



CANNES YOUNG LIONS

Print / OOH category

Creative brief from **McDonald's**





First things first:
This is not a print brief.
This is a non-traditional OOH brief.

But don't worry, you'll be able to show your copywriting and art directing chops in this category nevertheless.



What do we mean by non-traditional?



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They are all smart ideas with
impeccable art direction.

But the latter two manage to move beyond the limits of traditional outdoor communication, and have an extension to the online world.

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After the how, let's go on to the what.

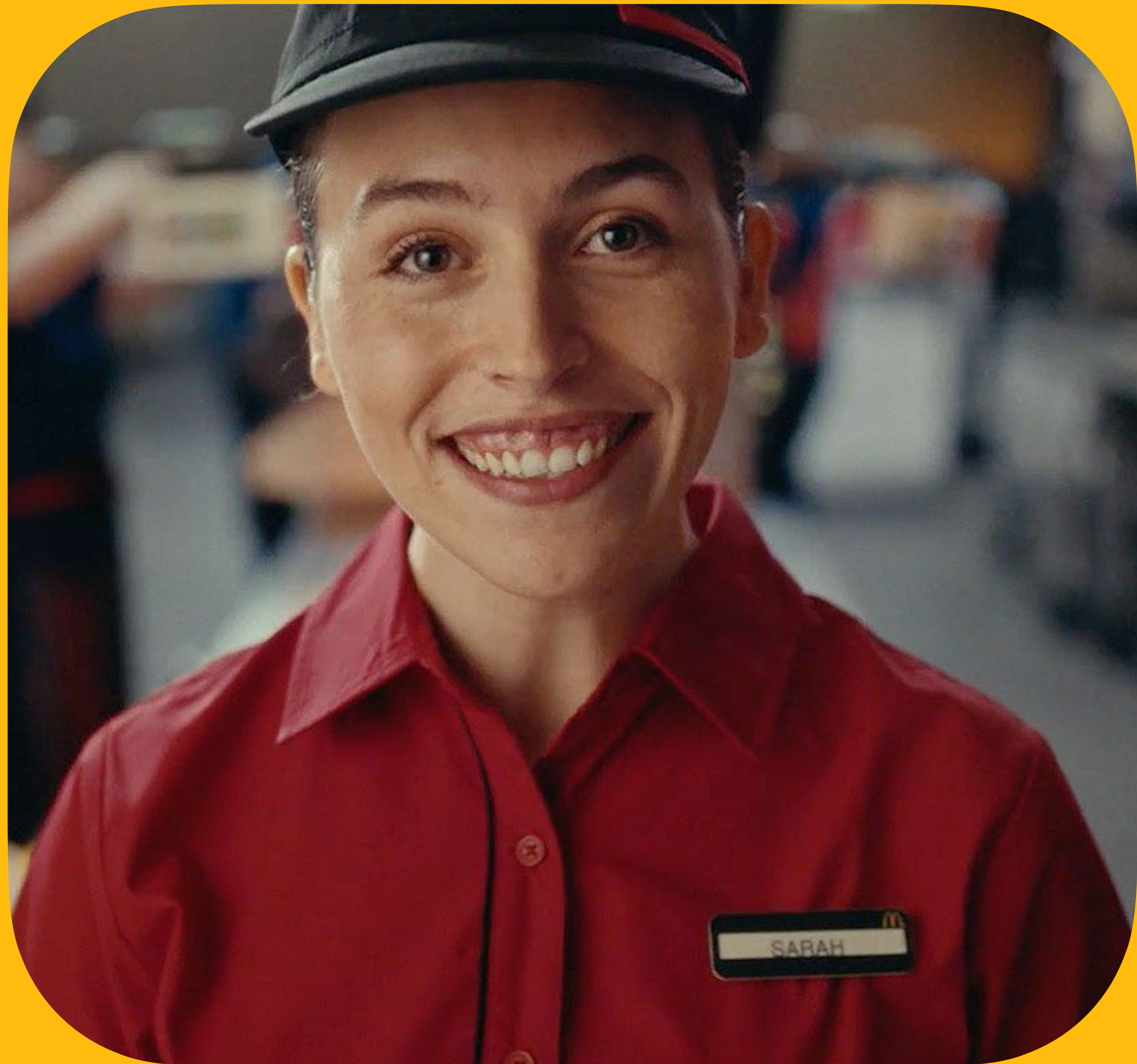
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McDonald's is dynamically expanding its restaurant network in the country.

