**Persbericht Happy Fix ENG**

**McDonald’s® launches Happy Fix with a little help from TBWA**

Everybody knows the song ‘With a little help from my friends’. It’s great to achieve things with the help of friends and family. But sometimes those friends need a little extra incentive to help you out. Like a treat at their local McDonald’s®!

That’s why TBWA and McDonald’s® Belgium came up with **Happy Fix**. A new function in the McDonald’s app that allows you to invite somebody to fix a little job in return for a treat at McDonald’s.

Example: as a parent you can send your teenage kids a task like ‘mow the lawn’ or ‘babysit on a younger brother or sister’, and in return he or she receives a voucher for something delicious at McDonald’s®. Other example: ask a friend to help you moving a Big Sofa in return for a Big Mac®. **Happy Fix** will provide you with a helping hand.

Is it a way of bribing someone? Yes, but in a fun and lighthearted way. Helping one another is always great. All the more in times like these, where we all depend on each other.

To announce Happy Fix, we created a 30-seconds film that shows a funny example of how Happy Fix could be used. POP-posters, leaflets and social media messages were added in the media-mix.

Credits: