



Entry Number: 68

1. Agencies DDB and phdcreative

2. Advertiser McDonald's Australia and Ronald McDonald House Charities

3. Entry Title How a little 'Hope, Love and Courage' revitalised one of Australia's longest standing charity fundraisers.

4. Category for this Entry N2: SMALL BUDGET Between \$500K - \$1 Million

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Directions appearing with each question must not to be deleted from the completed case; they serve as a guide for both entrants and judges. All data must include a specific, verifiable source. Refer to the Effie "How to Enter" booklet for guidelines on properly sourcing your data. Data without a source will result in entry disqualification. Answer every question or indicate "not applicable" and define your target audience in the entry. Any unanswered question will result in entry disqualification.

8a Total Campaign Expenditure Include production and value of donated media and non-traditional paid media. Check one.

- | | |
|---|--|
| <input type="checkbox"/> Under \$500K | <input type="checkbox"/> \$5 - 10 million |
| <input checked="" type="checkbox"/> \$500 - \$1 million | <input type="checkbox"/> \$10 - 20 million |
| <input type="checkbox"/> \$1 - 2 million | <input type="checkbox"/> \$20 - 40 million |
| <input type="checkbox"/> \$2 - 5 million | <input type="checkbox"/> \$40 million and over |

8b What was the strategic communications challenge? What was going on in your category? Provide information on the category, marketplace, company, competitive environment, target audience and/or the product /service that created your challenge and your response to it.

The challenge was to increase charitable donations on McHappy Day to meet a stretch target of 33.7% YOY¹ in a dire economic climate with 16.4% less media spend.² Impossible? We thought so too....

For 18 years McHappy Day had rallied public donation for Ronald McDonald House Charities (RMHC). In 2008 McHappy Day donations accounted for 21.8% (\$1.87m)³ of RMHC's total dollars raised. Every dollar raised assists RMHC to create, find and support programs that helped seriously ill children and their families during and after life threatening treatment.

However 2009 had seen a shift. Continued advancements in medical research and treatment meant that demand for RMHC services was at an all time, urgent high⁴. RMHC was now helping 650 of the sickest Australian children and their families every day but it wasn't enough. Unfortunately, many were being turned away and others placed on waiting lists. More than ever, RMHC needed to rely on McHappy Day to help meet the needs of seriously ill children and their families.

The problem: McHappy Day was stalling. Motivation to participate was in a rut and donation growth was lagging⁵. We lacked a compelling vision and brand story. We needed to find a singular, cohesive, emotive idea that could shake things up and move our target market (all Aussies with a focus on families⁶) out of apathy and into action.

To rally donations, we had to reignite brand *affection* but we faced five key challenges:

1. ECONOMIC MELTDOWN

At the start of 2009 the Global Financial Crisis (GFC) had hit and predictions weren't pretty. By mid year, 57 per cent of publicly surveyed charities were experiencing a 12 month decline in income from fund-raising appeals. The average fall was 12 per cent.⁷ Cash donations were either static (57%) or in decline (35%)⁸ and consumer trust in corporations was at an all time low⁹. This also had a negative impact on our core target market (families) who were beginning to cut back on discretionary spending due to a tougher economic climate.

¹ McDonald's Campaign Brief April 2009

² 2009 paid media spend was \$648K versus 2008 paid media of \$819K. Source OMD.

³ RMHC Annual Report 2008

⁴ RMHC Program Overview 2009

⁵ RMHC Annual Report 2005 - 2008 and McDonald's Australia Marketing 2009

⁶ McDonald's Campaign Brief April 2009

⁷ Fundraising Appeals Survey July 2009, GiveWell Charity Research Group Australia

⁸ Managing in a Downturn, p8. A comprehensive survey of the impact of the economic downturn on not-for-profit organizations July 2009. Published by PWC, Fundraising Institute Australia

⁹ and Centre for Social Impact

⁹ Trendwatching January 2009



2. DONOR FATIGUE & TOUGHER COMPETITION

After the outpouring of help toward the Victorian bushfire appeal, there would be 305¹⁰ fundraising days/ charity events before McHappy Day was scheduled to run on November 14, 2009. Surrounding McHappy Day was a growing band of new and reinvigorated charity events with compelling brand causes and a better ability to source donations across multiple channels, for longer. Our key 'fundraising day competitors' ¹¹– Daffodil Day, World's Greatest Shave and Australia's Biggest Morning Tea also had no corporate guardian making public trust and participation more likely.