More and more restaurants are opening, reaching deeper and deeper into the Hungarian countryside. It's a big deal: when McDonald's finally opened in Ózd for example, it was all over the news because of the frenzy it caused among McDonald's fans.





**But more restaurants
need more employees.**

McDonald's needs to recruit new workers
at a speed like never before. And it's a challenge.



McDonald's as a workplace isn't exactly as popular as McDonald's as a restaurant.

The Meki job has a bad rep. People usually think that working at Meki is a dirty, gruelling, and utterly boring work that will leave you smelly and tired all the time.

In reality, there are some perks to this job:

- You can choose the hours you work, so it's ideal for students, working moms, or people with a time-consuming hobby.
- You get to work with a great team, usually friendships are made and strengthened there.
- If you're good at it, you can be promoted very quickly (even in a couple of months) to restaurant manager, or above. In fact, the previous CEO of McDonald's started working at a restaurant, and climbed the ladder from there to the top.

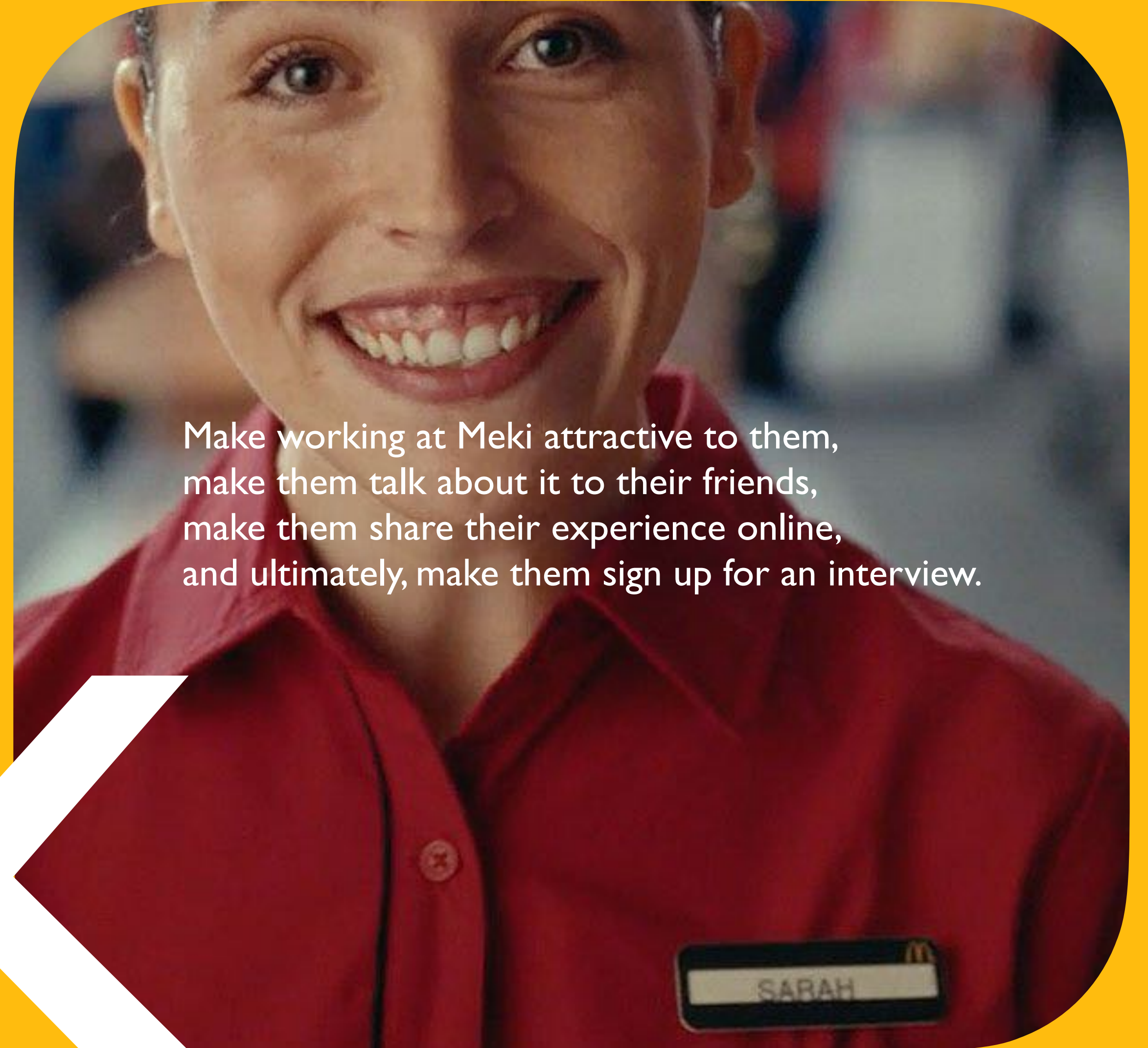


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Bring a surprising, fresh OOH idea that makes young people interested in applying for a Meki job.

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Make working at Meki attractive to them, make them talk about it to their friends, make them share their experience online, and ultimately, make them sign up for an interview.

deliver

An OOH idea that makes waves digitally too.

