

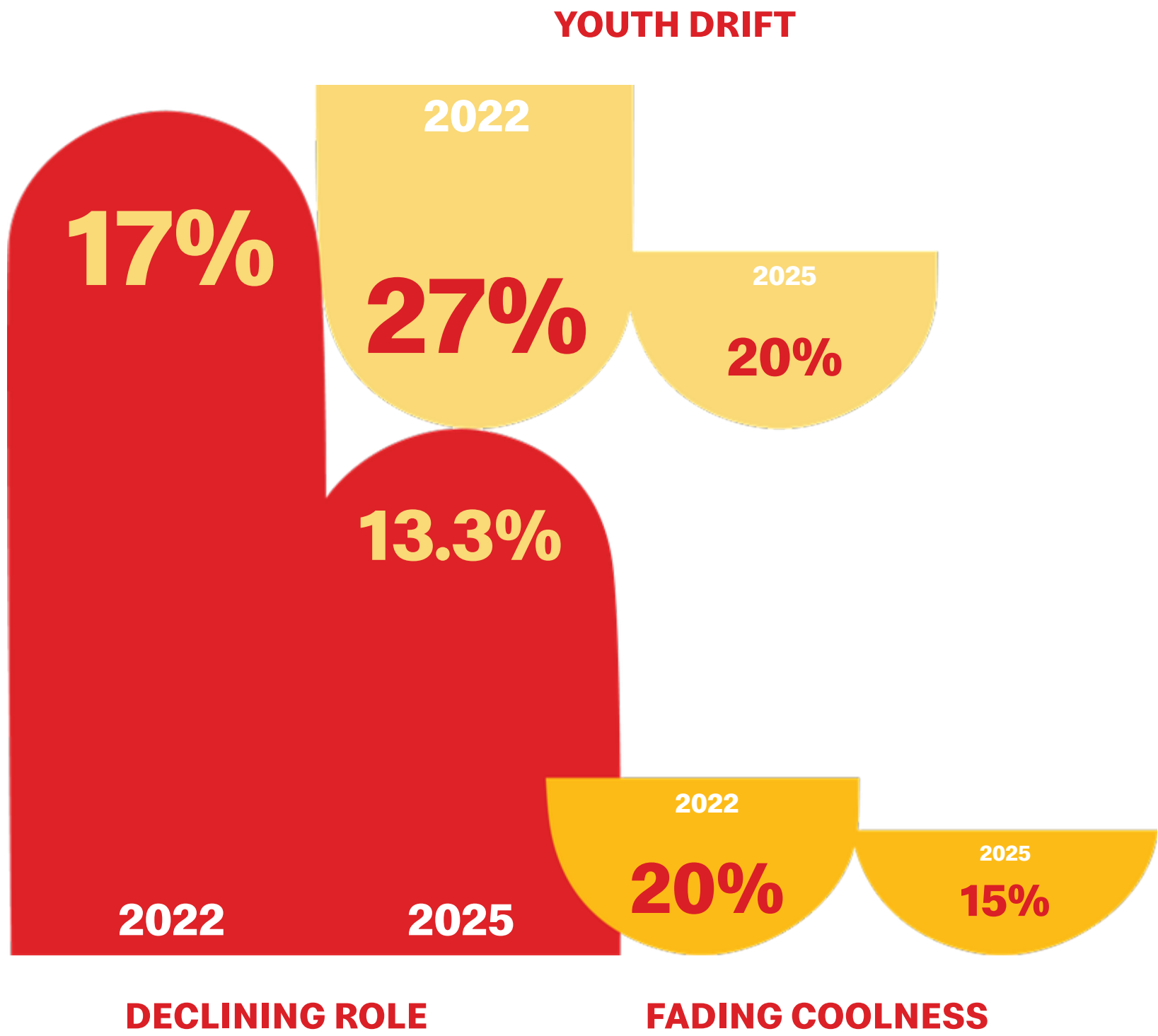
**Let's Mac It
Happen**



Index

- **Brief**
- **Research**
- **What's our answer?**
- **Offline Activities**
- **Online Activities**
- **Budget Allocation & Media Plan**
- **Appendix**

THE FALL OF A HERO



OUR ROLE

CREATE A CAMPAIGN TO REVAMP THE BIG MAC FOR GEN Z & MILLENNIALS. MAKING IT THE *GO-TO BURGER FOR GEN Z AND MILLENNIALS.*

SAUDI YOUTH ARE FIERCELY LOYAL TO LOCAL BRANDS, AND THEY OPENLY EXPRESS THEIR PREFERENCES ON SOCIAL MEDIA.



سالم

@salem_alshrei

Follow

Translate post

والله ي مطاعم السعودية انها الافضل في البرقر وفي البروست والشورما وبالاخص البرقر ...





علي الشهري

@mgnooooonrsmi

Follow

Translate post

اي والله و الحمدلله اني مقاطع كل مطاعم البرقر و لجأت لمطاعم البرقر السعودية ..

ما فيه زي مطاعم البرقر السعودية شيء طازج وشباب سعوديين هم اللي مسوين الخلطة



Dove

@Just_dovee

Follow

Translate post

الإعلان اللي نزل في أكاونت عساف 10/10 أعتترف إنو أحب مرا الإعلانات العفوية أحسه توصل للمشاهد أسرع وبطريقة أفضل بعد وأنت مبدع وهادي عوايدك

@snaif111

انا انسانه اكرره الاعلانات وبوتيكات وقصص طويله بالسناپ ياخي احب اليوميات العفويه احسن



Authenticity Sells: How To Market To Millennials And Gen-Z

The key lies in creating authentic, unpolished content that showcases your business's personality. Think of a casual phone video of your daily operations, a snapshot of your staff's camaraderie or a quick update about your local sourcing—these feel far more genuine than a glossy advertisement.

BUT LOYALTY ALONE ISN'T ENOUGH, THEY VALUE AUTHENTICITY AND RESPOND TO BRANDS THAT TRULY UNDERSTAND THEM.

MCDONALD'S RESONATES WITH THEM BECAUSE IT GOES BEYOND BEING JUST A MEAL. IT'S A PLACE WHERE SOCIAL LIFE, EXPERIENCES, AND CONNECTIONS COME TOGETHER.

Translate post

فيه مطاعم أحب أسميها "مطاعم الحزن والمسرات" بمعنى أن أكلك منه مرتبط بمناسبة سارة أو حزينة الي يمثل هذا لي هو ماك وأنا رايع أكل منه الآن لأن الحمدلله مبسوط



Noor

@1N20_

Follow

Translate post

لسه لخبيطة أجواء العيد موجوده أنام الساعه 11 و اصحى 2 الفجر تدور وجبة عشاء ما تعرف تاكل نواشف العيد ولا تاخذ ماكدونالدز، ماكدونالدز و جبه ارتبطت بعقلي من إحنا صغار بطلبات آخر الليل ما أحبه ولا يجي لي بال نطلبه إلا في هذه الأيام 🥳



Alanoud..

@9997Alanood

Follow

Translate post

معلومة محد يدري عنها الا انا اذا تضايقت احب اكل من ماكدونالدز مدري ليه والمشكله الضيقه تروح!!!

11:01PM · 19/04/2025 · 20 Views

THEY SHARE THIS LOVE ONLINE, TALKING ABOUT THEIR FAVORITE MEALS, LIKE CHOOSING CHICKEN OVER BEEF, OR HOW A VISIT BRINGS COMFORT DURING FINALS.

 **hashem** 
@_tengaiii 

 [Translate post](#)

والله مهما دخلت مطاعم برجر ولفيت الدنيا ما تشوف افضل
من ماك ياخي البيج تاسقي والبطاطا شي ثاني

  **حمادة_٢٧٢**
@HAMADAA_272 

 [Translate post](#)

مافي احلى من وجبة ماك عربي وبس مع مايونيز
😊 و ايس كريم اوريو

 **@naqam232** 

 [Translate post](#)

أنا ما أحب ماك
لكن هذه الوجبة من اكتشفتها صارت وجبتي المفضلة
"ميني آسيوي" 🥰🥰🥰🥰
أحلى وجبة في ماك

 **TREND Food** @trend_foodh · 08/04/2023  

وصفات (ماك عربي 🍔🍌) ساندوتشات سهله وسريعه
رائعه لسفره رمضان 🍷

#ترند_فود



21 130 2.4K 919K

 **R**
@_1xqxxx 

 [Translate post](#)

عاد احلى طلب من ماك هذا ❤️❤️❤️

 **yamaç 3z**
@ee_x88 

 [Translate post](#)

لما تكون جيعان ومالك خلق تسوي اكل اسرع حل لك ماك.



 **HAIFA**
@therehaifa 

 [Translate post](#)

اسرع حل للجوع ماك 🍔

12:10 AM · 21/06/2022

 **fahad**
@fahoodmohammad 

 [Translate post](#)

ماكدونلدز مهيب مجرد مطعم اكلات سريعة.. يُعتبر اسرع حل
انك تسكت بزر يصيح.. من ييدا يصيح قله تي ماك؟ تشوفه
علطول يسكت ويقول ايه ويضحك!
من يي

FOR THEM, MCDONALD'S FITS SEAMLESSLY INTO EVERYDAY LIFE, OFFERING MOMENTS OF ENJOYMENT, CONNECTION, AND MOST IMPORTANTLY, FAMILIAR COMFORT.

 **رَهِف**
@_rahaff98 

 [Translate post](#)

ماك اسرع حل لجوع الليل واللي توهم يصحون 🍷

**WHILE MANY LOVE MCDONALD'S FOR ITS COMFORT AND FAMILIARITY,
SOME FEEL THE BIG MAC IS OLD-FASHIONED AND LESS CONNECTED
TO THEIR LIFESTYLE.**

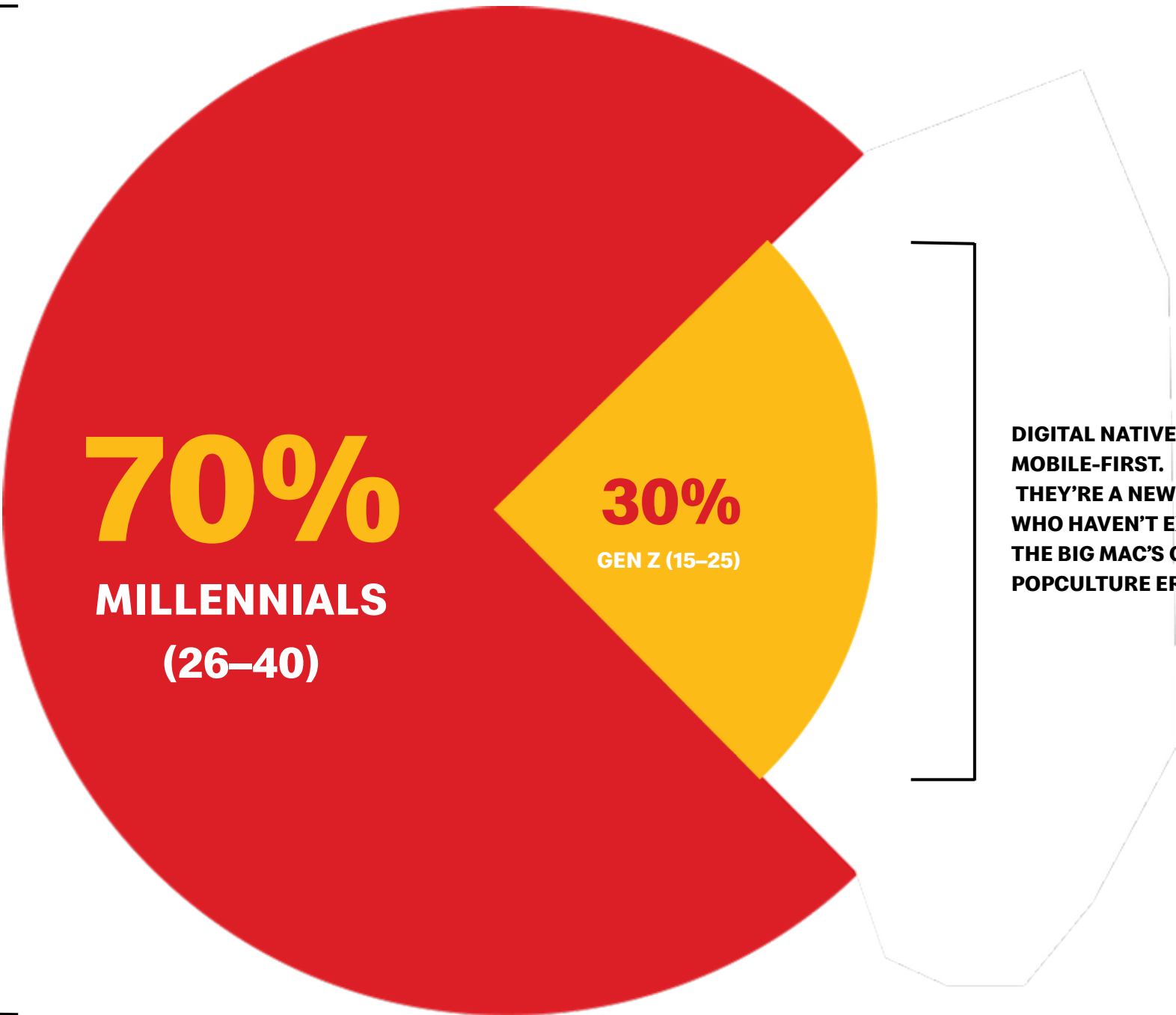


**THE BIG MAC IS SEEN AS A CLASSIC
BUT OUTDATED BURGER, TO SAUDI
GEN Z, WHO ARE HEAVILY
INFLUENCED BY ONLINE FOOD
TRENDS.**



