



**Starting February 2,
we will be randomly accepting
a new form of payment.**

"LOVE"

**After Desire' Started Karma Pay,
Now it has spread to MacDonald's**





By Laima Jonusiene, MD, for *Medical Expose'* 2-5-2015

Oh My God, McDonald's is actually trying to bounce their tagline as far as they can, **OMG?** At the Super-Bowl Adverts and on Ground Hog's Day, the fast-food chain re-launched its well-known **"I'm Lovin' It"** ad campaign with a converted meaning of positivity as part of its ongoing brand transformation. Now, to accentuate that their new, extra-positive viewpoint is sincere, **McDonald's will accept selfies and hugs as payment**, or what they're calling **"lovin',"** from randomly selected customers. That's right – starting February 2, some'll be able to pay for a Big Mac with photo of you in front of a bathroom mirror. ***I am not kidding.***

When I first saw Desire' Dubounet offer to make Karma pay real, I was flabbergasted. I saw her massive generosity and humanitarianism as a thing of wonder possibly insanity. Then she said that perhaps her actions would be like a drop of water on a pond. And Karma pay could become real as the ripples of Desire's actions spread. Well it looks like it spread to one conglomerate. Super corporation MacDonalDs has followed suit and maybe this is but a beginning.



Karma Pay a Revolution for the Future

<https://www.youtube.com/watch?v=KM-18bEBr5Q>

McDonald's new Love pay plan, which will run from February 2 to February 14, allows customers to order during pre-selected times for a chance to **"Pay With Lovin'."** Certain partaking patrons will then be selected at random to buy their Quarter Pounders and Chicken McNuggets with an act of love, like a hug, high five, or selfie (I guess self-love counts?).

A representative for McDonald's told ABC News:

*We want to thank our customers for making our day and hopefully they will make someone else's as well — **that's what Lovin' is all about.** From selfies, hugs to high fives — we have a bunch of fun ways to express your **Lovin'.***

Last Sunday before the Super Bowl, the MacDonald's teased **"Pay With Lovin'"** in a 30-second ad that puzzlingly announced, **"This February, McDonald's will be randomly accepting a new form of payment."** And on Sunday, during the Super Bowl, McDonald's did air a full ad for the promotion, which the chain had already posted to its YouTube Channel.

The one-minute commercial gives you a preview of how it works, and additional forms of **"lovin'"** you can pay with in exchange for burgers. For example, in what looks like candid footage of real customers, one patron who orders two hash browns and a small coffee is requested to pay by calling his mom and telling her he loves her. Another customer is told to pay with a hand in the air pound.

Another one gets "rung up" and is told to declare what she loves most about her son, who stands next to her. The employee tears up as she watches the mother and son hug. And another customer's "total" is a request to dance. When the elderly man wavers, the cashier says, "That strawberry sundae's waitin' on you." So he dances away.



In the commercial, McDonald's workers party side by side with the customers, relatives hug, other customers clap, whoop and cheer. In other words, it's not like a real McDonald's. It's complete advertising manipulation but I'm not angry that it made me choke up a little. The commercial completely succeeds in humanizing McDonald's, and if your heart isn't as black as mine, then you'd completely be affected by this humane kindness-sweet ad.



I believe that, **“paying with lovin’”** is hard to argue with, because it's essentially the same as Desire's “paying with Karma.” While it's indistinct as to whether there's a price cap, but nobody in the commercial was heard ordering three Big Mac combo meals super-sized and an extra four large fries.

If more corporations use Karma or love to pay part, maybe we can weaken the tight fist money has on us and we can get to a place where we value what is true. **Each Other.** Here is a movie Desire' made to help us see the value of Karma. And Desire' the ripples are spreading.

<https://www.youtube.com/watch?v=jlxG4zynDcw>