3. CORPORATE MISTRUST & CYNICISM

The fact McDonald's championed McHappy Day was, in reality, a blessing and a challenge. Compared to other fundraising days, we were in a relative position of luxury – or so it appeared. Unseen to the public were the additional millions McDonald's annually donated to RMHC. But so what? At a point where generosity was emerging as a leading societal and business mindset¹², corporate altruism was *expected*. McDonald's had to be the facilitator not the hero in the McHappy Day story.

5. THE SAME FUNDRAISING FORMAT AND NAME

What had started out as a fresh and innovative fundraising idea two decades ago - *celebrities who served you and percentage-donations-from-product* - now felt tired, stale and formulaic. Worse still, it was reinforcing a sense of "donating to McDonald's" rather than a bona fide cause. Results reflected internal and external apathy. In 2008 donations hit \$1.87m¹³. The elusive \$2 million was still out of reach. We looked at numerous ways to revamp the format but discovered that drastic change would also remove a huge degree of equity. Tired they may be, we were known for Celebrities and \$1 from Big Mac® sales. They had to stay. This was to be an evolution – not revolution.

6. A CAUSE WITHOUT AN IDEA

Research had told us that McHappy Day had the potential to work much harder for RMHC¹⁴ "if" it could adopt a fundraising ambition that was inspiring, measurable and uniting. But beyond 'celebrities' and '\$1 from each Big Mac®' we had no compelling brand idea for McHappy Day. We drastically needed to turn this around.

In Summary: We needed to land a big idea for McHappy Day that would cut through charity fatigue in a dud economic climate, aggressively raising donations to meet our stretch target of \$2.5m (33.7% YOY growth)¹⁵ with 16.4% *less* media spend¹⁶. It would be late in the year amid perception that McDonald's should give more and required us to use the same fundraising format and event name. It also had to be *simple* - a memorable shortcut into what Ronald McDonald House Charities (RMHC) did.

The pressure was clearly on to make McHappy Day 2009 perform like it never had before.

8c What were your objectives? State specific goals. Your entry is expected to include compelling data including behavioural objectives and results. Only in rare instances are the judges likely to award an entry that only demonstrates attitudinal changes. Provide a % or # for all goals. If you do not have a specific type of objective (e.g. no quantifiable objectives), state this in the entry form and explain why and why the objectives you do have are significant and challenging in the context of your category, etc. You must provide benchmark and context for your goals versus year prior and in context of competitive landscape and category.

To turn McHappy Day around we were given three business objectives¹⁷:

- 1. Increase donations on McHappy Day from \$1.87m (2008) to \$2m with a stretch target of \$2.5m. Reaching \$2.5m would mean an increase of 33.7% YOY (with 16.4% *less* media spend¹⁸).**

Externally McDonald's promoted \$2.5m as their donation target but internally, they didn't believe they'd get anywhere near it. As Madeline Fitzpatrick, VP/ Director of Marketing, McDonald's Australia, stated:

"Cracking the elusive \$2m donation mark was our actual aim – never did we imagine we'd arrive anywhere near \$2.5m. We aspired to such a high target in order to motivate everyone internally towards a significant step change for McHappy Day."

- 2. Increase average donation amount raised per store to \$3,000 (an increase of 23% YOY).**

¹⁰ www.ourcommunity.com.au

¹¹ Identified as key competitors as they were event driven, focused predominately on one day and had causes more aligned to RMHC (e.g. illness/ finding cures).

¹² Trendwatching January 2009 - Generation G.

¹³ McDonald's Campaign Brief April 2009

¹⁴ Perato Strategic Fundraising Review commissioned on and behalf of RMHC 2008

¹⁵ McDonald's Campaign Brief April 2009

¹⁶ 2009 paid media spend was \$648K versus 2008 paid media of \$819K. Source OMD.

