

# creative brief

## Client

McDonald's

## The Problem

McDonald's is known as a burger and fries fast food restaurant and they are catching a lot of grief for contributing to America's obesity problem. Though they have healthy menu items, many people do not take advantage of them.

## Our Objective

The goal is to give McDonald's a healthier connotation and increase the sales of the healthy facet of the menu. Ultimately, we want to make McDonald's top of mind in the healthy fast food category. We need to persuade current customers to sample the healthy items while eventually drawing in new customers who are already eating healthy, just not at McDonald's. By showing that McDonald's can be a part of a healthy diet and ultimately a healthy life, we will spark the change in consumer's perception of the brand from an unhealthy connotation into a more nutritious one.

## Market Research

In order to research the situation we conducted 45 in-depth interviews, created an online survey with 97 respondents, conducted direct observation, and researched McDonald's and their competition.

- When asked where they would go if they wanted to eat healthy at a fast food restaurant, 46.2% of people surveyed said they would go to Chick-fil-a. Wendy's was in 2nd place with 22%, and McDonald's trailed behind with 9.9%.

- Research suggests that people have an unhealthy connotation with McDonald's. McDonald's has forever been America's burger joint. It is hard to shake a connotation with burgers and fries when it is the reason that people go to the restaurant. Because of its outstanding presence in American culture, McDonald's is stuck with a lot of the blame for the population's obesity. These factors make it difficult to persuade a healthy eater to become a McDonald's customer.

- McDonald's is an unhealthy splurge for most people. They admittedly go in order to eat burgers and fries, not to purchase a salad.

## Who are we talking to?

We came up with 2 categories of prototype customers:

The Young Burger and Fries

- 18-24 year olds
- Technologically savvy
- Frequent McDonald's for burgers and fries

These are the most obtainable targets. The Young Burger and Fries are currently dining at McDonald's and with an incentive they could be persuaded to purchase healthy options. These people are this campaign's main focus.

The Prospective Health Conscious

- 24- 36 years old
- Settled into careers
- Starting families
- Health conscious
- Rarely eat McDonald's because of health concerns

The Prospective Health Conscious people don't go to McDonald's because of the unhealthy connotation. If we give them an incentive to try out the healthy options, our hope is that they will come back in the future. This campaign will be the start of a gradual change in their perception of McDonald's. It will get them talking about McDonald's while they previously considered the brand on very rare occasions.



## The Big Idea

Based on our research we feel that we can make McDonald's top of mind in the healthy fast food category by utilizing their sponsorship of the Olympic games in order to change consumer perception. The goal is to implement a game similar to the size of their Monopoly game that will give The Young Burgers and Fries group incentive to try the healthy food on the menu, while showing The Prospective Health Conscious group that McDonald's can have a key part in living an overall healthy life.

The game will take place over a 4-month period leading up to the Olympic games where customers will compete in three disciplines:

- Healthy eating: Whenever anyone buys a healthy item off of the menu they will get a peel-off sticker that has a code on it for them to enter into their online account to redeem their points.
- Mental wellness: There will be a series of timed online mind games that will be released once a week. The participants will receive points based on how fast they complete the tasks. The faster the time, the more points that they will receive.
- Physical fitness: With the purchase of any healthy item, customers have the choice to buy a pedometer for \$9.95. They can register their steps they took during the day with their online account through the USB port built into the pedometer. They will earn one point per each step taken and will be able to redeem them by plugging their pedometer's USB port into their computer.

As you accrue points, there will be randomly set milestones that allow you to be rewarded with free healthy food items and other prizes.

Each month, the person with the most points will be considered the monthly winner. At the conclusion of the Mclympics, the four overall monthly winners will be allowed to choose four teammates to accompany them in a final competition where they will compete for an all-expense paid trip to the Olympics. There will also be a randomly drawn person that will instantly win all-expense paid trip for themselves as well as 4 friends to accompany them to the Olympics. Having a randomly drawn winner encourages everyone to continue to participate the entire duration of the game.

## Key consumer benefit

McDonald's can be a key part in living a healthy life. Through eating healthy food, completing the online brainteasers, and using the pedometers that they purchased at McDonald's, the person can win a trip to the Olympics.

## Tone and manner

Exciting and Progressive: We want to have high energy commercials that are visually interesting and compelling in order to get people excited about participating in the game. They will depict the healthy food at McDonald's and show people exercising their bodies and minds in order to live an overall healthy life.

