

DDB^o

McDONALD'S BRAND INNOVATION TEAM 10.29.15

 **NEXT REPORT**

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SPARKS & HONEY

DDB

CULINARY

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THE CLAIM GAME

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THE LOCAL STANDARD

Locally sourced food has remained atop food trends since 2009. But while local ingredients continue to drive consumers' choices, the definition of "local" is expanding into the holistic dining experience, even into retail with chefs opening restaurant outposts within shopping locations. "Local" thus takes on a community element on the plate and beyond.

IMPLICATION: Celebrate the community inside our restaurants, and explore the possibility of co-branding with regional companies that we can borrow equity from. Additionally, remember to celebrate what we already do on a local level with our food and highlight our farmers/suppliers as part of our restaurant experience.



THE CLAIM GAME

As locally sourced ingredients move into greens fees territory, consumers are looking for the next level of proof that food isn't mass produced via verified claims.

IMPLICATION: What's your food story? How is it unique and ownable? Is it believable yet aspirational?



"Fresh, hand-tossed dough"



SITTING DOWN SOLO

With more single-person households and time-strapped agendas, tables for one are more normal today than before. Roughly half of all Americans eat breakfast and midday meals sans company.

IMPLICATION: Offer ways to add a little fun to the solo dining experience via entertaining packaging, content via the website/wifi landing page/mobile app. Consider what this means for food offerings, in terms of providing the right meal options and portions.



FINE CASUAL

As accomplished chefs look to expand their reach to make good food accessible to the masses, there is a rise in the number of chefpreneurs seeking to become the next Shake Shack. These chefs' latest pet projects add an additional level of competition to the likes of all traditional QSR and fast casuals.

IMPLICATION: Seek inspiration from chefs on recipes that could be brought to even greater masses. Look to celebrity chefs for partnerships that would help give credibility to McDonald's food quality (invite them in to make their recipes in our kitchens with our ingredients, with an LTO menu item as the outcome).



DOORSTEP DINING

Seamless, Grubhub, Door Dash, Caviar, Postmates, Uber Eats, Amazon Fresh, Peapod, Instacart...the list goes on. It's no longer about dining out, but dining in...with food arriving right at your doorstep. Delivery as a trend is on the rise and with continued innovation in mobile/tech, it's just getting started.

IMPLICATION: Continue exploring delivery options through existing third party partners (Postmates NY test) and new delivery promotions (Uber Eats, etc), as well as how doorstep dining may come to life as part of a larger campaign.



CULINARY

CONVENIENCE

CUSTOMIZATION

CAUSE

SIRIFICATION OF THINGS

MY CHAUFFEUR 2.0

HERE, THERE, WHEREVER

FAST-LANING

WHAT'S IN YOUR WALLET?

SIRIFICATION OF THINGS

Voice assistants in our smartphones & devices: Siri on iPhone & Apple TV, Google Now on Android, Cortana on Windows & Xbox

Make my life easier: Amazon Echo – get the weather & order baby's diapers while looking like you're talking to an inanimate black metal cylinder.

IMPLICATION: Voice as a device user interface is gaining traction and needs to be taken seriously. Big tech is making big bets and we should watch closely. Integrate with these device and consider voice commands as an ordering mechanism at kiosk.



MY CHAUFFEUR 2.0

Imagine waking up one morning to find your car can drive itself. Tesla owners recently found themselves in this exact situation as an overnight software update enabled “autopilot” mode in Model Ss. Virtually every auto company is working on self-driving cars, as well as tech giants Google (a known project) and Apple (a rumored, but very likely project).

IMPLICATION: While it may seem like a stretch, these cars are either incorporating many of the services cited above, or being built by the very companies making them (Google, Apple). With 70% drive through service, the car will be a key place to get a customer's attention at a critical decision making moment.



FAST-LANING

THE END OF WAITING IN LINE

With consumers starved for time and living in a world where everything is on demand, there is a growing expectation for their everyday purchases to be quicker and easier especially when loyalty is such a big part.

IMPLICATION: Our service may be quick, but consumers expect it to be even quicker. What ways can we enable consumers to pick up/order their food in easy and convenient ways that eliminate wait times? For example, in-app ordering/mobile pick-up...think along the lines of an in-store version of Drive Thru Express.

