

Rapping About a Big Mac

Written by Keith ID1064

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McDonald's is hoping to lure rap and hip hop artists to name drop the Big Mac into lyrics, it was reported today.

The fast-food chain will not pay money upfront but will instead offer rap artist up to \$5.00 every time their song is played on the radio, according to Advertising Age.

Its goal is to have the signature sandwich featuring in several songs by the summer, the US magazine claims.

McDonald's has reportedly hired marketing firm Maven Strategies to help encourage rap artists and hip-hop artist to integrate the Big Mac into new tracks.

Tony Rome, Maven president, said his aim was to identify artists whose style would identify with the brand.

"The main thing is to allow the artists to do what they do best," he told the magazine. "We're letting them creatively bring to life the product in their song."

Mr Rome said McDonald's would have final approval of the lyrics, but would ultimately allow artists to decide how the sandwich is integrated into songs.

Douglas Freeland, director of brand entertainment strategy at McDonald's, said rap and hip hop stars had already become brands.

"This partnership reflects our appreciation and respect for the most dominant youth culture in the world," he told the magazine.

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Rap and hip hop artists are no stranger to dropping brand names into their lyrics. Bentley, Porsche, Gucci and Dom Perignon have all been referenced by rap / hip-hop stars Jay-Z, 50 Cent and Snoop Dogg.

And Maven was able to integrate Seagram's gin into five rap songs last year.

[Source](#)