

McMusicalization

– On the use of music in the McDonald's *i'm lovin' it*-campaign

Abstract

In September 2003 McDonald's launched a new commercial campaign. It was presented as "... an unprecedented, multi-dimensional, global brand campaign" (Rozenich & Briskin, 2003). A main ingredient in the campaign was the slogan *i'm lovin' it*. Today (2011), the slogan is the same, and it has proved to be the most enduring and widespread slogan in the history of McDonald's. However, actually the slogan is not quite the same nowadays compared to the launch in 2003. While the slogan has preserved its syntactical composition, the semantic potential has varied as a result of, most significantly, a wide variety of 'musicalizations' of the slogan in TV commercials.

In this presentation I will examine the significance of the varying ways in which the slogan *i'm lovin' it* has been set to music in TV commercials. For doing so, I have analyzed a sample material of all newly broadcasted TV commercials for McDonald's on the national Danish broadcaster TV 2 since September 2003. Based on this analysis I will discuss the following questions: What characterizes the music of McDonald's-commercials on TV? To what extent do varying musical expressions entail specific readings of the slogan – who is 'i' and what is 'it'?

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