

Financial University under the Government of the Russian Federation

Humor in advertising

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Before



After





MacFries Pedestrian Crossing

During the biggest public festival in Switzerland, the Zurichfest, McDonald's is confronted with heavy competition, even concerning core products like fries. A lot of independent stalls offer fast food. Fortunately the festival is the only time during the year when official street markings, like pedestrian crossings, are taken out of function.

This enabled us to use the crossing in front of one of our restaurants and have it re-styled into a portion of fries.









Sources

- <https://www.youtube.com/>
- <https://www.google.ru/search>



Thank you for viewing!