



It's working.

Húslevesszín

Challenge

Everyone's lovin' McDonald's. The brand, the food, the vibe. Imagine yourself at this very moment eating a hot cheeseburger with fries.

Mmm, right?

Although, whenever it comes to working at McDonald's, the affection disappears and awkwardness takes its place. Imagine yourself in those quirky little hats serving a hot cheeseburger with fries.

Mmm no, right?

Insight

Let's be honest: working at McDonald's sounds embarrassing.

When employees are asked about their place of work, they would often only say "at a fast food restaurant".

Job-seekers often view applying to McDonald's as a last-ditch effort when no other options are left.

Working at McDonald's past the age of 22 is often viewed as a common failure in life.

**But why does it have to be this way when...
it's just working, right?**

Concept

Our goal is to have people associate the career possibilities at McDonald's with the same level of admiration as they do with McDonald's products.

McDonald's as a brand is working for a student, for an adult and for a senior too.

**It's working.
For everyone.**

In order to deliver the message, we'd use unusual public places where the working of the environment is essential and truly accessible to everyone.



On a billboard? It's working.

To deliver our message, we'd use OOH surfaces at the most public places imaginable. Establishing a **connection between the working of public transportation** and the benefits of working at McDonald's.



**On a special OOH surface?
It's working.**



As a stunt? It's working.

Working at McDonald's offers a consistent and reliable experience. To promote our campaign, we will **stage a PR stunt at a popular location** known for...well, quite the opposite.

And what's a better symbol of not-working than the infamous clock at Széll Kálmán Square?

To generate some buzz, we'll create a **precisely working clock of the McDonald's archpole** accompanied by our core message.



**It's working.
For everyone.**



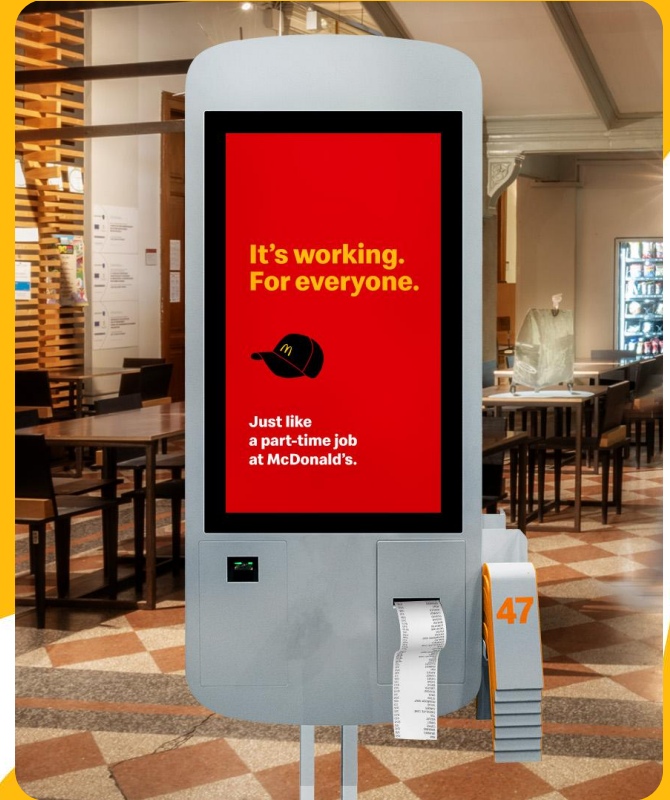
**Just like our
positions
at McDonald's.**

On a digital, owned OOH? It's working.

We'll use our own **digital kiosks as outdoor media platforms** to target one of our largest target group, placing the devices in universities.

Instead of finding the usual selection of snacks and beverages on the device, students can choose from various job opportunities, schedule options and preferred locations.

The kiosks will generate a customized receipt detailing working preferences and a QR code, directing university students to the 'Work with us!' site of McDonald's.



It's working, because...

...it's honest. Emerging from the recent perspective on working at McDonald's.

...it's captivating. Creative transformation of the iconic McDonald's visuals.

... it's expandable. The concept can be integrated seamlessly to other platforms.

...it's catchy. The goal is to gain attention, not to scare potential employees away.

... it's a conversation starter. Reassessing the jokes about working at McDonald's.

Thanks!

Húsvesszín

