

McDonald's National Breakfast Day, great success

McDonald's SA recently celebrated its National Breakfast Day, executed by its long-time brand agency partner, Offlimit Communications, which saw 253 of the McDonald's stores nationwide share "Little Moments of Lovin'" with 500 consumers per store, with 126,500 breakfast meals going out.

Customers have been enjoying McDonald's handheld breakfast since 2009, which includes the famous Egg McMuffin and a small filter coffee.

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