

**MRM**



# HUNGRY FOR MORE

CHEVROLET + MCDONALD'S

April 2023

GM CONFIDENTIAL

# INSIGHT

In 1975, McDonald's installed their first drive-thru in Sierra Vista, Arizona.

Since then, it's a pretty safe assumption that a Chevrolet vehicle has graced the window of every McDonald's drive-thru in America.

From the day that drive-thru opened, these two iconic American brands have been forever intertwined.



# IDEA

People have always driven a Chevy to a McDonald's for food, so how about we flip it, and have McDonald's delivered to a Chevy.

For one day only, on September 18 – National Cheeseburger Day – anyone can post a picture of a Chevy on social media with a hashtag to get a free McDonald's Double Quarter Pounder with Cheese meal delivered to the exact location of that Chevy.





**CHEVY**  
**DRIVE-TO**

#ChevyDriveTo

# HOW IT WILL WORK



**STEP 1:**  
Take a picture of a Chevrolet vehicle with their phone and post it to Instagram with the hashtag #ChevyDriveTo.



**STEP 4:**  
A DM with a special code is sent to user with their order and a link to the McDonald's app. If they don't have it, they'll be prompted to download.



**STEP 2:**  
An automated script will scrub all posts for that hashtag.



**STEP 5:**  
The user then inputs their address or shares their phone's location (via the McDonald's app). They can add any additional food (if they want), input their special offer code and submit.



**STEP 3:**  
Once the hashtag is recognized, photo recognition will verify the picture is of a Chevy vehicle.



**STEP 6:**  
Meal is made at the nearest McDonald's and delivered to the person near the Chevy.

# HOW IT WILL BENEFIT CHEVROLET

Chevrolet will own Instagram. Vehicles will be posted of current and past Chevy vehicles and the impressions they should receive should help justify the investment.



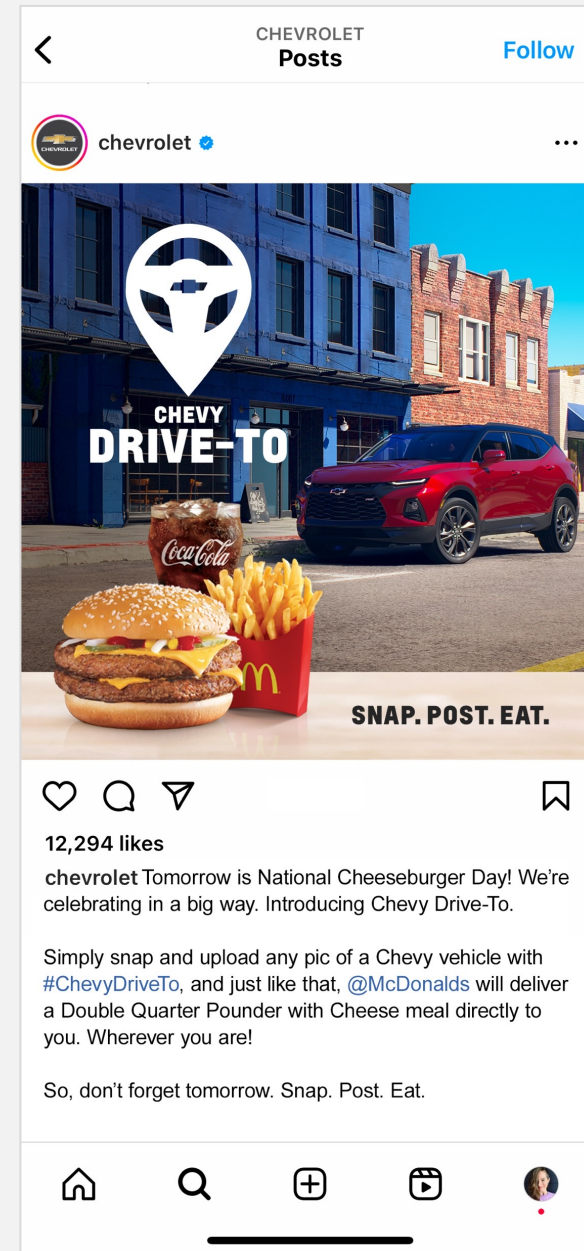
# HOW IT WILL BENEFIT MCDONALD'S

McDonald's will benefit from people discovering the McDelivery service and gain more downloads for their mobile app – one of their key business priorities – and help justify the investment.



# SAMPLE

## PROMOTIONAL INSTAGRAM POST





# SAMPLE

## PROMOTIONAL INSTAGRAM STORY



UNICORNS & UNICORNS

MAGICAL  
PEOPLE;  
MAGICAL  
WORK

Unicorns and Unicorns is an agile partner who has worked for many brands across a multitude of modern technologies. They provide a dedicated team for our project from kick-off to completion, forming a true partnership rather than a client/service provider relationship. Their experience with social data mining and AI training is second to none, making them the ideal partner for this concept.

Unicorns and Unicorns is a BIPOC-Women Owned and led studio which was formed as a response to underrepresentation in our industry.

# MRM TEAM

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