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 the false perception that the Meki is not a springboard but rather a dead end.

Once you enter here, you stay there forever.

Concept

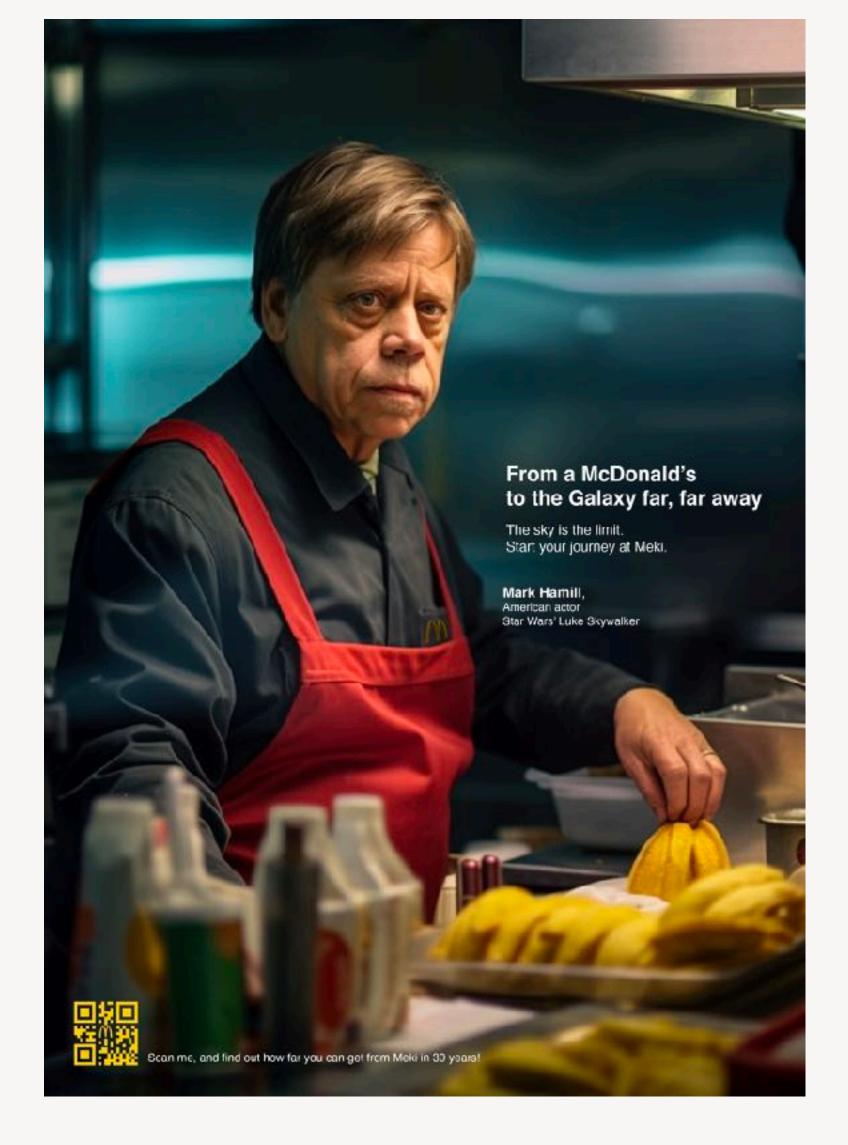
We change these stereotypes and point out how many celebrities have worked at Meki. To show that there is nothing to be ashamed of, since anyone can achieve anything.

Execution

With the help of Al, we imagine what the stars who started their careers at Meki back then would look like today. But we will not put Al aside either, as we can also show what kind of future awaits the young people who apply to Meki.









