

Humans connect with humans and not logos

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McDonald's South Africa's CSI project, Ronald McDonald House Charities (RMHC), is a place that provides a safe haven for families to recover from traumatic experiences.



An innovative activation was released from Offlimit Communications on behalf of their client McDonald's South Africa for a CSI project to support the non-profit organisation, Ronald McDonald House Charities, which has truly captured the caring nature of all South Africans.

Ronald McDonald House Charities (RMHC), assists with improving the health and wellbeing of sick children who are being treated at hospitals by providing support and a resting place to their families which allows them to stay close to them. Though RMHC may not be able to make the medicine taste better or erase the pain of a much-needed treatment, they do help lessen the burden for nearly nine million families each and every year in over 62 countries and regions across the globe.

The Offlimit Communications team, project manager Carla van der Walt, filming crew Csaw, with director Mathew Stonier and strategy and concept Jerome Cohen, Belinda Belseck and Ciara Louw, developed an activation like no other that brings an NPO to the hearts of all South Africans, while creating a tangible clear understanding of an NPO that is doing so much good globally.

The creative concept using and distributing the Ronald McDonald's striped socks, worked to portray that the World's sixth most valuable brand, as measured by Forbes, is a supporter of the Ronald McDonald's House Charities initiative. This also required local exposure to the international recognition of an NPO that is also doing great work in South Africa and needs to be noticed and appreciated as such. This key message guided the tone of the communication which needed to reach the target audience (LSM 8) on an emotional humanitarian level that would tug on the heart strings of all caring South Africans.

The online video can be viewed on the following social media platforms:

YouTube: <http://youtu.be/IG5Fjnot6C8>

Facebook: <https://www.facebook.com/McDonalds.ZA/posts/769143819788085>

Twitter: https://twitter.com/McDonalds_SA/status/537216909213978624

Client: McDonalds

Product: Ronald McDonald House Charities

Creative agency: Offlimit Communications

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