

Colourless life

Ronald McDonald Gyermeksegély
Alapítvány charity campaign

Team Tojásos Tök



How we got here:

Children are happier
in a homey
environment



Being in a colourless
environment is not
good for them



The children get to
enjoy home away
from home



Customers are
happy in a familiar
restaurant



Customers can't
enjoy an unfamiliar
black and white
restaurant



Customers can donate
to bring back colours in
everyone's lives

Makes sense, right?

Insight

There is something sad about losing things that are familiar to us. Things that give us a sense of home. Whether it is something as important as being able to sleep in our own bed, or something less serious, like having a burger in our favorite McDonald's.

Idea

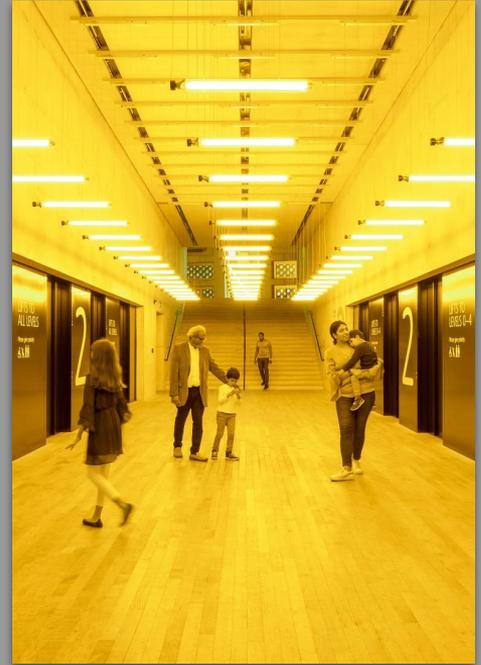
By taking away the sense of familiarity in a frequently visited fast food chain, we can highlight the seriousness of the issue of children not getting the chance to be in a familiar, colourful and homey environment.

Execution

Let's take colours away from our customers for a brief period of time by using special yellow lighting, to show them what it feels like to live a colourless life. All they need to do to get the colours back is donate to our amazing cause.

How?

An fascinating artist called Olafur Eliasson figured out how to make everything look black and white using only yellow lights.



1# The Restaurant

By installing special yellow lighting, that makes everything look grey in selected McDonald's restaurants across the country, we can bring people's attention to our important cause



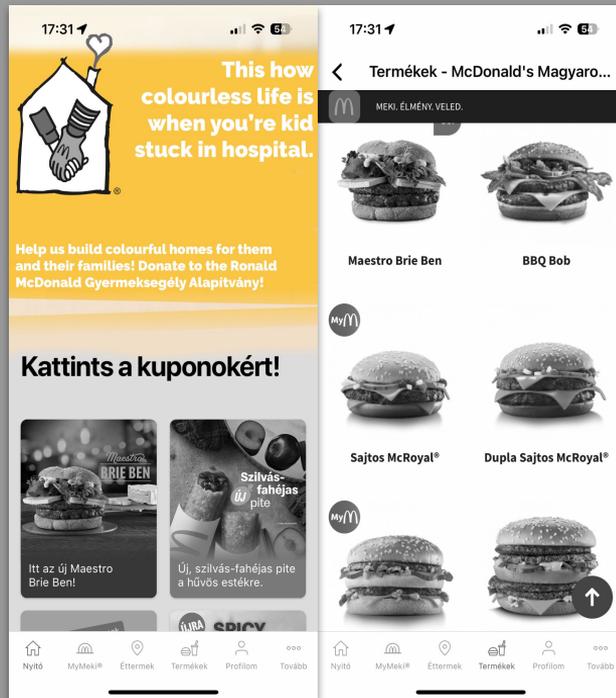
1# The Restaurant

But of course, our customers don't have to stay in the grey forever. If they donate to our charity, they get special glasses. Once they put them on, they will be able to see all the colours and enjoy their usual McDonald's experience!



2# The app

The same colourless experience will appear in our app as well. How will you know what sauce your burger comes with if they are all the same colour?



Well, by donating, our customers can get the full Meki App experience back with colours and all the sauces they will ever need.

3# CLP

Let's install CLPs across the city with special yellow lighting so when people stand in front of them, they turn black and white.

Each CLP will have a cash terminal, through which people can pay any amount they want, to support the Ronald McDonald Gyermeksegély Alapítvány. Once someone pays, the CLP's light turns normal and the colours come back for 30 seconds.



If someone sees this CLP, they won't necessarily see that their faces are now colourless.

By taking selfie, not only do they see themselves, but they instantly have something they can share on social media.

Take a selfie!

This how
colourless life is
when you're a kid
stuck in hospital

Help us build colourful homes for them
and their families! Donate to the Ronald
McDonald Gyermeksegély Alapítvány!



Thank you!