**BIG MAC ADS, OFTEN MISS
SAUDI YOUTH CULTURE, WHO FAVOR
CULTURALLY AUTHENTIC BRANDS.
CAMPAIGNS THAT LACK LOCAL
RESONANCE RISK BEING IGNORED.**

**ARE FAMILY-FOCUSED AND
CAREER-BUILDING.
THEY GREW UP WHEN THE
BIG MAC WAS THE
ICONIC BURGER TO EAT**



**DIGITAL NATIVES,
MOBILE-FIRST.
THEY'RE A NEW GENERATION
WHO HAVEN'T EXPERIENCED
THE BIG MAC'S GOLDEN
POPCULTURE ERA.**

**AS OF MAY 2025, SAUDI ARABIA'S POPULATION IS 36.96 MILLION,
BASED ON DATA COLLECTED BY THE GMI TEAM.**

COMPETITIVE MATRIX (GLOBAL SCALE)

	MCDONALD'S	BURGER KING	WENDY'S	SHAKE SHACK	FIVE GUYS	IN-N-OUT	JOLLIBEE
POSITIONING	GLOBAL MASS-MARKET	VALUE, FLAME-GRILLED	FRESH BURGER QUALITY	PREMIUM FAST-CASUAL	CUSTOMIZABLE VALUE	CULT REGIONAL	LOCAL FLAVORS, FUN
STRENGTHS	SCALE, DIGITAL, VALUE	PROMOTIONS, NETWORK	SOCIAL VOICE, GROWTH	MARGINS, BRAND DESIRABILITY	QUALITY, CUSTOMIZATION	LOYALTY, CONSISTENT PRODUCT	RAPID EXPANSION, FAMILIARITY
WEAKNESSES	PERCEPTION AS LOW-END	INCONSISTENT QUALITY	SMALLER FOOTPRINT	HIGH PRICE	LIMITED GLOBAL SCALE	VERY LIMITED GEOGRAPHY	WESTERN MARKET AWARENESS LOW
MARKETING STYLE	CONSISTENT + CELEBS	EDGY, PLAYFUL	WITTY, SOCIAL	LIFESTYLE-DRIVEN CAMPAIGNS	SIMPLE, CUSTOMIZABLE	WORD-OF-MOUTH	CULTURAL STORYTELLING
PRICE TIER	LOW-MID	LOW-MID	MID	HIGH	MID-HIGH	MID	MID
FOOTPRINT	LARGEST GLOBALLY	WIDE	GROWING	MODERATE	LIMITED	REGIONAL (US WEST)	PHILIPPINES + INTL

COMPETITIVE MATRIX (MENA REGION)

	MCDONALD'S	AL BAIK	HERFY	KFC	DOMINO'S	JOLLIBEE
POSITIONING	MASS-MARKET QSR LEADER	LOCAL FRIED CHICKEN	LOCAL BURGER/QSR	GLOBAL CHICKEN SPECIALIST	PIZZA DELIVERY	BURGER/CHICKEN FAMILY
STRENGTHS	SCALE, MENU DIVERSITY, DELIVERY NETWORK	CULTURAL LOYALTY, PRICE-VALUE LEADERSHIP	SCALE IN KSA, COST ADVANTAGE	BRAND RECOGNITION, MENU ADAPTATION	DIGITAL ORDERING LEADERSHIP, DELIVERY SPEED	DIASPORA APPEAL, FAMILY-ORIENTED MENU
WEAKNESSES	SEEN AS LESS PREMIUM	LIMITED OUTSIDE GCC	LOWER INTERNATIONAL RECOGNITION	STRONG LOCAL CHICKEN RIVALS	LIMITED DAYPART REACH	SMALL MENA FOOTPRINT



MARKET STANCE	STRENGTHS	WEAKNESSES	VISUAL STYLE	COMMUNICATION STYLE	KEY HIGHLIGHT
NATIONAL PRIDE BRAND, ICONIC FRIED CHICKEN CHAIN, DEEPLY TIED TO SAUDI CULTURE.	LOYAL CUSTOMER BASE. AFFORDABLE PRICING. STRONG EXPANSION MOMENTUM ACROSS KSA AND GCC.	LIMITED MENU VARIETY COMPARED TO OTHER QSRS. EXPANSION PACE SOMETIMES SLOWER THAN CONSUMER DEMAND.	RED AND WHITE BRANDING, BOLD CHICKEN IMAGERY, FAMILY ORIENTED VISUALS.	COMMUNITY FOCUSED TONE THAT EMPHASIZES PRIDE, FAMILY, AND TRADITION. CAMPAIGNS OFTEN TIED TO NATIONAL OCCASIONS AND RAMADAN.	ITS ROLE AS THE OFFICIAL FOOD PARTNER OF THE FORMULA 1 SAUDI GRAND PRIX LIMITED EDITION MEALS TIED TO THE ESPORTS WORLD CUP.

AL BAIK



MARKET STANCE	STRENGTHS	WEAKNESSES	VISUAL STYLE	COMMUNICATION STYLE	KEY HIGHLIGHT
EVERYDAY SAUDI BURGER BRAND, ACCESSIBLE, AFFORDABLE, AND FAMILY FOCUSED.	LARGEST SAUDI QSR BURGER FOOTPRINT. FULL BAKERY SUPPLY CHAIN GIVES A COST ADVANTAGE.	OUTDATED COMPARED TO MODERN COMPETITORS. STRUGGLES TO CONNECT WITH YOUNGER DEMOGRAPHICS.	BRIGHT BLUE AND YELLOW BRANDING, CARTOON MASCOTS, FAMILY FRIENDLY COMBO IMAGERY.	STRONG PRESENCE IN MALLS AND HIGHWAYS, HEAVY USE OF BILLBOARDS. FOCUS ON SEASONAL FAMILY BUNDLES LIKE RAMADAN AND NATIONAL DAY.	COLLABORATION WITH ONE PIECE, ALONGSIDE THE LAUNCH OF HERVICO, STRENGTHENING BRAND PRESENCE BEYOND QSR.

HERFY



STRENGTHS

OWNS THE BREAKFAST AND LUNCH DAYPARTS WITH STRONG DEMAND FROM COMMUTERS AND STUDENTS. LOYAL CUSTOMER BASE IN URBAN AREAS.

WEAKNESSES

WEAK POSITIONING IN DINNER AND EVENING OCCASIONS. LESS EFFECTIVE BRAND STORYTELLING COMPARED TO NEWER PLAYERS.

VISUAL STYLE

ORANGE AND BROWN PALETTE WITH A REFRESHED MODERN LOOK. VISUALS EMPHASIZE FRESHNESS AND SANDWICHES.

COMMUNICATION STYLE

MESSAGING CENTERS ON FRESHLY MADE MEALS AND EVERYDAY CONVENIENCE. USES OOH AND SNAPCHAT FILTERS TO TARGET MORNING COMMUTERS AND STUDENTS.

KEY HIGHLIGHT

PARTNERSHIP WITH THE HIT SAUDI TV SHOW *SHABAB AL BOMB* TO BOOST CULTURAL RELEVANCE, AND COLLABORATION WITH TEAM FALCONS IN ESPORTS THROUGH THE SPECIAL “FALCONS BOX” MEAL TARGETING GEN Z.

KUDU

MARKET STANCE

SAUDI BORN FAST CASUAL CHAIN KNOWN FOR ITS BREAKFAST SANDWICHES AND LUNCH MEALS.



STRENGTHS

DIGITAL
FIRST PRESENCE WITH
STRONG VISIBILITY
ON TIKTOK AND
SNAPCHAT.
HIGH CULTURAL
RELEVANCE WITH
SPORTS, GAMING, AND
POP CULTURE TIE INS.

WEAKNESSES

SMALLER FOOTPRINT
WITH JUST OVER
100 OUTLETS.
LOWER FAMILY
APPEAL COMPARED TO
AL BAIK OR
MCDONALD’S.

VISUAL STYLE

MINIMALIST RED AND
WHITE BRANDING
WITH BOLD
TYPOGRAPHY AND
STREET CULTURE
INSPIRED ADS.

COMMUNICATION STYLE

AGGRESSIVE USE OF
INFLUENCER
MARKETING AND
VIRAL CHALLENGES.
FREQUENT TIE INS
WITH FOOTBALL AND
ESPORTS TO DRIVE
YOUTH ENGAGEMENT.

KEY HIGHLIGHT

LAUNCH OF THE
HABHARIZZR BURGER,
CREATED USING THE
LOCALLY FAMOUS
SHAQRA PEPPER
KNOWN FOR ITS
EXTREME SPICINESS.

MARKET STANCE

TRENDY SAUDI
BURGER CHALLENGER
WITH A STRONG GEN Z
AND YOUTH FOCUS.

BURGERIZZR



MARKET STANCE	STRENGTHS	WEAKNESSES	VISUAL STYLE	COMMUNICATION STYLE	KEY HIGHLIGHT
MODERNIZED SAUDI SHAWARMA BRAND THAT COMBINES LOCAL ROOTS WITH FAST CASUAL POSITIONING.	AFFORDABLE MENU AND STRONG SAUDI CULTURAL IDENTITY. RAPID EXPANSION WITH AROUND 150 OUTLETS ACROSS THE KINGDOM.	NOT A CORE BURGER COMPETITOR. WRAPS AND CHICKEN SANDWICHES. SEEN AS NICHE COMPARED TO BROADER QSR PLAYERS.	BRIGHT ORANGE BRANDING WITH PLAYFUL VISUALS AND CULTURAL HERITAGE REFERENCES.	COMMUNITY FOCUSED TONE THAT EMPHASIZES PRIDE, FAMILY, AND TRADITION. CAMPAIGNS OFTEN TIED TO NATIONAL OCCASIONS AND RAMADAN.	COLLABORATION WITH POWER ESPORTS TO ENGAGE SAUDI GAMING AUDIENCES, INTEGRATING THE BRAND INTO ESPORTS CULTURE AND STRENGTHENING ITS DIGITAL FIRST POSITIONING.

SHAWARMER

AS A RESULT:

**SAUDI CONSUMERS LEAN MORE
TOWARD CHICKEN THAN BEEF
AND MOST
LOCAL COMPETITORS FOCUS
ON CHICKEN, WHILE ALSO
TAPPING INTO GAMING,
E-SPORTS, AND
ENTERTAINMENT TO ATTRACT
CUSTOMERS.**

Fatima
the best childhood ever
5-5 Reply



yun



يقدميمي اشتقت

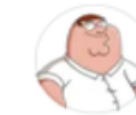
4-27

Reply



Frisk Undertale -_-

These ads feel like looking at your dreams when you were younger



Peter Griffin

bring me back NOW

7-4

Reply

**IN SAUDI ARABIA,
NOSTALGIA
CELEBRATES CULTURAL
HERITAGE, TURNING
CHILDHOOD MEMORIES
AND TRADITIONS INTO
MODERN ICONS THAT
FEEL FRESH AND
RELEVANT TODAY.**



HOWEVER

BIG MAC FEELS OUTDATED

YOUTH SEE IT AS A “CLASSIC,” BUT NOT ALIGNED WITH THEIR LIFESTYLE OR ONLINE FOOD TRENDS.

LACK OF CULTURAL RESONANCE

ADS OFTEN MISS SAUDI YOUTH CULTURE → BRAND FEELS DISCONNECTED.

