

For people who move forward!

The new McDonald's fleet service

The Fleet Package – The fleet service from McDonald's Germany, Inc.

BACKGROUND:

At the end of 2012, the leasing contract account for the 470 company cars in the fleet service of McDonald's Germany, Inc. was put out to tender. After an elaborate selection process, one leasing company was awarded the contract. The change in August 2013 has given users access to a wider range of service than in the past, which, according to McDonald's project manager, "greatly exceeds the normal offer."

AGENCY TASK:

Develop a strategy for communicating why a new contractor was selected and the effects it will have on relevant McDonald's employees. Implement the chosen creative concept and dispatch the communication to the defined target groups within the set project period.

COMMUNICATION GOALS:

Inform all users of the McDonald's Germany Inc. fleet service about the new contract. The communication should feature a transparent, straightforward design to eliminate users' negative expectations and answer possible queries in advance. Address the three target groups defined in the strategy – standard users, VIP users, and administrative and personal assistants involved in fleet services processes (multipliers) – in an individual and personal way that reflects their positions.

CHALLENGE:

The topic was considered highly emotional and sensitive. Many fleet service users were worried that the conditions would worsen with a new contractor. Also, negotiations were on-going when strategy development began. And the communication had to be implemented very quickly after negotiations were finalised.

PROJECT DETAILS

CLIENT:

McDonald's Germany Inc.,
Munich subsidiary

CLIENT PROJECT LEAD:

Yvonne Prang, Senior Department Head
Human Resources Compensation, Benefits
& People Systems
Sebastian Dengler, Specialist, Compensation
& Benefits, Fleet Management

PROJECT PERIOD:

June – August 2013

AGENCY PROJECT LEAD:

Simone Schmitt-Schillig
Hannah Unglaub

CREATIVE LEAD:

Gabriele Schwab

COPY:

Birte Rolff



Creative Idea

The McDonald's package in form of a McDonald's paper bag, a well-known element of McDonald's employees C&B programmes, was also used in fleet service communication. Here the bag was adapted to suit the topic: The key visual showed the Fleet Package being placed in a company car. The campaign claim 'For people who move forward' conveys a positive, emotional message and addresses the target groups in their roles in management and process support.



Realisation

The communication measures, which were created, produced and realised in July and August 2013, reflected the communication strategy and featured the approved image concept to appeal to the target groups. They focused on providing transparent information about the contractor selection process and informing about the excellent new conditions of the contract.

Before campaign rollout, the most important stakeholders, process administrators and upper management received a personal email about the contract negotiations' status and were informed about the signing of the new contract. A presentation for board members gave executives a detailed look into the selection process, the results and the next steps.

In mid-August, all of the approximate 470 users of company vehicles along with circa 50 assistants and administrative employees received their personal Fleet Package. It included a high-quality brochure, a personal letter and a parking disc ice scraper as a giveaway. Printed on the parking disc was the contact information of their designated representative at the leasing company. As an 'add-on' to the brochure, 37 VIP users and the assistants also received a flyer with information on additional VIP services.



The Communication Process

1. Preliminary information for upper management in emails and personal meetings
2. Board member presentation with process details, contract negotiations' results, and the next steps
3. Preliminary information for individual target groups by email about the new contract becoming effective
4. Dispatch and distribution of the personalised Fleet Packages along with a service folder from the leasing company and additional service documents
5. Various presentations for administrative and personal assistants on the new services and the handling of the fleet services from August 2013 on

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