



McDonald's Social Impact through Short-Form Documentary

Objective: *Present two impactful documentary ideas that showcase McDonald's role in fostering community and job opportunities.*

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Community Pathways: First Jobs and Lasting Careers

Insight: Gen Z values companies that invest in their growth and see their roles as more than just a “job.” According to a Deloitte survey, 49% of Gen Z wants work to provide purpose, not just a paycheck.

Concept: This short documentary follows real people whose first jobs were at McDonald's and who have built successful careers. Highlighting stories of individuals from various backgrounds, it shows how McDonald's opens doors in diverse fields.
(1 in 8)

Execution:

- **Authentic Voices:** Feature employees from various backgrounds who have found career growth or purpose through McDonald's.
- **Cultural Relevance:** Align with Gen Z's desire for career inspiration, community impact, and inclusive growth stories.

PESO Tactics:

- **Paid:** Sponsored trailers on YouTube, TikTok, and IG Reels targeting career-driven Gen Z.
- **Earned:** Engage career influencers to discuss the value of a first job at McDonald's.
- **Shared:** Share clips on social media platforms with #McDCommunityCareers and encourage followers to share their first job stories.
- **Owned:** Feature the full documentary on McDonald's website and YouTube channel to increase accessibility.

Hometown Heroes: McDonald's as the Local Hub

Insight: Research shows 75% of Gen Z values businesses that actively give back to local communities (source: Cone Communications). This makes them receptive to stories of impact that go beyond transactions.

Concept: Showcase local McDonald's locations acting as community centers, highlighting how they support neighborhoods. Episodes could show McDonald's role in hosting events, partnering with local charities, or providing a gathering place.

Execution:

- **Human-Driven:** Feature local employees, managers, and community members discussing McDonald's contributions.
- **Cultural Relevance:** Shows how McDonald's supports underserved areas or partners in local initiatives, appealing to Gen Z's focus on social responsibility.

PESO Tactics:

- **Paid:** Promote clips on platforms like Twitter/X and Instagram Stories.
- **Earned:** Collaborate with local news outlets to share community impact stories.
- **Shared:** Encourage user-generated content, inviting customers to share personal stories or memories.
- **Owned:** Host the documentary on McDonald's website with a dedicated community impact page.

Promotion & Momentum Building

- **Initial Launch:** Release the full documentary on YouTube and McDonald's website; share teasers on TikTok and IG Reels. Also leverage corporate social channels by posting highlights there.
- **Sustained Engagement:** Weekly "story snippets" on Corporate and Masterbrand social media highlight different communities and individuals, drawing new viewers.
- **Crew Partnerships:** Collaborate with Gen Z crew members to allow them to share their stories of working at McDonald's and how it has furthered their leadership skills.
- **Data-Driven Optimization:** Use platform metrics to refine campaign content, highlighting popular aspects in future media pushes.