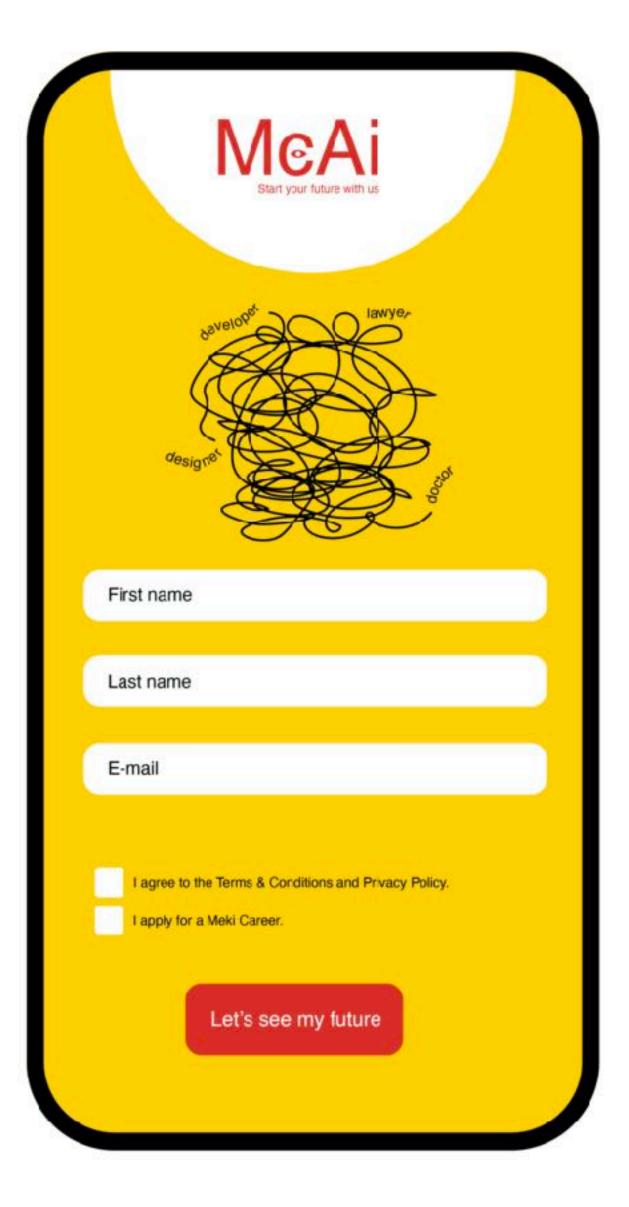


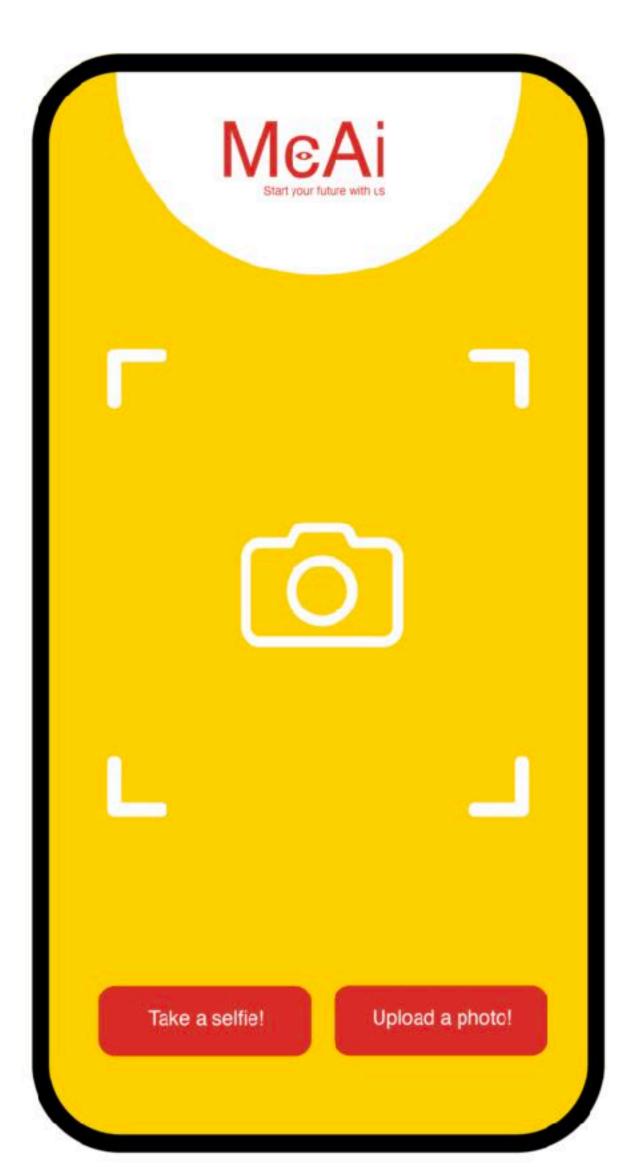


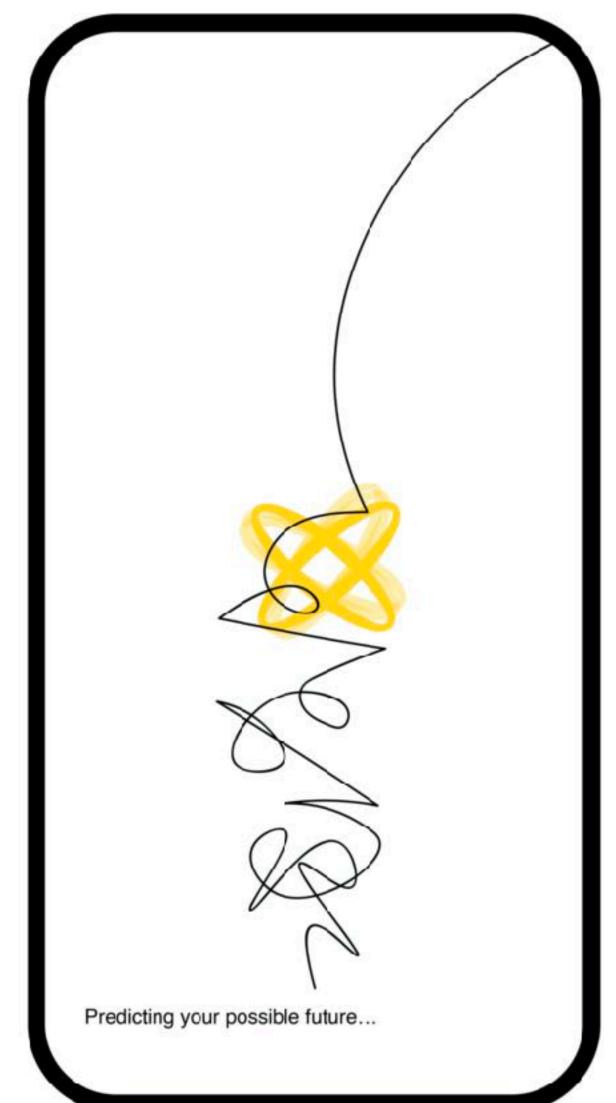
But how can we immediately translate this into activity?

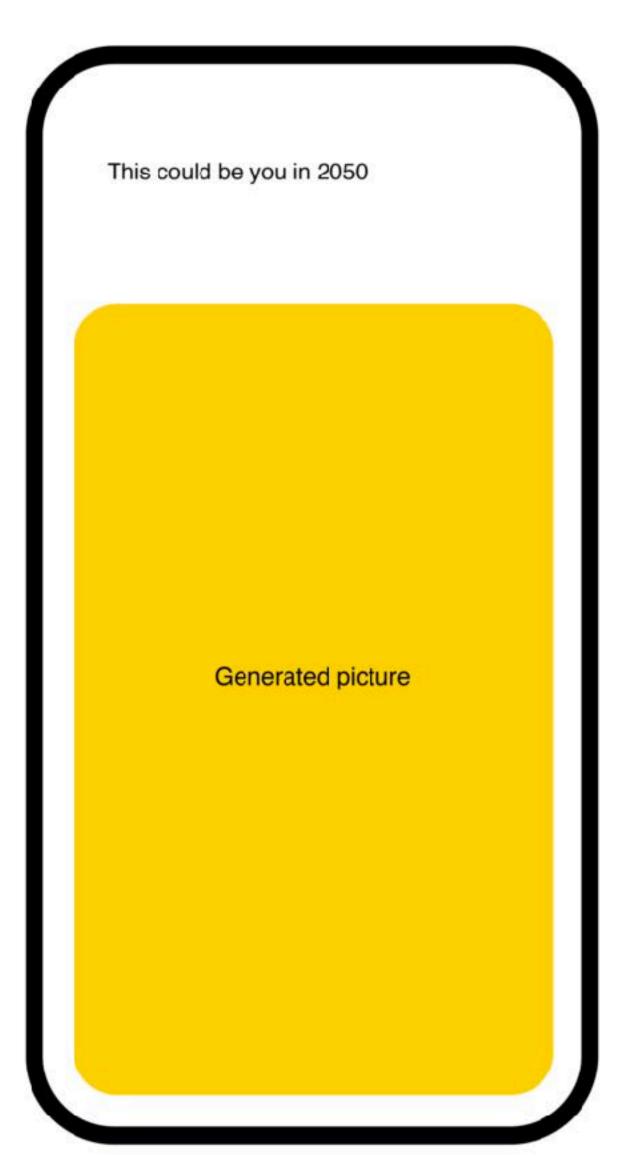
Well, the QR code at the bottom of the poster takes the viewer to an Al-powered application that predicts a possible future for the applicant based on a selfie or a previously taken photo.

In the same application, young aspirants can apply for any position at Meki; the application automatically fills out their form and generates a resume.









THANK YOU.