BBDO X MCDONALD'S

„Untangles The Day and The Budget"



...and the Webstock presentations

01

THE CONTEXT

What you'll see today

Context & Category truth

The tension in the context & opportunity in the category

Consumer truth

How are our audiences feeling today

McDonald's VALUE PLATFORM

Cultural truth

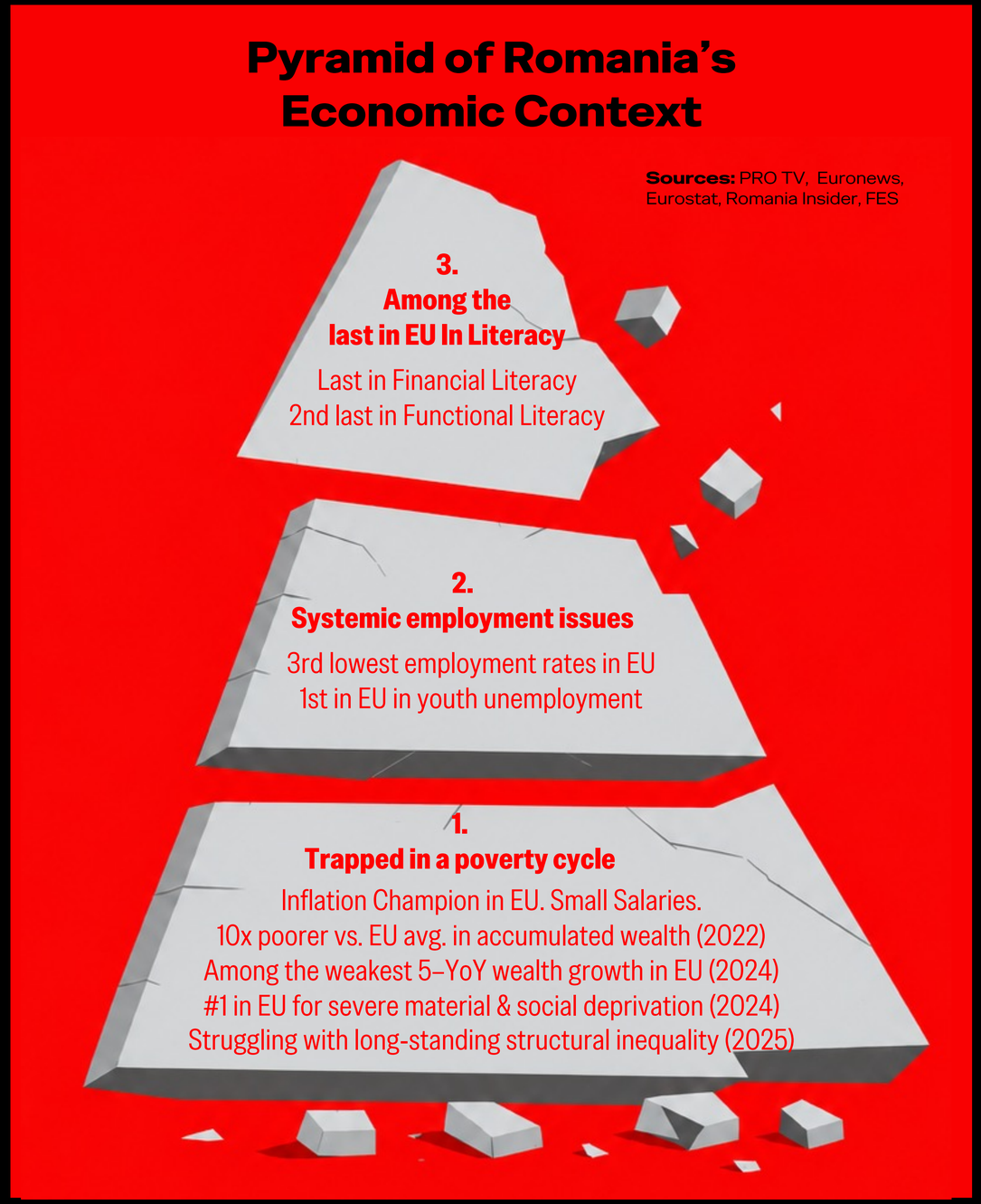
The cultural mood of the moment

Company truth

How McDonald's can answer the consumer need

BBDO

A struggling economy

