

CANNES YOUNG LIONS 2023

TEAM RÉZBŐRŰ



Our task

We need to bring a surprising, fresh OOH idea that makes young people interested in applying for a Meki job.

Thinking background

Meki has a bad reputation as an employer. This mainly comes from false perceptions — well, from the comments we already hear at home as children:
"Meki worker" is the new "street sweeper".

Concept

**We change these stereotypes and point out how wrong their parents were.
We encourage young people to follow their own path
and not carry this negative attitude with them.**

Execution

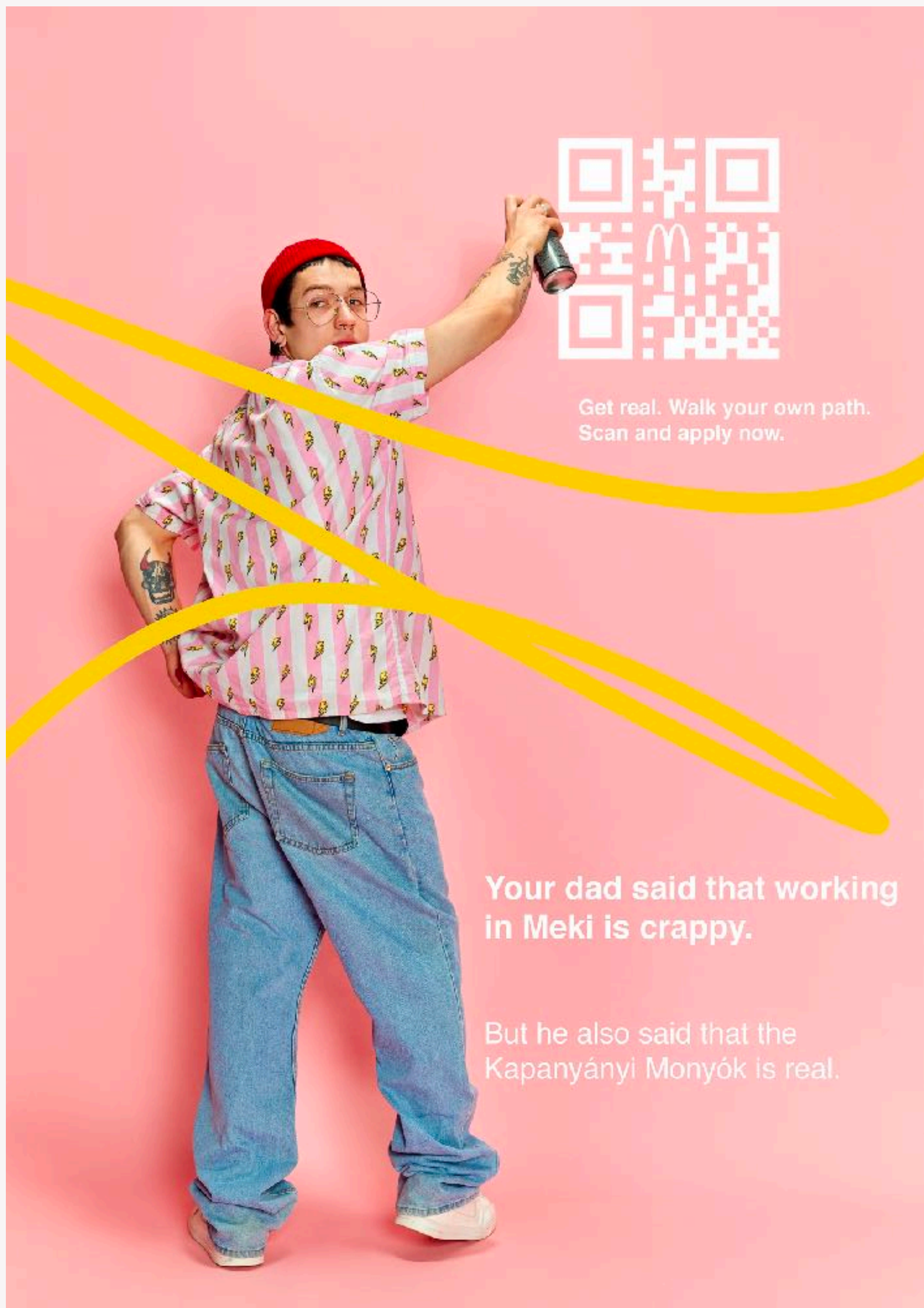
We compare these Meki urban legends with other legendary creatures, with such fabulous figures as the tooth fairy, Santa Claus, or the Kapanyányi Monyók — the things with which our parents tried to guide them on the path they imagined.



Get real. Walk your own path.
Scan and apply now.

Your dad said that working
in Meki is crappy.

