Title: "The McApp-scapade"

Genre: Light College Comedy

Cast: 12 students

Tone: Witty, Gen-Z vibes, slight chaos

Theme: "Some heroes wear capes. Others... have apps."

STORYLINE (Funny but not cringey)

Scene 1: Group Work = Group Stress

Setting: Campus bench / Library / Empty classroom

- Your group is trying to finish a project. Everyone's hungry. Brain cells are running on fumes.
- One member checks their phone and groans,

"Guys, it's almost 2PM... no one's eaten yet."

• Cue collective mental breakdowns and stomach growls.

Scene 2: The Hungry Struggle (Mini Skits)

Short, fast-paced skits showing how each member tries to solve the hunger crisis but fails:

- 1. "Pa-deliver ako—ay wait, ubos na budget."
- 2. "Pila sa counter? Ayoko, sobrang haba."
- 3. "Magluluto sana ako, kaso wala akong kusina sa bag."
- 4. One guy dramatically says,

"Guys, kaya ko 'to. Bibili ako."

...Cut to: him returning 30 minutes later, empty-handed. "Na-scam ako ng pila."

Everyone dramatically collapses on the table.

Scene 3: The App That Saves

• The chillest member of the group casually goes:

"Bakit di niyo ginagamit 'yung McDo app?" Everyone: "...May app?!"

- Cut to a cool demo montage of:
 - o Choosing favorite meals
 - o Applying app-exclusive promos
 - o Skipping the line with advance order

o Pick-up ready in minutes

Make this part visually stylish—like a phone ad parody.

Scene 4: Food = Peace

- You all pick up your orders without chaos.
- Everyone's finally eating together, vibes restored.

"Ang tunay na leader... may McDo app."

"Tapos siya rin ang walang ambag sa project." 😜



McDo App IS Tie-In (Information System Highlight)

In BTS or subtly in the ad:

- Highlight how the app is part of McDonald's digital transformation
- Focus on:
 - Order automation
 - o Real-time order tracking
 - Data-driven promos
 - Customer personalization

You can insert fun graphics like:

- "Estimated wait time: 0 minutes"
- "Promo detected: Save ₱50!"
- "Calories? Let's not talk about it."

How to Use All 12 Members Effectively

- 3 in the group stress scene
- 4 in the mini skits
- 1 as the chill "tech bro" who saves the day
- 4 as reaction/supporting characters, or even be background crowd/customers in other scenes

The McApp-scapade

Genre: Comedy | Runtime: ~3–4 min

Cast: 12 members

Setting: Classroom / Hallway / Outside bench / Neutral pickup point



Scene 1: Group Cramming & Group Craving

Location: Classroom or study table

Cast: All 12 in shot

[CAMERA]: Slowly pans over the group—tired faces, yawns, pencil tapping.

Stomach growls. One person groans.

CHARACTER 1 (exhausted):

"Guys... anong oras na? Di pa tayo kumakain."

CHARACTER 2 (flatly):

"1:57. Tayo-tayo na lang 'yung hindi pa lunch."

CHARACTER 3:

"Gutom na ako pero ayokong tumayo..."

Everyone sighs dramatically. Cue dramatic telenovela music.

CHARACTER 4:

"Mauubos na 'yung calories ng breakfast ko."

CHARACTER 5:

"Wala ka ngang kinain kaninang umaga!"

Scene 2: The Failed Solutions Montage

Location: Split into quick skits (DIY corners or backgrounds)

Each member gets a short "fail" moment

[Montage music: silly or upbeat tune]

1. CHARACTER 6 (picking up phone):

"Pa-deliver tayo! ...wait, ₱199 delivery fee?!" (shocked face)

2. CHARACTER 7 (looking out window):

"Lakad na lang ako." Cut to: thunderstorm outside.

3. CHARACTER 8:

"I have food!"

Pulls out single SkyFlakes pack.

"Sharer pack 'to ha..."

4. CHARACTER 9 (walks back, empty-handed):

"Nag-attempt ako mag-order... pero ang pila? Parang enrollment sa college."

[Quick cuts of frustrated reactions, overacting, dramatic flops onto the table]

Scene 3: The Tech Savior Moment

Location: Same room

CHARACTER 10 (chill, laid-back):

"Guys... ba't di niyo gamitin 'yung McDo app?"

Everyone:

"MAY APP?!"

"Totoo 'yan??"

"Bakit ngayon mo lang sinabi?!"

Scene 4: App Montage – "Order Like a Pro"

Location: Over-the-shoulder phone shots / edit overlays

App shown: Demo with fake UI or real McDo app (edited later)

CHARACTER 11 (narrating voice-over):

"Browse menu.

Add favorites.

Apply promo.

Choose pick-up.

Done. No lines."

CHARACTER 12 (smirking):

"Para ka lang naglalaro ng Mobile Legends—pero chickenjoy ending."

Overlay screens show: <a> Order complete

Promo applied

① Estimated prep time: 6 mins

Pick up at: McDonald's Ayala Branch

Scene 5: Lunch Break Redemption

Location: Outside bench / pickup location (neutral)

- Everyone eating happily.
- Laughing. One holds up the McDo bag like a trophy.

CHARACTER 1 (bite of fries):

"Fast food, pero faster 'pag app."

CHARACTER 2:

"Wala ng miscommunication. Walang utang na order."

CHARACTER 3 (mocking):

"Except sa'yo—kulang rice mo kasi nilagay mo sa notes: 'extra nice'."

Final Message (On Screen):

"Walang hassle. Walang pila. Walang gutom."

Download the McDo App today.

Sclosing Blooper Shot (optional):

Cut to someone who forgot to tap "checkout." Everyone's eating, and one guy looks at his phone like:

"BA'T 'DI DUMATING ORDER KO?!" (Everyone laughs.)

TECH + VISUAL TIPS

- **DIY App Shots:** Use phone screen recordings or fake mockups (I can help with templates).
- Fast cuts + meme-like reactions: Make it fast-paced and TikTok-humor style.
- **Neutral McDo bag:** Get a brown paper bag + print McDo logo/sticker.
- Use real app if possible or screen record and blur sensitive info.