LOW SOCIAL CURRENCY

BIG MAC ISN'T GENERATING ONLINE BUZZ OR SHAREABLE MOMENTS.
GEN Z WANTS TRENDY, “INSTAGRAMMABLE” FOOD — BIG MAC DOESN'T DELIVER.

MISSED OPPORTUNITY WITH NOSTALGIA

SAUDI YOUTH LOVE WHEN HERITAGE & CHILDHOOD ICONS ARE REIMAGINED AS MODERN.
BIG MAC HASN'T TAPPED INTO THIS CULTURAL LEVER.

OUR GOAL IS TO SHOW THAT THE BIG MAC IS MORE
THAN JUST A CLASSIC BURGER, IT'S A TRENDY,
LOCALLY-INSPIRED ICON THAT CONNECTS WITH
PEOPLE'S EVERYDAY MOMENTS



**WHAT'S
OUR ANSWER?**





THE NEW BIG MAC MEAL

**THE BIG MAC BECOMES A "KEY" TO
UNLOCK REAL WORLD EXPERIENCES,
CREATING NEW EMOTIONAL BONDS
BETWEEN PEOPLE AND THE BIG MAC.**



THE NEW BIG MAC MEAL

"THE BURGER THAT OPENS DOORS."

"THE BIG MAC IS YOUR KEY."



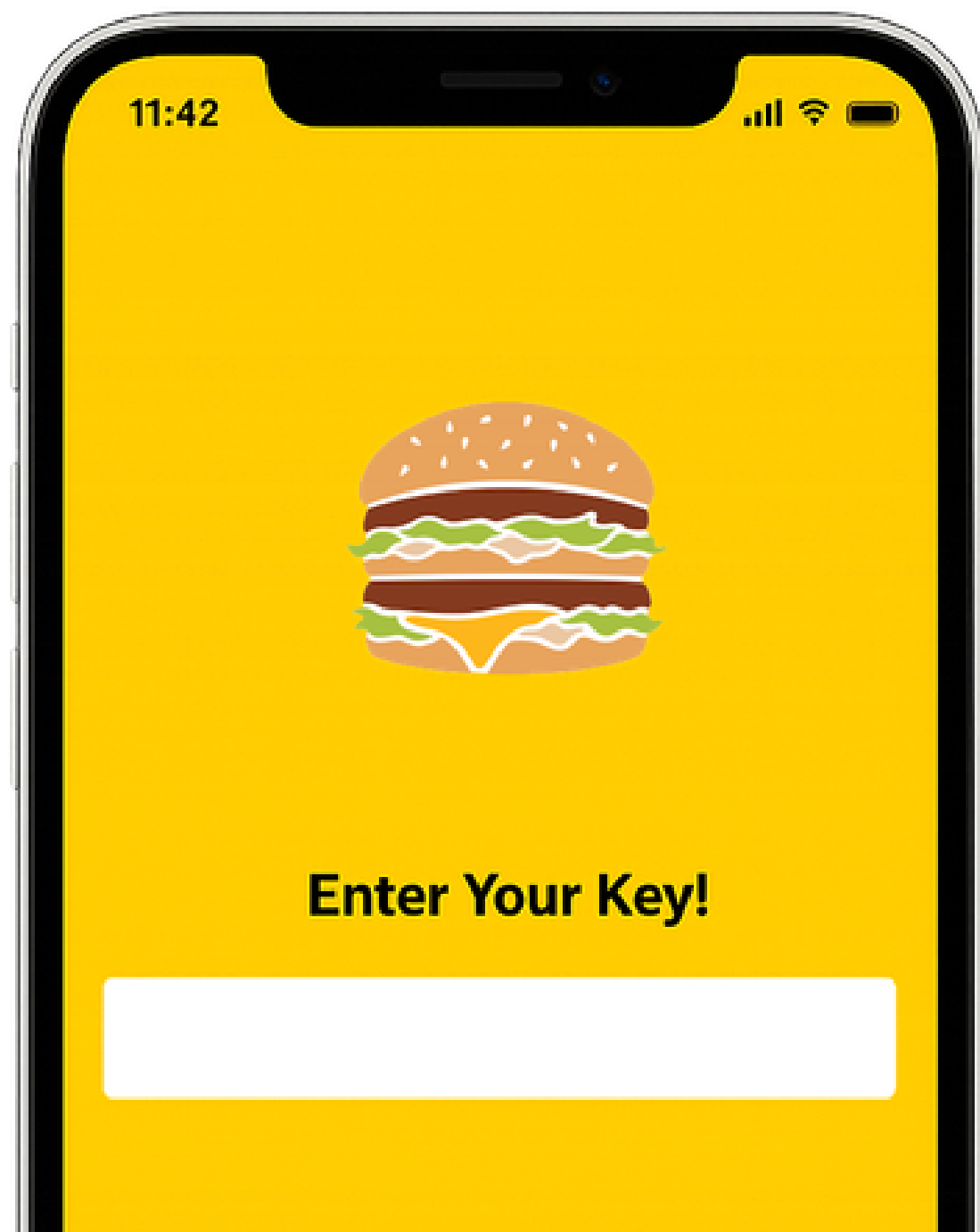
THE BURGER THAT
OPENS DOORS.



برجر يفتحلك أبواب الذكريات
وأبواب المستقبل



BUT THE KEY TO WHAT?



WE'LL GIVE OUT REWARDS THAT NOT ONLY BRING PEOPLE TOGETHER OVER A BIG MAC, BUT ALSO GIVE THEM SPECIAL ACCESS TO DIFFERENT **EVENTS HAPPENING ACROSS KSA DURING THE CAMPAIGN.**

TIMELINE

10 weeks - Nov 3rd → Jan 9th

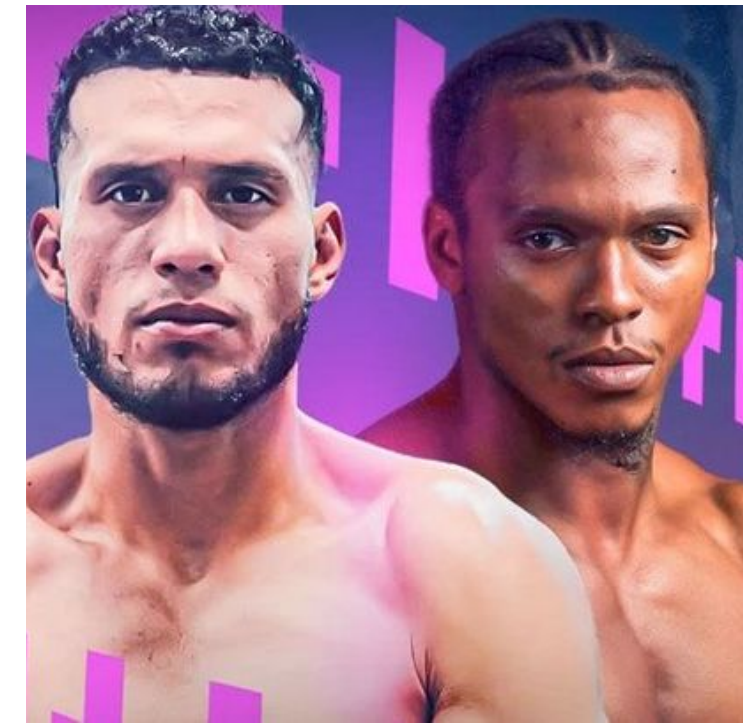
EVENTS



WTA FINALS
NOV 3 - 8



ISLAMIC SOLIDARITY GAMES
NOV 7 - 21



BENAVIDEZ VS YARDE
NOV 22

EVENTS



**JEDDAH WINTER WONDERLAND
DEC 10-31**



**WBC BOXING GRAND PRIX
FINALE
DEC 20**



**RIYADH SEASON ZONE -
WONDER GARDEN
JANUARY 2026**

Our full funnel approach

	Awareness	Consideration	Conversion	Advocacy
Objective	Reintroducing the Big Mac as an iconic classic that evokes nostalgia and connects generations.	Build emotional connection and curiosity.	Drive purchases and participation.	Cultivate strong loyalty by offering consistent value and personalized touches That inspire customers to return
Formats	Social media teaser and revealer TVC Drive thru collectibles collection	Collectible items Food truck pop up UGC and influencer content	Events partnerships Engaging social media content Drive thru collectibles push	Promotions Ongoing collectible series Social media reminder assets
Messaging	Lifestyle Focus on the product Focus on emotions	Differentiate from other competitors Unlocks happy memories	Seasonality and urgency	Focus on long term

TVC

AWARENESS

**A TEENAGER DISCOVERS A GLOWING DOOR THAT ONLY UNLOCKS
WITH A BIG MAC, TRANSPORTING HIM INTO A WORLD OF SHARED
MEMORIES WITH FRIENDS AND FAMILY. THE FILM CLOSES WITH:
“THE BURGER THAT OPENS DOORS. THE BIG MAC IS YOUR KEY.”**

TVC

AWARENESS



SCENE 1



SCENE 2



SCENE 3

TVC

AWARENESS



SCENE 4



SCENE 5



SCENE 6

TVC

AWARENESS



SCENE 7



SCENE 8

POP UP TRUCK

CONSIDERATION

THE MCDONALD'S POP-UP TRUCK WILL BE AVAILABLE AT KEY EVENTS AND POPULAR SPOTS, WITH ITS SCHEDULE SHARED VIA THE MCDONALD'S APP AND SOCIAL MEDIA TO BOOST VISIBILITY AND ENGAGEMENT.



HUBS



JEDDAH ART PROMENADE



RIYADH BOULEVARD CITY



JEDDAH WATERFRONT

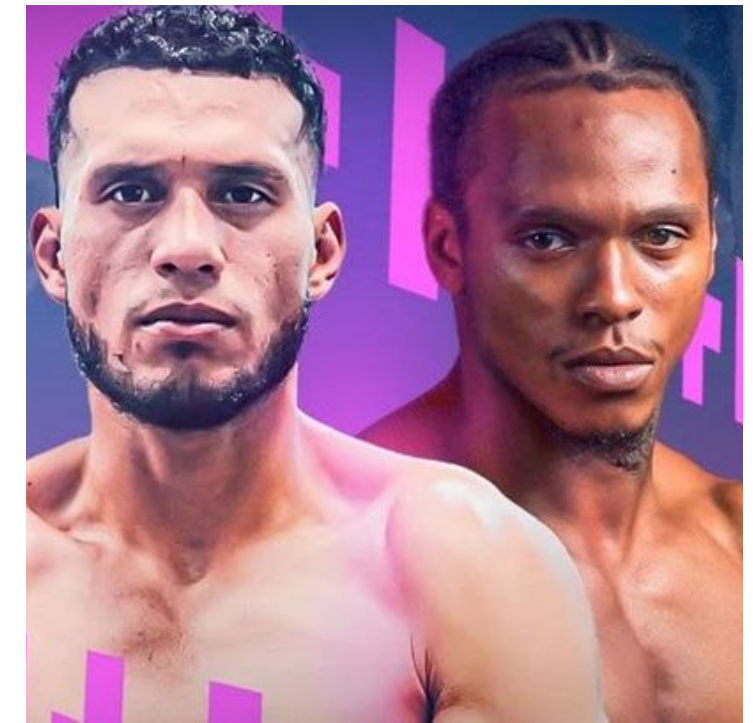
FOOD TRUCK EVENTS



WTA FINALS
NOV 3 - 8



~~ISLAMIC SOLIDARITY GAMES~~
~~NOV 7 - 21~~



BENAVIDEZ VS YARDE
NOV 22

EVENTS



**JEDDAH WINTER WONDERLAND
DEC 10-31**



**WBC BOXING GRAND PRIX
FINALE
DEC 20**



**RIYADH SEASON ZONE -
WONDER GARDEN
JANUARY 2026**

TONE

FUN, FRIENDLY, PERSONALISED WHILE HAVING A FOMO TONE/VIBE.

PRE-EVENT NOTIFICATION

“JEDDAH, SOMETHING BIG IS ROLLING IN FOR WINTER WONDERLAND! THE BIG MAC TRUCK WILL BE AT JEDDAHSEASON STARTING DEC 10. DON’T MISS YOUR CHANCE TO TASTE NOSTALGIA AND GRAB EXCLUSIVE REWARDS!”

POP UP TRUCK APP PUSH NOTIFICATION STRATEGY

EVENT DAY NOTIFICATION

“IT’S ON, [CUSTOMER NAME]! THE BIG MAC TRUCK IS LIVE TODAY AT WINTER WONDERLAND, JEDDAH. COMEGRAB YOUR BIG MAC, UNLOCK REWARDS, AND MAKE YOUR VISIT UNFORGETTABLE!”