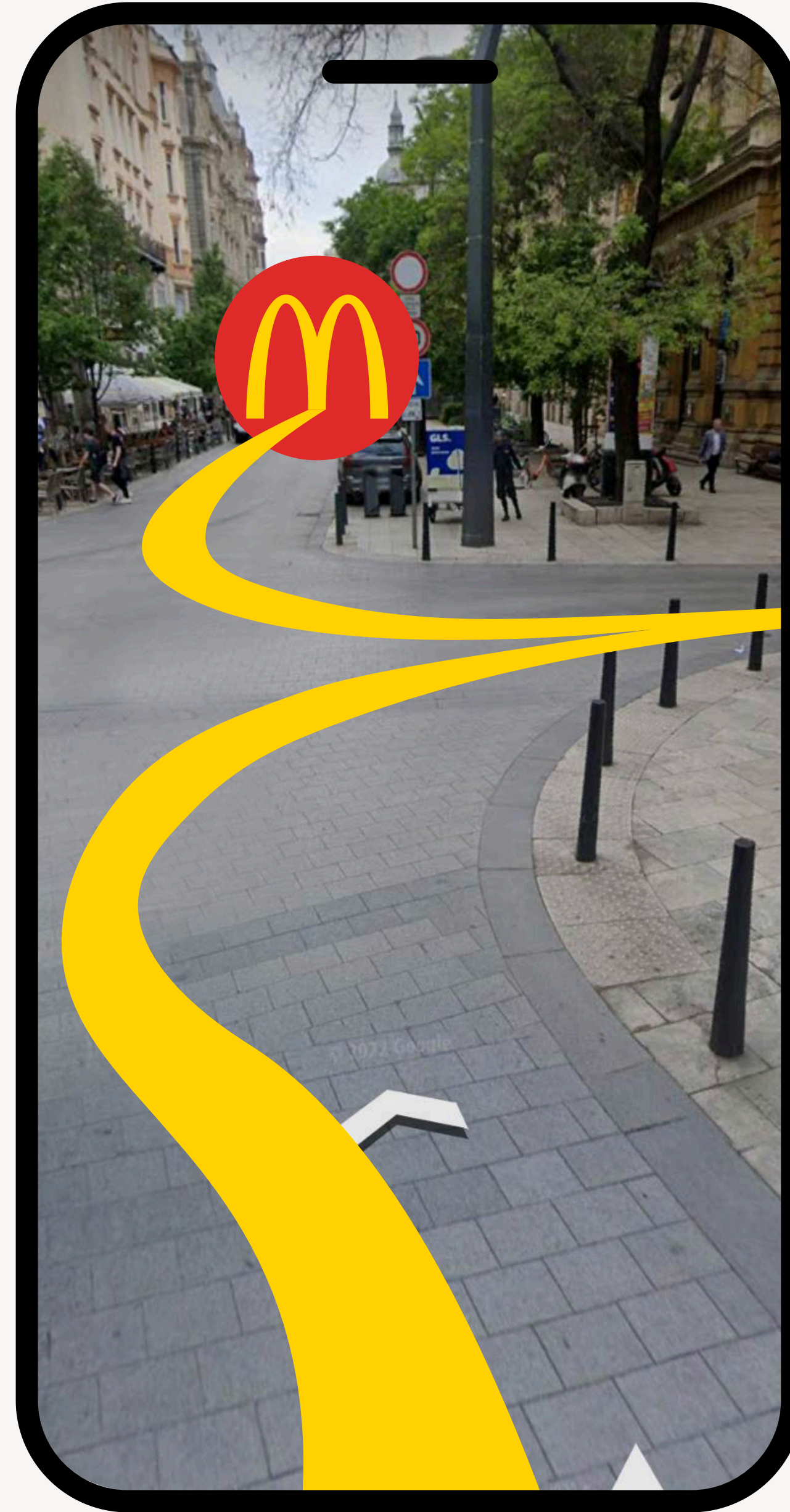
But he also said that the
Kapanyányi Monyók is real.



But how can we immediately translate this into activity?

Well, the QR code at the bottom of the poster takes the viewer to an AR interface, with the help of which the poster immediately comes to life and draws them the route to the nearest McDonald's, where they can immediately submit their application.

Of course, they can use another button to fill out the application form online.



Meki-hacking

Take a picture of the food before we eat it. Been there, done that.

**That is why it would be a shame to miss the opportunity to reach young people
on a surface that their phones can immediately scan:
on top of the burger bun that they are taking a photo of.**



In addition, we can also use the inside of the wrapping paper, where we can include the actual job advertisement, job benefits, and who we are looking for.

Of course, not in the usual way either!

After all, what Meki offers is not only money, but independence, moving away from parents, standing on your own two feet, opportunity, and a springboard.

And what they are looking for is not only an employee, but teamwork, time management, client service, and multitasking.

So, you don't have to be afraid of Meki like the Kapanyányi Monyók anymore, right?

THANK YOU.