

# McDonald's Cultural Revolution

*during a Pandemic*

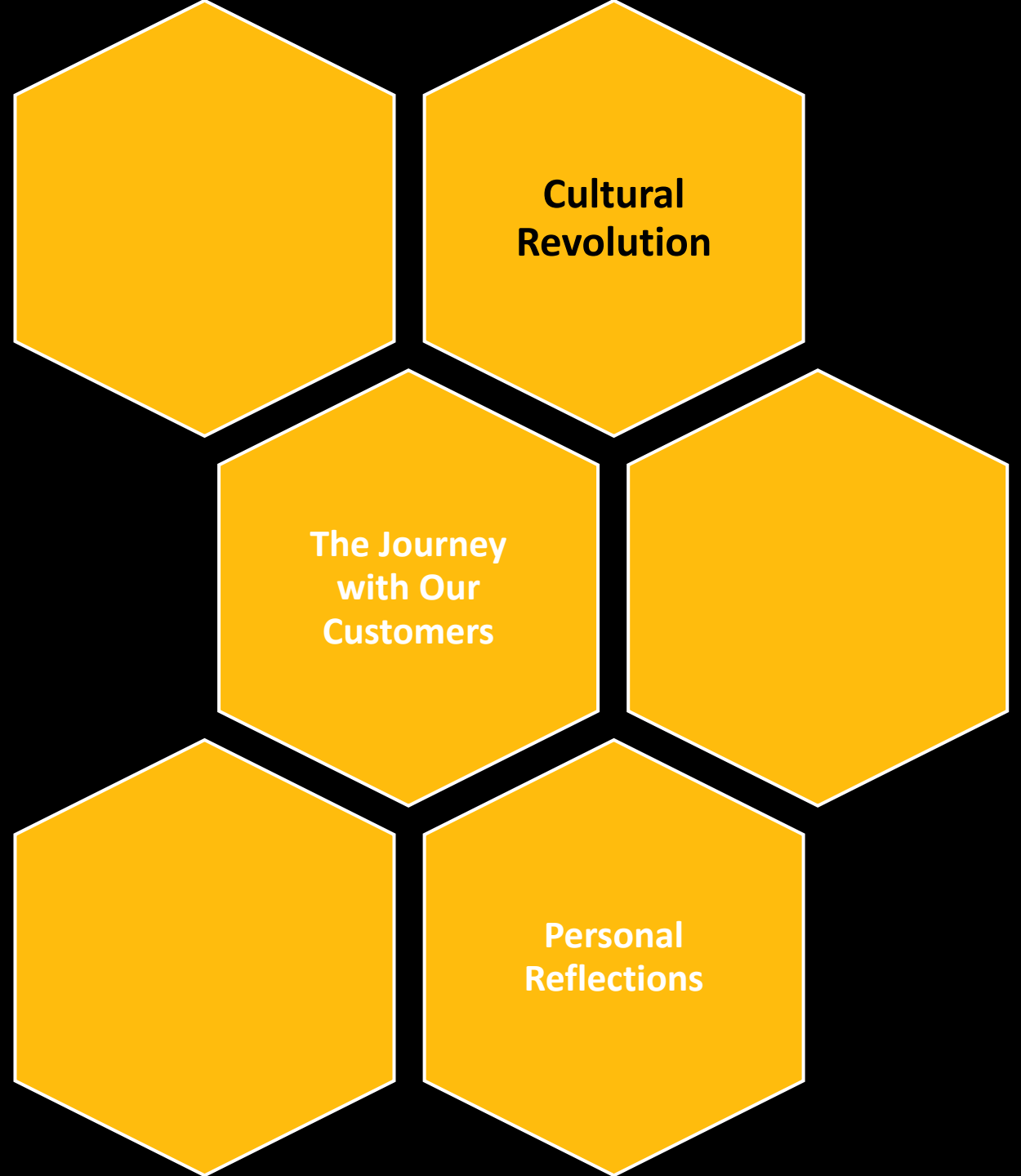


**Elizabeth Campbell**  
**Sr. Director | Cultural Engagement**  
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**McDonald's USA**

