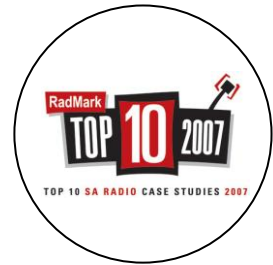


**Client** : McDonald's  
**Campaign** : World Children's Day at The Jhb Zoo  
**Stations** : Kaya FM 95.9



### **The Big Idea**

McDonalds runs a global fundraising initiative called McDonalds World Children's Day. Although McDonalds South Africa does not participate in this initiative, as part of its corporate social responsibility aligned as partners with RadMark and launched a charity drive four years ago with Cotlands Baby Sanctuary to raise funds for the organisation.

### **The Mechanics**

The campaign was launched during the month of November. Kaya FM 95.9 was used exclusively for the marketing of the event because of the station's proven success with the event. Other RadMark stations were used to drive the generic message across. The comprehensive campaign which included generic 30-second adverts, scripted live reads and online communication subsequently led to a huge number of people becoming aware of the event. This, together with the commitment displayed by the station's DJs, translated into exceptional success.

### **The Results**

The event was sold out! More than 3 200 people converged at the Johannesburg Zoo to engage in the festivities, which included guest appearances by celebrities such as Judith Sephuma and Jamali as well as Kaya FM DJs. The campaign culminated was a great success and helped McDonalds promote their vision of bringing families together.

### **Key Insights**

- The amazing success of the McDonalds event can definitely be attributed to the committed involvement of Kaya fm and RadMark as a whole. The station displayed a sincere emotional connection to the initiative.
- RadMark is successful because of the regional route they have taken. Regional radio stations touch consumers because they do not treat them as one bundle of people. They have also realised 30 second generic adverts have lost their place and are breaking ground with new and innovative ways of improving their service.

### **Key Quote**

*"RadMark has a great group of radio stations, that always over deliver!"*