POST-EVENT NOTIFICATION

“SHUKRAN, JEDDAH! THANK YOU FOR MAKING THE BIG MAC TRUCK A HIGHLIGHT OF WINTER WONDERLAND. WE’LLSEE YOU NEXT AT RIYADH IN JANUARY.”

POP UP TRUCK APP PUSH NOTIFICATION STRATEGY

GEOFENCING FOR BIG MAC TRUCK ACTIVATION

**GEOFENCING FOR BIG MAC TRUCK
ALREADY IN MCDONALD'S APP (FOR DELIVERY).
REPURPOSED FOR TRUCK ACTIVATIONS.
ENTER GEOFENCE → GET INVITE NOTIFICATION.
REDEEM CODE IN APP FOR REWARDS.
EXIT GEOFENCE → GET THANK-YOU MESSAGE.**

REWARDS & REDEMPTION SYSTEM

**A DEDICATED REDEMPTION SECTION WILL BE
ADDED TO THE APP.
USERS CAN ENTER THE CODES THEY RECEIVE
WITH THEIR BIG MACS DIRECTLY INTO THIS
SECTION TO REDEEM REWARDS.**

REWARDS MAY INCLUDE

**COUPONS AUTOMATICALLY ADDED TO THEIR
IN-APP INVENTORY FOR FUTURE USE.
SPECIAL EVENT PASSES FOR MCDONALD'S
SPONSORED ACTIVATIONS**

MUPI BILLBOARDS

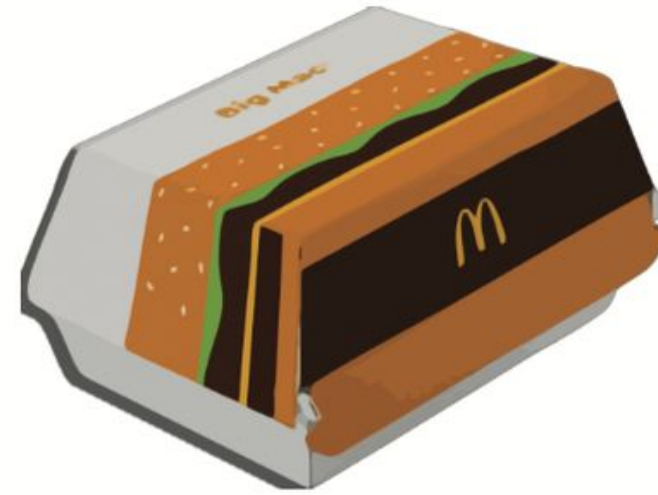


**EXCLUSIVELY AVAILABLE THROUGH THE DRIVE-THRU, OUR LIMITED-EDITION COLLECTIBLES
ARE ONLY OFFERED WHILE SUPPLIES LAST, DRIVING URGENCY AND TRAFFIC**

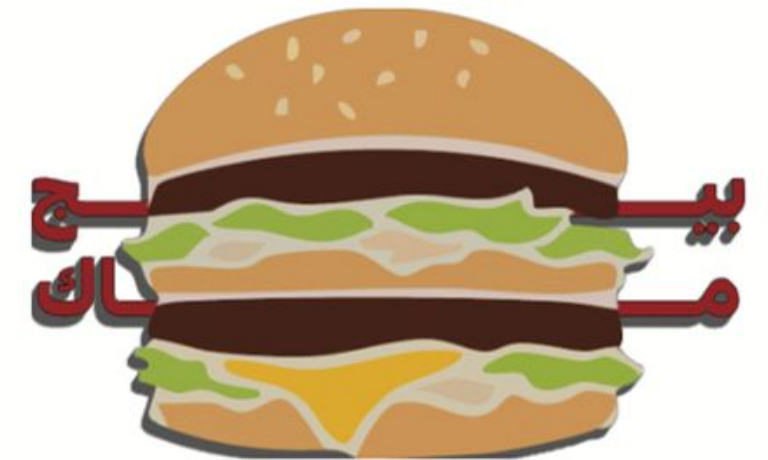


PINS

Never too old
for a **BIG MAC**



BIG MAC



PINS MOCKUP





ماكدونالدز



*الأقواس الذهبية ظهرت أول مرة سنة ١٩٦٢... واليوم تشوفونها بأكثر من ٤٠٠ فرع بالسعودية
*حتى الأطفال يعرفوا الشعار قبل ما يتعلموا يقرأوا
*شعارنا بسيط مرة... بس يكفي إنه بذكرك بالطعم اللي تحبه
*ماكدونالدز السعودية من أوائل البراندر اللي دمجت الشعار مع الهوية المحلية

A vibrant, stylized landscape illustration. The sky is a gradient of red, orange, and yellow, with white stars and a bright sunburst in the upper left. Below the sky are green rolling hills and a dark brown body of water. A large, bright yellow and orange rainbow arches across the bottom of the image. The text 'PR ACTIVITIES' is written in white, bold, sans-serif capital letters in the lower-left corner, partially overlapping the rainbow and the dark brown area.

PR ACTIVITIES

تشنگی علی هذا البوست پیپک تعزمه علی الذ

بیجے ماک



PR KEY PARTNERSHIPS



TIME OUT RIYADH

IT IS A LEADING LIFESTYLE AUTHORITY COVERING RIYADH'S FOOD SCENE AND EVENTS. A TRUSTED VOICE FOR FOOD AND DINING RECOMMENDATIONS, HOSTS ANNUAL RESTAURANT AWARDS WITH MAJOR SPONSORS.



SCENE NOW SAUDI

FOCUSES ON SAUDI ENTERTAINMENT AND POP CULTURE TRENDS. THIS MEDIA CHANNEL COVERS LOCAL ENTERTAINMENT THAT RESONATES WITH YOUNG SAUDIS.

MEDIA OUTLETS RECOMMENDATIONS

**TARGETS ENGLISH-
SPEAKING MILLENNIALS
AND SAUDI YOUTH (5-
10M AUDIENCE)**

The logo for Arab News, featuring the words "ARAB" and "NEWS" in a bold, serif font, stacked vertically.

**SAUDI'S FIRST ENGLISH
NEWSPAPER WITH 40+
YEARS CREDIBILITY**

The logo for "lovin saudi", featuring the words "lovin saudi" in a white, cursive script font, with the Arabic phrase "لوطن السعودية" (Luwatn al-Saudiya) in a smaller, white, sans-serif font below it, all on a green background.The logo for the Saudi Gazette, featuring large, stylized Arabic calligraphy in green, with the words "Saudi Gazette" in a smaller, gold, serif font below it, all on a white background.

**ONE OF LARGEST
ENGLISH NEWSPAPERS
IN SAUDI FOR 30+ YEARS**

PR TACTICS AND TOOLS

RETRO PHOTO CONTEST

SCENE NOW SAUDI FEATURES “THEN VS NOW” BIG MAC MOMENTS (NOSTALGIA-DRIVEN) AND WILL PUBLISH A NEWS ARTICLE.

INFLUENCER MEDIA EVENTS

INVITE INFLUENCERS AND PRESS TO THE ACTIVATION EVENTS AND (@AZIZTIME, @EMADCOOKING) FOR TASTE TESTS.

PRESS RELEASE:

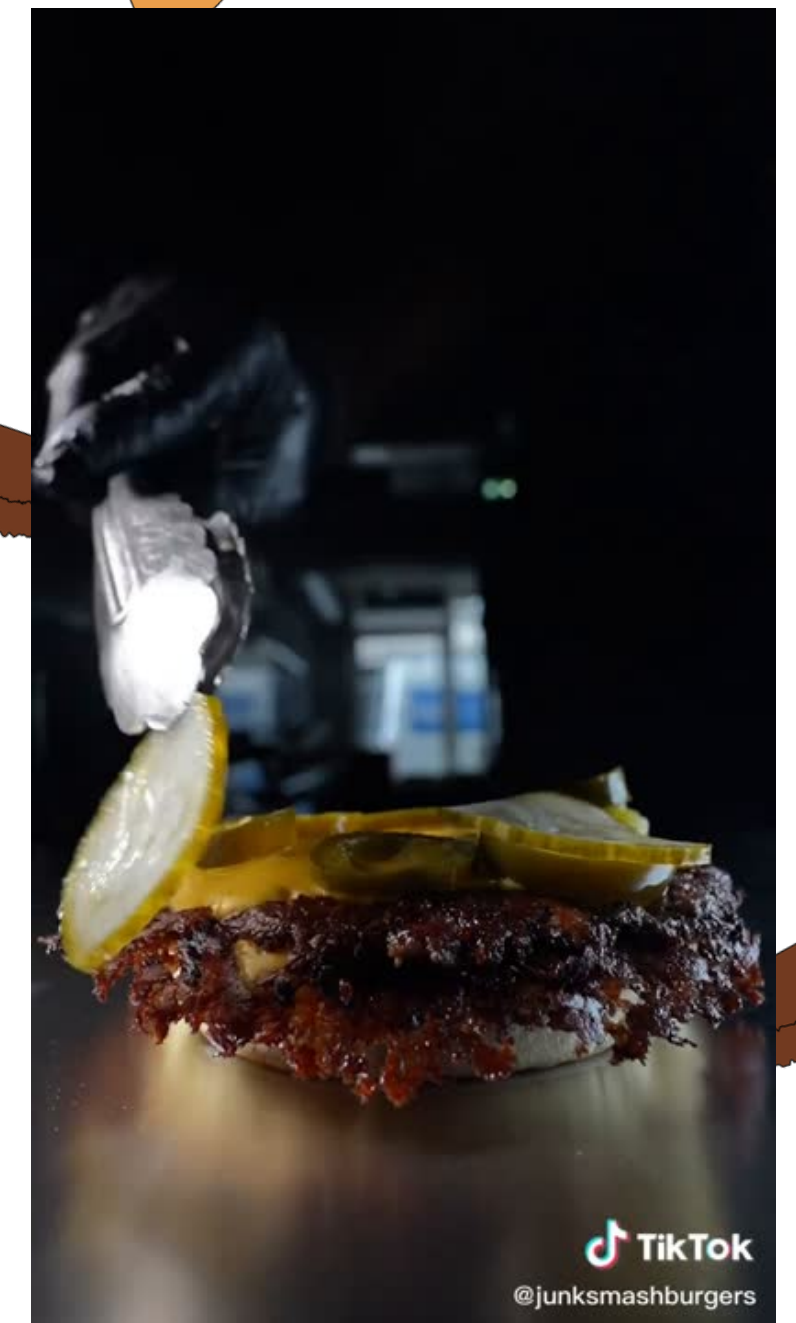
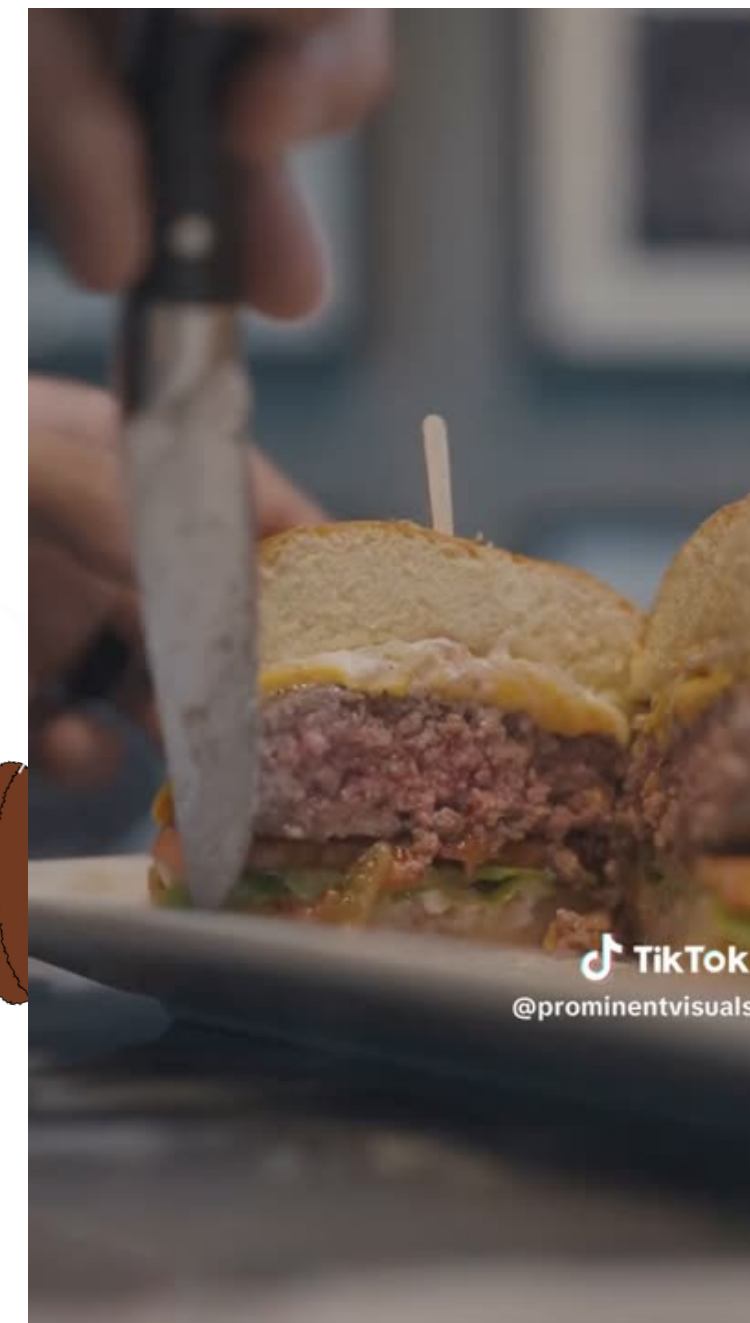
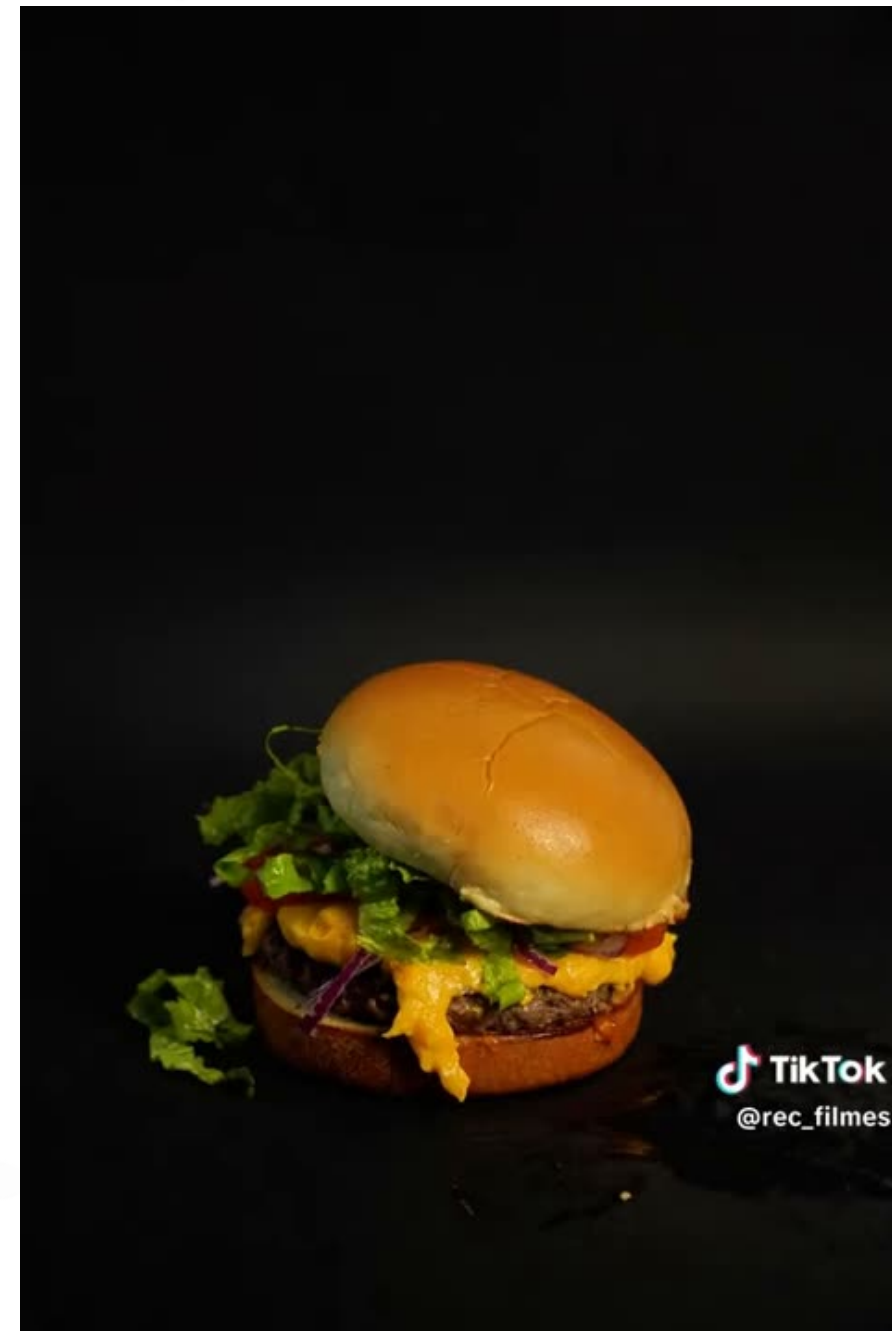
ANNOUNCE BIG MAC ACTIVATIONS, TIE-INS WITH INFLUENCERS, AND EVENTS VIA ARAB NEWS AND SAUDI GAZETTE. THIS WILL ASSIST IN MEDIA COVERAGE AND EXPAND REACH.

MELTWATER:

USE THIS TOOL TO MONITOR KEY METRICS (TO TRACK MEDIA COVERAGE AND PUBLIC SENTIMENT)

CONTENT CREATION

AWARENESS



**SOME BEHIND THE SCENES OF THE
BIG MAC.**

PRODUCT (BIG MAC) SUPERIORITY.

CONTENT CREATION

CONSIDERATION



SUPERS: “TOLD THEM THERE’S A MCDONALD’S TRUCK IN TOWN”

“OH SO LIKE, WE CAN GET CHICKEN NUGGETS?”

“#HOLLYAIRBALL” (WE SHOWCASE MULTIPLE SHOTS ALL ABOUT BIG MACS / SO THE TRUCK SOLELY SELLS BIG MS)