# Conversation Topics





## **Our overarching vision**

**« Be the favorite restaurant brand in the US »**



**THIS does not exist**

**« Be the favorite restaurant brand in the US »**



**If we don't make THIS a reality**

**« Be Our Customers  
favorite restaurant brand in the US »**



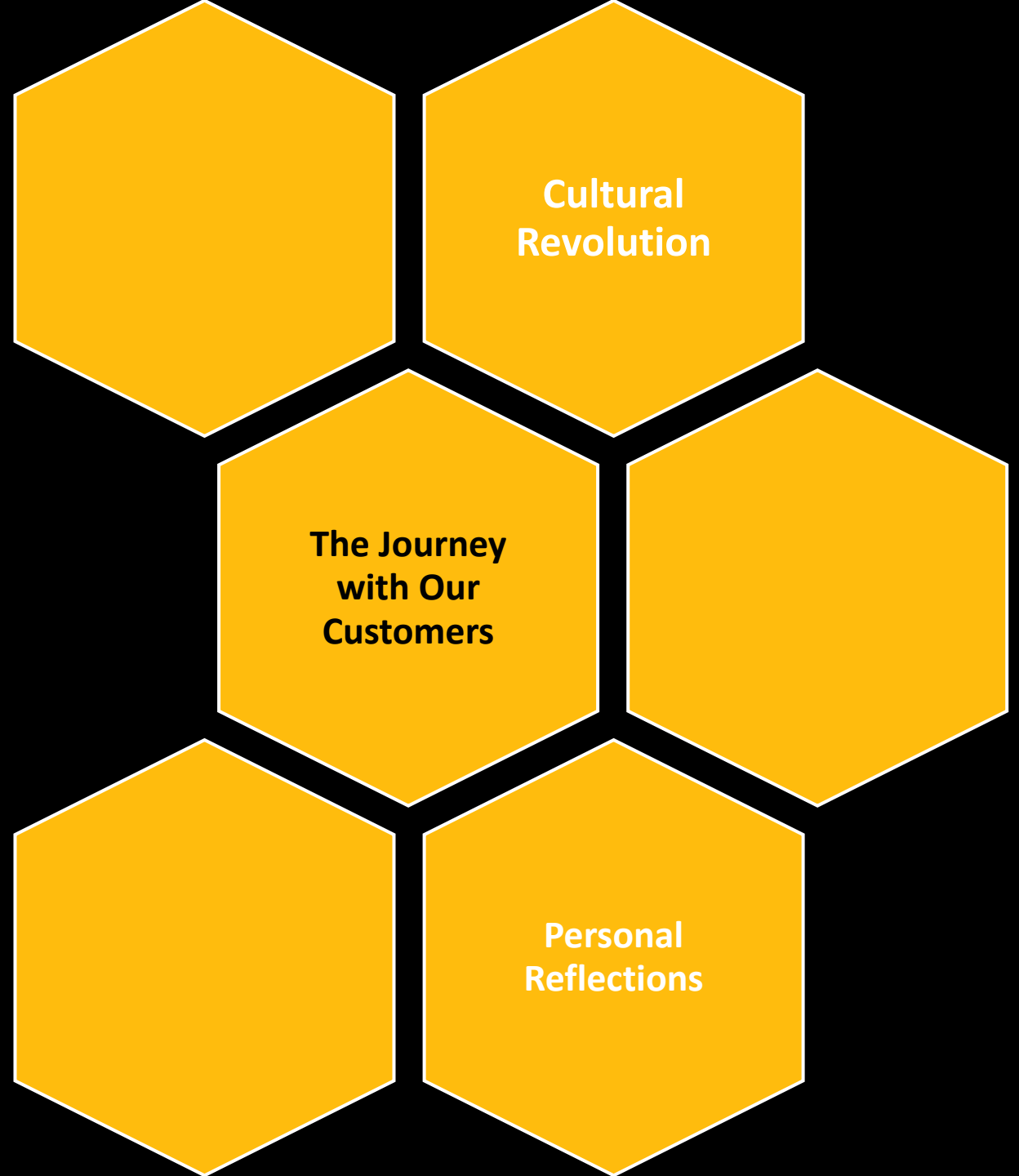
**For the Changing Consumer Base**

**« Multi Cultural Gen Zs will represent  
almost 60% of our total consumers »**

# Cultural Revolution

- ✓ Consumer Defined based on Their Identity
- ✓ Beliefs as the 3-legged Stool (Corporate; Supplier; Owner Operators)
- ✓ External Actions of the Brand defined by What We Stand For

# Conversation Topics



# Actions that Demonstrate Support



## Our Customers

*We're Open / We're  
Here / We Support You*



## Our Communities

*We are in this together  
and helping out*



## Our Brand

*Commitment to the  
Customers  
"Proud To Serve"*

# Tell People We're Open

Simple, Respectful, Informational, Reassuring

Drive-Thru



Your **home** is now a **McDonald's**.

Delivery

So while things keep changing,  
**we can still be here to take your order.**

Implemented nearly 50 process changes in restaurants and  
increased training for restaurant crew.



**OVER 12+ Million  
free  
Thank You Meals  
To 1<sup>st</sup> Responders**



# McDonald's Actions Supporting Communities Hit Hardest

The latest overall COVID-19 mortality rate for Black Americans is 2.4 times as high as the rate for Whites and 2.2 times as high as the rate for Asians and Latinos.