¹⁷ McDonald's Campaign Brief April 2009

¹⁸ 2009 paid media spend was \$648K versus 2008 paid media of \$819K. Source OMD.



3. Re-engage and inspire McDonald's crew, restaurant owners and community to get involved and volunteer on the day.

In the context of the category and economy, these goals were incredibly aggressive. The media was labelling the climate as a "donation drought." Around us were numerous, well-known charities who, by year-end, had registered significant declines in revenue, job cuts and restructuring.¹⁹

9a What was your strategy – and how did you get there? What was your strategy? Was it driven by a consumer insight or channel insight or marketplace / brand opportunity? Explain how it originated and how the strategy addressed the challenge.

The McHappy Day 2009 strategy was about changing the cultural conversation from "head" to "heart" –shifting people's frame of reference for McHappy Day from making a financial donation to providing an '*emotional contribution*' to help seriously ill children.

We began with the end in mind. Our thinking needed to help us unlock a compelling creative idea. Previous communication for McHappy Day was overtly rational leaving the majority of touch points dry and without emotive pull. To start, we had more questions than answers. If we wanted a distinct, motivating idea, we needed to find an intersection of truth between McHappy Day (the brand); the role of RMHC and McDonald's.

In our search for answers, we cast a wide net examining the following key questions:

1. How could we challenge our thinking and motivate people to feel part of something bigger?
2. What was the core truth of McHappy Day?
3. What was the reality of serious childhood illness for families and children and what role did RMHC perform within this context?
4. Was there a brand truth about McDonald's that could support, rather than dominate the story?

A NEW WAY OF BEHAVING

We wanted to challenge ourselves to think differently about the McHappy Day brand. Whilst we knew we couldn't change all the rules we could still expose brand and category conventions that might help unlock new possibilities. It worked. Instead of referring to ourselves as a "fundraising day" we started to think of ourselves as "an idea people could join." Instead of trying to drive "individual donation" we thought about driving "desire to belong." These thoughts helped break our thinking out of the 18 year old mould and inspire new guide-posts and possibilities about the way McHappy Day could behave and engage people now and into the future.

UNLOCKING A POWERFUL BRAND TRUTH FOR MCHAPPY DAY

Our next step was to uncover a compelling brand truth about McHappy Day. As we learned, the day had been originally founded to help bring a little happiness to seriously ill children and their families. Obvious as it was, this core truth had become buried in proceeding years of celebrity-centric communication.

Aware that other brands also aimed to bring "happiness" to seriously ill children we realised we needed to dig a bit deeper. We uncovered that most Australian families would never experience the serious illness of a child. In essence, they unwittingly took for granted their children's right to happiness – their ability to just "get on with" being a kid. But what about the happiness of seriously ill children? Why should they be any different? Surely every seriously ill child also had a right to happiness?

It was a powerful thought that helped us expose a more compelling brand truth for McHappy Day – seriously ill children's *right* to happiness.

It was a truth we felt our target market (all Aussies with a focus on families²⁰) would have difficulty saying "no" to. Engaged as we felt they'd be by this truth it wouldn't stack up if there was no medical reason to back it up or if it didn't align with what RMHC provided as a charity.

¹⁹ Charities feeling money squeeze, The Age, December 2009
²⁰ McDonald's Campaign Brief April 2009



AN INSIGHT TO INSPIRE ACTION

With this in mind, we immersed ourselves first hand in understanding the experiences of serious childhood illness and the role RMHC played in helping families and children through this journey. To do this we spent time at Ronald McDonald House Randwick and Westmead speaking with House Managers, parents and children undergoing treatment. We also reviewed medical literature, blogs and articles paying particular attention to the language used by parents, children and medical professionals as they described the experience of diagnosis and treatment. What stood out amongst the shock, trauma and grief were powerful stories of resilience, optimism, bravery and love.

This research uncovered that the healing process (emotional and physical) was buoyed when children were able to stay together with their families during life threatening treatment. Children (and families) were better able to cope and be more optimistic when with people they knew and loved. This wasn't just a nice idea – it was medical fact²¹. In addition, we discovered happiness as a central founding premise for RMHC whose programs²² centred on keeping children as connected as possible to their families - the people who loved and enabled them to be at their happiest.

