



COMMUNICATIONS ASSIGNMENT

McDonald's makes Simple Easy Enjoyment accessible to everyone every day: this is our promise to the world. Communication should amplify this promise at every single contact. When we deliver to our promise to our customers they have one thing to say: "i'm lovin' it".

WHAT

BASIC INFORMATION ABOUT THE INITIATIVE

Name (or working title) of the project, product or promotion. When will it be offered in store? When is the communication scheduled and for how long? What is the promotional context (which promotion will run before and after this offer)? Is there any geographical specification?

PROJECT OVERVIEW

Detailed description of the product, promotion or service being communicated.

DIFFERENTIATION

How does our offer differentiate McDonald's from the competition?

WHO

TARGET AUDIENCE

Define the primary consumer audience with as much detail and context as possible. What is their barrier to purchasing our offer? What is the emotional benefit for consumers (e.g. what will people love about this offer)?

WHY

PRIMARY BUSINESS CHALLENGE

Describe the business challenge or consumer need that we need to address by the means of communication. (e.g. young adults drain, permissibility, losing heavy user frequency, decreasing late night snacking)

WHICH

IDENTIFY THE AREA OF OUR BRAND WE WANT TO EMPHASIZE

Good Food, Good Value, Good People, Good Neighbor



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WHEN

TIMING AND CONTEXT FOR OUR OFFER

What else is happening or what impacts our customers during the time we are communicating? Are there any distinctive events or occasions (i.e. season, holiday, sports event, economic situation, cultural highlights)?

WHERE

MEDIA MANDATORIES

What media is already booked? Are there any specific media requirements we need to bear in mind (e.g. only 20 seconds TVC)? What owned media inventory can we also take advantage of?

MEASUREMENTS

What are the KPI's that must be met by this communication? (e.g. participation, awareness, likeability, trial, subscriptions, downloads)

PROJECT MANDATORIES

Are there any watch outs or requirements? (i.e. sponsorship rules, focus products, important laws in regard to the project, no-gos)

BUDGET

What is the allocated production budget?

DATES

What are the specific deadlines for this project?

PROJECT OWNERS (NAME & SIGNATURE)

Marketing Director

Department Head

Project Lead