

# McDonald's is about love. For food. And life.

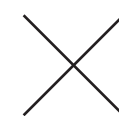
Since Russia's invasion on Ukraine McDonald's has decided to provide food from its restaurants for the needs of Ukrainians during martial law and left the Russian market completely.

Now it is time for McDonald's Hungary to take a stance on anti-war solidarity...



# Militarism is rising in Hungary and propaganda is building heavily on the fear of our citizens.

**Recruitment offices are targeting people in the countryside with little to no job opportunities. We want to show them that there is always a peaceful alternative out there when it comes to their career.**



**Our universal  
message is...**

**MAKE FRIES**



**NOT WAR**

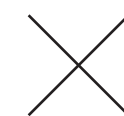


But instead of generating a “We Want You” poster with hippie Ronald McDonald by Midjourney...

**We have a seemingly regular and innocent employer advertisement.**



But if you pair it up with the recent military recruitment billboards and posters placed out nationwide...

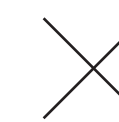


...you get our point.



While the recruitment asks **“Are you ready?”** we already offer the comforting and inclusive answer **“I am ready!”** ( to join McDonald’s). We create a landing page with a mimicking URL and we rent surfaces right next to the recruitment billboards and all is set to go viral.







Hijacking propaganda: instead of heroic overpromises we simply upcycle the tools of recruitment and offer the image of a peaceful work environment, flexible hours, diverse crew and a welcoming atmosphere.

SHLs:

**A McDonald's-nál békés munkakörnyezet vár.**

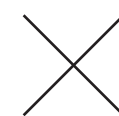
**A McDonald's rugalmas munkaidőt kínál.**

**A McDonald's-nál mindenki egyenlő.**

**A McDonald's-nál mindenkire szükség van.**

**A McDonald's-nál Te választod ki a munkavégzés helyét.**

**A McDonald's könnyű előrelépési lehetőséget kínál.**





Remember:  
Even clowns say no to war.

**Thank you.**

