

Food for Thought

Insight: Canadians don't always understand the role they must play in advancing reconciliation. Without the right guidance, taking the first step can feel uncomfortable and overwhelming.

Idea: Delicious food transcends borders, boundaries, and barriers. By building cultural understanding through a shared love of food, reconciliation feels less political and more personal/digestible.

Launching on National Truth & Reconciliation Day 2023

- 1 Authentically-crafted Indigenous delicacies adapted with a McDonald's twist
- 2 Packaging designed by Indigenous artists & includes QR code to Downie & Wenjack Fund website to empower Guests to [#DoSomething](#) & advance reconciliation in their own communities
- 3 100% True North Menu Profits donated to the Downie & Wenjack Fund



Introducing

The McDonald's True North Menu Created by our Indigenous Chefs Inspired by their Local Communities



Mi'kmaq

Cree

Blackfoot
Confederacy

The
Mi'kmaq
Big Mac

The
Tii-mâstêt
Labrador Tea

The
Misâskwatômina
Berry Pie



MISÂSKWATÔMINA
BERRYPIE





Food for Thought: The McDonald's True North Menu

Campaign Objective:

- Inspire McDonald's Guests to take the first step in advancing reconciliation via exposure to Indigenous culture/foods in a familiar setting.
- Remove barriers to Canadians' participation in reconciliACTION.

Measured using brand perception metrics:

- "Brand I trust" & "Changing for the better"
 - + 3pts vs. Q4 2023, +2pts vs. leading competitor

Target Audience:

Demographics: Canadians ages 35-65, all family statuses/religions/genders/ethnicities, skews lower in income/education

Psychographics: Aware of the concept of reconciliation, but hesitant to take action due to psychological barriers (i.e. overwhelmed by resources, biases, avoids politics, etc.)

Behavioural: McDonald's loyalists, open-minded to niche product line extensions

Insight Summary:

Although Canadians may be familiar with the term "reconciliation," many feel disempowered to navigate the seemingly boundless channels of information on the topic (e.g. Indigenous community leaders, government sources, news, social media, etc.). Though their ignorance may not be ill-intentioned, reconciliation may feel too intimidating, political, or uncomfortable for Canadians to confront, resulting in avoidance.

Benefit/Single-Minded Articulation of Campaign:

When you strip away the politics from a heavily politicized social justice movement, you expose what's at its core: humanity. Through a shared love of delicious food, we can silence the noise that obscures Canadians' focus away from approaching all peoples as *people*, and learn to identify the humanity within one another.

Food For Thought provides a safe environment to learn about reconciliation and Indigenous culture without fear of prejudice or cognitive overload. As a brand that represents "a little bubble of happy," McDonald's celebrates our cross-cultural similarities as human beings, promoting the dismantling of decades-old barriers that stand between Canadians and critical information needed to advance reconciliation.

Reasons to Believe:

Food For Thought inspires thought-provoking discussion about reconciliation throughout the McDonald's customer journey:



- The name of McDonald's "True North Menu" serves as a call to action: we must continue to seek the truth, even when it reveals our nation's unflattering failures.
- Each "True North Menu" item was created by a McDonald's Chef/Menu Lead of Indigenous origin and inspired by local culinary traditions (e.g. the Mi'kmaq Big Mac – made with sustainably-farmed Atlantic salmon patties, hand-baked Bannock, and fresh watercress - a refreshing spin on our iconic burger).
- Packaging will feature Indigenous art, the product name written in its original language, and a QR code to lead Guests to the Downie & Wenjack Fund website.
- 100% of profits from every "True North Menu" purchase will be donated to the Downie & Wenjack Fund, encouraging Canadians to continue to "#DoSomething" to advance reconciliation.