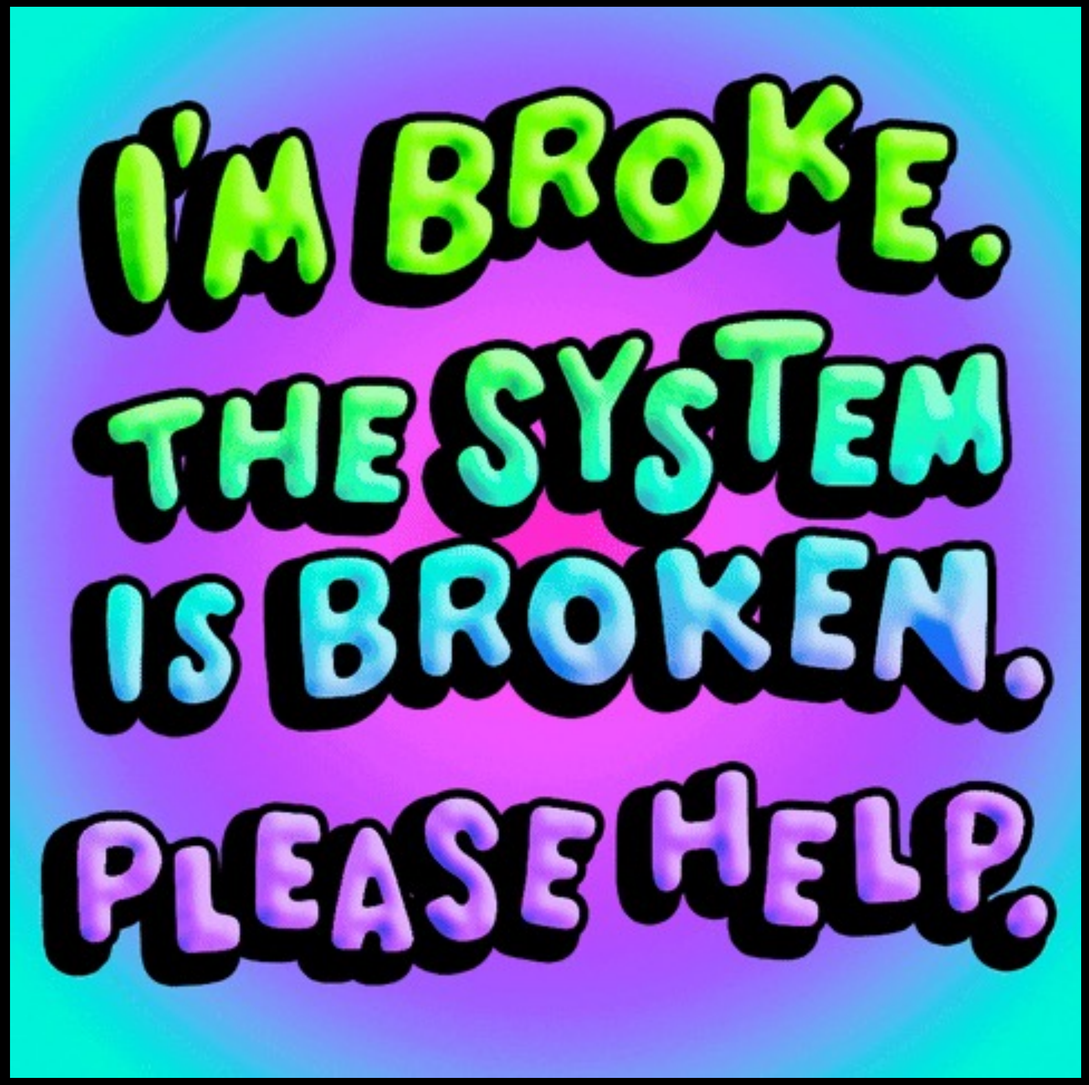


Value-hunting

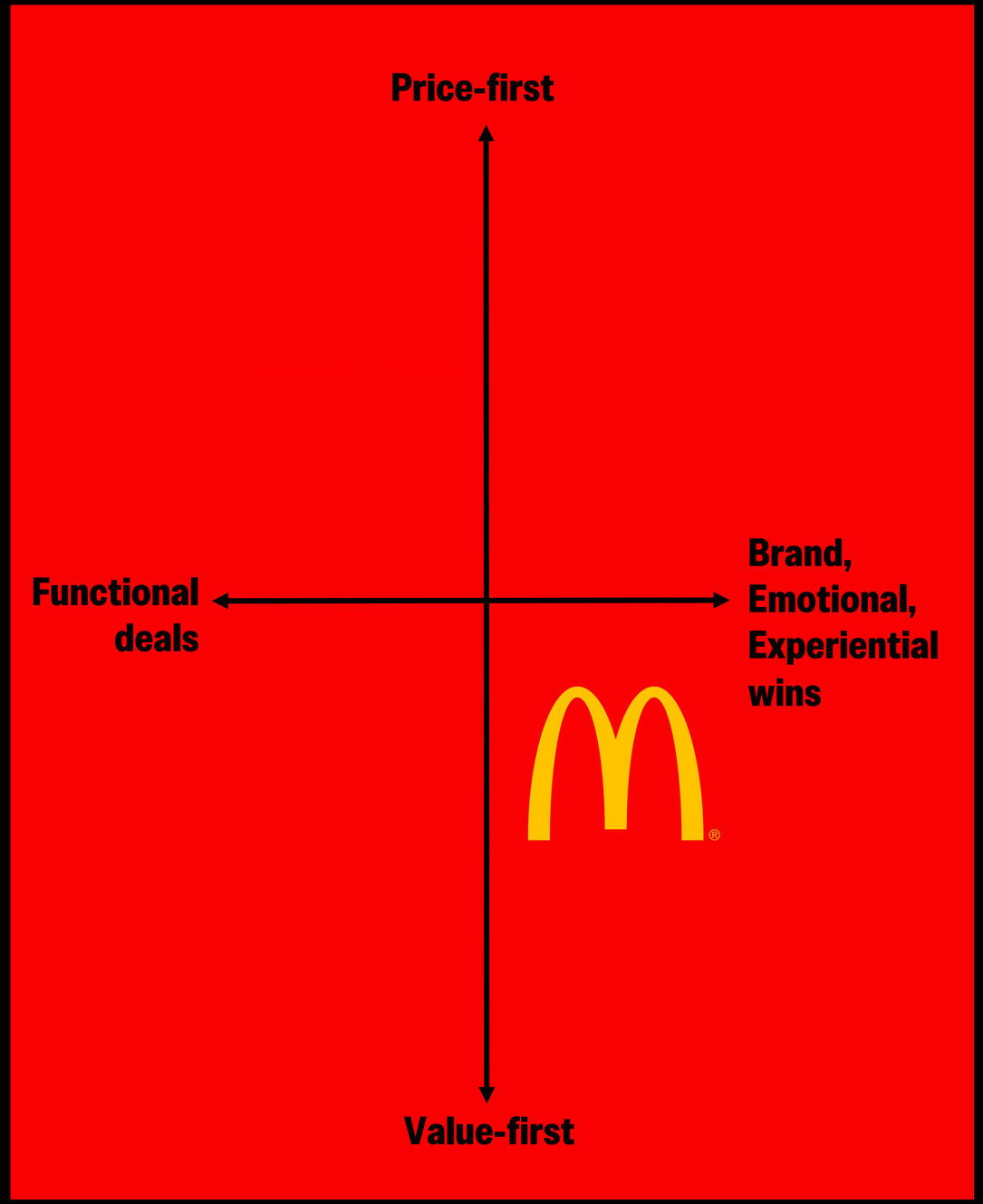
Behavior: Value hunting (want to buy cheap not feel cheap)

Desire: Feeling proud of their choice (show they're doing ok)

Mentality: Treat/Reward now (after centuries of delay)



More functional by the day



Where price ←→ pride

The cost of something ←→ **“Made me feel/look good”**
“Pride, Reputation”

Spending isn’t always logical, it’s performative too.
A way to regain confidence, competence, control.



