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McDonald's McVegan PR Plan

Campaign Description: Tentative PR plan for McDonalds upcoming release of their new veggie burger; The “McVegan”.

Timing of Launch:

- Official launch date of **FRIDAY JULY 2, 2021**
 - Launch date only applies to the US but is a nationwide campaign
 - Long lead pitching will begin on
 - 6 months prior to official launch **SATURDAY JANUARY 2, 2021**
 - Short lead pitching will begin on
 - 6 weeks prior to official launch **FRIDAY MAY 21, 2021**

Calendar/Key Dates

- **FRIDAY JULY 2, 2021**
 - Official launch of McDonald's McVegan
- **SATURDAY JANUARY 2, 2021**
 - Long lead pitching begins 6 months prior to launch
- **FRIDAY MAY 21, 2021**
 - Short lead pitching begins 6 weeks prior to the launch
- **FRIDAY MAY 21, 2021**
 - Mailing gets sent out to the media and spokespeople
 - McDonald's has chosen to send out these mailing kits to spokespeople so they can post them on their socials to generate buzz and creativity regarding the McVegan
- **SATURDAY JANUARY 2, 2021**
 - Press materials get sent out to the media
- **8pm est on FRIDAY JUNE 25, 2021**
 - McDonald's Virtual Concert with Travis Scott to promote the launch of the McVegan

Objectives:

- **Informational**
 - Provide consumers with a healthy burger alternative that promotes the use of Beyond Burger Meat.
 - Create media attention (both social and traditional) about McDonald's healthy alternatives to traditional beef patties
- **Motivational**
 - Cater to a larger consumer base with this introduction of the McVegan by appealing to health and vegetarian audiences
 - Establish McDonald's as a brand that cares about their consumers health through providing options.

Spokespeople:

- **Venus Williams:** Professional American tennis player; former number 1 world champion
 - Celebrity spokesperson for McDonald's
 - Has done campaigns in the past for McDonald's
 - Williams is a vegan athlete so can attest to the great qualities of vegan eating
- **Travis Scott:** Famous American rapper
 - Celebrity spokesperson for McDonald's who has done campaigns in the past
 - Including own burger for McDonald's called the "Travis Scott Burger"
 - Non-Vegan/Vegetarian so can offer a "meat lovers" perspective on how good the McVegan is despite not having real meat.
- **Antoni Porowski:** Famous Chef most known for being a member of the show "Queer Eye(2018)"
 - Celebrity and professional chef
 - Can account for how good the McVegan is from a professional chef's view
- **Yumna Jawad:** Instagram "Foodie" influencer
 - Influencer that is focused on healthy "feel-good" recipes
 - Often appears on talk shows such as "Today" to discuss health foods
- **Sharon Palmer:** Well known and renowned dietitian
 - Can discuss the benefits of the ingredients; pea protein, rice protein, mung bean protein, canola oil, coconut oil, potato starch, seasonings.

Key Strategy:

- Utilize spokespeople to promote the McVegan in the form of a variety of different media outlets. The five spokespeople included are as follows; one professional athlete(Williams), two celebrities(Scott and Porowski), one Instagram influencer(Jawad), and one well known dietitian(Palmer).
 - Spokespeople will advertise the McVegan as it plays into their "unique" role in the McDonald's franchise.

- Long lead stories start 6 months prior to the initial launch and short lead 6 weeks, therefore generating anticipation about the McVegan.
 - The long lead release of press occurs the day after New Year's Day in the US. This is an intentional release date to play into new years resolutions of eating healthy and dieting.
- Official Launch date is two days before the 4th of July in the US
 - Will be marketed as a family friendly barbeque option for 4th of July festivities.
- Media outlets are chosen that fit the following criteria; fun, healthy, mainstream and energetic in order to cultivate as much social attention as possible.
- Press is released detailing the health benefits of the McVegan as a beef alternative patty. Focusing on the “clean” ingredients the patty contains(as listed above).

Key Messages:

- McDonald’s cares about consumers' welfare by offering a cheap health plant-based patty alternative to beef patties, which have received criticism in the past for being “unhealthy”.
- Beyond Beef Burger Meat tastes just like normal beef but is created with plant products that boost health; pea protein, rice protein, mung bean protein, canola oil, coconut oil, potato starch, seasonings.
- McDonald’s is taking active steps to cater to a larger consumer base by providing a patty for those who are on a vegetarian and vegan diet.