CONTENT CREATION

CONSIDERATION



**HOLDING THE BIG MAC AND
WAITING IMPATIENTLY (COULD
TWIST IT AND THE CASHIER EATS
IT AT THE END)**



**SUPERS: 99 PROBLEMS / 1
SOLUTION : THE BIG MAC**

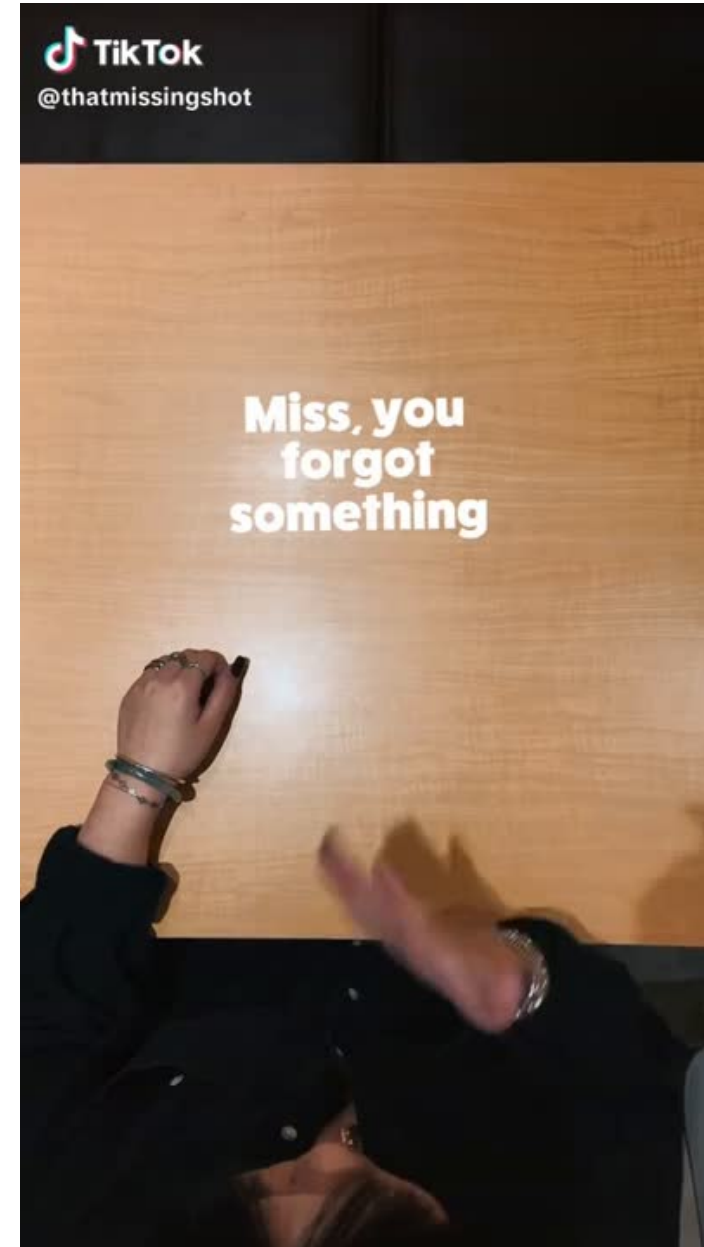


**OBJECTIVE :BUILDING
EMOTIONAL CONNECTION WITH
THE AUDIENCE**

CONTENT CREATION

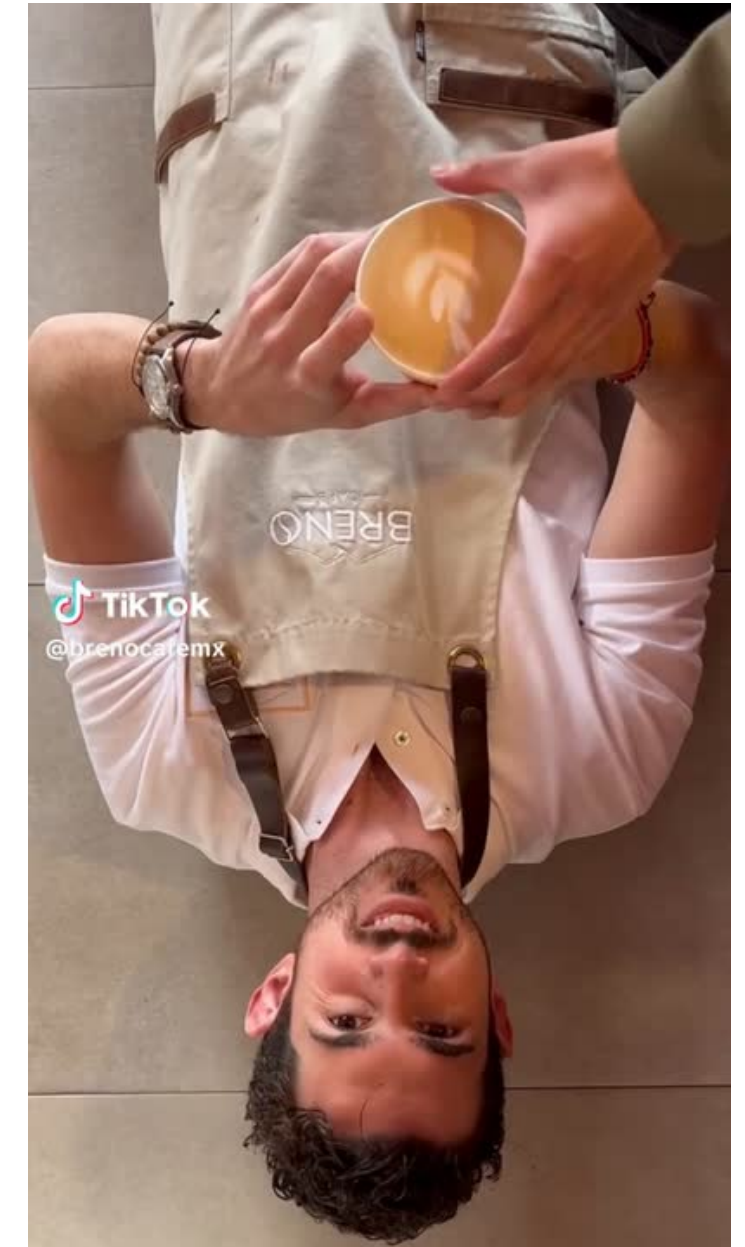


ASMR VIDEO



**KIDS HANDS (TO
HIGHLIGHT NOSTALGIA)
WITH BIG MACS ALL OVER
THE TABLE**

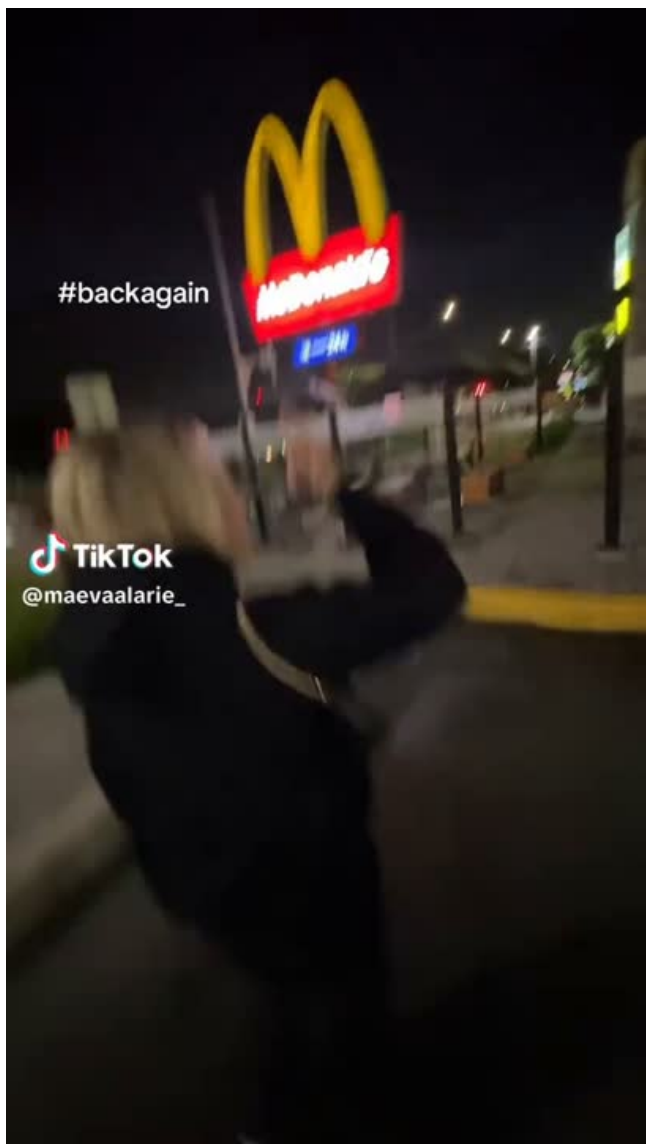
CONVERSION



**SHOW HOW THE BIG MAC IS
PERFECTLY HANDED OVER**

CONTENT CREATION

ADVOCACY



SUPERS:“FRIDAY EVENING , BIG MAC AND SUNSETS”

TRENDS TO FOLLOW AND ATTRACT GENZ’ S ATTENTION

CONTENT CREATION



INFLUENCER ACTIVATION

TEASER

AWARENESS

IDEA

SELECTED CREATORS POST
TEASER STORIES TO SPARK CURIOSITY
ABOUT THE BIG MAC'S NEW PACKAGING
& COLLECTIBLES.

CLOSE-UP SHOTS OF PACKAGING EDGES,
WITHOUT FULLY REVEALING IT.



BLURRED OR PARTIALLY COVERED
COLLECTIBLES IN HAND.

TEXT OVERLAYS

“SOMETHING’S DIFFERENT ”

“SAME TASTE. NEW LOOK.”

INFLUENCER ACTIVATION UNBOXING SERIES

AWARENESS

CONSIDERATION

**INFLUENCERS FILM ENGAGING UNBOXING VIDEOS THAT
SHOWCASE THE NEW PACKAGING AND THE EXCLUSIVE
COLLECTIBLES.**

**INCLUDE GENUINE REACTION MOMENT TO DRIVE
EXCITEMENT.**

EXECUTED THROUGH VERTICAL VIDEOS (TIKTOK, INSTAGRAM REELS).