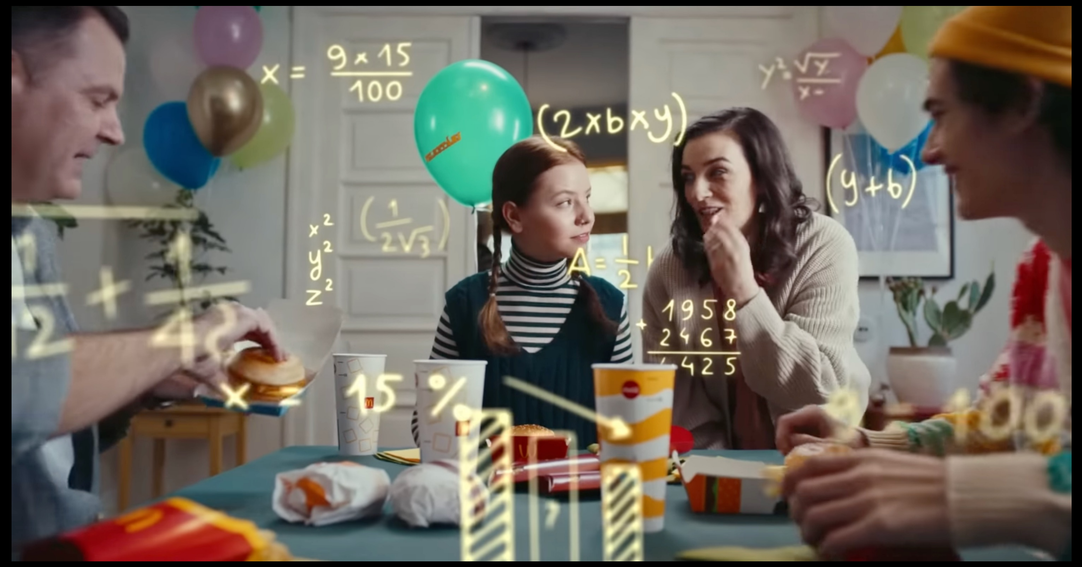
Untangling the day & The budget 2.0.

Get ...squeezed value and fast-food lovers (teens, young adults, families with kids)

Who ...are price-sensitive, socially-sensitive, resourceful people who calculate and figure it out

To ...move from chasing % everywhere to seeing Mec as their proudest everyday value move

By ...renovating our platform: clearer, simpler, fresh insights, (its core stays the same)



Context & Category truth

The harder life gets, the harder brands sell cheap and functional.

Consumer truth

People want to spend less not feel less.
They're cutting costs not their appetite, joy, pride.

UNTANGLES THE DAY & THE BUDGET 2.0.

Cultural truth

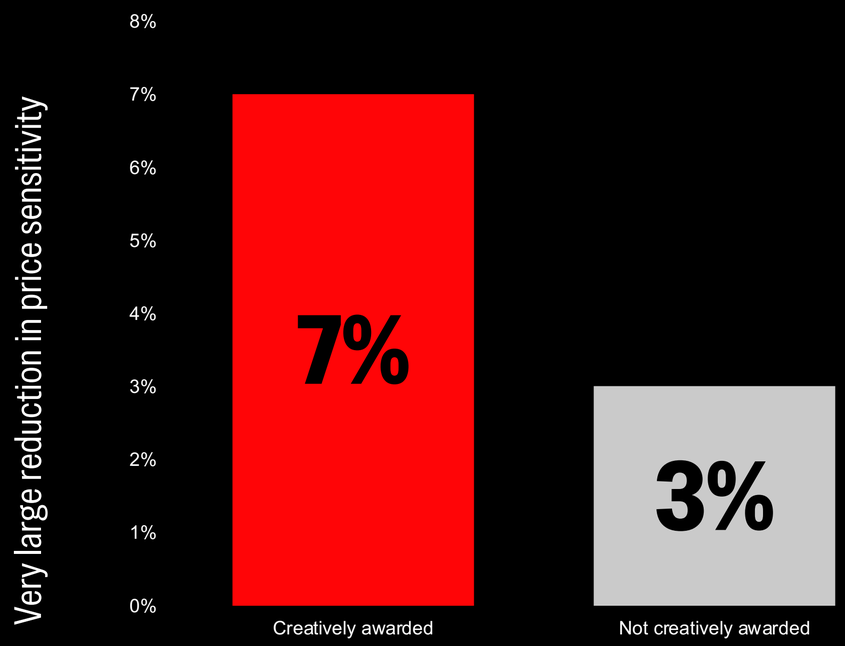
Getting a good deal feels good.
Feeling good about yourself feels even better.

Company truth

McDonald's – one of the most democratic brands – turns eating & saving money into a reputational move.