You have different ways to deliver this:

- equip digital OOH surfaces (like a pimped-up digital CLP),
- drive people from the OOH to a digital interaction,
- create something that becomes so famous that people can't stop talking about it online,
- or all of the above.:)

challenges.

challenge

Please, guide us through your idea in a 10-slide presentation. It should include a layout* that showcases your craft, and at least one more creative execution** that proves you know how to extend ideas to campaigns.

* It's not necessarily your average CLP or BB layout. Maybe it's a layout that shows a curious object in a strange place. Or maybe a place we've all seen a thousand times, but never before like this. It's up to you and your imagination.

** You don't need to come up with two big ideas. This can be as simple as a Facebook post about the amazing thing that you did on the street.

challenges.

Brief

So you've got an employer brief. 😊

brief

Employer comms
and creativity
aren't mutually
exclusive at all.



Employer branding and recruitment campaigns
actually win Lions and Pencils year after year.

What the winning teams do well is that they free
their thinking of the constraints that we usually
associate with this type of communication.

**Not corporate.
Not serious.
Not boring.
Not rational.**



Don't think about this assignment as a large corporation advertising work opportunities to potential employees with a list of rational benefits.

This is a brand that makes simple, delish burgers, talking to the people who eat the cheese straight off the paper. It's as informal as a recruitment campaign can be.

