

## Happy ever after

### McBenefit – company pension scheme at McDonald's Germany Inc.

#### BACKGROUND:

A new company pension plan (betriebliches Altersversorgungssystem – bAV) was to be introduced from July 2012 to supplement the existing scheme. As the current programme had not been open to all employees of McDonald's Germany Inc., the new offering was developed as a flexible, modular system.

#### AGENCY ASSIGNMENT:

To develop a suitable communications campaign – including creative concept, plan of activity, creation and control of communications deliverables – for the new company pension plan and illustrate its connection to the existing scheme.

### Creative execution

Together with a partner agency, Unequity developed the creative concept on which to base the campaign for the new company pension scheme.

#### THE HIGH-RECOGNITION FACTOR

The McDonald's paper bag became the distinct and instantly recognisable feature for the campaign – "The McBenefit bAV bag". The image is seen on all communications deliverables and in the campaign trailer. This twenty-second short film serves up an inspiring introduction to the theme of company pensions at information events and meetings, as well as in the corporate intranet.

#### CLAIM AND KEY VISUALS

The claim "Happy ever after" became the emotive motto and key message, and accompanies the four key visuals that were shot for the campaign, creating a single entity. The images express: With the new company pension plan, participants now can already start preparing for life after retirement, and ensure that their dreams today can become a reality in the future.

#### CHALLENGE:

Employees of McDonald's Germany have very diverse educational backgrounds and incomes.

#### COMMUNICATIONS GOALS:

To reach and adequately inform every employee – regardless of their job description and position. Communications had to be as personal as possible and as emotive as necessary to clarify the complexity of a new company pension plan to all employees.

### PROJECT DETAILS

#### CUSTOMER:

McDONALD'S DEUTSCHLAND INC.,  
MUNICH SUBSIDIARY

#### CUSTOMER PROJECT LEAD:

YVONNE PRANG,  
SENIOR DEPARTMENT HEAD  
HUMAN RESOURCES  
COMPENSATION & BENEFITS

#### PROJECT PERIOD:

OCTOBER 2011 – JULY 2012

#### AGENCY PROJECT LEAD:

SIMONE SCHMITT-SCHILLIG

#### GRAPHICS LEAD:

GABRIELE FELD

#### TEXTS:

GERMAN: BIRTE ROLFF

ENGLISH: FREELANCE



## THE REALISATION

From October 2011 to July 2012 (roll-out), Unequity strategically supervised the bAV campaign, created all communications deliverables and sent completely individualised and personalised bAV bags to the employees.

### December – May:

Strategic campaign planning, including target audience analysis, timings, planning of communications measures; development of a campaign style guide, composition of an overview diagram of the new pension system, text and layout production of the various brochures. Compiling information for internal stakeholders: executive summary, presentations, project plans, gauge of intermediate results as a base for later communications package.

### May – July:

Finalisation and production (five different formats) of all brochures, creation of the individualised and personalised cover letters, production of the re-sealable packaging in the design of the McBenefit bAV bag. Presentation of the internal policies and various forms (12 pieces) in the campaign look and feel. Packing the bags and national postal delivery to private addresses and McDonald's subsidiaries in Germany.



### July:

Roll-out. Building up a database for the personalisation of approx. 1.000 individual cover letters and McBenefit bAV bags.

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We'd love to hear from you!