What helps

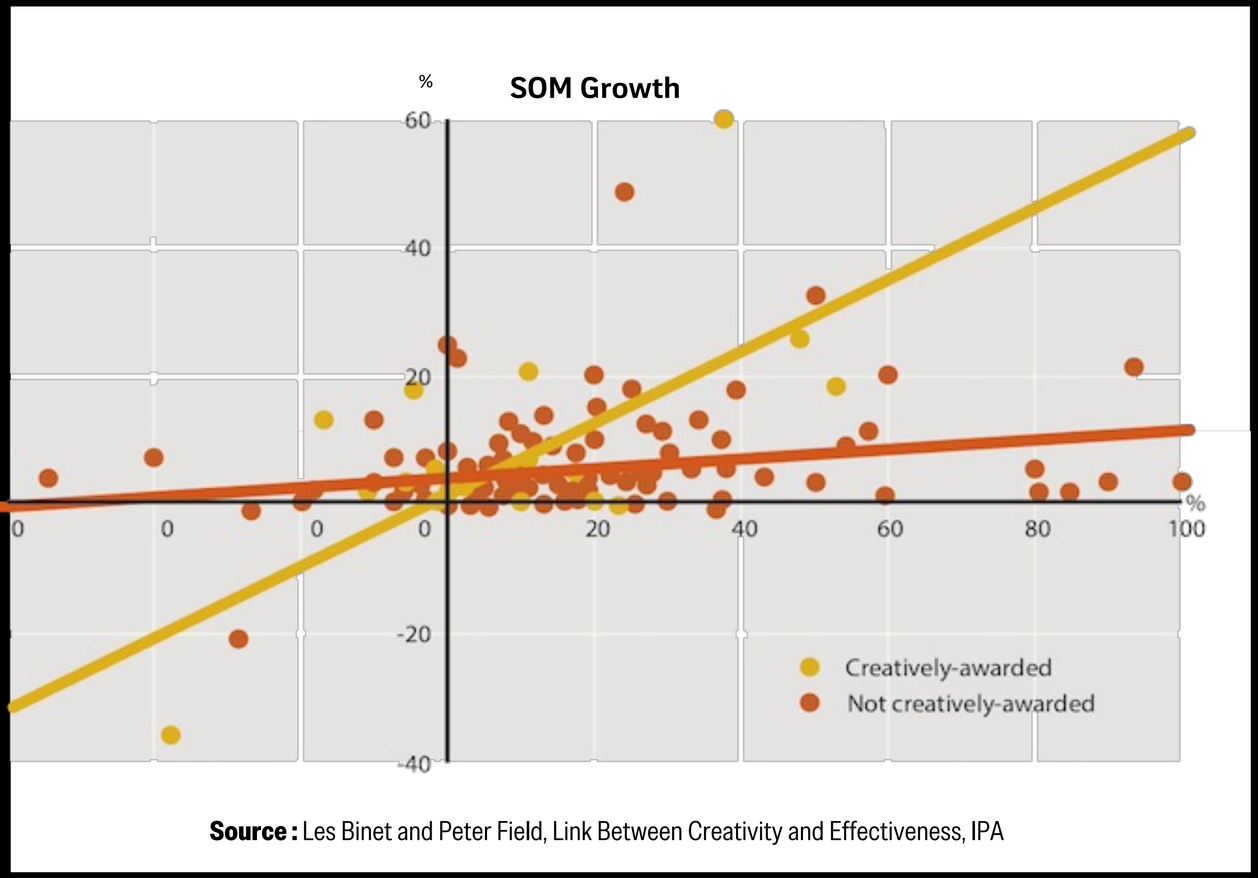
Creative campaigns reduce price sensitivity



Source : 'The Long and The Short Of It' Les Binet & Peter Field, 2016

What helps

Creative is 11x more efficient at driving share of market growth



Source : Les Binet and Peter Field, Link Between Creativity and Effectiveness, IPA

02

STRATEGY

UNTANGLING THE DAY & THE BUDGET 2.0.
WIN THE PRICE STORY, NOT THE PRICE WAR

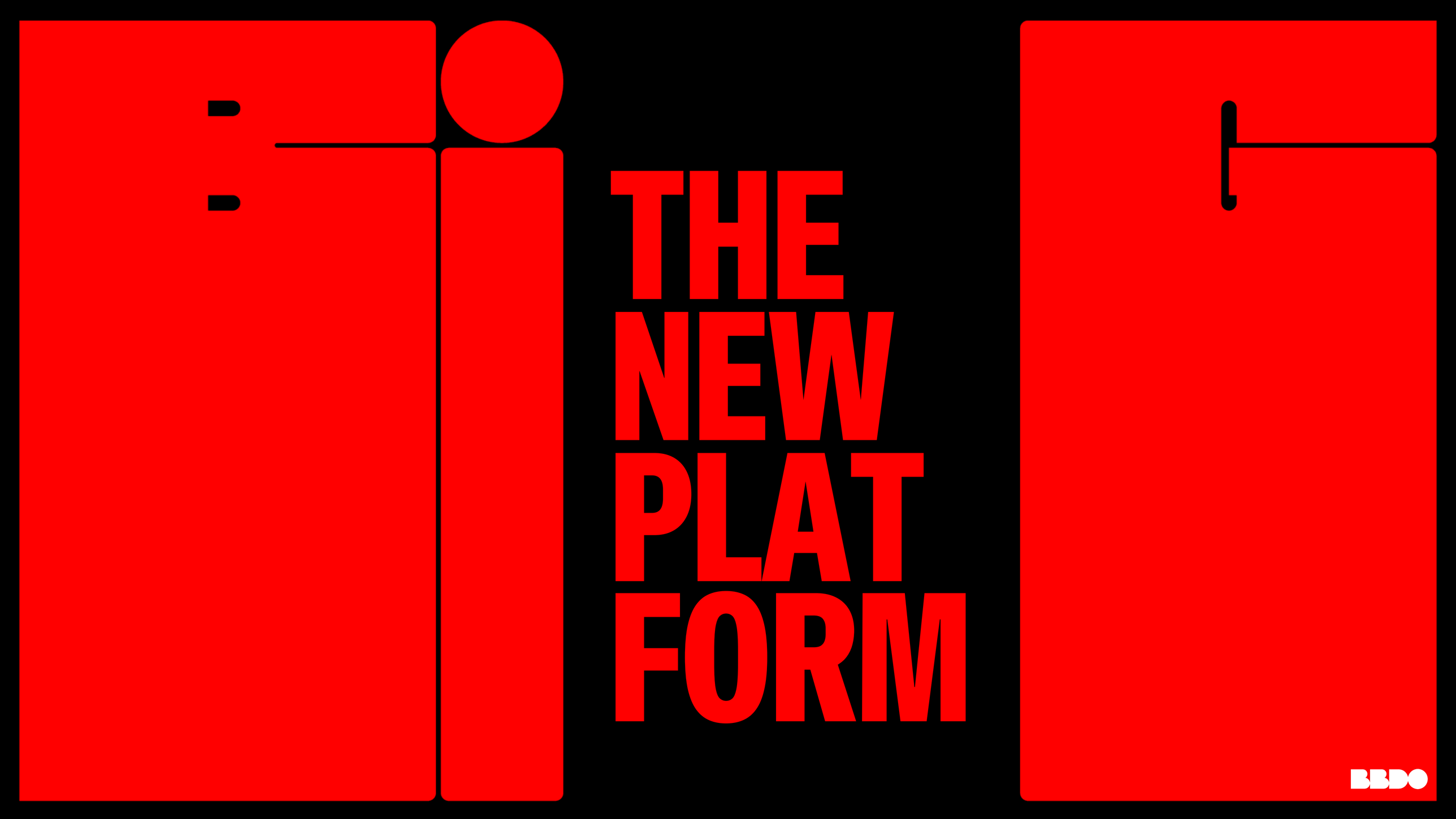


Continue building Brand & Value, by moving McDonald's Value into Social Currency:

