

THE MOST DELICIOUS JOB AD

Team Gagátfekete

INSIGHT

McDonald's food is iconic.

There's no other word for it.

Oh, those crispy fries,
those tasty nuggets,
those night-saving cheeseburgers...
They remind us of good times.



IDEA

Let's use **McDonald's most iconic meals as tools to communicate with potential future employees in an extraordinary way.**



MESSAGE

Working at Meki is easy, flexible and rewarding.

HOW?

Introducing: **Meki's Frozen Favourites**
(it's actually also a job ad, but sush,
that's a secret for now)

**A limited-edition release of Meki's
three flagship products as packaged,
frozen foods for people to take
and make at home.**

Knowing Meki fans, we expect these meals
will sell out in just hours:

**Friendship Fries
Flexible Chicken Nuggets
Career Chaser Cheeseburger**



HOW???

We communicate the benefits of working at Meki through the packaging in a simple but fun way. This way, **Meki uses its own product as an outdoor media that people take home with them and read when they're looking for the instructions** on how to make the delish meals.

So basically, people like the ad so much that they want take it home. Ok, maybe it's the food.



Like wildfire

The news of Meki releasing its legendary meals to the public will spread like wildfire.



McDonald's

HOLNAPTÓL MÁR OTTHON IS KÉSZÍTHETSZ MEKIS SÜLT KRUMPLIT, CSIRKEFELATOKAT ÉS SAJTBURESZT.

657 likes
McDonald's Készüljetek! 🍟

Yesterday



telex

FRIENDSHIP FRIES
WORKING AT MEKI IS...
AS EASY AS THESE FRIES ARE TO MAKE
AS BEHAPPY AS EATING FRIES
AS TASTY AS FRIENDSHIP FRIES
AS FRIENDLY AS THESE FRIES

CONSIDER JOINING US:
FIND NEW FRIENDS
ENJOY THE FLEXIBLE WORKING HOURS
GET PROMOTED IN JUST A FEW MONTHS
START ON YOUR LADDER OF SUCCESS

INSTRUCTIONS:
HOW TO MAKE WITH FRIENDS!
1. FIND FRIENDS
2. JOIN US
3. WORK AT MEKI
4. ENJOY THE FLEXIBLE WORKING HOURS
5. GET PROMOTED IN JUST A FEW MONTHS
6. START ON YOUR LADDER OF SUCCESS

Hatalmasat dobott a magyar Meki: mától otthon is elkészíthetünk néhány örök klasszikust!
10:14



Ügyes húzás: sültkrumplival próbálja lekenyerezni leendő dolgozóit a Meki
10:28

Today



ADWEEK

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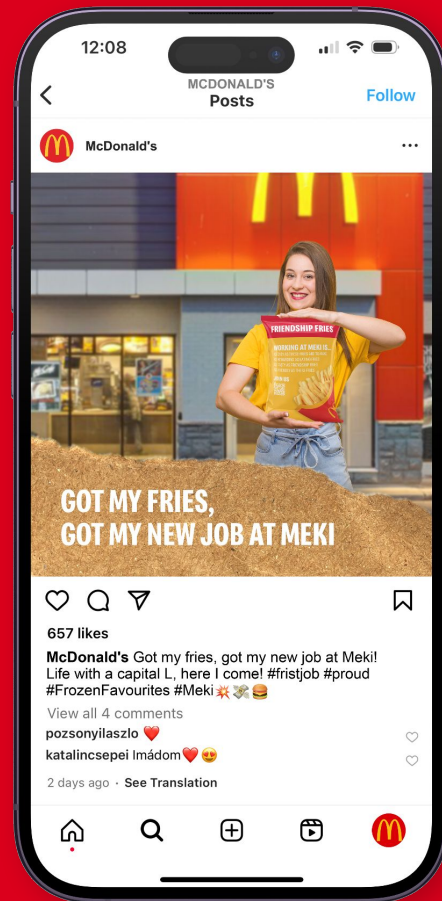
FLEXIBLE CHICKEN NUGGETS

WORKING AT MEKI IS...
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CAMPAIGN
Hungary's McDonald's is using fries and chicken nuggets as OOH job ads

Got my fries, got my new job at Meki

After the campaign, we'll create
a series of social posts about
employees who joined us through
Meki's Frozen Favourites job ads.



AH, OKAY.

To sum up, using this unique, OOH-IH (in-home) medium helps Meki:

- **advertise jobs with their most iconic assets**
- **give people a good experience**
- **make people read an ad that they'd otherwise never read**

**OKAY, THAT'S ENOUGH,
THANK YOU.**