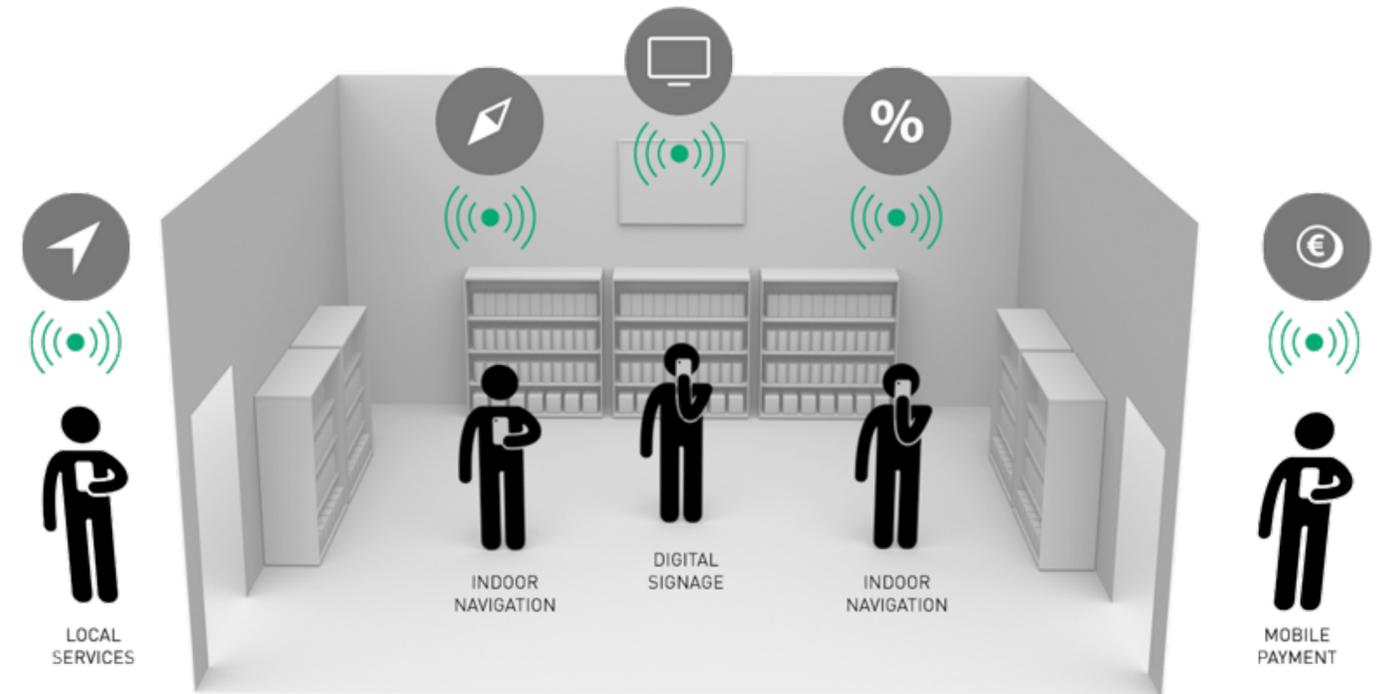


HERE, THERE, WHEREVER

IBEACON, NFC, GEO-TARGETED TECHNOLOGY

The more data and technology available, the more ability we have to understand and connect with consumers within the context they are in. Consumers want what they want, when they want it (maybe even before they know they want it).

IMPLICATION: With iBeacons, we can enable localized, targeted messages to the consumer when they are near the store and in the store.



WHAT'S IN YOUR WALLET?

THE MOBILE WALLET DOES NEARLY EVERYTHING YOUR LEATHER WALLET DOES - LIKE SPLITTING FARES - AND CLEARLY DOES MORE

Accepting mobile payments is just the start, consumers are looking to the mobile wallet to make everything with purchases easier. They are looking for seamless transitions from the physical world to their devices. Splitting costs with no cash on hand? Venmo is here.

IMPLICATION: McDonald's accepts NFC payments in-store, but integrating app features that can provide more mobile payment ease for customers can bring them one step further. Maybe a way to split lunch?



TRENDS

CULINARY

CONVENIENCE

CUSTOMIZATION

CAUSE

"ME" SOCIETY

FEAR OF MASS

DEMOCRATIZATION OF CREATIVITY

“ME” SOCIETY

Consumers want the control: from cell phones to computers, to the design of your car and beyond. We live in a customized-crazed culture where consumers have grown to expect this from brands, as well as in all aspect of their lives.

Customization is expected, but there are rules: Offer too much and consumers are left needing guidance and a POV, offer too little and you risk appearing rigid and inflexible.

EXAMPLES: Personal color viewer (Benjamin Moore), Trunk Club/StitchFix, Plated, Apple Watch style options/colors, Chipotle, NikeiD.

