

**but make it fashion**

**türkiz**  
YCL2023

# insight

For young people, feeling comfortable and confident in their own skin is essential in their workplace too. But without a proper working outfit, this can't really happen.



# idea

We inject the latest fashion trends into McDonald's uniforms and bring out a full collection only for McDonald's employees.

We collaborate with the hottest upcoming local brands like Gemini Hotstuff, Project Kloff or Valentin Szarvas.

For the campaign we invite real Meki workers as models.





# CLP

Limited collection only  
for McDonald's crew



**Meki workwear  
but make it fashion**

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Hmm not bad. But add a little bit of spice.



# OOH

We present the collection in unique outdoor solutions too.

- For the campaign, we transform the iconic mini McDonald's booth on Nyugati Square into a fashion showroom.
- We also install the showroom at the McDonald's stand in Budapest Park and in other locations countrywide that are relevant for youngsters.



## Nyugati Booth



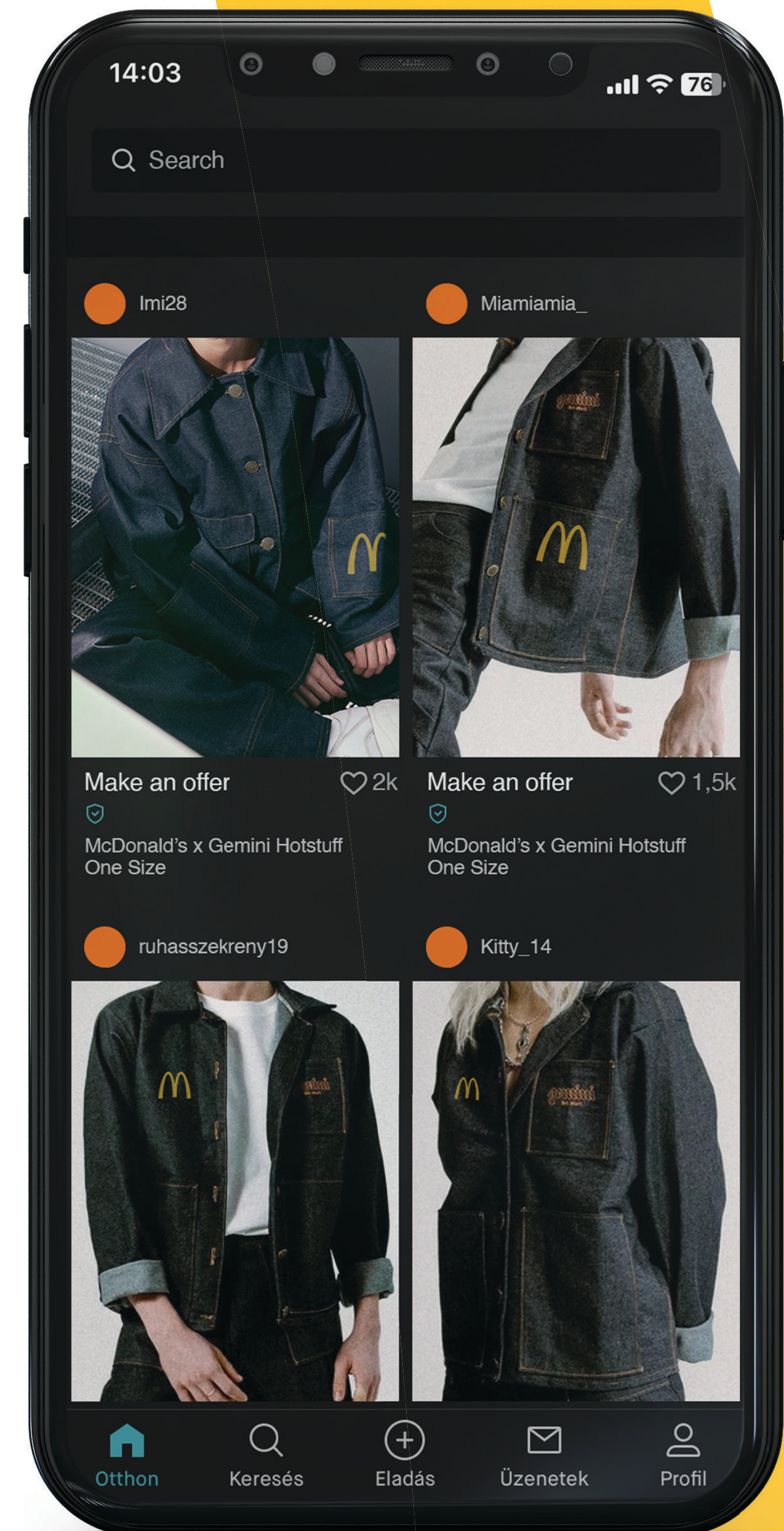


# extension

Some pieces of the the collection will be dropped on Vinted on the profiles of real McDonald's employees, so the obsessed fashionheads can bid for them.

Meanwhile, the platform also gives us a great opportunity to use these profiles to share valuable insider information and insights about what it's like to work at McDonald's.

This way, instead of boring IG stories and Facebook ads, we can reach our target group on an authentic platform.



**Thank you!**