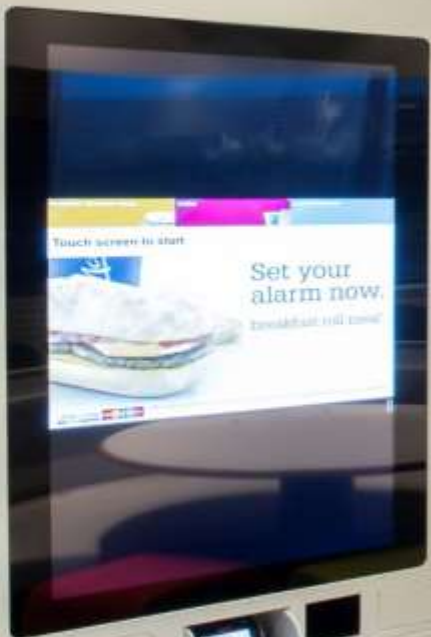


Staying Close to our Consumer

Martin Ryan





“A Modern and Progressive Burger Company”

“To be our customers' favourite place
and way to eat and drink”

Good Food



Good People



Good Neighbour





ORDER

COLLECT

Watch here for your number...





4,800

National
CAREER SKILLS
Competition 2015



City & 
Guilds



National
College of
Ireland



Heather Dunlea, Douglas, with her mother Debbie, with her cert as part of the **McDonald's** Scholarship Programme.









**We serve 2
out of every
3 IEO
Customers**
(over a 4 week period)

**Most
frequented
Restaurant
Brand in
Ireland**
(2.6 times every 4 wks)

**Half the QSR
Share in
Ireland.**

**IEO Market
share at 7%**



Sorry, We're
CLOSED
FOR EVER!



GROWTH

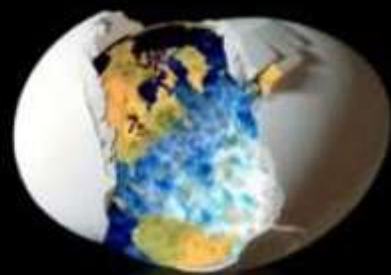
A new Consumer has emerged from this period

&

their behaviours and tastes have evolved

THE NEW NORMAL

UNCOVERING BEHAVIOUR AND MOTIVATION





Absolute VALUE



AUTHENTIC



DISCOVERY



**PERSONAL &
CONNECTED**





How do we maintain relevance to the Irish Customer?





CUSTOMERS

A 3D graphic featuring the word "CUSTOMERS" in bold, grey, sans-serif capital letters. The letter "O" is replaced by a red target symbol with a white bullseye. Four teal arrows with black fletching are shown hitting the target. The arrows are positioned as follows: one to the left of the target, one above the target, one directly through the center of the target, and one to the right of the target. The entire graphic is set against a white background with a subtle reflection effect below the text.

CUSTOMERS

A faint, semi-transparent reflection of the "CUSTOMERS" text and target graphic from the block above, appearing below the main text.



TARGETS ARE NOT ENOUGH



At McDonald's the same 25 year old may have different needs on different days.....



“On-the-Go”



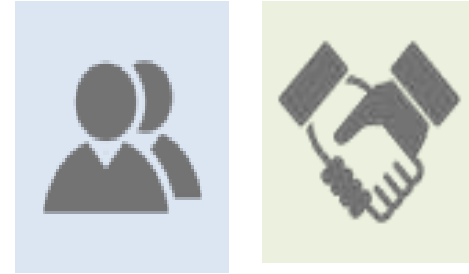
“Working Lunch”



“Good Food with Friends”



Customer Segments
within IEO



Customer Occasions
within IEO



The Future



Customers
expect more
today

They ask to
be involved
and to be
able to
influence their
experience











Our aim is to
deliver

outstanding...

customer
experiences.







A green street sign with the text "FUTURE AHEAD" in white capital letters. The sign is mounted on a silver metal pole. The background is a bright blue sky with scattered white clouds. The entire image is framed by a white border with rounded corners, set against a yellow background.

FUTURE AHEAD













рахмат
Баярлалаа
спасибо
faaletai lava
nanni
nandri
kiitos
dankie
dhanyavad
nami
bayarlalaa
gracie
huala
mauruuru
kuszönöm

danke

mersi
kia ora
barka
welalin
tack
spas
vinaka
спасиби
blagodaram

謝謝

ngiyabonga

teşekkür ederim

tapadh leat

dank je
misaotra
matondo
paldies
grazzi
mahalo

thank you

gracias

хвала
asante
manana
obrigada
murakoze
tenki

enkosi
bedankt
bayarlalaa
gracie
huala
mauruuru
kuszönöm

dziękuję

chnorakaloutioun
gratias ago
gracies
sulpáy

djere dieuf
tau
mochchakkeram
дякую
mamnun

go raibh maith agat

sobodi
dekuji
mesi
didi madloba
kam sah hamnida
rahal

obrigado

sagolun

sukriya
kop khun krap
arigatō

talaku
grazie

arigatō

takk
dakujem
trugarez

terima kasih

arigatō

takk
dakujem
trugarez

감사합니다

merc

merci

তোমাকে ধন্যবাদ

xiexie

ευχαριστώ

merce
merci