

# McDONALD'S HAPPIER MEAL



**Insight:** With added pressures from today's society, youth need adults in their corner to understand their struggle and help them navigate through it.

**Idea:** More than just a Happy Meal™ – allowing guests to play an active role in improving the mental health of Canadian youth.



## Educate

For a limited time, McDonald's will serve **all meals** in the green "Happier" box. Like our original Happy Meal, but for adults, the kit reminds us of the **innocence of youth** and is complete with tools to **start the conversation** around youth mental health.



## Engage

With every meal purchase, guests are provided a unique code to **access YMHC online** learning resources free of charge.

McDonald's will give away **1 BILLION** My McDonald's Rewards points for guests who complete an online training course.



## Empower

Our **youth-centric crew** are the ambassadors that lead the movement. Employees will be provided with **paid mental health and volunteer days** to enable action in the communities we serve.

## IDEA NAME

# McDonald's Happier Meal

## INSIGHT

Human Truth	Category Truth
Today's society is overwhelming for youth, facing constant pressure with no ability to unplug. Kids need someone in their corner – they can't get through it alone.	Although more open to the concept of mental health than before, older generations are not accustomed to talking about emotions and don't know how to help.
Key Insight	
With added pressures from today's society, youth need adults in their corner to understand their struggle and help them navigate through it.	
Brand Truth	
McDonald's sees firsthand how youth can shape our business. We need to grow together with our customers and employees to set our youth up for success.	

## BUSINESS OBJECTIVE

This campaign is designed to drive brand love for McDonald's and re-affirm our commitment to the development of Canadian youth. It's about more than profit: we will donate a portion of sales from all McDonald's Happier Meals back to YMHC.

- **Audience Reach**
  - ~5M Extra Value Meals sold during campaign window; minimum \$1M donation
  - Target 3% conversion rate; minimum 150K YMHC courses completed
- **Accelerate My McDonald's Rewards (MMR)**
  - Increase digital penetration by +5%
  - Distribute 1 billion MMR points
- **Improve Consumer Metrics**
  - "Brand I Trust" +2pts
  - "Good Employer" +3pts

## ROLE OF COMMUNICATION

The McDonald's Happier Meal is designed to provide even more happiness, linking the iconic Happy Meal equity to the YMHC mission. Guests receive satisfaction through added value of the enclosed educational resources to support the discussion around youth mental health. Through owned digital channels, McDonald's will distribute bonus loyalty points in exchange for YMHC courses completed, with a call-to-action to volunteer upon completion of the curriculum. Overall, the program enables a strong communication loop and engages more adults in the cause.

## TARGET

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**Canadian adults with children:** Peter is a 56-year-old father of 3. He works as an operations manager at a distribution centre. He enjoys his job but makes it a point to disconnect after hours to spend time with his loved ones. He grew up in a large family and he reminisces about the carefree days of his youth, going to school all day and spending time with friends, before heading to McDonald's for supper with his family. He remembers those days fondly and finds it difficult to understand why his teenage children and their friends are having a difficult time seeing life in a positive light, especially since they have it better than he did at their age.

## BENEFIT

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The purchase of a McDonald's Happier Meal will shine a light on youth mental health, while inspiring adults to embark on the journey to remove the invisible barrier that so many parents feel in connecting with their children.

## REASONS WHY

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- **McDonald's is not just a restaurant:** McDonald's has been ingrained in the fabric of Canadian society since opening its first location in 1967. While the world has changed significantly since then, our role in customers' lives has not. At our best, we don't just serve food, we make delicious, feel-good moments easy for everyone. We embrace the opportunity to help them get through the not-so-good moments as well.
- **McDonald's Understands Youth:** As one of Canada's leading youth employers, McDonald's understands their potential better than anyone – more than 70% of our 90,000 employees are between the ages of 15-24. Canadian youth are the foundation on which our iconic brand is built and brought to life.
- **We Are a Megaphone:** McDonald's has a direct line of communication while serving over 1.5M Canadians – and 65M customers globally – every day.

## BRAND CHARACTER

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Welcoming | Compassionate | Empowering | Dependable

## DELIVERABLES

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- **Branding**
  - "Happier Meal" Packaging Artwork
  - In-Restaurant Merchandising
- **Channel**
  - Digital App Integration
  - TV/OOH/Paid Social/OLV
- **Budget**
  - Production: \$800K
  - Media: \$2.2M
- **Timing:** Mental Health Awareness Week starting Oct 2, 2022 and running for the duration of October