

McDonald's



Angyalszőke

The problem

With McDonald's dynamical expansion, the company need more employees to the restaurants in Hungary.

Although the brand itself is a lovebrand in the country, working at Meki is not the 1st idea came to mind when someone is looking for a job. And not the 2nd either.

**Meki needs
more workers,
and young
people need
Meki. They just
don't know
this yet.**



Let's take a closer look to the youth of today - especially **Gen Z!**

To enjoy themselves and to feel important are a higher priority than everything else in their life, even in the workspace.

Where can we find them? At parties.

How can we make them interested? With attractive promises.

**What is more exciting than knowing someone really wants you?
Or at least wants what you can give them...**



Introducing **WE CRAVE YOU**



We place CLP's at events where youngsters are showing up - at concerts, parties and festivals - with a juicy message.

The number at the top indicates* people who are waiting for their orders at the nearest McDonald's.

*This is a digital indicator that changes based on real traffic data.



**PEOPLE NEAR YOU ARE WAITING FOR YOU
TO FULFILL THEIR DESIRE**



By scanning the QR code party people are finding themselves at Meki's website where they can directly apply for the open positions at the nearest **McDonald's**. At the bottom of the page they can search for further restaurants and open positions across the country.



Free advertising is the best advertising

E-V-E-R-Y-O-N-E shares at least one Instagram story about the musical event they attended. Someone else shares a whole series about it, which is very annoying. And we know that.

However, in this case, we can be very grateful for that many stories, because Meki will be on all of them. :)



THANK YOU!

