

What do you see?

Smiles, burgers, Cokes

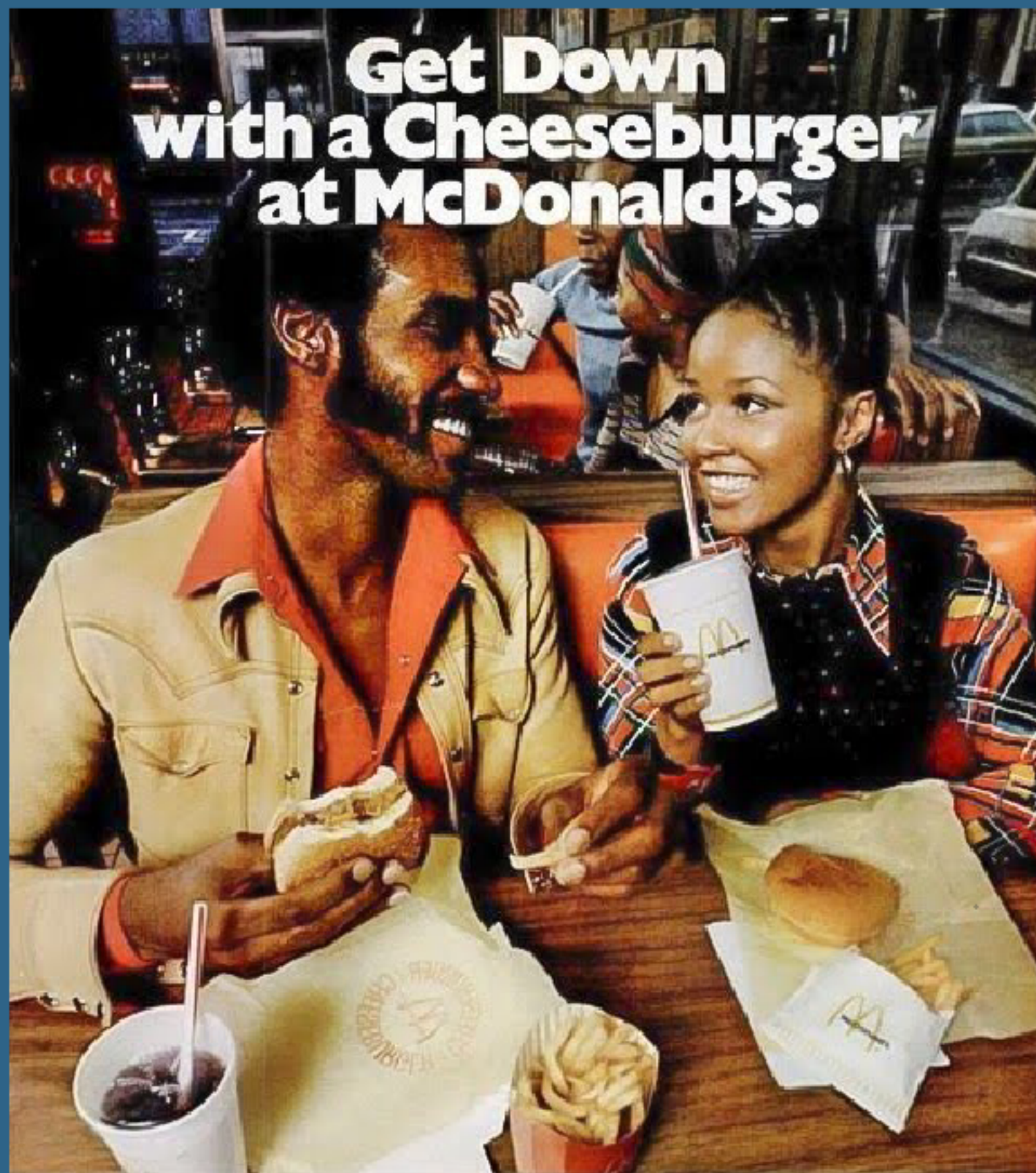
70s clothing / style

McDonalds logo

Romantic stares

Only black people

African American Vernacular Language (AAVE)



Get Down with a Cheeseburger at McDonald's.

Maurice and his lady gettin' down with some cheeseburgers. It's their way of celebrating just being together. Melted cheese on a burger served on a toasted bun. Fries and icy cold Coca-Cola make a get-together complete. Can you dig where they're comin' from?

Get Down with Something Good at McDonald's

What do you think?

What do you wonder?

Cute couple

Were people offended by the 'jive'?

Is this patronising?

Language = identity = community

Did McD's sell more burgers?

How was this received back then?

target diverse markets

Do ads still target black communities like this?

inclusion

fast food and health problems