FROM feeling broke/cheap TO feeling proud/resourceful
a way of showing we're doing ok, of personal branding

03

THE EXECUTIONS


THE
NEW
PLAT
FORM
BBDO

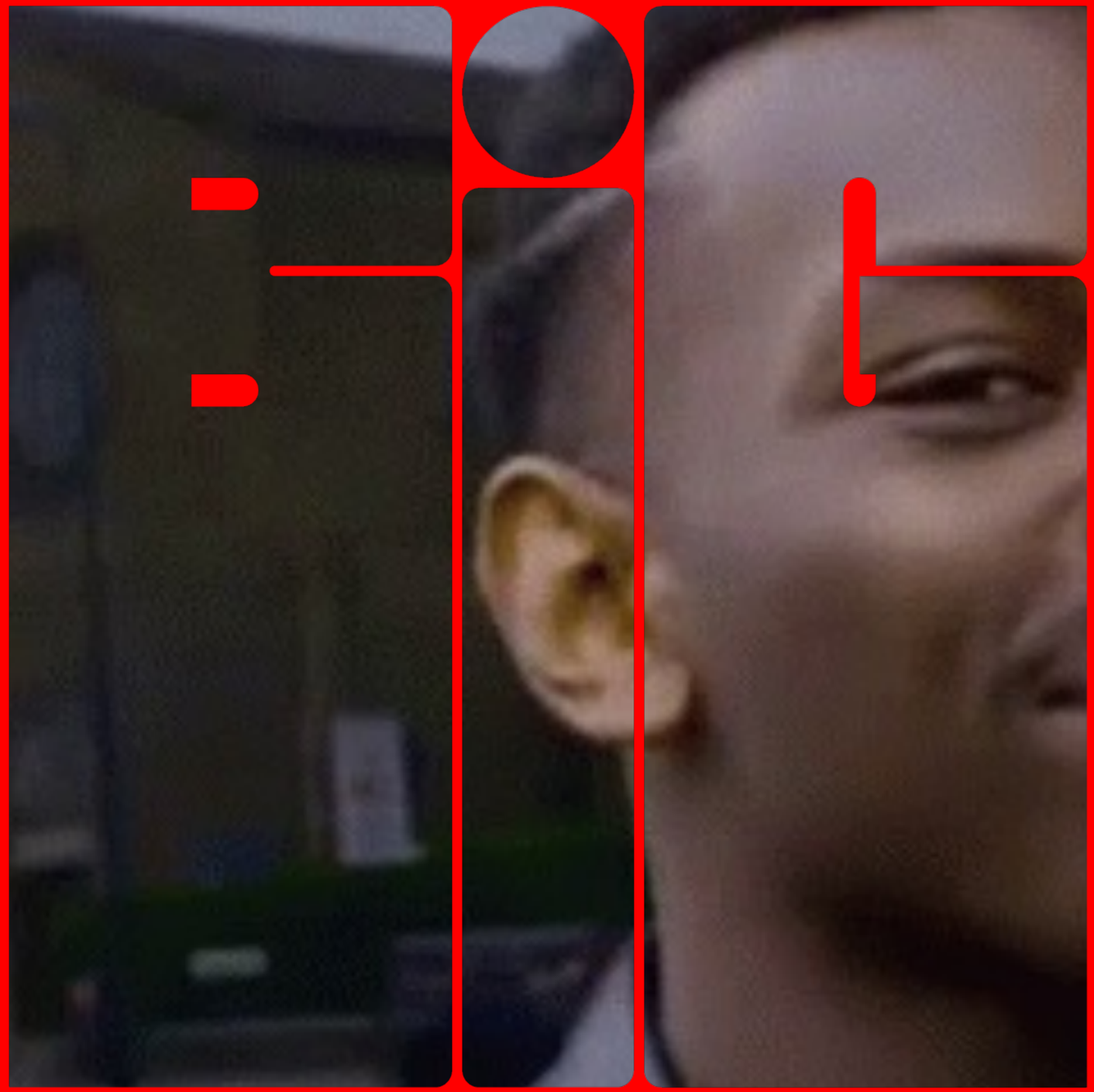
NE-AM UITAT ÎN

pop-culture

ȘI AM GĂSIT O EXPRESIE CARE SURPRINDE

momentul de „aha” în care o problemă de buget își găsește rezolvarea,

ÎN LIMBAJUL GEN Z.



CREIER!

BBDO

CUM A LUAT VIAȚĂ platforma?

Printr-o
PLATFORMĂ BIG
de povești insightful,
construite în jurul unor
tensiuni financiare uzuale,
prin prisma unor
personaje-expert, care își
dau seama că ofertele Mec
le rezolvă situația.

introducing


CU MEC,
ORICINE POATE FI
CREIER!