Aggregated deaths from COVID-19 in these 40 states and the District of Columbia have reached new highs for all groups:

- 1 in 1,850 Black Americans has died (or 54.6 deaths per 100,000)
- 1 in 4,000 Latino Americans has died (or 24.9 deaths per 100,000)
- 1 in 4,200 Asian Americans has died (or 24.3 deaths per 100,000)
- 1 in 4,400 White Americans has died (or 22.7 deaths per 100,000)



## What We Know About the Death of George Floyd in Minneapolis

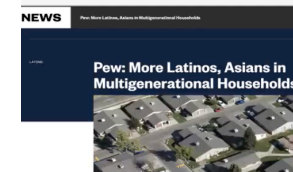
Mr. Floyd died after being handcuffed and pinned to the ground by an officer's knee in an episode that was recorded on video by a bystander, inciting condemnation and protests.



**Hispanics' lifestyles make them more vulnerable they live in multigenerational households: are family oriented and like to be out and**

More Latinos live in multigenerational households (chances of them getting their elderly sick are higher).

Just like for Latinos, Italians' greatest family—contributed to the spread of t



**Italy's coronavirus crisis was accelerated because young spend more time with elder**

**Family Is Italy's Great Strength. Coronavirus Made It I**

<https://www.mobilemarketer.com/news/mobilmarketer.com/news/newssearch/8621.html>  
<https://www.nbcnews.com/news/latino/pew-more-latinos-asians-multigenerational-households-n628201>  
<https://www.wsj.com/articles/family-is-italys-great-strength-coronavirus-made-it-deadly-11585058566>



SAVING OURSELVES  
BET★ COVID-19  
RELIEF EFFORT

★BOSSIP



THE SOURCE



HIPHOPWIRED

**PR Impact:**

- 5.2MM+ Impressions
- 100% Message Pull Through
- 100% pos/neu sentiment

**BLACK  
ENTERPRISE**

# McDonald's HACER Scholarship Program

OVER **\$31.5** Million in  
scholarships

Helped **17,030** students







# “Amplifying Black Voices” Giving Up the Stage @ the BET Awards

# Amplifying Black Voices

## During the 20<sup>th</sup> Annual BET Awards

# AdAge

### MCDONALD'S IS GIVING MOST OF ITS BET AWARDS MEDIA BUY TO BLACK ACTIVISTS AND BUSINESS OWNERS

Spots featuring Ibram X. Kendi, Imani Ellis, Bubba Wallace, and others are set to run Sunday

By [Jessica Wohl](#), Published on June 28, 2020.



Credit: Courtesy McDonald's

McDonald's is devoting most of its media buy for Sunday night's BET Awards to amplify the voices of Black activists, giving 13 people air time to tell their stories. It is the first time it has donated its air space in such a manner.

# THE SOURCE



KILLER MIKE TO BE FEATURED ON MCDONALD'S 'VOICES' DURING 2020 BET AWARDS

BY MISSZBEE © JUNE 28, 2020

Share:



### Breakfast Briefing: 5 things for PR pros to know on Monday morning

Added 38 hours ago by [Diana Bradley](#)

The latest advertisers to boycott Facebook: Brands that stood out during the BET Awards.

News



More brands halted spending on social media platforms over the weekend. The boycott began with Facebook but is now hitting other social networks to push the sites to limit hate speech and posts that divide and disinform. Starbucks said Sunday it will pause advertising on "all social media platforms" and promises to have discussions internally and with media partners and civil rights organizations to stop the spread of hate speech. Coca-Cola and Diageo also said they'd pause advertising on all social media platforms globally, while Unilever is halting advertising on Facebook, Instagram and Twitter in the U.S. through the end of the year. PepsiCo, The Hershey Company and Levi Strauss & Co. have also pledged to halt advertising on Facebook. Sleeping Giants is keeping a [running list](#) of companies pulling ads from social networks.



# Black Information Network

## Founding Partner



BUSINESS

### iHeartMedia Launches Black Information Network, 24/7 Local & National News Radio for Black Community

6/30/2020 by Dan Rys



Courtesy Photo

iHeartMedia is launching the Black Information Network today (June 30), which it says is the "first and only 24/7

ADVERTISEMENT



### iHeartMedia to Launch BIN: Black Information Network on Radio, Digital Channels

By Todd Spangler



iHeartMedia

Radio and podcast giant **iHeartmedia** has accelerated the launch what it says it the first — and only — 24-hour service dedicated to news coverage from a Black perspective.

# THE WALL STREET JOURNAL.

### iHeartMedia Launches National Radio-News Service for Black Community

Black Information Network to be distributed across No. 1 radio broadcaster's stations



The killing of George Floyd on May 25 sparked protests over police brutality and systemic racism. WSJ's Darren Everson spoke with black professionals to discuss their experiences and what changes they'd like to see. Photo illustration: Adele Morgan



Empower is helping over 9.7 million people across America pursue the financial future they imagine.

LEARN MORE

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