

SZOLIBARNA

**You are not a
robot.**



McDonald OOH



Challenging times

As AI advances, our jobs are increasingly threatened. Automation and digitalization have resulted in massive layoffs, even jeopardizing white-collar positions.



GenZ enters the workforce

The younger generation faces the challenge of entering a **rapidly changing job market**, especially during tough times. The perception is that seasonal and repetitive jobs can **easily be replaced by robots**. Then how can we get them to work at Meki?

It's a feature, not a bug

At McDonald's, customers often use **their own slang** when ordering, posing **a challenge for AI**. Previous attempts to replace human workers with AI at a drive-thru had disastrous consequences.

Instead of changing the behaviour of the fans, let's use it to celebrate how humans can contribute to it!






**Idea:
"You are
not a
robot."**

Our solution is an **interactive citylight campaign** showcasing **the vital role of the human touch** in the McDonald's ecosystem. People will encounter **gibberish-sounding orders** and, through a **captcha-style selection process**, can secure immediate job offers if they successfully identify the corresponding images.



select all images with
Chickin sando without sprinkles



You  **are**
not **a** 
 **robot!**

You are hired. 

Going viral

With a **playful challenge**, we encourage customers to **place their orders in unconventional ways** (apologies in advance, McDonald's employees), igniting their creativity and fostering a sense of fun.

By **sharing their hilarious results on TikTok**, we create a viral sensation that not only boosts brand visibility but also strengthens our connection with the audience while celebrating the wonderful and tireless humans who work at Meki.



Why does it work?

It feeds off of a **well-known fan truth**.
It uses gamification while effectively highlighting the message.
It's fun.
It **strengthens the image of the brand** without being corporate.

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