**THIS WOULD DRIVE CURIOSITY AMONGST CONSUMERS AND
ENCOURAGE THEM TO PURCHASE.**

NAIF AL-SWAILM

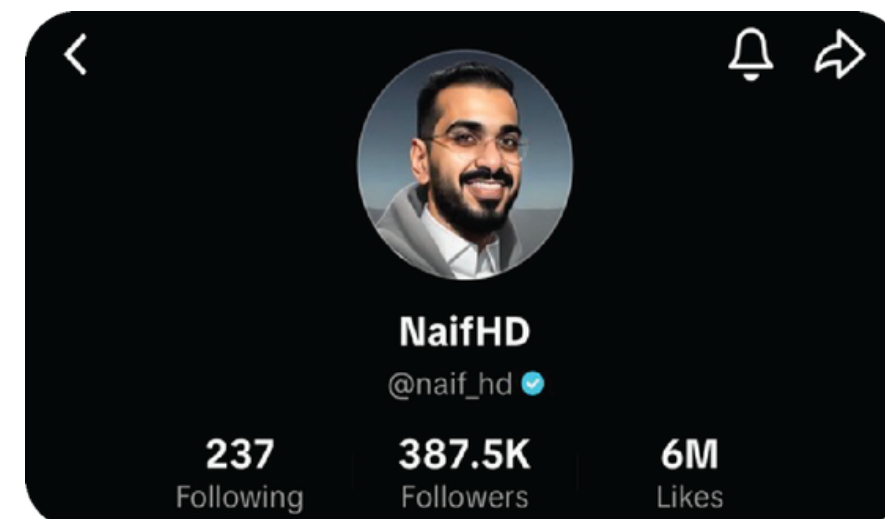
FOOD BLOGS AND REVIEWS

INSTAGRAM: NAIF_HD

ENGAGEMENT RATE: 0.13%

TIKTOK: NAIF_HD

ENGAGEMENT RATE: 1.17%



MUAATH AL-FADDAGHI

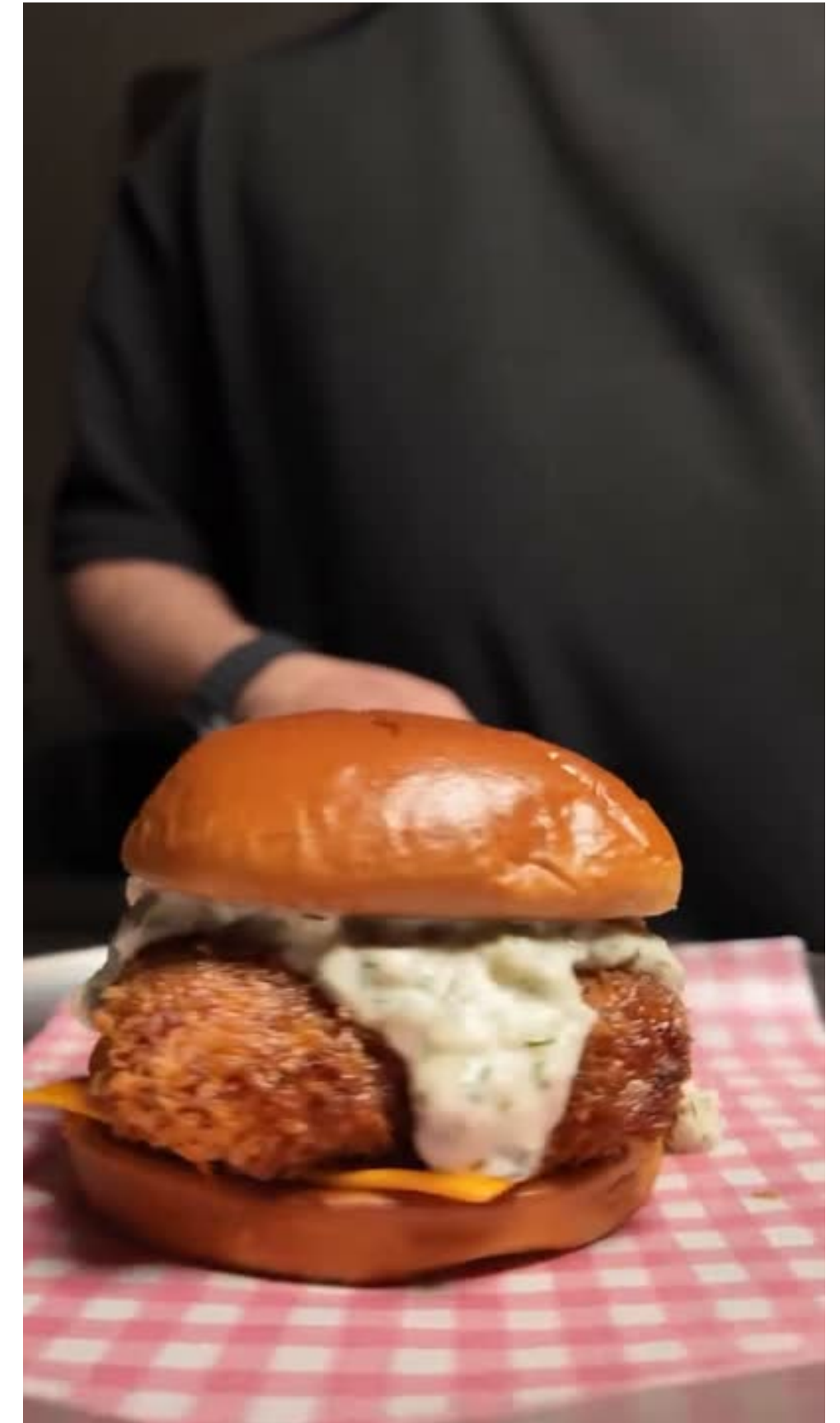
RECIPES AND FOOD CREATIONS

INSTAGRAM: M300II

ENGAGEMENT RATE: 0.49%

TIKTOK: M300II_

ENGAGEMENT RATE: 2.66%



AHMED AZIZ

CHEF AND FOOD BLOGGER

INSTAGRAM: AZIZTIME

ENGAGEMENT RATE: 0.17%

TIKTOK: AZIZTIME

ENGAGEMENT RATE: 0.56%



HUSSAIN SALLAM

FOOD CHALLENGES AND RESTAURANT VISITS

INSTAGRAM: HUSSAIN.SALLAM
ENGAGEMENT RATE: 0.15%

TIKTOK: HUSSAIN.SALLAM
ENGAGEMENT RATE: 2.72%

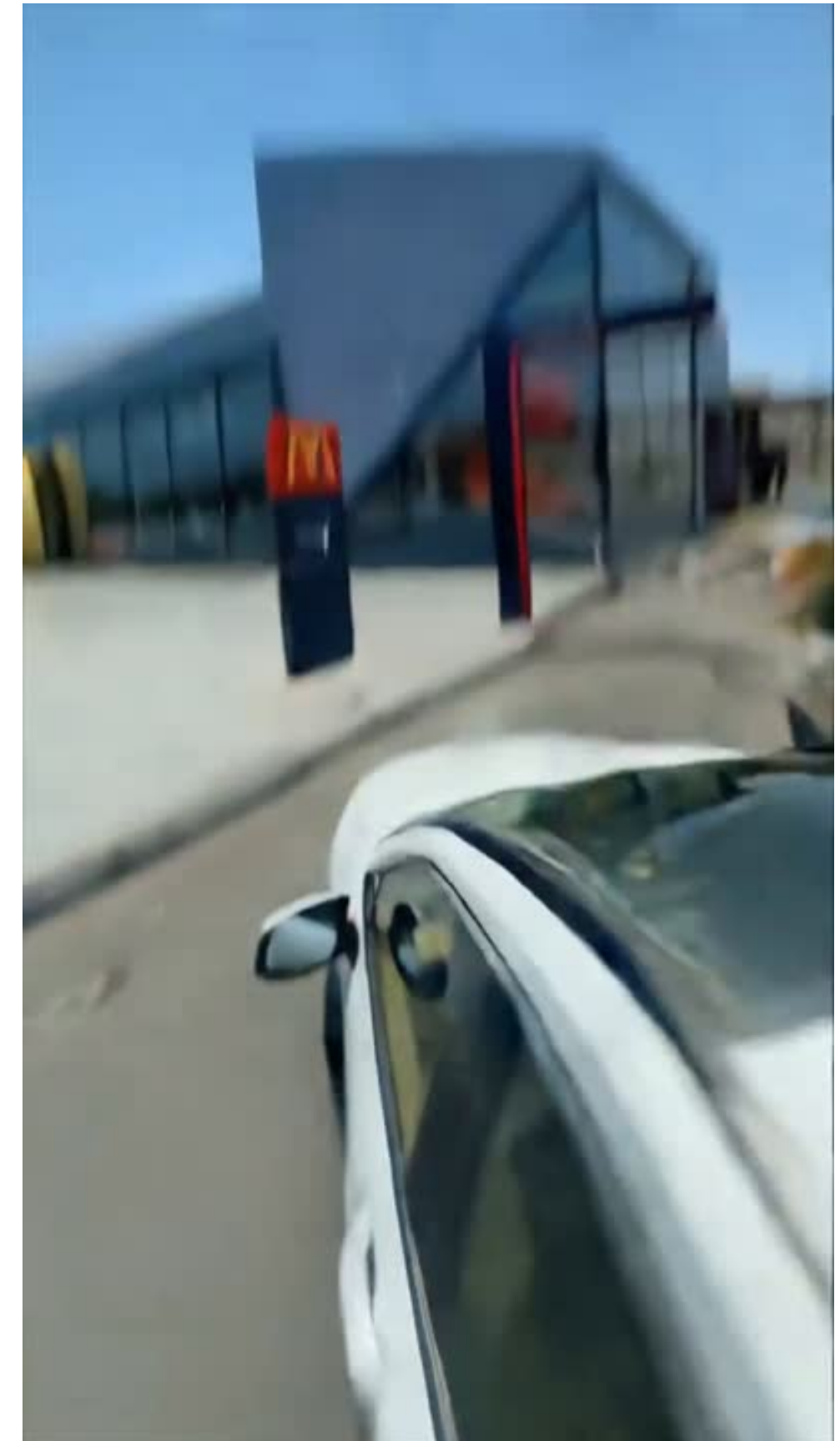


U CAN

CONTENT CREATOR
AND FOOD BLOGGER

INSTAGRAM: U_CAN2030
ENGAGEMENT RATE: 0.72%

TIKTOK: U_CAN2030
ENGAGEMENT RATE: 4.02%



EMAD COOKING

CHEF AND FOOD BLOGGER

INSTAGRAM: EMADCOOKING
ENGAGEMENT RATE: 1.4%

TIKTOK: EMADCOOKING
ENGAGEMENT RATE: 4.82%



INFLUENCER ACTIVATION BIG MAC ROADSHOW

CONSIDERATION

**INFLUENCERS WILL PARTICIPATE IN THE FOOD
TRUCK POP-UP IN TWO WAYS**

- 1
SHOWING UP AT THE LOCATION, FILMING
CONTENT THAT HIGHLIGHTS THE THEME,
THE NEW PACKAGING, THE FOOD MAKING
PROCESS, AND ENCOURAGING
CUSTOMERS TO SHOW UP BEFORE IT'S TOO LATE**
- 2
THE INFLUENCER PARTICIPATES IN THE FOOD
TRUCK FOR ONE DAY, WHEREBY
THEY JOIN THE EMPLOYEES IN SELLING THE
BURGERS AND INTERACT WITH THE
CUSTOMERS. THEY WILL POST ON THEIR SOCIAL
MEDIA THAT THEY WILL BE
PARTICIPATING PRIOR..**

INFLUENCER ACTIVATION

BIG MAC MUKBANG / ASMR

II INFLUENCERS FILM A CASUAL MUKBANG-STYLE EATING SESSION, EITHER IN THEIR CAR RIGHT AFTER THE DRIVE-THRU OR AT HOME. THE VIDEO FOCUSES ON CLOSE-UP SHOTS OF THE BIG MAC, FRIES, COKE, AND THE NEW PACKAGING WHILE CAPTURING REAL REACTIONS AND COMMENTARY.

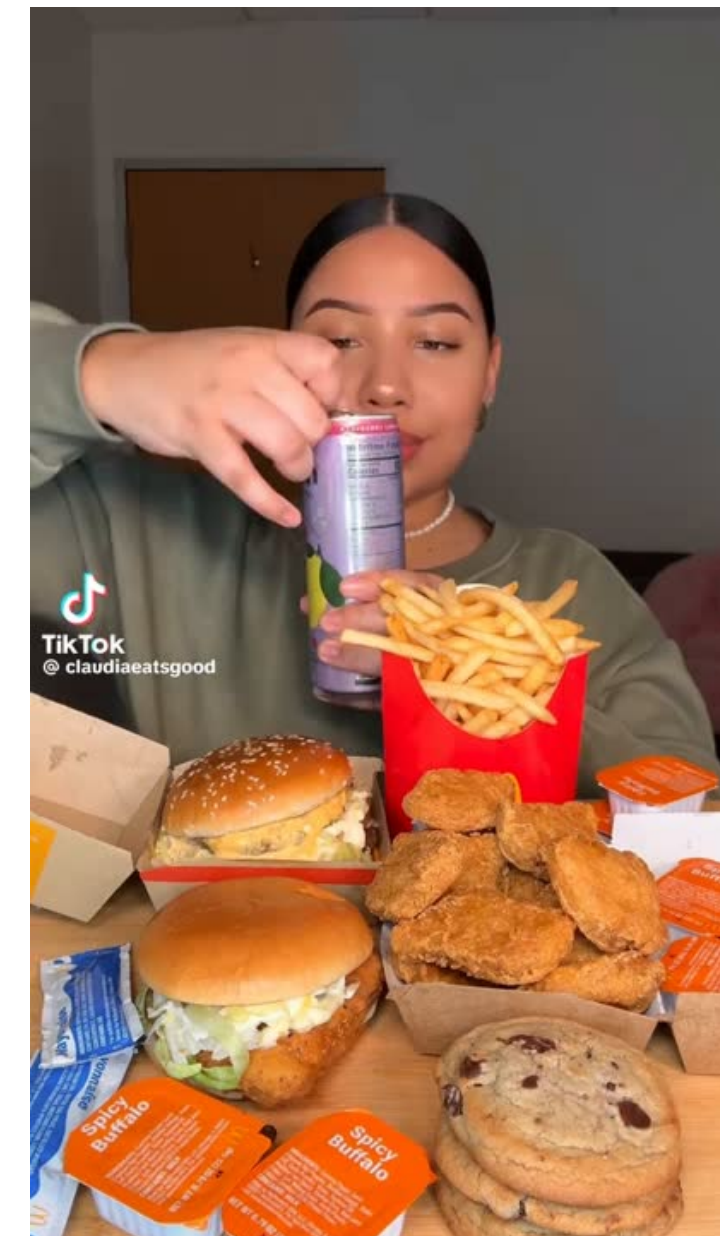
THE VIDEOS CAN BE FILMED IN TWO STYLES:

**ASMR, BOOST WATCH TIME
AND ENGAGEMENT**

**CHAT, WHERE THE INFLUENCER CAN TALK
ABOUT THEIR DAY, SUBTLY INTEGRATING
THE BIG MAC AND DISCUSSING THE NEW BIG
MAC CAMPAIGN.**

CONSIDERATION

CONVERSION



BUDGET ALLOCATION & MEDIA PLAN



MCDONALD’S FOOD TRUCK EVENT PLAN

Month	Event	Location	Duration	Vendor Fee Estimate (USD)	Ops Estimate (USD)	Total Estimate (USD)	Truck Timeline
Nov	WTA Finals	Riyadh (Kingdom Arena area)	6 days (Nov 3–8, 2025)	\$1,500 – \$3,000	\$2,000 – \$4,000	\$3,500 – \$7,000	Entire tournament Nov 3–8
Nov	Benavidez vs Yarde – “The Ring IV”	Riyadh (ANB Arena)	1 day (Nov 22, 2025)	\$500 – \$1,000	\$1,000 – \$1,500	\$1,500 – \$2,500	Nov 22 only
Dec	WBC Boxing Grand Prix Finale	Riyadh	1 day (Dec 20, 2025)	\$500 – \$1,000	\$1,000 – \$1,500	\$1,500 – \$2,500	Dec 20 only
Dec	Winter Wonderland (Jeddah Season)	Jeddah	3 weeks (Dec 10–31, 2025)	\$3,000 – \$5,000	\$4,000 – \$6,000	\$7,000 – \$11,000	Run Dec 10–31
Jan (early)	Riyadh Season Zone (Boulevard/Wonder Garden)	Riyadh	1 week (Jan 3–9, 2026)	\$1,500 – \$3,000	\$2,000 – \$4,000	\$3,500 – \$7,000	Jan 3–9 residency

PRODUCTION BUDGET ALLOCATION

Category	Low Estimate (USD)	High Estimate (USD)	Notes
Truck Purchase + Customization	\$80,000	\$90,000	GCC supplier benchmark for experiential food truck.
Truck Vendor & Operational Fees	\$17,000	\$30,000	Permits, staffing, fuel, maintenance.
Collectible Toys (70,000 units @ \$3–\$4)	\$210,000	\$245,000	Premium collectible-grade quality.
Influencer Collaborations (6 mid-to-high tier)	\$30,000	\$45,000	\$5k–\$8k per influencer (GCC market rates)
Production & Creative (Digital/Social Content)	\$20,000	\$30,000	Cross-platform content production.
TV Ad (35 sec)	\$40,000	\$60,000	Broadcast-quality spot, aligned with GCC costs.
Contingency (10%)	\$50,000	\$50,000	Fixed buffer for unexpected costs.
TOTAL	\$447,000	\$500,000	

MEDIA PLAN

- **OBJECTIVE:** BUILD AWARENESS, DRIVE ENGAGEMENT, AND MAXIMIZE CONVERSIONS FOR MCDONALD'S IN SAUDI ARABIA.
- **DURATION:** (10 WEEKS) NOVEMBER 1 TO JAN 9TH
- **FUNNEL STRATEGY:** AWARENESS (25%) CONSIDERATION (30%) CONVERSION (45%)

- **BUDGET ALLOCATION:**

- **OOH:** \$75,000 → AWARENESS + CONSIDERATION (3 WEEKS EACH)
- **TV:** \$50,000
- **DIGITAL:** \$1,395,000

1. **AWARENESS:** \$375,000 (3 WEEKS)
2. **CONSIDERATION:** \$455,000 (3 WEEKS)
3. **CONVERSION:** \$565,000 (4 WEEKS)

TARGET AUDIENCE

- **PRIMARY AUDIENCE** – GEN Z (16–24)
- **DEMOGRAPHICS:** URBAN YOUTH IN RIYADH, JEDDAH, DAMMAM; STUDENTS, EARLY-CAREER PROFESSIONALS
- **PSYCHOGRAPHICS:** TREND-DRIVEN, FOMO-PRONE, SOCIAL SHARERS, LOVE GAMIFICATION & EXCLUSIVITY (E.G., BIG MAC KEY GIVEAWAYS)
- **INTERESTS:** FAST FOOD, FOOD CHALLENGES, POP CULTURE, VIRAL TRENDS, NIGHTLIFE, MUSIC EVENTS

TARGET MARKET

- **SECONDARY AUDIENCE – MILLENNIALS (25–34)**
- **DEMOGRAPHICS:** YOUNG PARENTS, WORKING PROFESSIONALS IN URBAN AREAS
- **PSYCHOGRAPHICS:** NOSTALGIA FOR MCDONALD'S, CONVENIENCE-FOCUSED, FAMILY-ORIENTED
- **INTERESTS:** FAMILY OUTINGS, YOUTUBE/FACEBOOK CONTENT, PROMOTIONS & LIMITED-TIME OFFERS
- **PLATFORM SPENDS \ STRATEGIC RATIONALE:**
- **SNAPCHAT & META:** THE MAIN FOCUS
- WE'RE INVESTING \$470,000 IN SNAPCHAT AND \$465,000 META IN ALL STAGES BECAUSE THEY OFFER THE WIDEST REACH AND ADVANCED TARGETING. THIS HELPS US CONNECT WITH A LARGE, DIVERSE AUDIENCE—ESPECIALLY YOUNGER USERS ON SNAPCHAT AND BROADER DEMOGRAPHICS ON META. THESE PLATFORMS ALLOW US TO DELIVER PERSONALIZED ADS, RETARGET AUDIENCES, AND OPTIMIZE CAMPAIGNS IN REAL-TIME FOR THE BEST RESULTS.
- **YOUTUBE & TIKTOK:** TELLING OUR STORY
- WE'RE PUTTING \$135,000 INTO YOUTUBE AND \$180,000 INTO TIKTOK. VIDEO CONTENT IS HIGHLY ENGAGING AND HELPS US BUILD BRAND AWARENESS AND STRONGER CONNECTIONS. THESE PLATFORMS LET US SHARE COMPELLING STORIES THAT CAN GO VIRAL AND SUPPORT BOTH IMMEDIATE GOALS AND LONG-TERM BRAND GROWTH.
- **X (TWITTER):** QUICK & RESPONSIVE
- WITH \$95,000 FOR X, WE'RE TARGETING REAL-TIME CONVERSATIONS AND ENGAGING WITH OUR COMMUNITY. IT'S A QUICK, FLEXIBLE CHANNEL TO CREATE BUZZ, RESPOND TO MARKET TRENDS, AND HIGHLIGHT KEY MOMENTS LIKE LAUNCHES OR ANNOUNCEMENTS.
- **TV & BILLBOARDS:** BUILDING TRUST & VISIBILITY
- WE'RE SPENDING \$50,000 ON TV AND \$75,000 ON BILLBOARDS TO BOOST OUR CREDIBILITY AND REACH A MASS AUDIENCE. TRADITIONAL MEDIA HELPS US APPEAR MORE ESTABLISHED AND TRUSTWORTHY, COMPLEMENTING OUR DIGITAL EFFORTS WITH BROAD AWARENESS.