Mailing:

- Sent out **FRIDAY MAY 21, 2021**
- Personal Happy Meal box with recipients name on the front
 - Includes ingredient fact sheet with the benefits of the main Beyond Meat ingredients with a quality assurance signature from Palmer
 - Assorted Happy Meal toys of a vegetables playing tennis to ode to Venus Williams sponsorship
 - McVegan included (Freeze dried food transport box will be used to ensure freshness)
- McDonald’s voucher included for free McVegans for life
- McDonald’s T-shirt signed by Travis Scott
- “Virtual Ticket” for the virtual Travis Scott concert

Press Materials:

- Sent out **SATURDAY JANUARY 2, 2021**
- Press Release announcing the launch of the McVegan with quotes from McDonald’s CEO Chris Kempczinski

- Additional quotes from spokesperson Sharon Palmer explaining the health benefits of the McVegan
- Fact sheet including all information about the McVegan- ingredients, nutrition info, how its made, where ingredients are sourced from
- Bios on spokespeople
- Promotional photos: Professional photos of the McVegan, photos of spokespeople posing with it

Print Pitches:

- **Short Lead:**
 - **New York Times:** Spokesperson and renowned dietician Sharon Palmer can talk about the health and environmental benefits of a vegan diet. She can talk about the harmful effects of the meat industry and how supporting the launch of vegan options at popular restaurants can reduce this harmful impact while also providing our body with nutrients. The McVegan would be integrated into this article and she could use it as an example for the kinds of launches we need to support.
 - **Sports Illustrated:** Venus Williams talks about why the McVegan is her go-to fast food option. As an athlete, she prides herself on fueling her body with the best ingredients. The McVegan gives her the protein and energy needed to play her best without weighing her down. She's glad that she doesn't have to feel guilty anymore when enjoying fast food with her friends.
 - **Cosmopolitan:** Yumna Jawad talks about the new way to eat fast food while feeling good and staying slim. Vegan options are becoming increasingly more popular and they are the secret to being able to enjoy tasty fast food while staying healthy and looking good.
 - **People:** Predicting the newest trends for the summer. One of them is to go on a vegan diet, which is being made easier with vegan fast food options like the McVegan.
 - **LA Times:** "The Future of Fast Food is Vegan" Article talks about the increasingly popular availability of vegan items at fast food restaurants and how the McVegan is perhaps the biggest one yet and may pave the way for the emergence of vegan options everywhere.
- **Long Lead:**
 - **Bon Appetit:** Antoni Porowski talks about his new-found love for vegan food. He loves experimenting with different non-animal derived ingredients and has found that many vegan options taste the same or even better than the originals. He talks about how he barely tastes the difference between a McVegan and a regular hamburger.
 - **Reader's Digest:** An article on what veganism is, why it's becoming more popular, and whether or not it's something you should try. The McVegan is mentioned as an example for the types of vegan food that is becoming

popularized and accessible to all. “You should try a McVegan to see if a vegan diet might work for you.”

- **VegNews Magazine** (most renowned vegan magazine): Article on why supporting vegan options from non-vegan businesses is necessary. Many vegans prefer not to support any non-vegan business, but doing so and supporting their options is the only way to have them normalized and increase in popularity. For example, if the McVegan is successful, McDonalds may produce more vegan options and less animal products in the future. Hopefully this will convince more people within the vegan community to buy the McVegan.
- **Food Network Magazine:** Antoni Porowski talks about how he tried the McVegan and loved it, and now he’s going to help readers recreate their own. He gives the recipe to make one, but also mentions that if you don’t have time to make your own you can always go get one from McDonald’s and it’s delicious.
- **Teen Vogue:** “Is Vegan Fast Food a New Trend?” Article talks about how vegan food is becoming increasingly popular among the younger generation, and high profile celebrities with lots of influence, like Travis Scott, are promoting this type of eating.

Broadcast:

- **Good Morning America:** Antoni Porowski comes on and has a taste test of the McVegan vs a regular hamburger. They essentially say they can’t taste the difference and they’ll definitely be purchasing the McVegan from McDonalds.
- **The Talk:** Sharon Palmer comes on and talks about the harmful effects of the meat industry that not many people know about, along with some potential harmful effects of eating meat. She promotes the McVegan for people who want to cut down their meat eating while still enjoying traditional “meaty” foods.
- **Rachel Ray:** Rachel talks about the new McVegan and how it’s become her new go-to fast food. She encourages viewers to go try it and recreates it on the show with her own personal recipe.
- **Ellen:** Venus Williams comes on Ellen to talk about her tennis career and her life as a professional athlete. She talks about how her diet is essential to her success. Like everyone else, she likes to indulge in fast food occasionally, but she still must keep her choices relatively clean. This is why she loves the McVegan, because it is healthy and tasty and feels like a “cheat meal” when it’s not.
- **Bill Maher:** Bill Maher has Sharon Palmer on to debate veganism with some other dieticians. Within the debate, she makes the point that vegan food is becoming more accessible and reasonably priced with options like the McVegan.