IMPLICATION: Create Your Taste is a massive step forward; as are Chef Crafted Bundles. Are there other ways to customize? Hacks? Secret menus?



FEAR OF MASS

A desire to be unique. As technology and social media make the world seem smaller, with fewer boundaries, consumers struggle to feel unique. Ubiquity, access, and consistency feel mass, and diminish individuality, fueling the need for self-expression.

Consumers are attracted to local, small batch, special.

EXAMPLES: WhatsApp, Wendy's + Honest Tea, Trader Joes & Starbucks (mass brands that appear 'local')

IMPLICATION: How does McDonald's do local @ scale?



DEMOCRATIZATION OF CREATIVITY

A desire to create. As new social media platforms continue to pop-up and evolve - focusing on photography, collage, DIY, videography, writing, etc. - even the most novice 'artist' can express, experiment with, and develop their creativity.

People, 1/ Want products that reflect the creative personality they are developing - offering them a chance to stand out in a unique way, and 2/ Desire creative license/freedom in the development of the products they consume.

EXAMPLES: Threadless, Etsy, Bucket Feet, NikeiD, Pinterest, Instagram

IMPLICATIONS?!



threadless®

CUSTOMIZATION

WE'VE GOT YOUR IMPLICATION
RIGHT HERE...

threadless SHOP PARTICIPATE BLOG Search 10+

IT'S SPOOKY TEE SEASON SHOP NOW

YAAAAAASSSS @McDonalds #alldaybreakfast sooooo good

@McDonalds nomnomnom #alldaybreakfast

McDonald's all day BREAKFAST

Create a t-shirt design inspired by McDonald's All Day Breakfast.

Wake up! It's time for breakfast, 24/7.

If we had to choose one meal to eat morning, noon, and night, there's no doubt what it would be: breakfast! We want Hotcakes for lunch...or dinner, and we want them now! For years we've been dreaming of waking up at the crack of noon and feasting on tasty McDonald's breakfast items. Now, breakfast has been liberated and everyone can eat McDonald's breakfast food any time they feel like it.

To celebrate new noshing possibilities, we want the McDonald's All Day Breakfast menu to inspire your next design. Channel your love for all things breakfast at any time into a tee that can be worn around the clock. Bon appe-tee!

Keep in mind:

- Incorporating McDonald's products is encouraged but not required. If you choose to use products, make sure they are part of the [McDonald's All Day Breakfast menu](#).
- Designs must be your original artwork.
- Mashups, parodies, or references to any brands, trademarks, or third parties other than McDonald's are not allowed.

YOU COULD WIN [Legal stuff](#)

- GRAND PRIZE: \$10,000 cash, \$500 Threadless gift code, \$500 McDonald's Arch Card
- RUNNERS UP: Two runners up will receive \$2,000 cash
- TOP VOTED DESIGNS: 20 of the top voted designs will receive a \$50 McDonald's Arch Card
- Plus, anyone who is printed (including the grand prize winner) will receive up to \$7 on each t-shirt of their design sold on Threadless.com! [Read more...](#)

SUBMIT A DESIGN [Submission kit](#)

Submit from: October 28 - November 15, 2015 at 23:59:59 US/Central

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BRAND STANDS

SYMPATHETIC PRICING

SCALE FOR GOOD

BRAND STANDS

Watch (almost all) brands closely, and you'd be forgiven for thinking it was their mission to be as anodyne as possible. Two reasons why that strategy couldn't be more misguided.

First, when consumers are surrounded by an ocean of branded content, constantly occupying neutral ground means a slow drift into obscurity.

Second, many consumers believe brands should speak out:

73% of Millennials believe that businesses should share a point of view about issues

