

Matching Taste



Cannes Lions Preselection / Hungary
Team Fakó

BRAND TRUTH

Although Mcdonald's is perhaps the most popular restaurant in Hungary, it is not in the first place among job seekers.

Despite the ideal working conditions and the consideration of the team's and individuals' interests and values (not to mention the not-that-bad salary), people think something totally different.

However, if we ask our workers, they would paint a completely different picture of the Meki life.



HUMAN TRUTH



It is a fundamental paradox that we think tasteless things about the place where we eat tasty things.

Many young people think working at Meki is awkward; it's not for them.

They think that work is boring and embarrassing, It's not their crew and environment.

But you wouldn't even think how much you and they have in common.

IDEA

Instead of trying to convince anyone of our greatness, let's show there is something matchy between you and your future beloved team.

What could it be?

Your musical taste.

Through the common music preference, let's prove that several people inside Meki are similar to you.

Send a playlist as a CV!



HOW IT WORKS

ENGAGEMENT WITH LOCAL TEAMS

1

Each restaurant creates a Spotify playlist. Songs chosen by the team. These playlists are the base for our OOH materials.

2

Scan the code on a CLP near a Meki (or in-store) and enjoy the local team's music.

OOH copy

HL: Matching taste?

body: Scan and listen to our Móricz Zsigmond körtér restaurant Spotify playlist based on our super team's favourite music!

Is there a bonding? Apply to Meki with your Spotify playlist and find the most suitable team sounded on your music savour!

mcdonalds.hu/matchingtaste



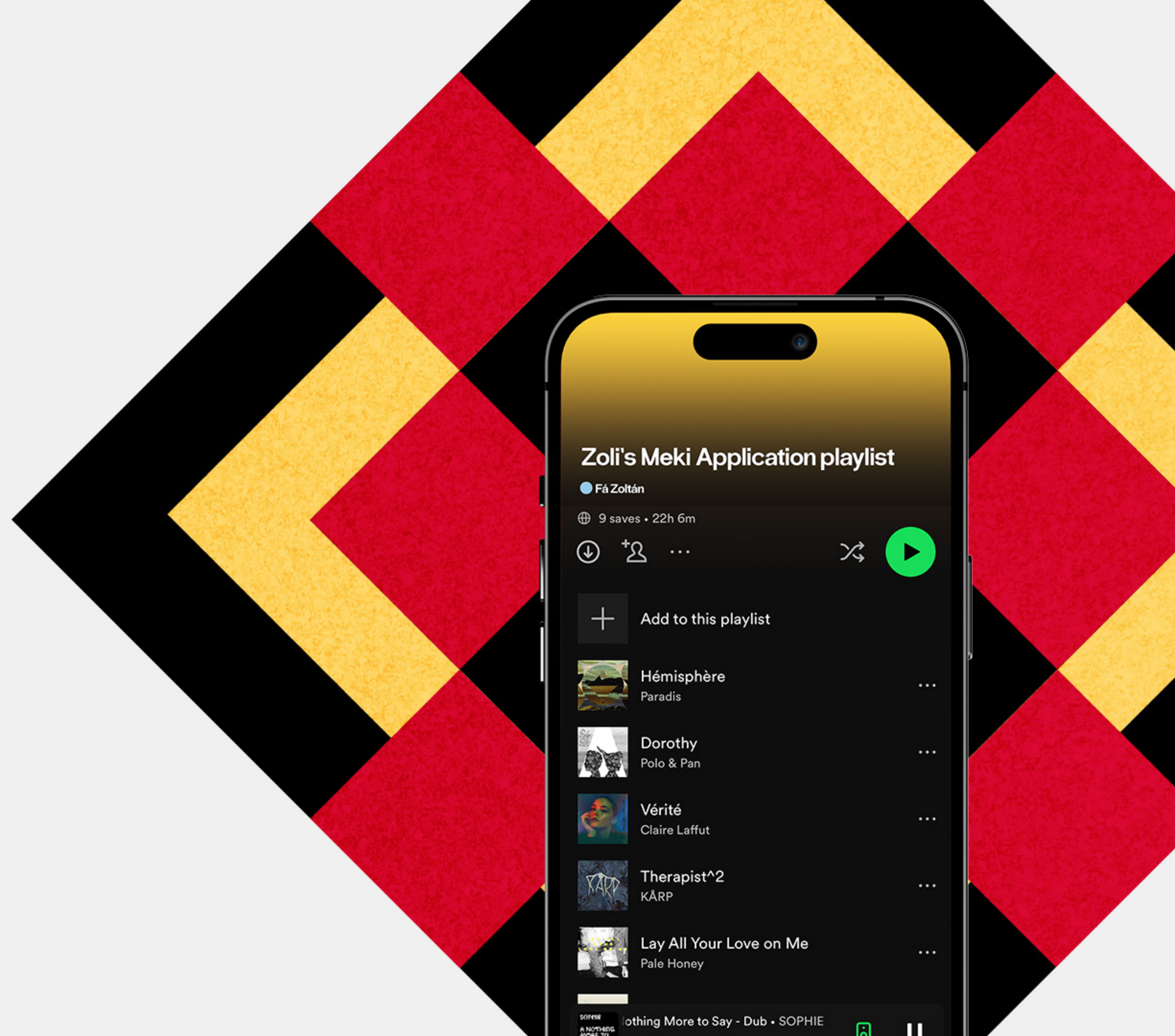
Citylight near Móricz Zsigmond körtér

HOW IT WORKS

JOB APPLICATION

3 As a job application, we ask you to share your own musical taste, that can be uploaded on our micorsite.

4 Thanks to the data, the system recommends the most suitable team for you.



IN-STORE

Since every restaurant would make their own playlist, you'd find different Spotify codes in-store. Taking advantage of our packaging capabilities, we would use stickers to share the message.

Copy

HL: Matching taste with this Meki team?

SHL: Listen to our team's favourites and apply for work with your own playlist.

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What's your playlist?



Thank You!

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