

Assignment 3: McDONALD'S



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McDonald's Short Film Documentary Creative Ideas

- **Topic 1: Food Stories from Around the World**

- **INSIGHT:** Gen Z is a diverse group of people who enjoy global cultures. They connect with different cultures through food. For example, Hamburger University in Chicago is not only a place to eat, but also a place to taste and share the flavours of their hometown.

- **Topic 2: Stories of Growing Up as a Small Town Hero**

- **INSIGHT:** Inspired by Kamala Harris worked at McDonald's to earn tuition. People love stories of grassroots heroes and the locality will be more relatable, bringing empathy and authenticity.



Food Stories from Around the World



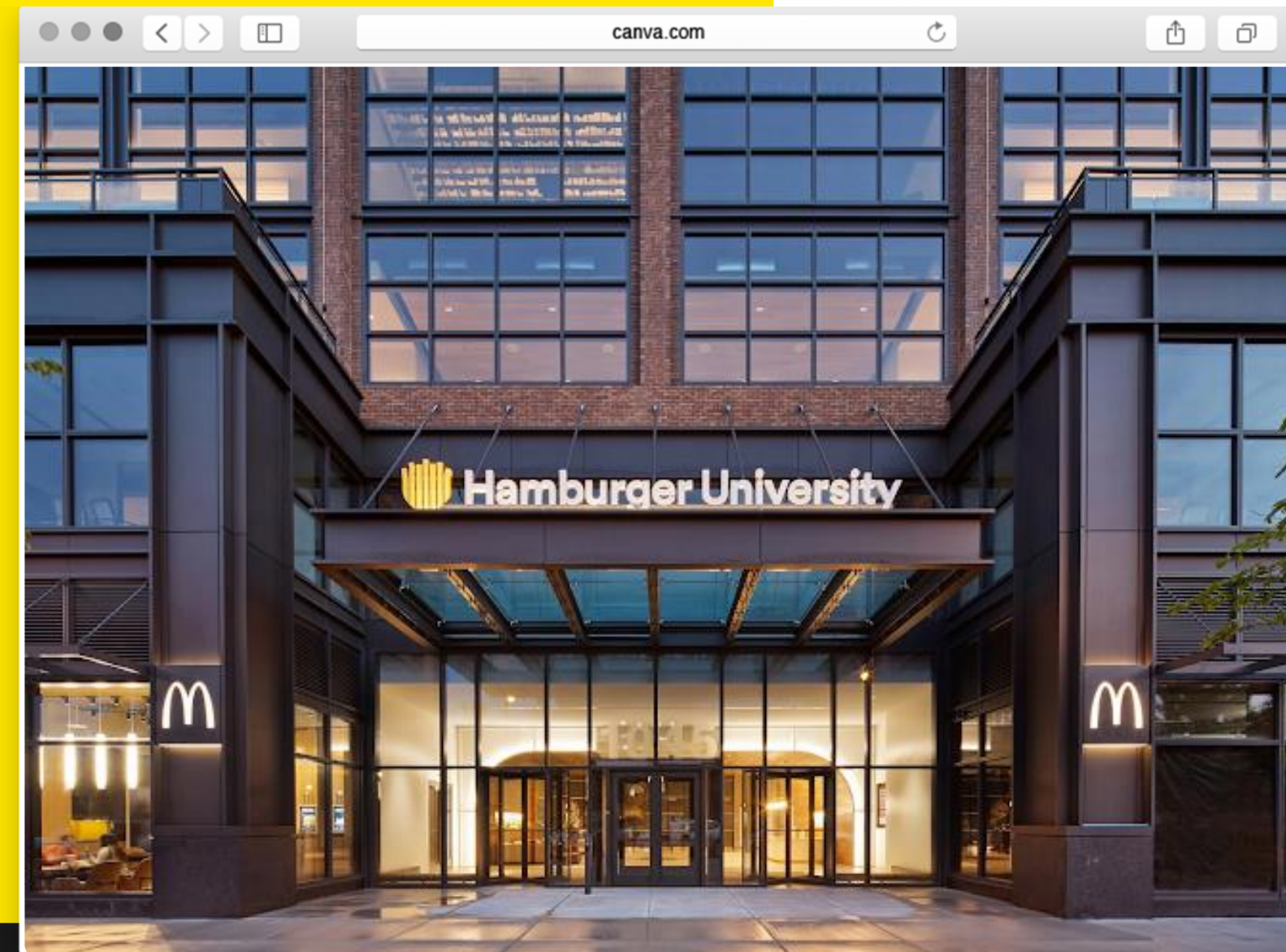
WHAT the idea is, **WHY** it would work, and **HOW** it would come to life

The documentary is based on several McDonald's employees or diners from different countries, filming their ordering habits at McDonald's. Since McDonald's food from different countries is available at Hamburger University, it will be easy to film the footage and will give the interviewees a free meal, which everyone will be willing to take part in. The short films will show their cultural backgrounds and family stories and how McDonald's provides a space for them to share these stories of food from their home countries. It's as much a McDonald's food story as it is a story of world cultural connections, a diversity of cultures that GenZ loves.

PESO model I choose Paid and Shared

Paid Media: Advertised a 15-second or so trailer on a foodie YouTube channel to appeal to Gen Z's young audience.

Shared Media: McDonald's launched two social media campaigns #MyHometownFlavour and #McDonald'sYouHaven'tEaten. They encouraged people to share stories about food from their hometowns and their experiences with McDonald's.



Stories of Growing Up as a Small Town Hero



WHAT the idea is, **WHY** it would work, and **HOW** it would come to life

This documentary could feature “McDonald's Heroes” from several different communities, showing how they eventually realized their value in life through their jobs at McDonald's. These former McDonald's heroes could now be influencers, entrepreneurs, or even presidents. The idea captures the resonance of Gen Z's “true stories” and shows the positive impact of McDonald's as a platform for ordinary people to get started, while encouraging young people to pay attention to the community around them and their future careers.

PESO model I choose Earned and Shared

EARNED MEDIA: Pitch news media outlets like ABC, CNN, CBS, etc., to publish the stories of these McDonald's heroes and conduct exclusive interviews.

SHARED MEDIA: Post the trailer on social media such as facebook, instagram. Let viewers to share their “McDonald's Community Heroes” and use the hashtag #McDonald'sHeroesAround.

Resource Page



1. <https://www.telegraph.co.uk/us/politics/2024/11/04/did-kamala-harris-work-at-mcdonalds-everything-we-know/>

2. https://www.ubereats.com/store/mcdonalds-global-menu-restaurant/l60CCNz0RNI_6lsxFoPzEw?srsltid=AfmBOopCsIkS4WnePLQ04eSMUZ9BAAbEnRAjd6P93XFzViE2dbrV7yjk6