

McDonald's brings back Mzansi Monopoly

McDonald's South Africa has launched its popular Mzansi Millions Monopoly campaign for the second year. Launched this week, it runs until 10 November 2013 across the country.



The company launched the Monopoly promotion, in association with Hasbro, in 1987 and it has since gone on to become one of the most successful campaigns for the group around the globe. The campaign has evolved over the past 26 years with digital interactions and bigger prize pots and the inclusion of additional countries along the way offering versions of the promotion to local markets.

Daniel Padiachy, marketing director at McDonald's South Africa, says, "The success of the Monopoly promotion globally and the level of engagement we experienced from the local market when we introduced the campaign to South Africa in 2012, stood us in excellent stead to continue growing this campaign locally. Our vision for Mzansi Millions Monopoly 2013 is 'all prizes will go'. With over 2.3 million prizes on offer, anyone who plays the game has a chance to win one of the collect-to-win or instant win prizes on offer - making everyone a winner."

There are three ways to win with a selection of instant win and collect-to-win game labels and a new chance card option. Prizes include collect-to-win prizes such as Samsung S3 mini smartphones, Takealot.com vouchers to the value of R5000 each, free movies for a year from Ster-Kinekor, Beam-E Honda scooters and the latest EA Sports FIFA 14 Xbox 360. In addition, a selection of Visa prepaid cards to the value of R10,000 and R100,000 each and family holidays to Mauritius sponsored by Coca-Cola. Instant win prizes include R50 Takealot.com vouchers, Ster-Kinekor movie cards and a selection of food prizes.

The chance card option allows participants to enter into a fortnightly draw to win one of three Kia Cerato Sedans or any unclaimed collect-to-win prizes.

Consumers need to pick up one of the official game boards from any participating store or download and print the official game board from the website. Customers can then collect their game pieces with the purchase of any qualifying meals.

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