



McDonalds
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Background/Overview:

McDonald's is the world's leading fast food restaurant chain with more than 34,000 local restaurants serving approximately 69 million people in 119 countries each day. More than 80% of McDonald's restaurants worldwide are owned and operated by independent local franchisees.

The first McDonald's restaurant in Canada was opened in 1967 in Richmond, British

Columbia, by western franchise owners. It was also the first McDonald's restaurant outside of the United States. As of 2014, McDonald's Canada had **1,400 stores** (including Walmart Canada locations) **in Canada**, and more than **85,000** Canadian employees.

What is the Objective?

- ▶ To promote the home delivery service to people who love NHL, in Montreal, during the NHL season, as a fun, quick and easy solution to food selection to eat while watching NHL, to improve sales, increase brand loyalty and reinforce overall brand image.
- ▶ Reach the 100% of the early adopters by placement ads in the environments they frequent such as the Metro, universities and malls to generate a high impact of the brand.
- ▶ Showcase the McDonald's website and mobile app, to encourage online ordering and position the brand as innovative.

Target Audience

- Men, women and kids, everyone.
- People who have no time to cook at home, looking for quick and easy solutions.
- As the generation is trending towards finding an easier way to get things done by using technology, in that, creating a fast & efficient service that'll meet their needs.

Big Idea, What's the slogan?

"Hot as freshly cooked"

Creative Tone/Execution

Tone: Emotional, Slice of Life - Family & Friends oriented.

Execution: TV, print, billboards, internet...