



MyMcDonald's Rewards Launch

Talking Points & Q&A | Jhay Cortez

KEY MESSAGES

Key Message

MyMcDonald's Rewards is finally here! For 66 years, McDonald's fans' loyalty has been unmatched, and now they're rewarding them with a loyalty program that earns you points toward FREE menu items simply by enjoying your favorites.

And to celebrate the nationwide arrival, McDonald's is rewarding its most devoted fans with World Famous Fan Day and giving 1 million reward points to 66 people.

The News

- Throughout the 66 years of McDonald's history, our fans' loyalty has become as famous as our World Famous Fries®. We think it's time that their loyalty should be rewarded.
- Introducing MyMcDonald's Rewards – our new nationwide rewards program that turns your passion into points and your fandom into freebies.
- For every dollar spent using the McDonald's App, you're pocketing 100 points to use toward free items including breakfast or lunch classics like the craveable Sausage McMuffin or classic Chicken McNuggets.
- To celebrate the launch of MyMcDonald's Rewards, we are joining forces with one of McDonald's most loyal fans, chart-topping urban artist, **Jhay Cortez**. But that's not all...we're celebrating with World Famous Fan Day and our World Famous Fan Contest. On July 13, we're telling National French Fry Day to move over, because it's World Famous Fan Day and we're coming in hot with free fries on us - because the only thing better than our World Famous Fries, are FREE World Famous Fries. But it doesn't stop there.
- We know there are some people who are more than just simply fans – they're loyal for life. So, on World Famous Fan Day, we're kicking off our World Famous Fan search on Twitter– a mission to find and reward our devoted, die-hard fans, for which super fan **Jhay Cortez** will serve as a judge.

Talking Points



McDonald's Partnership with Jhay Cortez	<ul style="list-style-type: none">• Bueno, McDonald's has become a big part of my routine, especially during late night recording sessions (la presión, haha). The Big Mac and McDougle are always my go-to, as I often go through the drive thru (when I'm in Puerto Rico, delivery isn't always an option).• As a fan myself, I've been super excited for McDonald's to come out with a loyalty program and I'm looking forward to racking up MyMcDonald's Rewards points for Big Macs and McDoubles with toda mi gente. Me sigue o no me sigue?
MyMcDonald's Rewards	<ul style="list-style-type: none">• Mi gente, McDonald's fans are some of the most loyal out there, and now we're being rewarded with the restaurant's first-ever nationwide loyalty program, launching everywhere July 8 in the McDonald's app.• With MyMcDonald's Rewards, you can unlock free food simply by enjoying your favorites. For every dollar you spend using the McDonald's app, you get 100 points to use toward free menu items including breakfast items and McCafé drinks or lunch classics, or even my favorite...the Big Mac!• The points will also work on to-go and drive thru orders! Wepa! Order your go-to items, rack up points and use them for free McDonald's favorites during a future visit.
World Famous Fan Day Contest Mechanics	<ul style="list-style-type: none">• McDonald's is celebrating the launch of its new loyalty program with World Famous Fan Day - a day named after their fans, which happens to fall on National French Fry Day on July 13 - where they'll serve up a bunch of different rewards, big and small:• First, they're hosting a World Famous Fan Day contest to find and reward die-hard fans - 66 people will get 1 million rewards points, and one fan will walk away with free fries for life. And I have the honor of serving as one of the judges - which is super exciting as a fan myself.• Here's how the contest will work: On July 13, McDonald's and I will ask our fans to fire up Twitter and show the world just how



	<p>loyal they are. Details for the contest will be found at MyMcDonaldsFanContest.com*</p> <ul style="list-style-type: none">• Think you're as big a fan as me? Prove it by going to Twitter to submit a text, photo or video, declaring your love for McDonald's to the world. Make sure to include @McDonalds, #MyMcDonaldsFanContest, and a hashtag of what state you're in, like #FL.• How will the most loyal fans be picked to be rewarded? A panel of influencer brand fans, including me, will help select the winning entries. ¡Entonces dale con toda!
World Famous Fan Day & Free Fry Offer	<ul style="list-style-type: none">• Although my go-to's are always the Big Mac and the McDougle, you can never go wrong with a side of McDonald's World Famous Fries.• That's why I'm excited that McDonald's is also giving away free fries for everyone on July 13, National French Fry Day (because the only thing better than McDonald's fries are FREE McDonald's fries).• All you have to do is download the app, opt-in to MyMcDonald's Rewards and add the deal for medium fries to your cart.