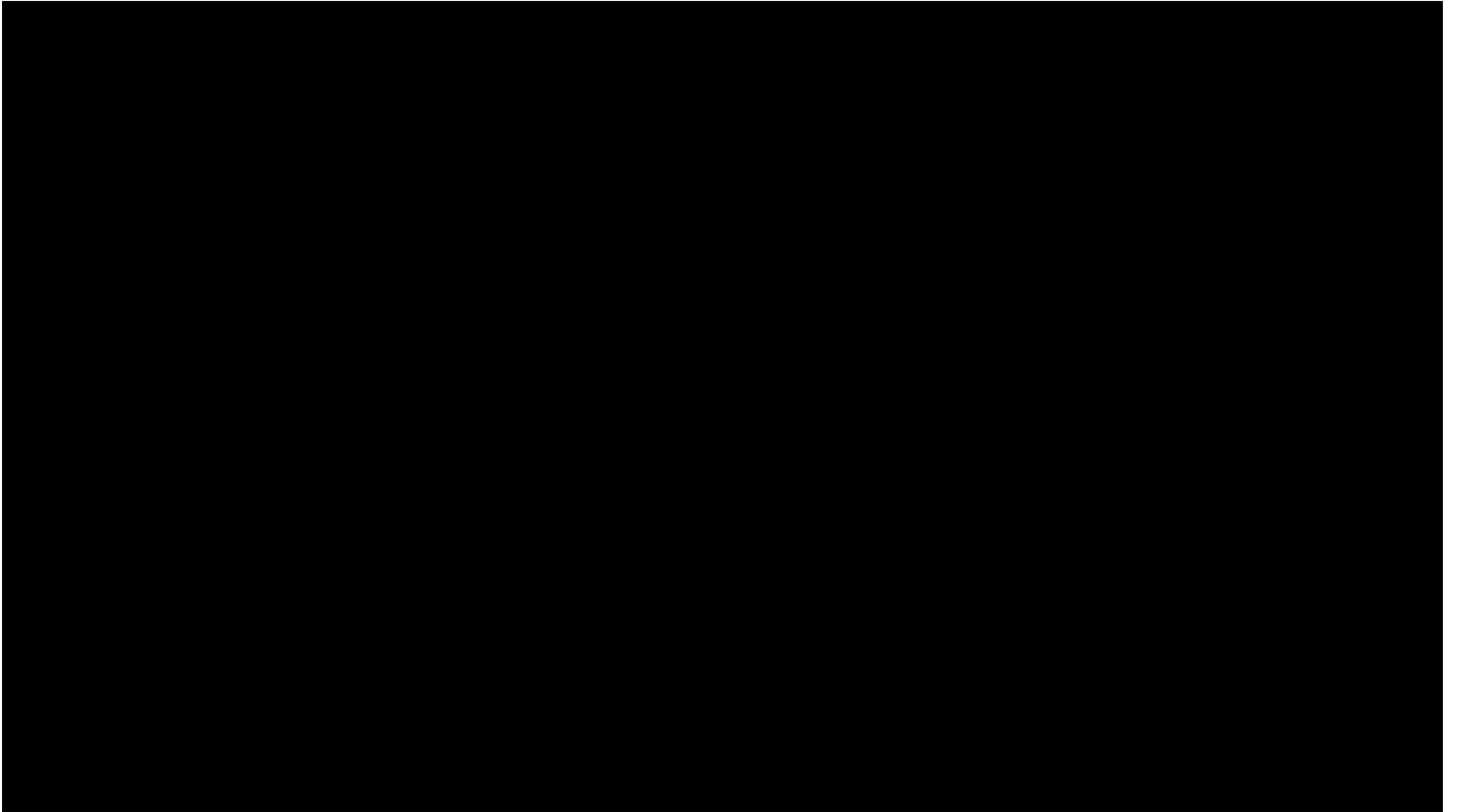
73% also think businesses should influence others to get involved in an issue.

IMPLICATION: Take a BRAND STAND on something that matters to you and your consumers by finding shared values.



GREEN FRIDAY IS THE NEW BLACK FRIDAY





SYMPATHETIC PRICING

We've seen above that consumers will embrace rewards for good behavior. And how brands can step in and provide essential public services. Now one more totally practical way to prove that you 'get it' and are willing to put your money where your mouth is: SYMPATHETIC PRICING.

Consumers will embrace helpful, compassionate discounts and deals that support a shared cause or alleviate personal pain points. And the examples just keep rolling in...

IMPLICATION: Because when only 30% of global consumers think brands make a sincere commitment towards their customers (Edelman, October 2014), addressing an eternal consumer concern (price) and linking this to a personal or meaningful cause, is a super-powerful way for brands to show they care.

THE STUDENT LOAN MENU

The menu that adapts to fit the state of your wallet

Suddenly you find your funds don't seem as endless as they did last week, and slowly your sense of money's worth is starting to return. Your loud rants about swopping all social welfare in favour of lowered tax on champagne now appear a little rash in the cold light of reality.

THE RESERVANCE OF RESERVANCE.

When you go out, you don't feel compelled to leave the change on the counter. You can leave it on the table, or you can leave it on the floor. You can leave it on the table, or you can leave it on the floor. You can leave it on the table, or you can leave it on the floor.