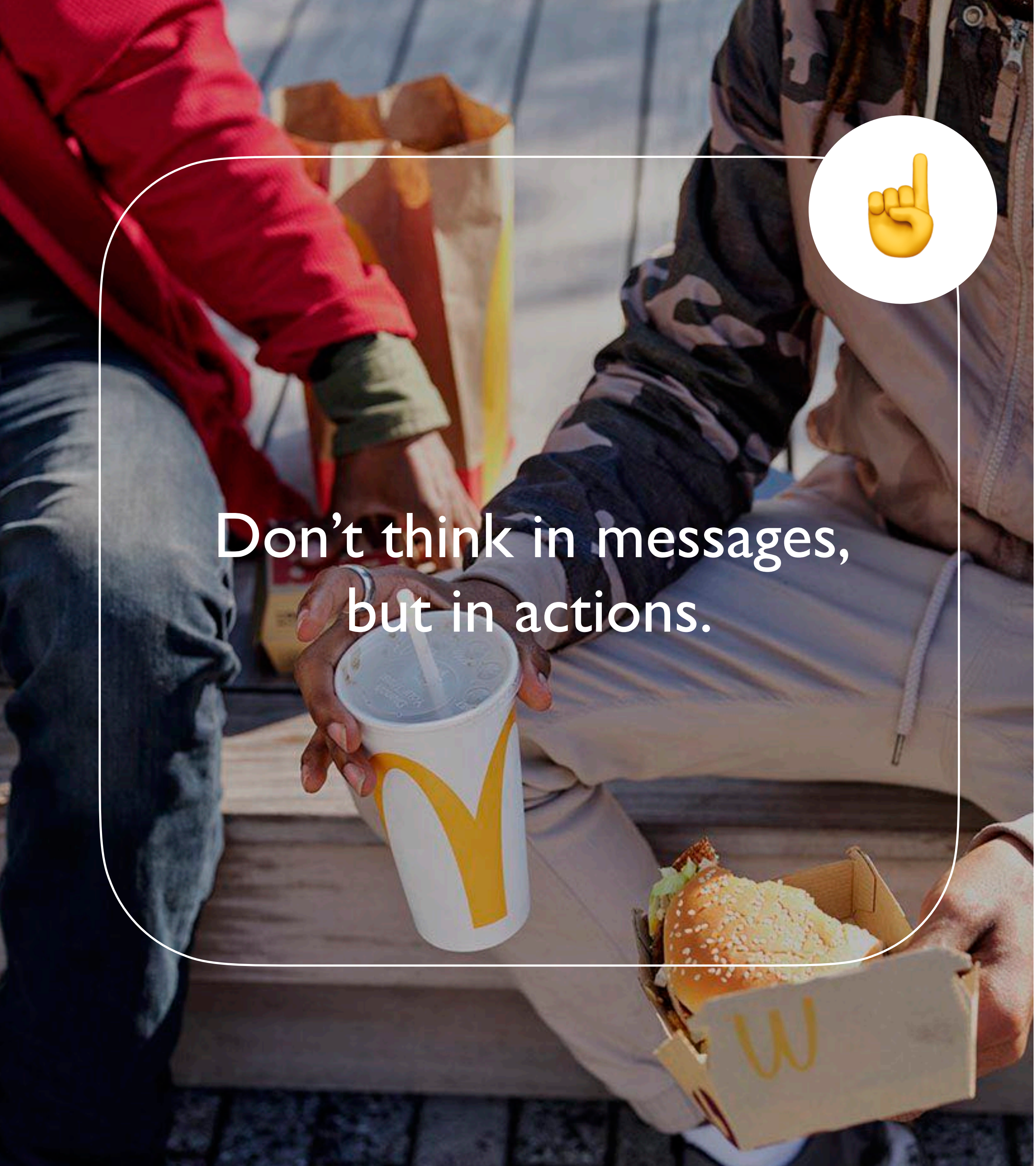
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👉 Some more tips to consider.

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Don't think in messages,
but in actions.

In OOH, we often focus on what is the one sentence that it should say.

It can be interesting to first think of what is the most direct, the most irrational, the most surprising, or even the most stupidly simple way to achieve your goal, and do that on OOH surfaces.



Instead of buying media,
think of hijacking OOH
touchpoints.

And by that, we mean anything that is outside people's homes.

Like places that young people frequent, pass by, or even just want to go to.

Also, consider owned media. There are 100+ restaurants all over the country. There are countless surfaces within them. They have product packages that people bring around with them outside their homes. Can you hijack any of these?