Să vedem *poveștile*

BBDO







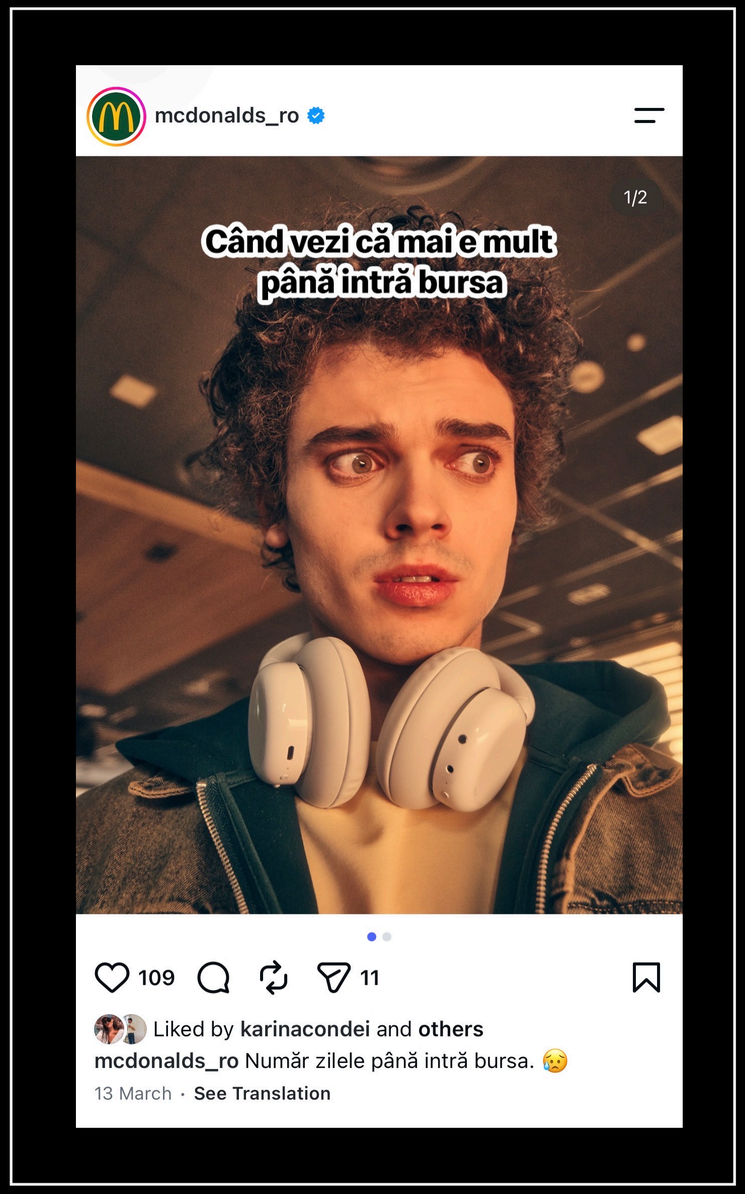
#1

un abonament online
îți ia ultimii bani
din cont

BBDO


It happens. They can take your money,
but they can’t take your deals!
0:00 / 0:00

sm
&reels

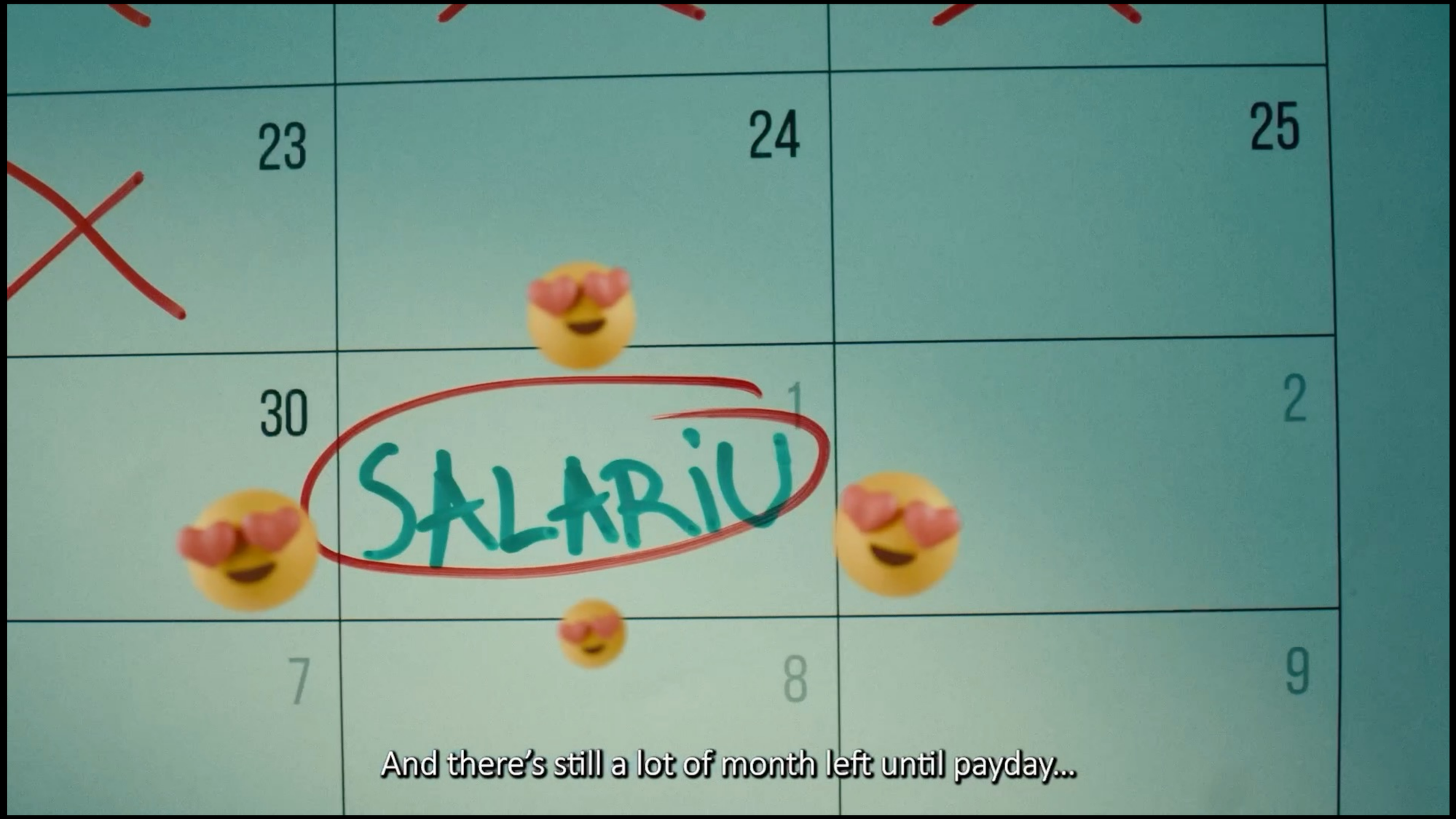

mcdonalds_ro
1/2
Când vezi că mai e mult
până intră bursa
109
11
Liked by karinacondei and others
mcdonalds_ro Număr zilele până intră bursa. 😢
13 March · See Translation


