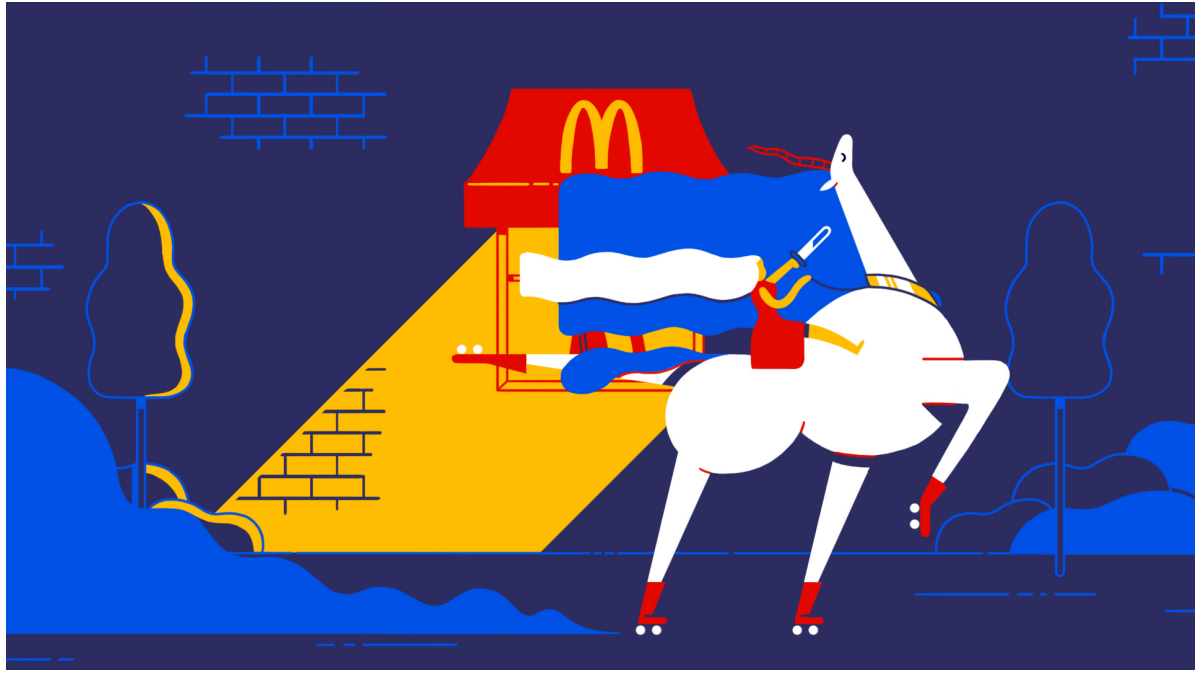


McDonald's World Car-Free Day



To celebrate the World Free-car Day (September 22), McDonalds Brazil, together with the agency DM9DDB created an activation inviting customers to the Drive-Thru using alternative carbon-free transports. The animation studio Le Cube was invited to take part on the project creating illustrations and an animation for the campaign. Under the creative direction of Ralph Karam, Le Cube has assembled a team of Latin artists to create the different styles that compose the campaign.

Watch the film here: <https://vimeo.com/235082825>

Download the illustrations here: <https://we.tl/iyBrlzchPB>

Credits:

Production Co.: Le Cube

Director: Ralph Karam

Executive production: Gustavo Karam and Juan Manuel Freire

Producer: Larissa Miranda

Artists: Andrea Devia Nuño, Bocha Barrena, César Pelizer, Eugenia Casal, Fabrício Lima, Fernando Finamore, Fran Luque, Gastón Pacheco, João Lavieri, Lucas Fiacadori, Matchola (Matheus Muniz), Milton Gonzales, Paulo Stoker, Santiago Oddis, Sergio Kechu.

Design: Leandro Chaman

3D: Chris Rey Willis

Motion Graphics and Composition: Jardeson Rocha

Music: Cachorro Loco

Agency: DM9DDB
Creative VP: Aricio Fortes
Digital Creative VP : Eduardo Battiston
ECD: Paulo Coelho
CD: Adriano Alarcon
AD: Andres Puig, Maicon Pinheiro, André Mancini
Copy: Ignacio Carelli, Alexandre Freire, Alessandra Muccillo
Head de Content Hub: Mariana Manso
Content coordinator: Pedro Baptista
Social Media: Sabrina Bernardini, Markão Serra, Marcos Vinícius Alves,
Isadora Greiner e Yanni Sabongi.
Head of Production: Ricardo Lemos (Xoco), Lais Lara
Producers: Pedro Bueno, Michele Pavão, Marcella Kaulino
Account mannagers: Marcelo Passos, Luciana Leal, Anita Souza, Andressa
Bianco
Media: Vicente Varela, Ana Paula Sanchez, William Mitre, Polimarcos
Macedo, Giovanna Fadel, Ana Claudia Magalhães, Carina Marçal
Planning: Andrea de Sá, Filipe Botton

Client: McDonald's Brazil

Approvals: Roberto Gnypek, Guilherme Pereira Coe, Eloisa Zerner, Gabriel Ferrari