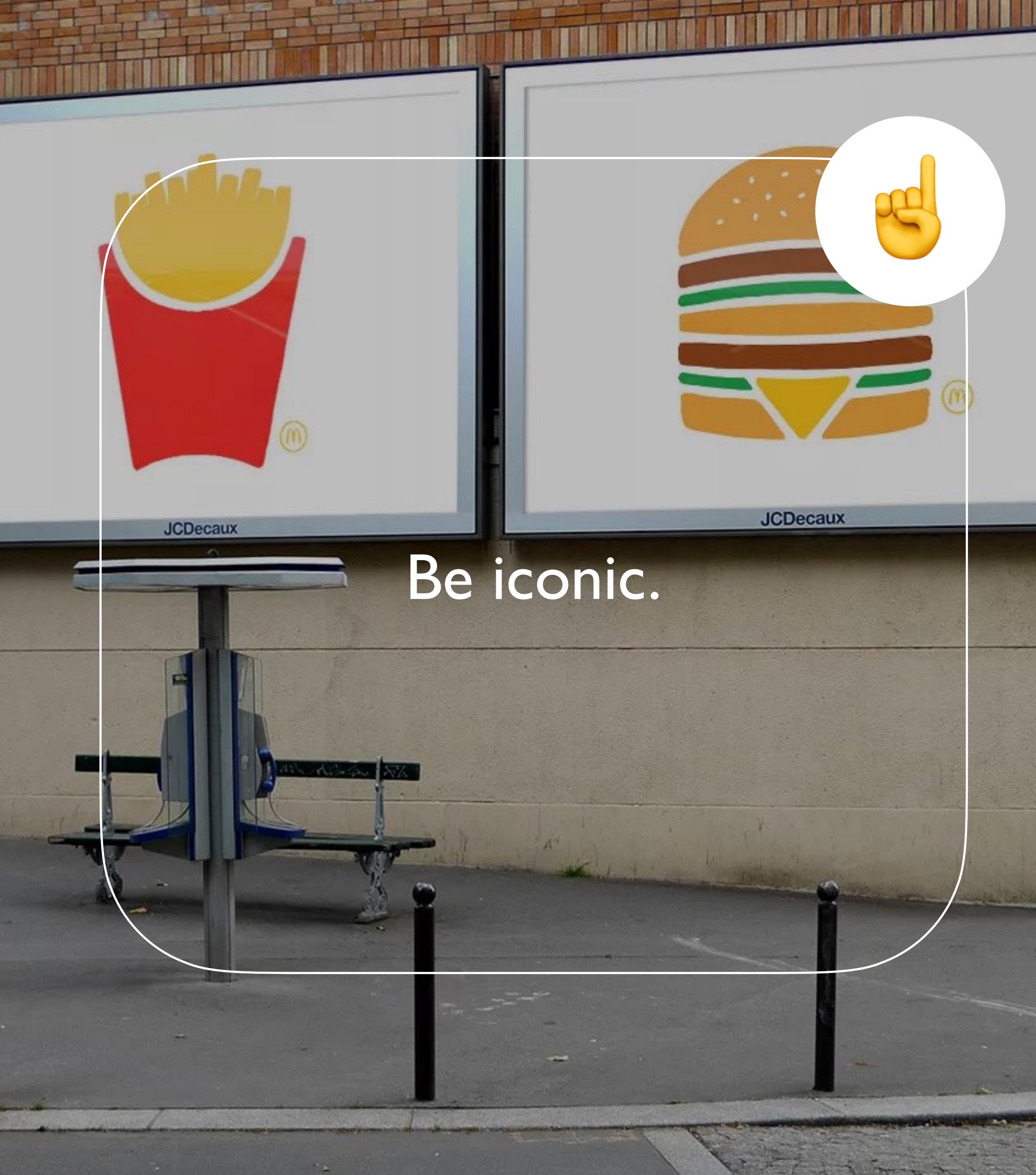
Go for fresh insights.

McDonald's has been recruiting people for ages. What is the 2023 way to do that? Be topical, or speak very honestly to this younger generation.



Pursue extreme ways.

