

# Wow that's cheap!



## HappyDeals – Wow that's cheap!

### BACKGROUND:

In March 2013, an online platform from the third party supplier INCENT Corporate Services GmbH was launched for all McDonald's Germany Inc. employees and franchisees. On it, articles from various cooperation partners can be purchased at reduced prices. The official platform launch was planned for the internal coop trade fair at the beginning of the month.

### AGENCY TASK:

Develop a strategy to communicate the online platform's launch in several phases. Also, come up with a name, logo, icon and creative concept, and then realise and produce all communication collateral for each phase.

### CHALLENGE:

In the past, an online platform with the name "Ronald's Benefit Community" was available to McDonald's employees. However, the service provider's product range was considered insufficient. The new incentive platform needed to be distinctly different and the communication was to highlight these differences. All communication materials should clearly show that a third party supplier hosts the platform. Therefore, it was necessary to develop an independent look and feel that is clearly different from McDonald's CI.



### COMMUNICATION GOALS:

All McDonald's Germany Inc. employees – regardless of their positions – were to be contacted and informed about the platform's offer and launch. Attention-getting, interest-sparking communication that was as colourful and cheerful as possible was desired.

## PROJECT DETAILS

### CLIENT:

McDonald's Germany Inc.,  
Munich subsidiary

### CLIENT PROJECT LEAD:

Sebastian Dengler,  
Manager, Human Resources,  
Compensation & Benefits,  
Fleet Management

### PROJECT PERIOD:

February 2013

### AGENCY PROJECT LEAD:

Simone Schmitt-Schillig,  
Hannah Unglaub

### CREATIVE LEAD

Gabriele Schwab

### COPY:

Birte Rolff

House & Garden

Fashion

Sport

Technology

Family



## Creative Idea

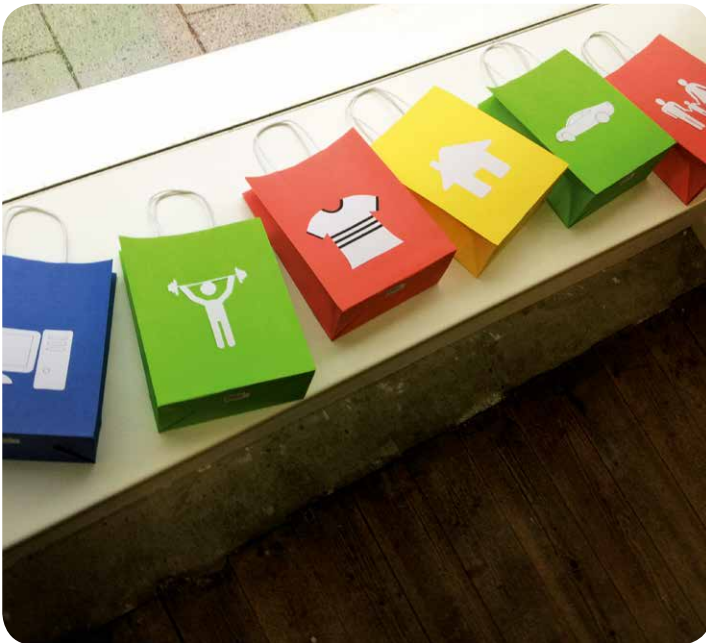
The name should be direct, easy to understand and communicate the platform's purpose. "HappyDeals", a word-play on a well-known McDonald's product, and the corresponding claim "Wow that's cheap!" did just that. A shopping trolley, in various iterations, became the campaign's key visual and it appeared in the new logo, icon, and all other communication material. The platform's colours reflected the third party provider's colour palette.



## Realisation

Unequity developed, realised and produced the communication measures as defined in the communication strategy. In the pre-phase, a pay slip and an online teaser banner sparked interest without giving away the details. For the launch at the trade fair, the agency designed an advert for the trade fair magazine, a flyer, floor stickers and two presentations that presented the incentive platform to attending franchisees and other trade fair visitors.

The flyer and previously existing information packets were sent to all 1,440 McDonald's restaurants in Germany. Additionally, Unequity designed an online banner that linked to the landing page, which the agency also designed. On it, users find further information about the HappyDeals platform and gain access to what seems like infinite opportunities for cheaper shopping.



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We'd love to hear from you!

