

The McBikey

by
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Insight

In the Hungarian countryside, it's getting increasingly **difficult to find good jobs locally**. Thankfully, **McDonald's** is popping up in more and **more locations** so there is no need for **endless commuting**.

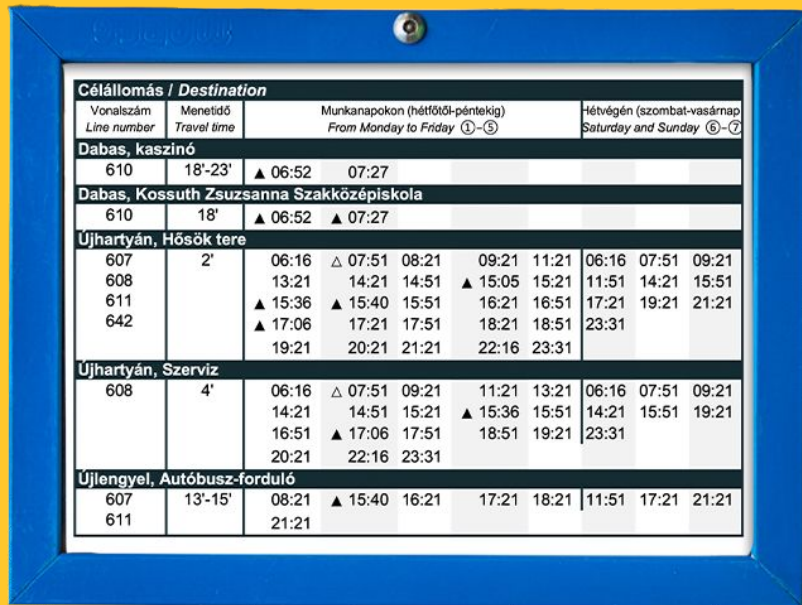
WE'LL HELP YOU



Like, who would want to wait 4 hours for a bus, just to get to work?

Idea

Introducing **McBikey**. By placing bikes in locations where there is a **restaurant nearby** in the **countryside**, we won't only give an opportunity for the locals to **get to work quickly**, but we can also **promote an amazing job opportunity!**



Célállomás / Destination									
Vonalszám Line number	Menetidő Travel time	Munkanapokon (hétfőtől-péntekig) From Monday to Friday ①-⑤				Hétfőgén (szombat-vasárnap) Saturday and Sunday ⑥-⑦			
Dabas, kaszinó									
610	18'-23'	▲ 06:52	07:27						
Dabas, Kossuth Zsuzsanna Szakközépiskola									
610	18'	▲ 06:52	▲ 07:27						
Újhartyán, Hősök tere									
607	2'	06:16	△ 07:51	08:21	09:21	11:21	06:16	07:51	09:21
608		13:21	14:21	14:51	▲ 15:05	15:21	11:51	14:21	15:51
611		▲ 15:36	▲ 15:40	15:51	16:21	16:51	17:21	19:21	21:21
642		▲ 17:06	17:21	17:51	18:21	18:51	23:31		
		19:21	20:21	21:21	22:16	23:31			
Újhartyán, Szerviz									
608	4'	06:16	△ 07:51	09:21	11:21	13:21	06:16	07:51	09:21
		14:21	14:51	15:21	▲ 15:36	15:51	14:21	15:51	19:21
		16:51	▲ 17:06	17:51	18:51	19:21	23:31		
		20:21	22:16	23:31					
Újlengyel, Autóbusz-forduló									
607	13'-15'	08:21	▲ 15:40	16:21	17:21	18:21	11:51	17:21	21:21
611		21:21							

GET to WORK

A see-through CLP, with a magnifying glass in the middle focusing on the end goal, can communicate to our target audience just how close their future workplace could be.

Get to work



The job of your dreams is closer than you think. Hop on a bike and ride to your local McDonald's in 30 minutes or less.



Easy to use, free, green, and accessible. Truly the whole package. But wait, there's more..

Get to work

McDonald's

 The job of your dreams is closer than you think. Hop on a bike and ride to your local McDonald's in 30 minutes or less.



Inclusion

Everyone is welcome to work at McDonald's. Those who are just **starting out**, those who have **little ones** to take care of, and those who just needed **something different**. So we cater to everyone's needs. **And** we make things a little more **fun!**



Everyone's welcome!

Even if you want to work with a friend...



...or if you're a bit unsure...



...if you're looking for a challenge...

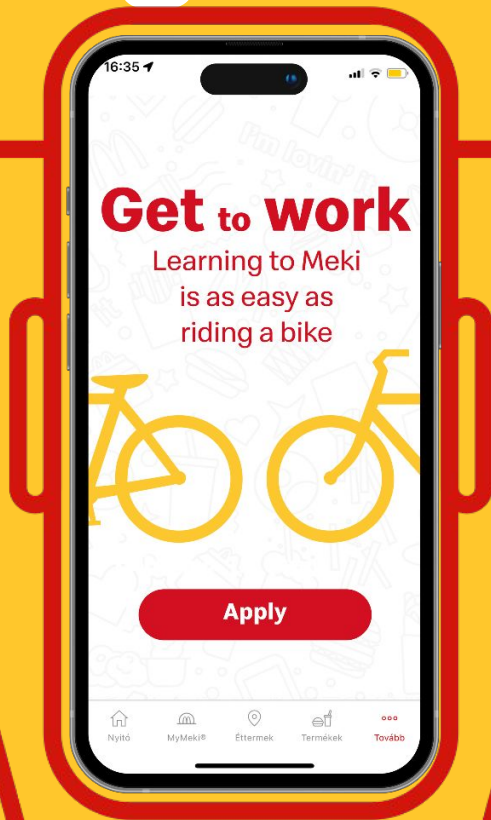


...or if you need to do a school drop off first.

The digital spin

To unlock the bikes all one has to do is **pop their phone on the bike's handlebar**.

When doing so, the McDonald's app will open in the **recruitment section**.



Once they **apply for a job** they are **good to go**. And when they become an **employee** they'll receive a **code they can use unlimitedly**.

Get to work



The job of your dreams is closer than you think. Hop on a bike and ride to your local McDonald's in 30 minutes or less.

To sum it all up, we would **build an infrastructure** that won't only communicate about the great **job opportunities**, but will also make working at McDonald's more **accessible for anyone** who may wish to join the family!

Join the team!

12 open positions in Ózd

Get to work

Learning to Meki
is as easy as
riding a bike

Apply



Thank you
for your attention!