123K
456
12K
8.9K

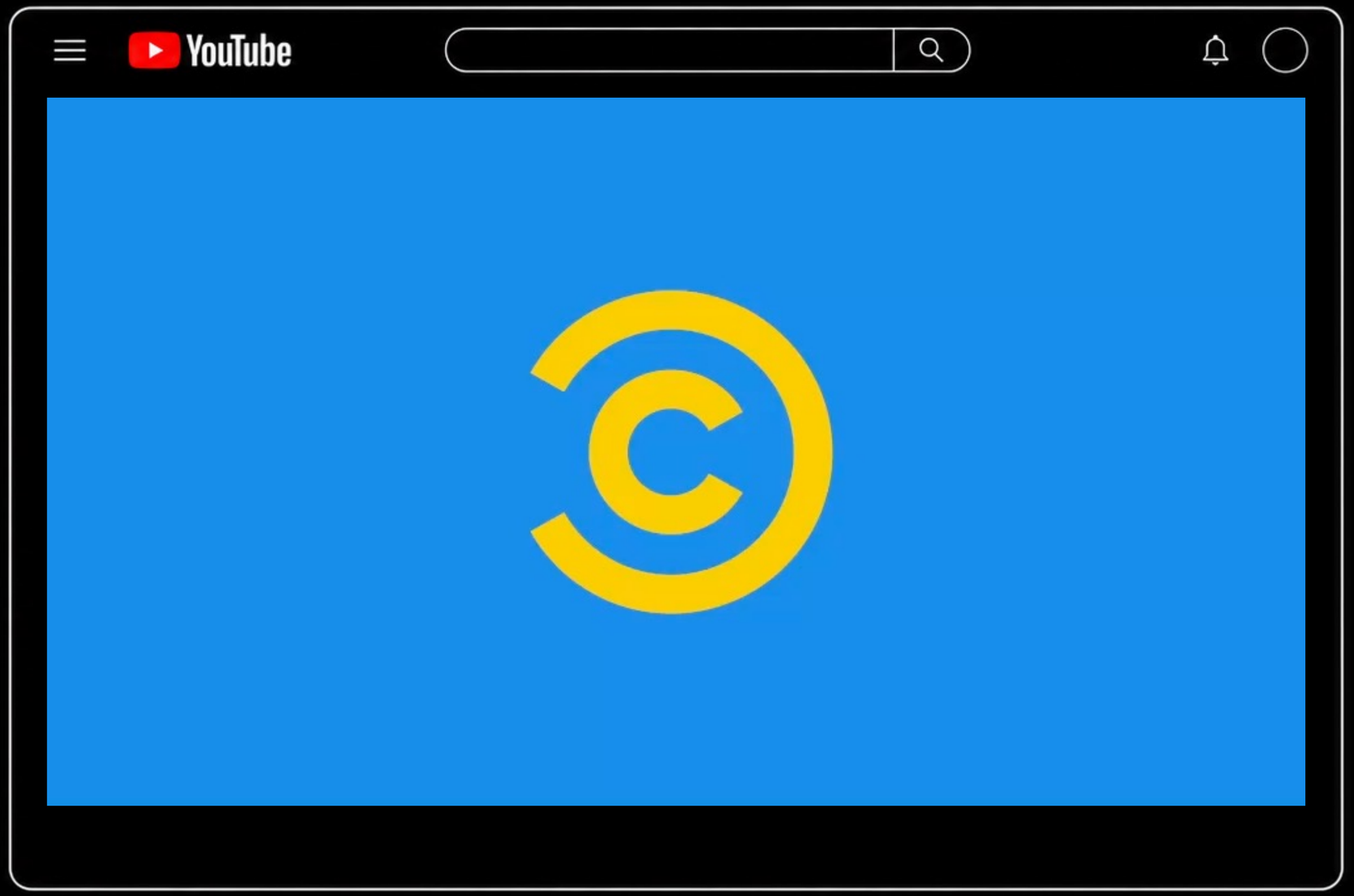


#2

ți-a rămas
prea multă lună
până la salariu


23
24
25
30
1
2
SALARIU
7
8
9
And there’s still a lot of month left until payday...

