

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



From a McDonald's Grill to Amazon Thrill
 We know you will do amazing things.
 Start your journey at Meki.

Jeff Bezos
 CEO of Amazon
 World's third wealthiest person

Scan me, and find out how far you can get from Meki in 30 years!



The View from a McDonald's
 Make your way to the red carpet.
 Start your journey at Meki.

Star Jones,
 American lawyer, journalist,
 television personality,
 and women's and diversity advocate

Scan me, and find out how far you can get from Meki in 30 years!



From a McDonald's to the Galaxy far, far away
 The sky is the limit.
 Start your journey at Meki.

Mark Hamill,
 American actor
 Star Wars' Luke Skywalker

Scan me, and find out how far you can get from Meki in 30 years!



From a McDonald's Grill to Amazon Thrill
 We know you will do amazing things. Start your journey at Meki.

Jeff Bezos,
 CEO of Amazon
 World's third wealthiest person

Scan me, and find out how far you can get from Meki in 30 years!



The View from a McDonald's
 Make your way to the red carpet. Start your journey at Meki.

Star Jones,
 American lawyer, journalist,
 television personality,
 and women's and diversity advocate

Scan me, and find out how far you can get from Meki in 30 years!



From a McDonald's to the Galaxy far, far away
 The sky is the limit. Start your journey at Meki.

Mark Hamill,
 American actor
 Star Wars Luke Skywalker

Scan me, and find out how far you can get from Meki in 30 years!



But how can we immediately translate this into activity?

Well, the QR code at the bottom of the poster takes the viewer to an AI-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.

McAi
Start your future with us



First name

Last name

E-mail

I agree to the Terms & Conditions and Privacy Policy.

I apply for a Meki Career.

Let's see my future

McAi
Start your future with us



Take a selfie!

Upload a photo!



Predicting your possible future...

This could be you in 2050

Generated picture

THANK YOU.