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# 1 DIRHAM COIN. 1 DIRHAM CONE.

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## THE BRIEF

The UAE has innumerable ice cream vendors scattered across every part of the country, catering to ever-changing trends, flavours and tastes, to entice customers. Our task was **to remind people about the one thing that has remained unchanged throughout the years – the incredible value of McDonald's simple yet delicious 1 dirham ice cream cone.**

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## THE INSPIRATION

We looked to equate the McDonald's ice cream cone with something that's just as iconic and that has similarly **remained unchanged over the years and found our inspiration in the UAE 1 dirham coin.** Specifically, in the simple graphic element of the number 1 in Arabic, on the UAE 1 dirham coin. It was the perfect way to demonstrate the simple joy people can experience courtesy the incredible value of McDonald's simple yet delicious 1 dirham ice cream cone.

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## THE EXECUTION

The Arabic number 'Wahid', i.e. '1' in the UAE 1 dirham is very artistic and graphically-rich. To depict how the iconic McDonald's ice cream cone is available for only 1 dirham, **we transformed the numeral '1' on the UAE 1 dirham coin into a McDonald's ice cream cone**, while retaining the artistic and graphically-rich look and feel; depicting how that delicious ice cream cone would cost people only 1 dirham.

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## THE PLACEMENT

We placed posters in and around McDonald's outlets and Drive-thrus to reemphasize and rekindle the sheer joy and happiness of the 1 dirham cone comes with a single 1 dirham coin.

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