

**You are already doing
it. Why not get paid?**

SZOLIBARNA



LIFE in uppercase

When young people leave school, there is often a mismatch between education and the job market. **They are unsure of the skills required** for jobs or which positions suit them best. This results in hesitation and fewer job applications.



The ball is in our court

However, young people possess valuable skills beyond academics that can benefit the job market.

We need to demonstrate to them that what they consider basic knowledge is actually an essential tool in the workforce.



Idea: You are already doing it. Why not get paid?

In most popular McDonald's restaurants, we **transform self-service kiosks to monitor guests' actions.**

After placing an order, we surprise them with a job offer based on their demonstrated skills.





Order here!



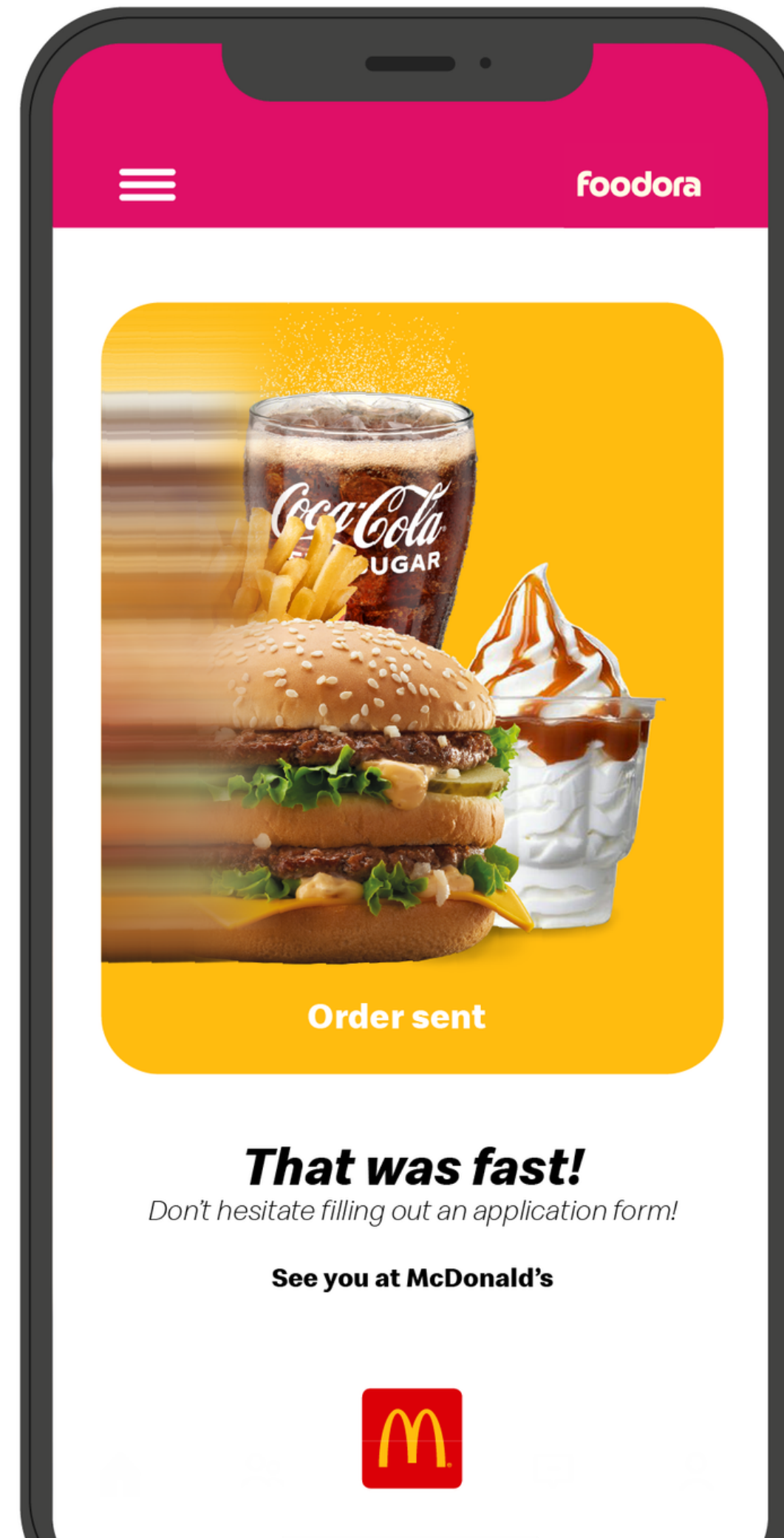
Wow,
*You are already as fast as our
cashiers.*



Apply now and get paid for your skills!

Reaching out

In order to **extend our initiative** beyond the doors of McDonald's, we are collaborating with two local **food delivery applications** (Foodora and Wolt) to reward online orders with job offers.



The strengths of this idea:

It leverages **gamification** and **typical customer behaviour** to engage workforces.

We have the chance to educate young people to cherish their already existing skills.
It is fun and feels natural from the brand.