KPI'S & PERFORMANCE

- **ESTIMATED RESULTS (AWARENESS – \$375,000)**
- **CPM AVG: \$1.5–2.0**
- **ESTIMATED IMPRESSIONS: ~ +350M**
- **KEY DRIVERS: YOUTUBE, TV, INSTAGRAM**

- **ESTIMATED RESULTS (CONSIDERATION – \$455,000)**
- **CPE AVG: \$0.35**
- **ESTIMATED ENGAGEMENTS: ~ 1.28M**
- **KEY DRIVERS: SNAPCHAT, TIKTOK, INSTAGRAM**

- **ESTIMATED RESULTS (CONVERSION – \$565,000)**
- **CPA AVG: \$5**
- **ESTIMATED CONVERSIONS: ~200,000 ORDERS**
- **STRONGEST DRIVER: SNAPCHAT + FACEBOOK RETARGETING**

PERFORMANCE STRATEGY

OVERVIEW

1. FUNNEL STRUCTURE

Stage	Budget	Audience	Objective	KPI	Goal
Awareness	\$375K	Prospecting	Reach	Impressions	(~350M+ impressions)
Consideration	\$455K	Lookalikes	Traffic	CTR(click-through-rate)	(~1.28M engagements)
Conversion	\$565K	Retargeting	Conversions	CPA(cost-per-acquisition)	(~200K conversions)

3. RECOMMENDED PLACEMENTS PER FUNNEL STAGE

AWARENESS

YOUTUBE PRE-ROLL, TIKTOK IN-FEED, X PROMOTED TREND, IG REELS, FACEBOOK VIDEO FEED

CONSIDERATION

INSTAGRAM REELS & FEED, TIKTOK IN-FEED, SNAP DISCOVER, YOUTUBE IN-FEED, FACEBOOK FEED

CONVERSION

INSTAGRAM STORIES, FACEBOOK STORIES, SNAPCHAT ADS (STORY +FULLSCREEN), TIKTOK SPARK ADS, FACEBOOK CLICK-TO-WEBSITE

2. PLATFORM & CAMPAIGN SETUP

(HOW CAMPAIGNS ARE STRUCTURED ACROSS PLATFORMS)

TIKTOK: 3 CAMPAIGNS (ONE PER STAGE), 1 AUDIENCE EACH

META (INSTAGRAM & FACEBOOK): 3 CAMPAIGNS EACH (ONE PER FUNNEL STAGE)

SNAPCHAT: 3 CAMPAIGNS (ONE PER FUNNEL STAGE)

YOUTUBE: 2 CAMPAIGNS (AWARENESS AND CONSIDERATION)

X (TWITTER): 3 CAMPAIGNS ONE PER FUNNEL STAGE)

4. OPTIMIZATION HIGHLIGHTS

FUNNEL-ALIGNED AUDIENCES TO ENSURE EFFICIENT SPEND

→ PROSPECTING FOR AWARENESS, LOOKALIKES FOR CONSIDERATION, RETARGETING FOR CONVERSION

PROSPECTING: TO REACH W USERS WHO HAVEN'T ENGAGED WITH THE BRAND YET.

LOOKALIKES: TO TARGET USERS SIMILAR TO PREVIOUS ENGAGERS TO BUILD INTEREST.

RETARGETING: TO FOCUS ON HIGH-INTENT USERS WHO'VE INTERACTED WITH THE BRAND.

REAL-TIME OPTIMIZATION BASED ON PLATFORM-LEVEL KPIS

→ TRACK CTR, CPC, AND VIDEO COMPLETIONS PER PLATFORM AND REALLOCATE SPEND TO TOP-PERFORMING CHANNELS AND CREATIVES

INCREASED INVESTMENT DURING 7 PM–2 AM IN CONVERSION PHASE

→ BASED ON SALES BEHAVIOR, THAT'S WHEN BIG MAC ORDERS PEAK
GOAL: 350M+ IMPRESSIONS, 1.28M+ ENGAGEMENTS, 200K CONVERSIONS



APPENDIX

CONTENT RESEARCH

INFLUENCER PRESENCE (PAST MONTH SCAN - TIKTOK)

AFTER FILTERING TIKTOK CONTENT FROM THE PAST MONTH, I FOUND ONLY A SMALL NUMBER OF MCDONALD'S-RELATED POSTS FROM INFLUENCERS:

NANO INFLUENCER / UGC: GIGI.TASTEST

MID-TIER INFLUENCERS: جولات الرياض, عبد الرحمان القحطاني, تجارب

مطاعم الرياض | ريكو

MACRO INFLUENCER: عبد الرحمان بخش

MEGA INFLUENCER: طلال FOOD

FROM BOTH MY OWN SCAN AND A SAUDI TEAMMATE'S PERSPECTIVE, THERE'S NO STRONG OR CONSISTENT INFLUENCER COLLABORATION PRESENCE FOR MCDONALD'S KSA. EVEN REGULAR FOLLOWERS OF LOCAL FOOD CREATORS REPORTED NOT RECALLING ANY RECENT MCDONALD'S PROMOTIONS IN THEIR FEEDS.

NO RECENT INSTAGRAM INFLUENCER COLLABORATIONS WITH MCDONALD'S KSA WERE FOUND, SUGGESTING LIMITED PRESENCE ON THIS PLATFORM FOR INFLUENCER-LED FOOD CONTENT.

THERE'S LOW ORGANIC BUZZ FOR THE BIG MAC.

WE CAN FILL THAT GAP BY MAKING BIG MAC CONTENT THAT USES TRENDING FORMATS (BEHIND-THE-SCENES, IN-CAR REACTIONS, DRIVE-THRU POVS, BURGER-MAKING SHOTS).

CONTENT RESEARCH

MCDONALD'S KSA HAS COLLABORATED WITH INFLUENCERS IN THE CONTEXT OF A MINECRAFT-RELATED CAMPAIGN. HOWEVER, THESE INFLUENCERS WERE NOT FOOD BLOGGERS OR RESTAURANT REVIEWERS — THEIR USUAL CONTENT DOES NOT FOCUS ON F&B. FOR PRODUCT-FOCUSED CAMPAIGNS (E.G., BIG MAC), PARTNERING WITH KSA-BASED FOOD REVIEWERS, LIFESTYLE CREATORS, AND RELATABLE EVERYDAY PERSONALITIES COULD CREATE STRONGER AUTHENTICITY AND DRIVE MORE PRODUCT-SPECIFIC UGC. MANY COMMENTS ON INFLUENCER POSTS FEATURING MCDONALD'S KSA REFERENCED THE ONGOING BOYCOTT, HIGHLIGHTING CONSUMER SENSITIVITY AROUND THE BRAND

THE MOST POPULAR MCDONALD'S KSA CONTENT WAS SHORT FORM VERTICAL VIDEO, PRIMARILY TIKTOKS AND INSTAGRAM REELS. SHOWCASING SEASONAL MENU ITEMS, HUMOR, AND ASMR-STYLE UNBOXINGS. IN CONTRAST, THE MINECRAFT-THEMED CAMPAIGN WITH NON-F&B INFLUENCERS (6 VIDEOS RANGING FROM 57K TO 661K VIEWS) ACHIEVED

CONTENT RESEARCH

LEVERAGE SHORT-FORM VIDEO: FOCUS ON TIKTOK AND INSTAGRAM REELS WITH EYE-CATCHING, FAST-PACED FOOD SHOTS, CHALLENGES, OR “FIRST REACTIONS.”

TURN SOCIAL INTO COMMERCE: INCLUDE CLEAR CALL-TO-ACTIONS OR SWIPE-UP LINKS, IF RELEVANT—TO ENHANCE DISCOVERABILITY AND DRIVE CONVERSIONS. SPEAK TO GEN Z WITH AUTHENTICITY: MAKE CONTENT RELATABLE, FUN, AND GENUINE, THINK LOCAL HUMOR, BITE-SIZED REVIEWS, OR BEHIND-THE-SCENES KITCHEN MOMENTS.

BEHIND-THE-SCENES AT MCDONALD’S SHOW BURGER ASSEMBLY, FRESH INGREDIENTS, AND TEAM ENERGY.

WORKS WELL AS A FAST-CUT REEL/TIKTOK WITH TRENDING AUDIO.

DRIVE-THRU POV

RECORD THE FULL ORDERING & RECEIVING EXPERIENCE (POV FROM INSIDE THE CAR).

Branded Keywords(For Appendix) :

keyword	Search Volume
big mac	1000
chicken mac	720
mcdonald's menu price saudi arabia	390
chicken burger mcd	210
chicken big mac	320
big mac sauce	210
mcdonald's chicken burger	210
hamburger cheeseburger big mac whopper	170
big mac calories	140
calories in a big mac	140
mcdonald's big mac	140
nutrition big mac	140
chicken big mac mcdonald's	70
mcdonald chicken big mac	70
big mac recipe sauce	50
how to make big mac sauce	40
mcdonald big mac meal	40
big mac how many calories	30
price of big mac	30
big mac price ksa	20

Generic Keywords:

keyword	Search Volume
burger	110000
fresh burger	2900
burger restaurant near me	1900
burger in saudi arabia	1300
best burger near me	720
beef burger	1000
burger joint	590
burger joint near me	210
good burger joint near me	20
beef burger near me	320
best beef burger	40
best beef burger near me	30
chicken burger	2900
chicken burger near me	390
burger jeddah	720
burger shop near me	590
burger restaurant riyadh	480
burger places	260

Branded Keywords (Arabic):

Keyword	Search Volume
بيج ماك	2900
بيج ماك تشيكن	480
صوص بيج ماك	480
وجبات بيج ماك	390
وجبة بيج ماك	390
بيج ماك دجاج	210
بيج ماك لحم	170
بيج ماك صوص	140
سعر بيج ماك	110
سعر وجبة بيج ماك	90
ماكدونالدز بيج ماك	40
عروض ماكدونالد	2900
عروض ماكدونالدز السعودية اليوم	2400
عروض ماكدونالدز اليوم	320
عروض ماكدونالدز اليوم الرياض	210
عروض ماكدونالدز جدة اليوم	170
عروض ماكدونالدز 2025	50
عروض ماكدونالدز يوم التأسيس	40
تشيكن ماك	8100
وجبة تشيكن ماك	880
بيج ماك تشيكن	480
ماك تشيكن السعر	480
برجر تشيكن ماك	90
بيف برجر ماكدونالدز	40

Generic Keywords(Arabic):

Keyword	Search Volume
برجر	368000
مطعم برجر	74000
برجر السعودية	50
مطعم برجر سعودي	40
افضل برجر	2400
أفضل برجر بالرياض	1900
أفضل مطاعم برجر	1600
افضل برجر في جدة	1300
افضل برجر في ابها	320
افضل برجر في الدمام	320
بيف برجر	880
برجر دجاج	12100
مطعم برجر دجاج	390
افضل برجر دجاج بالرياض	170
وجبة برجر دجاج	90
أفضل برجر بالرياض	1900
أفضل برجر في جدة	1300
تشيكن برجر	720
وجبة تشيكن برجر	30
مطعم بيف برجر	50
مطعم برجر لحم بالرياض	70
وجبة برجر لحم	50
الذ برجر لحم في الرياض	30

WE'RE NOT SELLING BURGER, WE'RE UNLOCKING MEMORIES.

Food isn't just about taste, it's
about the environment and the
people you share it with.

That's why the Big Mac must go
beyond the tray: it becomes a
key to real experiences.

