

Young Lions Hungary

team zöld

The first steps are the hardest...

Young people need the extra push to work up their courage and apply for a job that suits their needs. But many of them don't even know how to create a CV or fill out an application form.

**So, let McDonald's be the one
who makes it easy - even *fun!* - for them.**

Unwrap your future

Apply for a job in one sit
- on a burger wrapping paper!

Where your meal ends,
your career begins.



THE UNWRAPPED CV

This is where your tasty future starts!
Fill out the form (with whatever you can)
and give it back to any of our staff.

Name:

Birth Date:

Address:

Phone no:

Studies:

That's a wrap. We can't wait to meet you!



THE UNWRAPPED CV

This is where your tasty future starts!
Fill out the form (with whatever you can)
and give it back to any of our staff.

Name:

Professional experience:

Birth Date:

Skills that you are proud of:

Address:

Phone no:

Why do you want to work here?

Studies:

That's a wrap. We can't wait to meet you!



This is how it works

01

Distribution

Whenever McDonald's employees serve someone who seems to be friendly and perfect for the job, they slip The Unwrapped CV among their order as burger wrapping paper.

02

Instructions

The instructions can be read on the takeaway paper bag or on the paper in their tray.

03

Application

Once they fill out the form, they can give / throw / slip it to any of the McDonald's employees who will take care of it.

Challenge accepted?

It's not just a CV but also a TikTok worthy challenge because you can really fill the form out with *A-N-Y-T-H-I-N-G*.

If you don't have a pen, use ketchup and fries. Or take a photo of it, fill it out on your phone and Airdrop it to the manager.

It's completely up to you, how you solve the challenge (it might be part of the application process).

#UnwrappedCVchallenge



Challenge shared

We spread the word about it with Meki loving TikTokers who use all creative executions to fill out the forms, starting a country-wide challenge that anyone can take part of.

McDonald's owned channels can also be used to show how easy and fun it is to apply for a fun and flexible job!

#UnwrappedCVchallenge



**That's a
wrap.**