WASABIZÖLD

Is It True?

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Insight

Conspiracy theories continue to be all the rage in our modern age due to our **distrust of huge corporations, governments and wealthy individuals.** From cynical assumptions to mind-boggling urban legends, **theories are part of our everyday lives.**

Idea

Naturally, **McDonald’s has a long history of fake news and hoaxes.** Something is always fishy about the perfectly crafted taste and it's not just the Filet-O-Fish.

Let’s give a chance for individuals to **go on the craziest fact-check of their lives** by letting them infiltrate our base of operations. All they need to do is **apply for a job to uncover the truth** behind the strangest allegations Mickey D has ever faced.

Execution

Let’s entice youngsters by **gamifying the job application process.** We put up CLPs featuring different conspiracy theories right next to McDonald’s joints. Like the Karens they make fun of, onlookers are **encouraged to ask the manager** if they want to find out more. However, instead of the manager giving them the answers they crave, **they will be offered a job.**

Layout

01

HL:
Is it true that they put microchips into Big Mac beef patties?

SHL/CTA:
Ask our manager!

Layout

02

HL:
Is it true that McNuggets are made out of pink slime?

SHL/CTA:
Ask our manager!

AR Expansion

Our gamification doesn’t stop at billboards. We’ll create an Instagram Stories **AR filter that lets users see behind the scenes, literally.** Opening up the app’s camera and **looking behind one of our posters will give them an additional clue about each topic in 3D.** Maybe it's a scientist in a lab coat. Or a chicken wandering around aimlessly.

Thank you!