

WASABIZÖLD

One Of A Kind

YCL - 2023 05 16



Insight

We are all victims of **bullying as kids**. When we turn adults, it becomes **discrimination**. Throughout our lives from school to work, most of us are made fun of because of how we look, how we talk, how we think or what we like. This sad fact is **especially true for Hungarians**. On top of all that, **harassment has even sneaked into our homes** as well, thanks to the internet.

Idea

In a country of ever-growing prejudices, **McDonald's stands tall as an inclusive work environment.**

No matter your looks, your skills or your quirks, you'll find a home and a family by joining our ranks.

Let's showcase the fact that **everyone is special at McDonald's** by advertising our jobs near schools, building estates and inner city hotspots with **portraits of our seemingly misfit workers, featuring both their names and positions.**

Execution

Here comes the kicker though: **we'll bully people as well to get their attention.** But only to immediately **spin it into positive reassurance.** Our bold, prominent headlines will feature insults that students, nerds and even young moms are familiar with, while our subheadlines will **subvert expectations as they feature our stance towards inclusivity.** Something they might not be all that used to elsewhere.

Layout

01

HL:
SHE'S NOT SPECIAL...

SHL/CTA:
**...but only because every other
McDonald's employee is special
as well.**

SLOGAN:
FIND YOUR PLACE



Flóra, 26
Manager

**SHE'S NOT
SPECIAL...**

...but only because every other McDonald's
employee is special as well.

FIND YOUR PLACE 

Layout

02

HL:
HE SUCKS...

SHL/CTA:
**...at something insignificant,
probably. But he's special just like
all of us at McDonalds.**

SLOGAN:
FIND YOUR PURPOSE



Peti, 21
Coordinator

HE SUCKS...
...at something insignificant, probably.
But he's special just like all
of us at McDonalds.

FIND YOUR PURPOSE 

Layout

03

HL:
SHE BELONGS IN THE KITCHEN...

SHL/CTA:
**...at McDonald's, leading a team
while working flexible hours.**

SLOGAN:
FIND YOUR RHYTHM

Zita, 29
Chief Manager

**SHE BELONGS IN
THE KITCHEN...**

**...at McDonald's, leading a team
while working flexible hours.**

FIND YOUR RHYTHM 

Digital Banners

As harassment and **bullying don't stop at your front door, neither should our campaign.** We'll find relevant touchpoints and platforms where we can **reach our target audience through digital banners** that feature our messaging: be it on education-related sites like Felvi.hu, on dating sites, on Reddit or on personal blogs.

Thank you!