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See you at McDonald's

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SCALE FOR GOOD

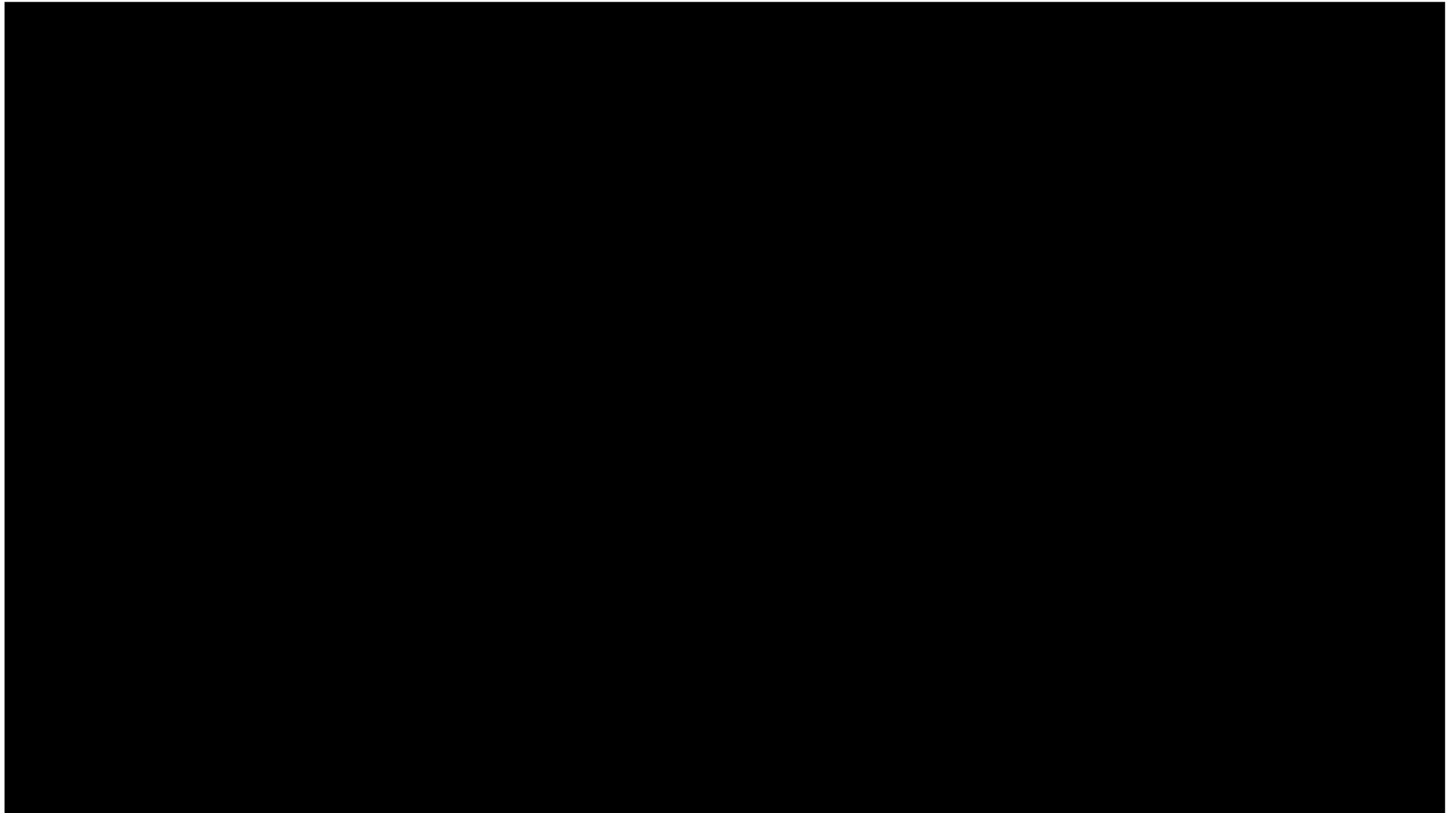
WITH GREAT SIZE COMES GREAT RESPONSIBILITY

Massive companies like Walmart, Coca-Cola, Microsoft and many others have historically maximized profits and shrunk cost by leveraging their size and scale in the marketplace.

What's become a more recent aspect to leveraging scale is doing it for good causes. Walmart has flipped the script by making their stores green-friendly and offering matching 401k. Coke with sustainability commitments and water stewardship through their Ekocenters. Microsoft enjoys the philanthropic halo of their founder through Bill & Melinda Gates Foundation.

IMPLICATION: Cause related efforts aren't new news, but companies which transparently let savvy consumers know they are using their size to force changes to their supply chain make for more believable narratives.





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