

**McDonald's employment campaign**  
**“What kind of bird are you?”**



## DESCRIPTION OF THE CAMPAIGN

**The objective** of the campaign was to achieve that 18-26 year-olds consider employment at McDonald's and that 1250 of these fill out the application form on the client's Web site during 2014.

27% of current employees listed flexible schedules as the main benefit of working at McDonald's. **Our challenge** was to leverage this in a way that was appealing to this audience.

The campaign was based on **the insight** that most people have to adhere to a set schedule – getting up and going to bed early – although only about 10% of the population is early birds or so-called “larks”. The rest are either “owls” or something in between. It is not fair that they have to conform.

**The idea** was to urge the audience to find out what kind of “bird” they are and then fill out the application form, choosing the appropriate working hours.

## LAUNCH AND EXECUTION

**The creative** was executed in a simple, minimalistic illustrative style. “Cuteness” was used to present serious information, which is on trend within the target group.

**Media channels** were chosen to be as targeted as possible, engaging our audience during their daily routines or when looking for a job. This included an animated branded timeline integrated with an advertising banner in the most popular social network Draugiem.lv, and in job-seeking portals. Hangers were placed in public transportation and posters on bus shelters near universities and in the dormitories themselves.

We created a mobile version of the platform and even gave young people the opportunity to answer the questions and apply for a job via SMS.

## RESULTS

Campaign targets for the year for the Baltic were reached within the first two weeks in Latvia alone, and the campaign needed to be paused in order to process the large number of applications. Overall, **results for the first wave of the campaign were triple those planned for the entire year.**



Find out  
**WHAT KIND OF BIRD**  
are you!

**LARK** or **OWL** or **LORWL**

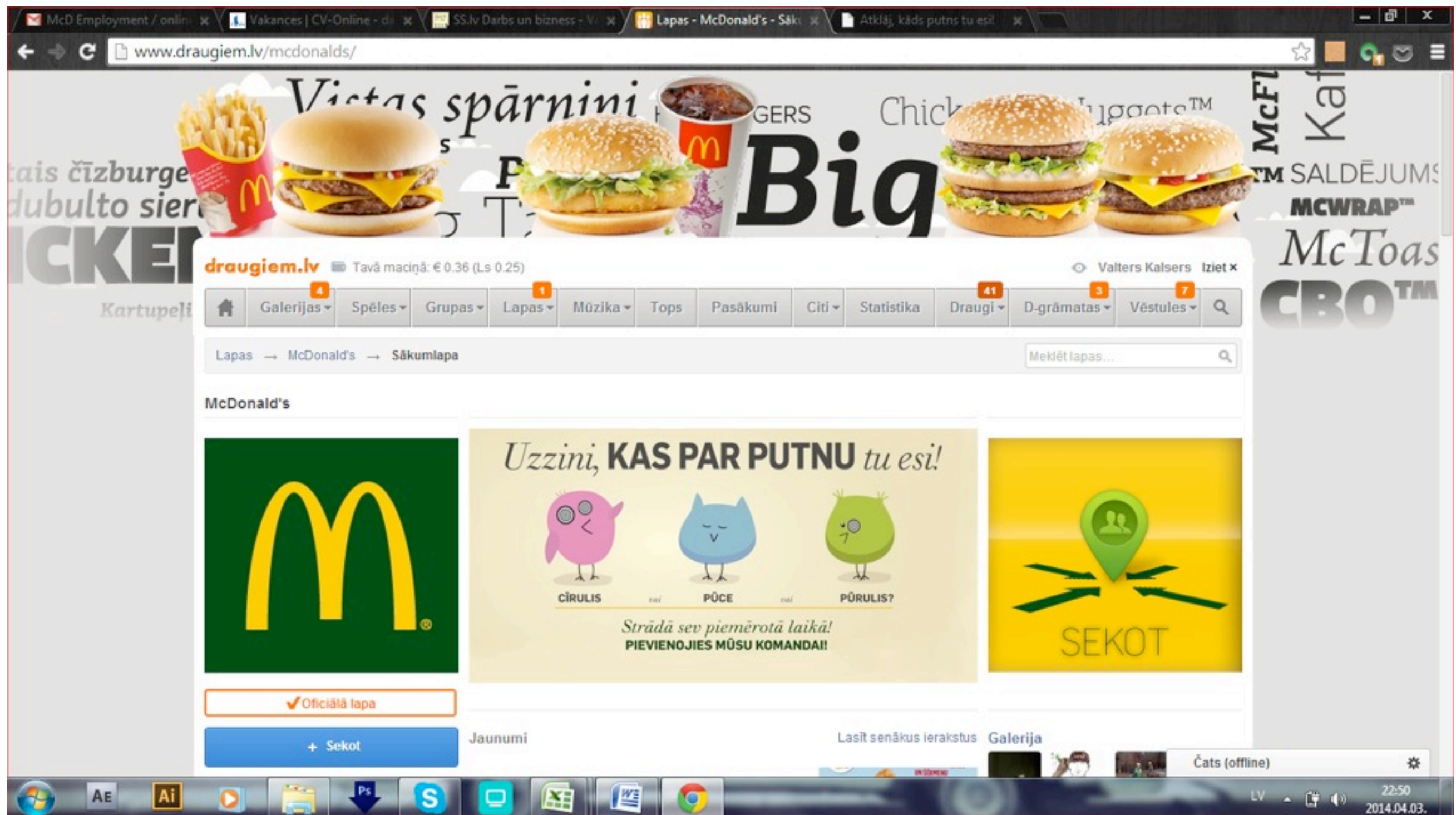
Work when it's  
suitable for you!

**JOIN OUR TEAM!**

SUBMIT AN APPLICATION AT  
McDONALD'S OR  
**WWW.MCDONALDS.LV** OR SEND  
"WORK", NAME, SURNAME TO  
MOBILE NUMBER 1833

*Key visual of the campaign*





Ad-banner for the largest (by the number of users) social network in Latvia - Draugiem.lv



*Hanger for the public transport*





*T-shirts for McDonald's staff members*



**Thank you!**