MarketingGoal

Inspire the younger generation to order McDelivery using the McDonald’s app.
Our Opportunity

One very specific moment where McDonald’s can play a big role for Gen Z.
Yeah, You guessed it... Gaming
Our Sweet Spot

Gamers often face a dilemma – that feeling when they want to keep playing but are also craving a late night snack.
So what do we know about our audience that will help to ‘unlock’ the brief?
1. Their relationship with gaming

2. Their relationship with McDonald’s
Gen Z Gamers are no niche crowd

In fact, they’re a huge untapped audience for McDonald’s Canada.

Over 80% of Canadians age 18-24 have engaged with some type of video game in the last year.
For Gen Z, gaming is a source of connection—not escapism.
And you can leave your stereotypes at the door

Gen Z x Gaming

Gen Z females’ favourite games

1. Call of Duty
2. Roblox
3. Candy Crush
4. Fortnite
5. Minecraft
6. Grand Theft Auto (GTA)
7. Subway Surfers
8. The Sims
9. The Elder Scrolls V: Skyrim
10. Grand Theft Auto V
1. Their relationship with gaming

2. Their relationship with McDonald’s
Gen Z x McD’s

Gen Z loves ordering McDelivery between 9pm-5am

Ease + convenience: they want what they want, when they want it
And we know **what** they love to order during those times, too.

**Late night, Early morning pick-me-up //**

**Group orders with friends:** They order together, or when they want a mood-lift.
Our Task

Make McDonald's top of mind with gamers so they turn to McDelivery before anywhere else.
Brief On A Page

Creative Ask:
- Create a national campaign that gets Gen Z gamers to see McDonald’s as their go-to food choice while gaming
  ○ Desired outcome: App downloads and McDelivery orders among Gen Z gamers

Channels To Consider:
- Social + digital
- Gaming streams (i.e. Twitch or YouTube)
- Experiential activations where gamers are
- Gaming partnerships

Timing:
- The campaign will run for 6 weeks

Budget:
- $300k - fully digital
Creative Considerations

Reasons To Believe:
● McDelivery is an easy & convenient way to get the food you crave
● McDelivery has a load of great offers within the app and partner apps
● Order on the McD’s app and earn points towards free McD’s!

Creative Guardrails:
● The campaign / idea must be simple + easy to execute
● The idea needs to be connected to McDelivery at its core - not just a “McDonald’s” idea but something that feels intrinsically connected to ordering McDonald’s delivery.
And finally... some inspo from our friends in the Philippines ;) (click here)