

# CAPTURE YOUR MEAL

## INSIGHT:

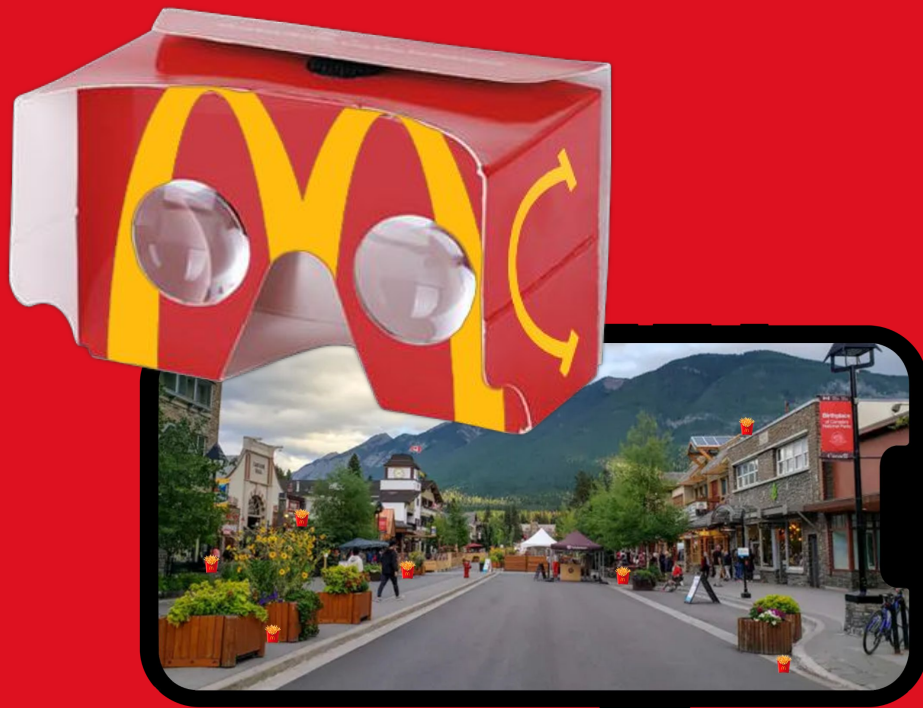
Treasure hunts captivate our imagination from the beginning of time. The sense of adventure, the mental challenge and that overwhelming feeling of satisfaction is something ingrained in us from a young age. Let's give kids of all ages that sense of adventure.

## IDEA:

Create the Capture Your Meal game. An AR adventure game that places your actual past orders in various communities where people can find them and win rewards.

## HOW IT WORKS:

To activate the Capture Your Meal game, we'll send a notification with a code to their device, allowing access to use the camera to hunt for the last x amount of their McDonald's orders in their local area. As people collect the menu items, they'll be able to unlock discounts and free items as they complete their orders.. In addition, we could geo-fence actual McDonald's restaurants and create power-ups that allow you to collect your meals faster.



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# CRACK THE CODE

## INSIGHT:

Solving puzzles is an inherent part of the human DNA. It's more than a desire for pleasant escape, it expresses the satisfaction one derives from other forms of play, ultimately making us happier. Much like McDonald's.

## IDEA:

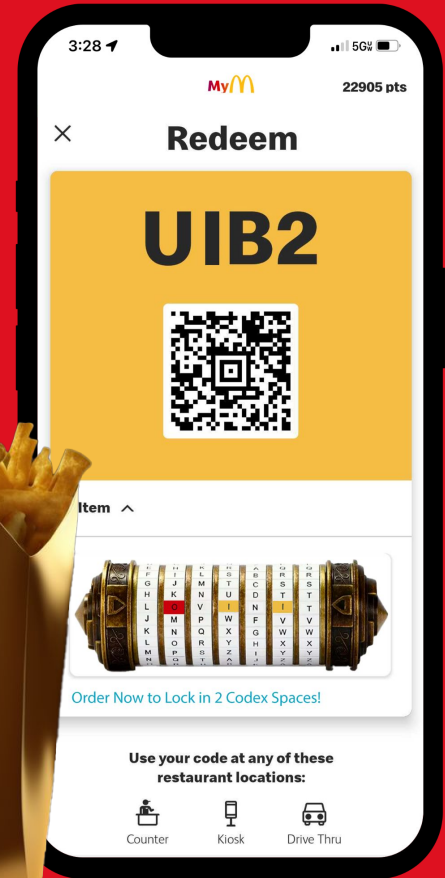
We create the Crack the Code tentpole event. When people use their app, they are given a code to receive points, what if we used these numbers to decipher the ultimate code? A ten-digit long one that will unlock the golden fry container. A one-of-a-kind container that allows you to get fries for life at any McDonald's.

## HOW IT WORKS:

We'll create a push notification that is sent out to all members speaking to the Crack the Code Event. As a member uses their in-app code, they can match one of those numbers to the ultimate code, if applicable. You will have to make multiple purchases to collect all of the numbers in the ultimate code. In addition, you can try other combinations of food (i.e. McCrispy, fries and Coke) to gain more codes to apply to the ultimate code, again creating a reason for repurchases.



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# THE GREAT FRIES HEIST

## Strat Recap

### INSIGHT:

Who amongst us hasn't had the urge or the opportunity to steal a fry from a friend or a loved one. It's almost impossible to resist those golden spears of deliciousness. So what if we turned that pastime into a mobile gaming experience for discounts and points.

### IDEA:

The Great Fries Heist. We create a limited time event that uses NFC in smartphones to acquire and steal fries from others.

### HOW IT WORKS:

Everyone starts with a full container of McDonald's fries on the app. For every 5 days, they can hold onto a full container, they get points. However, people within 50m can actually steal fries from your container. And you, can steal from there's—one at a time. As people acquire more fries they receive more discounts as well as power-ups, like "2-day fry protection", or "steal more than one at time". For the lucky few who acquire more fries than the container can hold and keep them, they can receive bigger prizes including Hockey tickets, Apple AirPods, etc.



### A Fries Surprise!

You've won free **Apple AirPods!**  
Use them to hear others trying to sneak up on you to take your fries!

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