonight who invites you to come to McDonald's for (Big) Mac Tonight®.

- 1988** – Big Mac is Back is an updated version of the Big Mac Attack campaign.
- 1990** – Ronald McDonald House Charities® of Pittsburgh awards it first Big M.A.C. award – for Most Assists with Children – to Jim Delligatti for philanthropy benefiting children.
- 1991** – Packaging returns to a quilted wrap with a collar.
- 1992** – Pittsburgh, Pa. temporarily re-named Big Mac, USA in honor of the 25th anniversary of the Big Mac sandwich in Pittsburgh.
- 1993** – The Big Mac celebrates its 25th anniversary on the national McDonald's menu.
- 1996** – “Twoallbeefpattiespecialsaucelettucecheesepicklesonionsonasesame-seedbun<sup>®</sup>” jingle is re-introduced in an advertising campaign.
- 1997** – Big Mac monument permanently installed at Senator John Heinz Pittsburgh Regional History Center.
- 1998** – Get Back with Big Mac, an instant win game promotion celebrated the 30th anniversary of the Big Mac.
- 2004** – Big Mac Meal Tracks promotion provided music downloads to customers who purchased a Big Mac® Extra Value Meal® in countries around the world.
- 2005** – House of Blues® and McDonald's Big Mac “Are you Mac Enough?<sup>™</sup>” Sweepstakes promotion offered customers a chance to win to attend 10 concerts at any House of Blues location in the U.S. from July 2005 – July 2006.
- 2007** – McDonald's kicked off celebrations for the 40th Anniversary of the Big Mac with the opening of the Big Mac Museum Restaurant – “the most tasteful museum in the world” – in North Huntingdon, Pa. The museum/restaurant features the world's largest Big Mac statue (measuring 14 feet high and 12 feet wide.)
- 2008** – McDonald's culminates the year-long celebration of the 40th Anniversary of the Big Mac with the Big Mac Chant-Off Casting Call.

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