yotube
pre-rolls





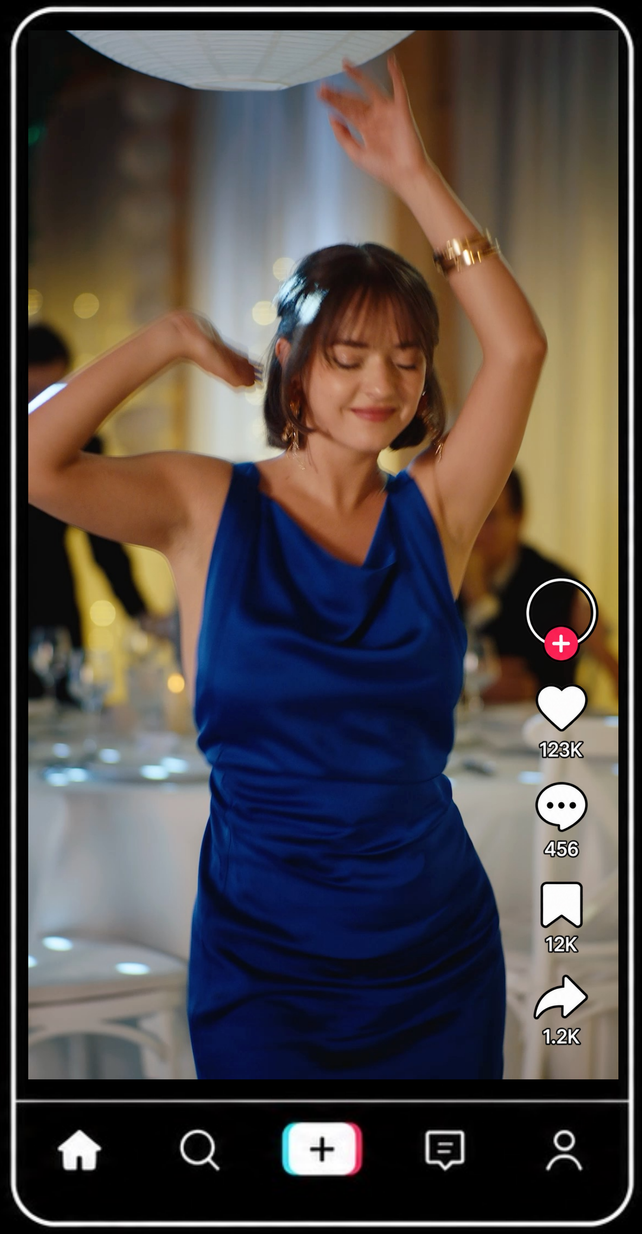
#3

nu mai scapi
de invitații
la nuntă


0:00 / 0:00

reels
& tiktok





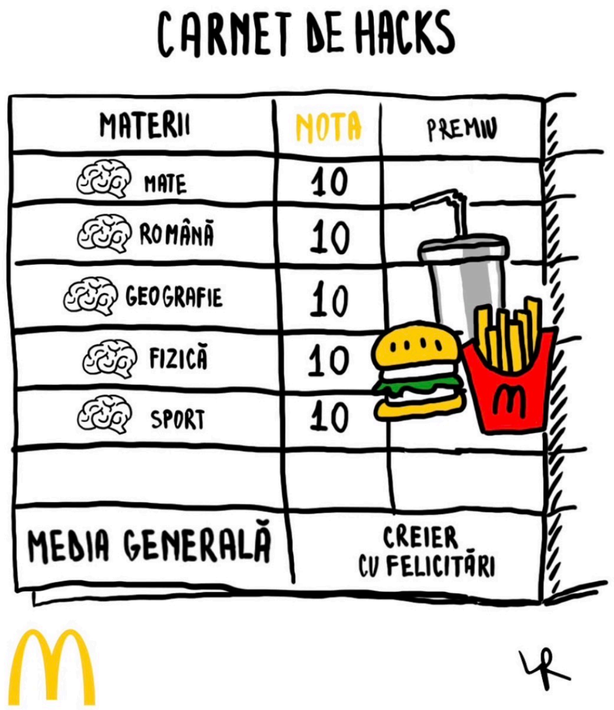


#4

alte
touchpoint-uri

colaborare cu laur răboj

laur_raboj_doodles and mcdonalds_ro
Paid partnership



754 10 14 90

Liked by **panghevici** and **others**

laur_raboj_doodles Hack-ul creier din comentarii "MecStimulent de Învățat" a devenit un doodle. Creier cu felicitări pentru cel care a venit cu ideea.

4 June

laur_raboj_doodles and mcdonalds_ro
Paid partnership



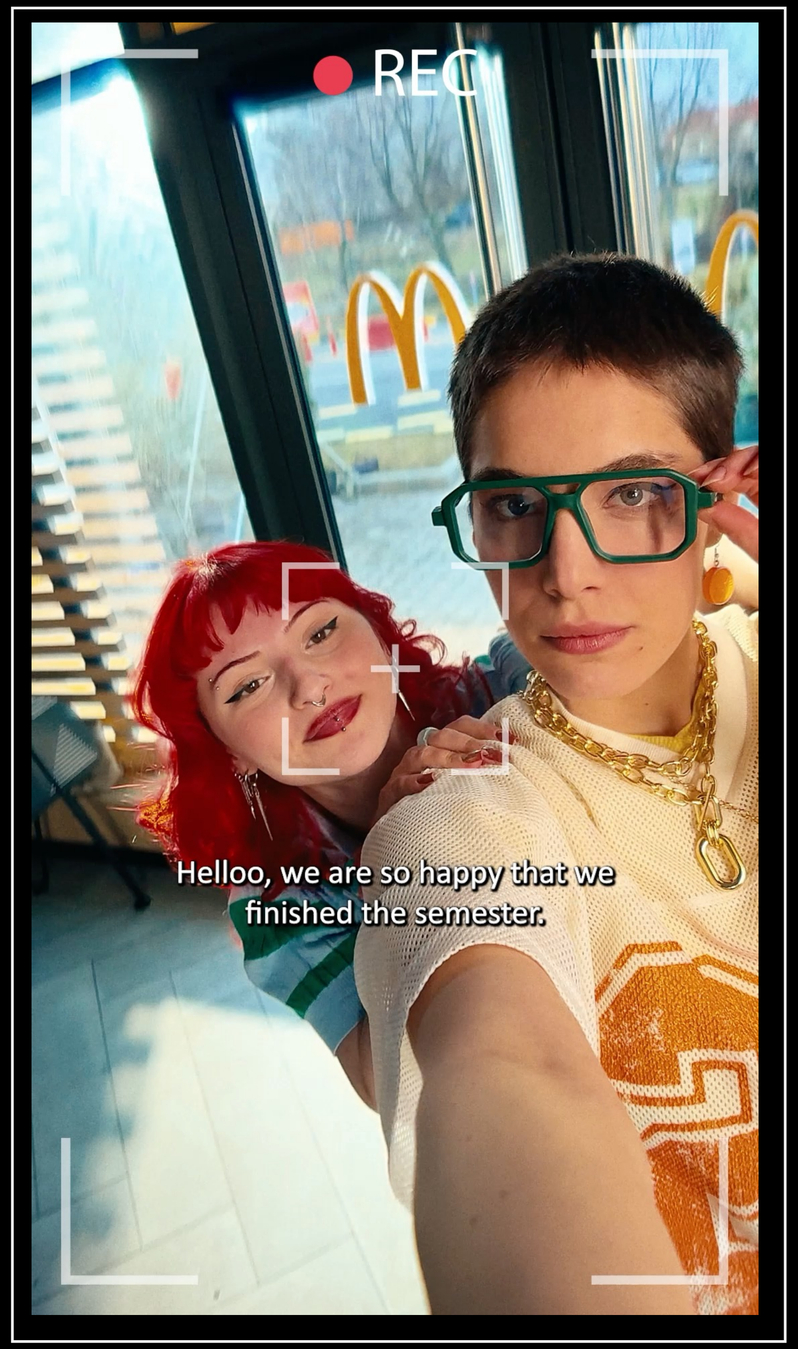
435 8 8 37

Liked by **panghevici** and **others**

laur_raboj_doodles Ai puncte MyM? Stau. N-ai puncte? Ciao. 👋

18 August

app
videos
oferte
contextual
e





checklist

- expresii uzuale
- personaje relatable
- tensiuni financiare comune
- obiceiuri de consum firești
- touch-point-uri cât mai diverse

THANK YOU.

Q&A?

