



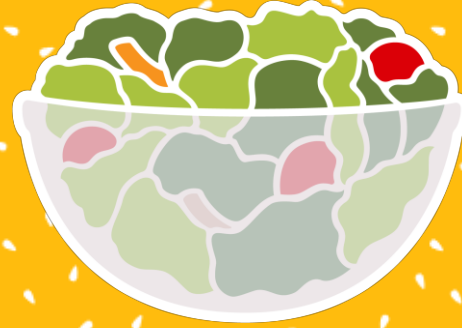
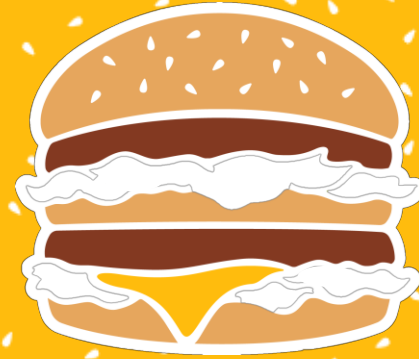
the no pickles project

insight:

When faced with a societal issue that seems too big to conquer, every step counts toward a big change and no action is too small to go to waste.

idea:

Customize your McDonald's order by removing the stuff you don't like, and McDonald's will donate the foregone produce to Second Harvest. Earn points for each topping removed, track donations and impact through the McD's app, and feel good about having your faves your way.





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Idea

- McDonald's guests love to customize their meals, and often that means removing toppings.
- For each topping removed from an order, McDonald's will donate the foregone produce to Second Harvest.
- Each time a guest removes a topping from their order they will earn My McDonald's Rewards (MMR) points that can be redeemed for an entry into Second Harvest's annual sweepstakes.
- Through the McDonald's app, guests can track in real time how the produce redistributed to Second Harvest has helped to feed communities and divert unnecessary greenhouse gasses.

the
**no pickles
project**

Objectives

Reducing Food Waste at McDonald's by redistributing fresh produce foregone by consumers to Second Harvest.

Increasing Awareness of Second Harvest's mission to reduce food insecurity and unnecessary greenhouse gasses.

Target

Bullseye Target – Socially Conscious (Age 18-24)

Young adults living in major urban areas who are eager to make their mark in the world, and recognize a need for change. Their busy lifestyle doesn't always allow for routine grocery shopping, and they value their go-to favourites on the run.

Consumer Profile:

Emma is a 24-year-old woman working downtown Toronto. She enjoys the fast-paced urban lifestyle and spending time with her friends. On busy days, she appreciates the convenience of quick meals, making fast-food options like McDonald's part of her routine. Emma is naturally tech-savvy and value-conscious, and she cares about her environmental impact.



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Insight

McDonald's Truth – No Wasted Time

McDonald's serves your faves, your way with no wasted time

INSIGHT

"No Waste Culture"

In a society focused on being as efficient and as effective as possible, we must focus on rewarding new ways of delivering impactful change through everyday actionable moments

Human Truth – No Wasted Effort

People want to feel good about supporting a cause with no wasted effort

SH Truth – No Wasted Food

Second Harvest aims to feed communities and foster sustainability with no wasted food

Benefits

McDonald's

- *Short Term* - Drives app conversion through MMR incentive
- *Long Term* - Builds brand trust with consumers by transparently showcasing a measurable impact toward reducing food waste and greenhouse gas emissions

Second Harvest

- *Short Term* – Increases brand awareness and credibility through association with a globally recognized and trusted leader in the QSR industry
- *Long Term* – Develops a strategic supply chain integration partnership that focuses on evolving consumer behavior trends of eating out and not cooking at home

Reasons To Believe

- 66% of Millennials and 57% of Gen Z reported an act of giving in the last 12 months, such as donating money to charity, donating items or food to charity, or giving directly to someone in need¹
- Gen Z donates to causes they support and believe they can make a difference in, including social justice movements and climate change²
- One of the top barriers to donating to charity is complicated or time-consuming donation mechanics – with the No Pickles Project, making a change is as easy as ordering your favourite McDonald's food.

¹ (Canada Helps.Org, 2022)

² (Qgive.com, 2023)