Digital:

- **Instagram**

- Creation of hashtag **#McVegan** for all posts related to the launch of the McVegan by McDonald's, spokespeople, and overall consumer buzz
- Venus Williams(1.3 million followers) posts a picture on the tennis court while holding a McVegan. Next to her is one of the promotional vegetable happy meal toys. Williams post is captioned; "Fueled by Greens- McDonald's McVegan burger coming to a store near you July 2, 2021 #McVegan"
- Travis Scott(38.8 million followers) posts an instagram story of him trying the McVegan burger. Scott says that he's not a vegan or vegetarian but that the McVegan tastes just like real meat because it is made from Beyond Burger meat and that he loves it. The story is also captioned #McVegan
- Travis Scott posts an edited picture of the McVegan on a concert stage with the heading #McVeganGiveaway. The caption of the post says; "Win a chance to join a livestream with me before my McDonald's 4th of July Weekend Virtual Concert by commenting what your most excited for the McVegan and reposting this picture and captioning it #McVeganGiveaway #McVegan"
- Antoni Porowski (4.4 million followers) posts an instagram video playing a game in which he attempts to guess the difference between the McVegan burger and different beef burgers. This shows how McVegans Beyond Meat tastes just like a normal burger. Antoni at the end dissects the ingredients in the McVegan to show how "its amazing vegetables can taste like that".
- **Pinterest**
 - Infographic is posted to pinterest by Palmer that explains the main ingredients in the McVegan and their importance and benefits for human consumption. Ingredients include; pea protein, rice protein, mung bean protein, canola oil, coconut oil, potato starch, seasonings.
 - Jawad posts a picture of the McVegan and a link to her blog (FeelGoodFoodiefeelgoodfoodie.net) that discusses side dish vegetarian recipes you can make to go along with the McVegan.
 - Antoni posts a picture of the McVegan with a supplemental link to his instagram reels to promote his taste test video.
 - Palmer posts an infographic that highlights how to be healthy and create obtainable New Years resolution goals to supplement the long lead release of the McVegan and cite the McVegan as a nice, cheap, fun, and healthy option.
 - Jawad posts a recipe of a healthy recipe that includes all of the ingredients in the McVegan and cites that these ingredients are also found in the McVegan.
- **Twitter**
 - McDonald's partners with Twitter go get #McVegan a promotional hashtag on the "Trending" page.

- Travis Scott tweets the same picture mentioned in the instagram section to signal the start of the McVegan giveaway the caption remains the same and so does the hashtag, but there is mention that the giveaway can only be eligible on instagram.
- Venus Williams tweets a picture of all the vegetable tennis player happy meal toys lined up to signal start of campaign with the hashtag #McVegan.
- Porowski tweets image of him on the set of Queer Eye getting ready while eating a McVegan burger with the caption; “My favorite mid-set snack #McVegan” This shows how the McVegan is a great healthy option on the go.
- Venus Williams tweets a picture of her with the McVegan captioned; “McLovin’ being vegan! #McVegan”
- **Facebook**
 - Antoni posts a video of his instagram reel of him comparing the McVegan to other beef burgers to see if he can taste the difference.
 - Jawad posts a video of her actually making the recipes that she has promoted on her pinterest page. This video is described as a “cook along” with Jawad. The video is titled, “Side Dishes You Need To Try With McDonald’s New Healthy McVegan”
 - Palmer posts a video of her explaining the benefits of the main ingredients in the Beyond Meat used in the McVegan. An illustrator will animate the video to show a “kid friendly/educational” explanation of these benefits to the human body.
 - Antoni posts a “BBQ With Me” video where he sets up a 4th of July BBQ in his home using the McVegan burger and grilling side dishes. There are clips of him using company GrubHub to order the McVegan contactlessly to show viewers how accessible the McVegan is.

Event:

- **McDonald’s 4th of July McVegan Virtual Concert with Travis Scott**
 - Due to the uncertainty of being able to host large gatherings this summer, McDonald’s has decided to play it safe and host their concert promoting the new release of the McVegan virtually.
 - The concert will occur the weekend prior to the 4th of July which is also the weekend prior to the release of the McVegan burger.
 - The concert coincides with the instagram giveaway hosted by McDonald’s and Travis Scottt in which instagram users and fans get the chance to go on an instagram livestream 5 hours prior to the concert for 30 minutes. In order to win fans must repost the picture posted by Scott and hashtag the post #McVeganGiveaway #McVegan as well as comment on Scotts original Instagram post what they are most excited about the McVegan.
 - The concert will start at **8pm est on FRIDAY JUNE 25, 2021**

- The concert will be held on an official livestream website created by McDonald's titled; www.mcveganconcert.com/
- In order to access the actual livestream, viewers will need to enter the code posted by McDonald's on their instagram story which will be posted every other day the week leading up to the concert.
- "Priority viewers" will receive a code emailed to them everyday if they sign up for "official" concert updates that include updates about the McVegan and health benefits about the McVegan's ingredients
- During the concert there will be promotional McVegan ad's run at the bottom of the screen and every 10 minutes of the show.