



Smile Campaign 2026

One “Thank You” Leads to Another —and Builds a Great Team

When you’re at McDonald’s, you’ll hear “thank you” coming from all around the restaurant. Taking the time to express our appreciation to one another is an important part of our culture.

That’s why we launched the Smile Campaign—to spread the spirit of “thank you” even further. When the campaign first launched in 2025, the restaurants were filled with messages of appreciation, making it a huge success.

And now, the Smile Campaign 2026 is coming back this October! By sharing our appreciation with one another, we can create happier, more enjoyable places to work. Let’s make our restaurants shine even brighter with everyone’s “thank you”!



Three Ways to Join!

1 Digital Thank-You Cards

Receive “thank you” messages from your colleagues in the Offices and Field.



2 Paper Thank-You Cards

Share a “thank you” with your fellow crew members at your restaurant.



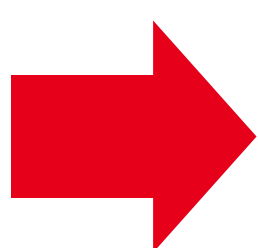
3 Thank You with Photos & Videos (Crew Posts)

Use the original AR effects to share your appreciation through fun photos, messages, and videos.



Digital Thank-You Wall

All the “thank you” messages collected will be displayed on your restaurant’s digital wall!



Enter the Raffle for Great Prizes!

There are prizes for both individuals and restaurants. The more people participate, the bigger the prizes!

- Private London bus experience
- Meal vouchers
- Gift cards
- McDonald’s merchandise and more!



Let’s Make the **Smile Campaign 2026** Our Best One Yet!
Available from October 1 to November 3, 2026.

<https://mcdsmile.jp/> *Not available to the general public