Q&A

McDONALD'S PARTNERSHIP WITH JHAY CORTEZ QUESTIONS

- 1. Tell us about your partnership with McDonald's. Why did you decide to collaborate with McDonald's for this campaign?**
 - a. As someone who's been loyal to Big Macs and McDoubles for a long time, I couldn't say no when McDonald's asked me to be part of their celebration for the launch of MyMcDonald's Rewards and to help them find their biggest fans. McDonald's has become a big part of my routine, especially during late night recording sessions (la presión, haha), so I'm happy to be part of this campaign, to celebrate with toda mi gente, who enjoy McDonald's as much as I do.
- 2. How will you celebrate and create awareness for the launch of MyMcDonald's Rewards?**



- a. I'll for sure be celebrating with free McDonald's fries on World Famous Fan Day, July 13! And even though I can't technically participate in the McDonald's World Famous Fan contest since I'll be judging it, I'll still create a submission for fun! ¿Quién me sigue con esa? I'm also spreading the word to mi gente so they can get free fries on this day and encourage them to participate in the contest. I can't wait to see your submissions...think you're a bigger McDonald's fan than me?!

LOYALTY PROGRAM QUESTIONS

3. What is World Famous Fan Day and how will the contest work?

- a. Bueno, in honor of the nationwide launch of MyMcDonald's Rewards on July 8, McDonald's is serving up rewards big and small on July 13 – a day they've re-named after McDonald's fans, World Famous Fan Day. Move over National French Fry Day...Por que we know, McDonald's fans are as famous as their fries.
- b. To celebrate their loyalty throughout the years, McDonald's is giving 66 lucky, die-hard fans 1 million rewards points for showing their ultimate loyalty. All you gotta do is share WHY you're the most loyal McDonald's fan on Twitter on July 13, tagging @McDonalds, and including #MyMcDonaldsFanContest and your home state (e.g. #IL). And one ultimate World Famous Fan will also receive free fries for LIFE.

4. What will be the ultimate prize for the winner?

- a. Aside from the 66 winners receiving 1 million rewards points each, 1 person will win the ultimate prize - free fries for LIFE.

5. What will be your participation in the search for McDonald's World Famous Fan?

- a. To help McDonald's in their mission to find and reward their devoted, die-hard fans, I will serve as a judge in the selection process and will be looking at all your Twitter entries to pick who the most loyal fans are. ¡Entonces pa que vayan con toda!

6. What will you be on the lookout for when reviewing these submissions?

- a. I'm definitely looking forward to seeing what these die-hard fans come up with to get that World Famous title. I'd love to check out cool eating hacks, personal stories of how they grew up eating McDonald's, what their favorite menu items are, etc. I want to see entries that are authentic, creative, and most importantly, fun!

PERSONAL JHAY CORTEZ QUESTIONS REGARDING MCDONALD'S

7. Why are you a McDonald's fan?



- a. I have been a McDonald's fan for a long time, and let me tell you, they NEVER disappoint. They hook it up with the best burgers and fries. And after working long nights at the studio, nothing hits the spot more.
- b. I was excited to partner with them a couple of years ago on the Vive Tu Ritmo tour and connect with other fans who love McDonald's food as much as I do. I'm happy to join forces with them again and help find other World Famous Fans through this contest.

8. What's your favorite memory of eating McDonald's?

- a. Jhay to provide personal anecdote.

9. What's your go-to order at McDonald's?

- a. I always choose the Big Mac when I'm feeling very hungry, but for those days when I just want to satisfy a craving, the McDouble always hits the spot.

POTENTIAL TOUGH QUESTIONS

10. Can fans outside the US enter the contest?

- a. Que pena, pero no mi gente, this time we are inviting fans from the U.S. and I can't wait to see how you show your love. To learn all the rules ve pa el website MyMcDonaldsFanContest.com.

11. Does this partnership mean you're getting your own Famous Order like J Balvin?

- a. Ahora estoy bien happy just being part of this celebration for MyMcDonald's Rewards and helping them reward their World Famous Fans, like me. Like my corillo Balvin, I'm also a big fan of the Big Mac, so I enjoyed his order and look forward to other Latinos representing. Me sigue o no me sigue!

Note: If you're asked about any other McDonald's news or topics outside of the MyMcDonald's Rewards and World Famous Fan Day, feel free to redirect the conversation with a response such as the below:

- I can only speak to my partnership with McDonald's to find and reward other World Famous Fans like me for their loyalty. I can't wait to start judging all your entries on July 13!

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