

**Company:** Noguchi & Peters Ltd.

**Company Description:** Established in 1996 in Hungary by PR professionals, we are one of the market leaders among over 200 consultancies. We are also a network member of the Porter Novelli group, since 2004. Our main fields of expertise are corporate communications, PA and consumer/brand PR with a deep understanding of strategic planning, media relations, crisis & issues management, digital & social media.

**Nomination Category:** Corporate Communications, Investor Relations, & Public Relations Categories

**Nomination Sub Category:** Communications or PR Campaign of the Year - Food &

Beverage

**Nomination Title:** An Iconic Building Shines again on the Global Stage

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

2024 January

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 176 words used.**

In the last stage of its restaurant transformation program, the Hungarian McDonald's closed its most iconic restaurant, the "Nyugati Meki" which is considered as one of the most beautiful restaurants in the world. At the end of the process, after a two-year long journey, the last McDonald's restaurant in Hungary was fully renovated, marking a milestone where every restaurant in the country now features a modern design and the latest digital innovations.

The restaurant symbolizes the past, present and future for the brand. It is a listed building that shares a main wall with an architectural symbol of Budapest, the Nyugati Railway Station. While the realization used several digital, architectural and functional solutions that are unique in the world of McDonald's. We wanted to present this duality to the guests: a historic setting seamlessly blending with cutting-edge experiences.

The campaign planned for the redesign lasted a full six months. **Our campaign achieved a rare and remarkable success: this time Hungary made international headlines for all the right reasons – with a positive story that resonated globally!**

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

**Total 249 words used.**

In 1988, the first Hungarian McDonald's restaurant opened in Budapest. In a socialist country, this was not just the arrival of a company, but the West of freedom itself. In the following decades, the brand arrived in almost every major city, but 1990's "Nyugati Meki" remains the most iconic one. It is widely considered to be one of the most beautiful restaurants in the world,

Over the decades, our relationship with McDonald's has changed, from directness and optimism to a practical relationship. The press and consumers themselves are often negative towards the company. Many perceive even the positive steps and efforts as the 'evil spirit' of the fast food industry. That is why we have decided to celebrate the final chord of the company's several years-long renovation and redesign program in a fitting way: returning to positive relationships by creating shared memories to recall our common past and lay the foundations for the future.

After more than six months of renovations, the iconic restaurant on Nyugati Square, reopened its doors. Nestled in a historic building renowned for its artistic styles, this restaurant has repeatedly been ranked among the most beautiful McDonald's locations in the world—a point of pride for both local teams and the global brand.

The renovation preserved the building's architectural heritage while incorporating high-quality natural materials and innovative interior design elements. This unique blend of tradition and modernity became the foundation of our communication strategy, highlighting the duality of McDonald's heritage and the future of fast-food experiences.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

**Total 243 words used.**

### **Meki Truck: A Taste of What's to Come**

In the first stage, we communicated what the public can expect after the redesign when we closed the restaurant in January. To serve loyal customers during the renovation, the Meki Truck was set up at Eiffel Square, offering the same beloved menu in a new location. The launch was amplified by Hungary's most popular comedic influencer duo, PamKutya, whose [humorous videos](#) generated excitement and awareness.

### **Building Anticipation**

Ahead of the reopening, a press event gave media an exclusive first look at the revamped restaurant, including a rare behind-the-scenes tour of the kitchen and advanced technology used in the fast-food industry. We also launched a [virtual exhibition](#) showcasing the nearly 150-year history of the Nyugati Square building, accessible via QR codes on guest tables and highlighted in press materials.

### **Dispelling Myths with Creativity**

The legend that the Nyugati Square restaurant building was once Queen Sissi's, the Hapsburg royalty's waiting room persists to this day. To clarify the truth and to celebrate the building's long history and important future we created a [whimsical short film](#) featuring Hungarian singer Bogi Nagy as Sissi, exploring the restaurant's preserved heritage and unique atmosphere.

### **Grand opening**

The reopening culminated in a spectacular celebration. Highlights included:

- A fine-dining event where Michelin-starred chef Jenő Rácz prepared gourmet dishes using McDonald's locally sourced ingredients.
- The debut of the *Nyugati Lounge*, a one-of-a-kind McDonald's experience featuring *Nyugati Lounge* mapping and DJ performances.
- A full-day music festival.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 65 words used.**

### **Highlights of the campaign**

In a country of 10 million,

we achieved a **24,5 million OTS**.

More than **200 organic articles in leading media outlets** covered our campaign.

We reached organically **4,7 million people on social media**.

Alongside Hungary's leading news outlets, several of the world's leading news outlets covered the restaurant reopening: *New York Post*, *Metro*, *The Sun*, *Delish*, *Daily Mail*, etc.

## **Attachments/Videos/Links:**

### [An Iconic Building Shines again on the Global Stage](#)

[REDACTED FOR PUBLICATION]

