

Supported by McDonald's

Szolibarna

PRINT



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IDEALISED ADULTHOOD

If you ask someone in their childhood what they want to be when they grow up, they are unlikely to say they want to be a McDonald's employee.

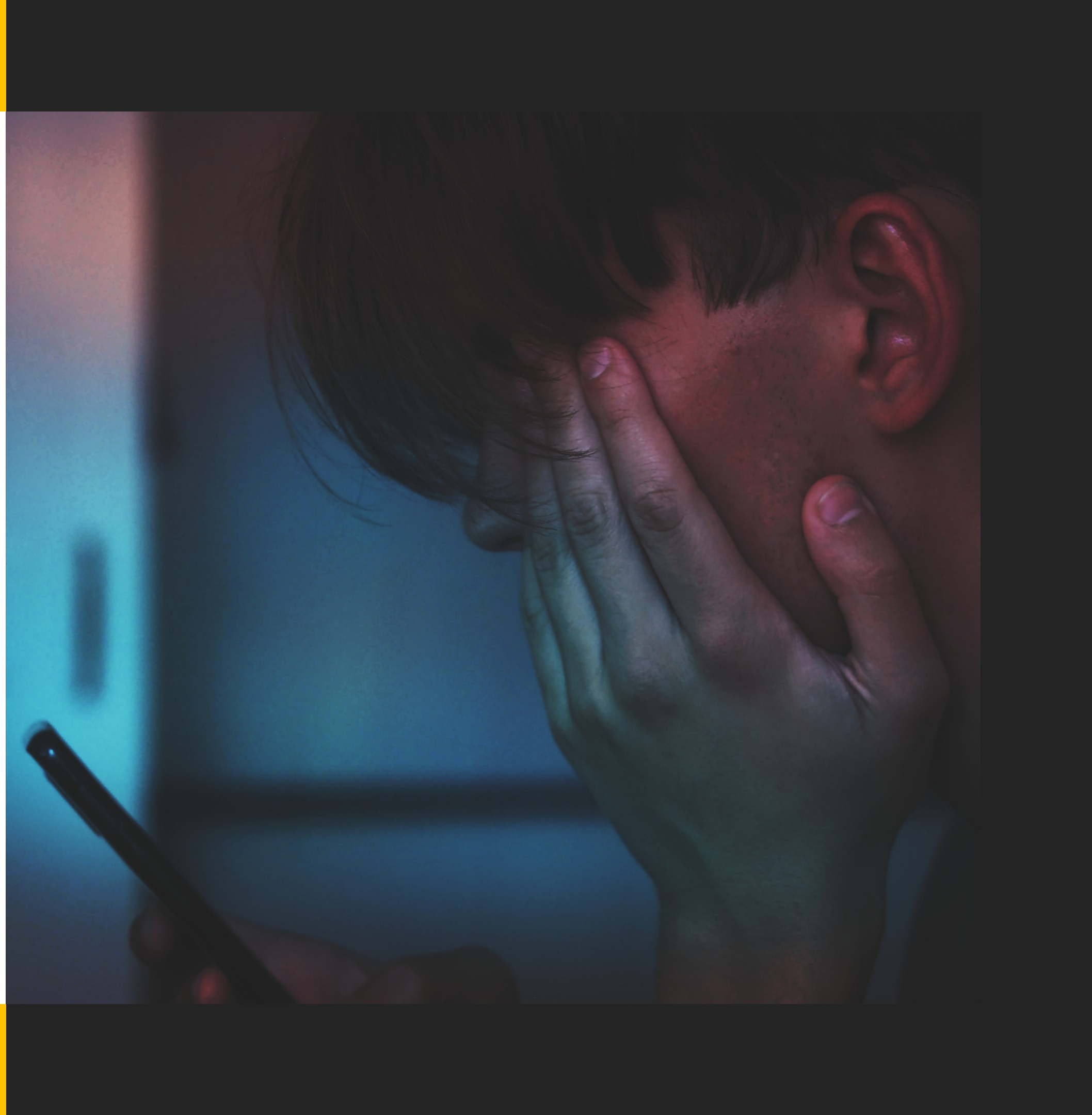
However, long-cherished career plans have fallen victim to the global pandemic and economic crisis. Many had to leave their low-paying dream jobs or internships to secure a stable, well-paying alternative that supports them during difficult times.



SECOND BEST IS STILL BEST

According to a research, 33% of millennials and 43% of Gen Z work multiple jobs simultaneously.

Let's face it: for most people it's difficult to make a living, plan, and build a future with just one job. However we look at it, McDonald's won't be anyone's top choice for employment. But what if we settle for second place as well?





SINCERITY IS KEY

The younger workforce seeks companies that can support their growth rather than solely benefiting from them.

For the individualistic generation, portraying the job as a stepping stone with opportunities for development is more motivating than emphasizing extreme career prospects.



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In our **citylight campaign**, we position McDonald's **not as your typical full-time job but as a supportive workplace** that helps people achieve their goals. Whether it's an interim solution, a development opportunity, or financial security, we show how McDonald's flexible working hours, predictable payment system, and benefits contribute to ensuring that young people don't have to give up on their dream jobs but rather help them get there.

- Anita Szabó (Junior Art Director)
Supported by McDonald's



IDEA

LET'S GET DIGITAL

We respect if our employees choose not to list their years at McDonald's on their resumes. However, **on LinkedIn, we proudly add "Supported by McDonald's" next to their first job/education** while working with us, with which they can enhance their professional titles as well.

This fosters a positive and proud view of their time at McDonald's, as we support their dreams and showcase the stability they can find here.



Anita Szabó

junior art director

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[51 connections](#)



Junior Art Director

Supported by McDonald's



Media Design

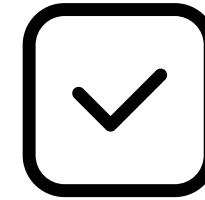
Budapest, Budapest, Hungary



FOR US, IT TICKS ALL THE BOXES:



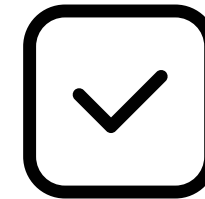
IT'S BORDERLINE SELF-SABOTAGING,
which is always brave.



IT'S SURPRISING AND ATTENTION GRABBING
in order to drive effective results.



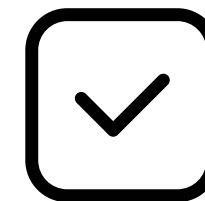
IT IS A TESTIMONIAL
but not in the usual way.



IT'S SCALABLE
from pregnant women to elderly people through young adults seeking a path we always have something to say.



IT'S HONEST
just what people need nowadays.



IT HAS CULTURAL RELEVANCE
even in the countryside and between people with poorer backgrounds.