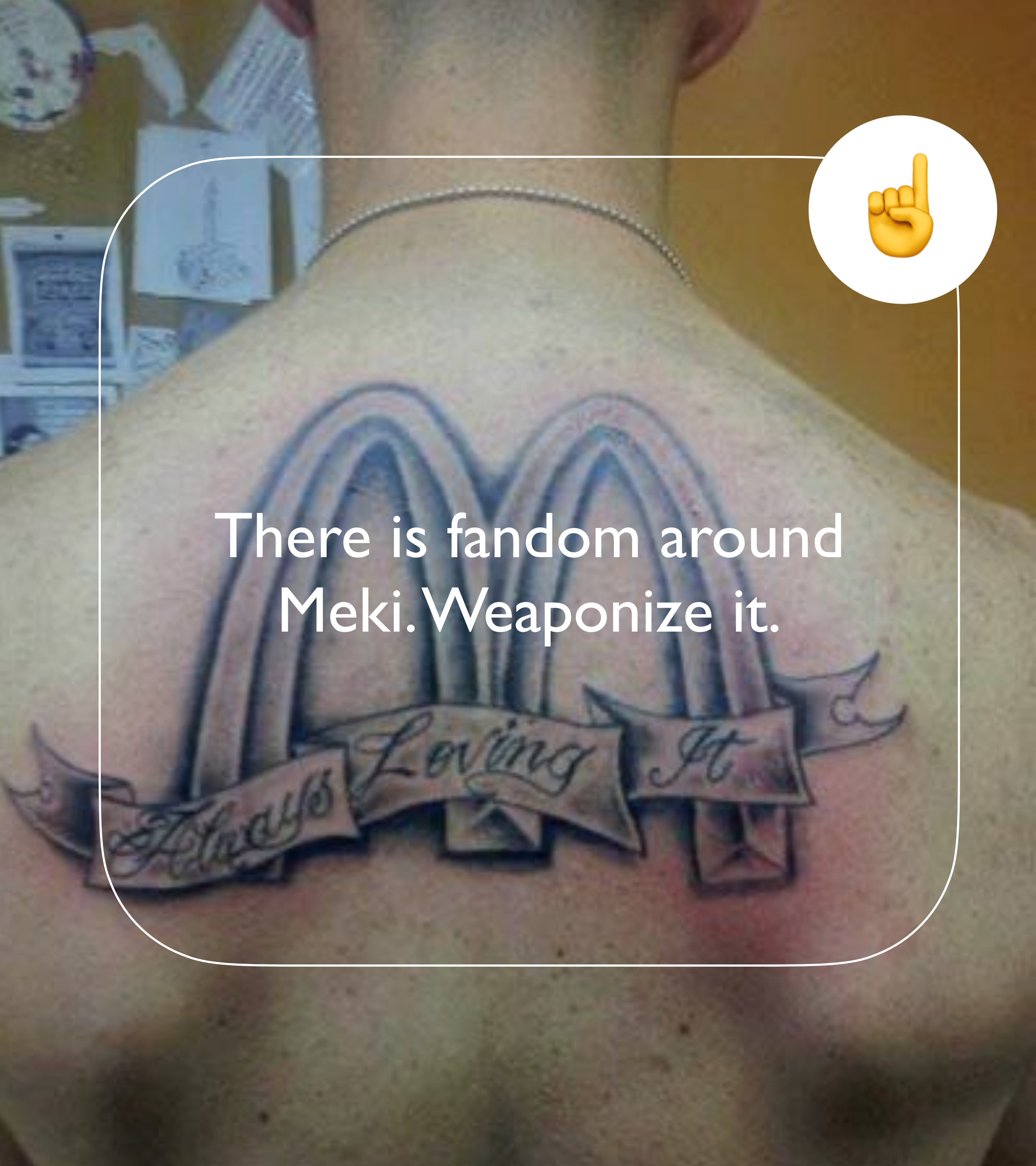
Exciting ideas often live on the edge. When we ask ourselves questions like “Who is the least likely person to do it?”, “What is the most extreme place to take this to?”, “Are there totally unusual but exciting behaviours around this topic?”, “Is there a way to make this thing more silly?”, we often find ourselves on more fertile ground.



Be iconic.

McDonald's has many of the most recognizable and beloved visual brand assets in the world. Using them in an unexpected way usually pays dividends.

Learn more about the new visual identity of McDonald's here: <https://clios.com/awards/winner/design/mcdonald-s/mcdonald-s-59708>



There is fandom around
Meki. Weaponize it.

McDonald's has a special place in Hungarian people's hearts. They tattoo it on themselves. They go there before, after or during weddings.
How can you unleash this fan attitude?

Many thanks



& many rosés in Cannes!