Our thinking, research and observation of these real scenarios led us to a powerful, all encompassing insight:

Seriously ill children were happiest and more likely to experience emotional and physical improvement when they were with the people who loved them.

In short, **'HAPPINESS HELPS HEAL'**

This insight felt empowering and relevant. Strategically, our cause now had a compelling "reason to believe" – every seriously ill child had the right to happiness *because* happiness aided the healing process. Furthermore, McDonald's could back it up because they were a brand that families genuinely associated with shared fun and happiness²³.

We now needed a creative leap - an idea that would give even the biggest sceptics an emotively driven reason to act.

9b What was your big idea? What was the idea that drove your effort?

The idea should not be your execution or tagline. State in **one sentence**.

Move Australians to feel they were making an emotional contribution to the lives of seriously ill children, not just a financial donation.

10 How did you bring the idea to life? Describe and provide rationale for your communications **strategy** that brings the idea to life. Explain how your idea addresses your challenge. Describe the channels selected/why selected? How did your **creative and media strategies** work together? In not more than three A4 pages show sufficient creative examples to enable the judges to understand the campaign. These pages can be additional to the seven A4 page written entry.

"HOPE, LOVE and COURAGE" was the creative leap that took our compelling reason to believe and layered it with a positive, emotive reason to act. Distinctive, motivating and truthful, the creative idea was simple to remember and got to the heart of what people would be giving - emotional support not just financial donation.

The creative idea helped deliver three critical elements that had previously been missing:

- A sense of urgency
- A new dialogue - 'Join Us/Be Part Of' versus 'Donate'.
- A shortcut into the heart of what RMHC was doing for families and seriously ill children.

Additionally, it also:

- Drove a consistent, powerful emotive brand story across every touch point
- Helped refresh existing mechanics e.g. "\$1 from Every Big Mac®"
- Gave celebrities' a role but prevented them becoming the whole story.
- Positioned McDonald's as the facilitator (rather than the hero)

The communications strategy took a three stage messaging approach to bring the brand story to life.

²¹Journal of Family Practice June 2000 Vol. 49, No. 6; Paediatric Blood and Cancer Vol. 50, Issue 3 pp613 -619; World Health Organisation; www.emaxhealth.com

²² RMHC's "home away from home" (Houses) program plus other initiatives such in-hospital Family Rooms, Family Holiday Retreats and Learning Programs were the core centres of focus for McHappy Day 2009.

²³ Gal Kal Research 2008



Entry Form 2010 Categories A to P

1. ANNOUNCE/ AWARENESS: Three weeks prior to McHappy Day, a new 45" TVC was aired to drive awareness of the new McHappy Day brand cause and create an emotional connection with it. The mchappyday.com.au website was launched as both an information source for people wanting to find out more about McHappy Day and RMHC, as well as a donation channel.

2. CALL TO ACTION: In the week leading up to McHappy Day, retail focused 15" TVC's were used to drive awareness and anticipation of the day (November 14 2009), as well as educate consumers on which in-store products (Big Mac®, Crazy Straws) would be contributing to the McHappy Day donation amount. In store messaging, POS, digital in-store, packaging and crew merchandise drove an emotive yet tactical call to action.

3. THANK YOU: A 15" 'Thank you' TVC aired 3 days after McHappy Day on November 17 as an appreciation for public support. State-based outdoor media and in-store tray-mats supported this. It dramatised both the emotional benefit and dollar amount raised on McHappy Day.

Crew Communications: A complementary internal communications campaign was created to motivate and inspire the 85,000 crew and 789 'Event Managers' (*key McDonald's staff representatives that drove McHappy Day activities in-store*). Also created was:

- A closed **Facebook Page** for 'Event Managers' to communicate with each other and share ideas, images and discussion topics around McHappy Day.
- An online **Event Manager Centre** accessed via www.mchappyday.com.au that provided access to downloadable fundraising templates (including Crew and celebrity briefing sheets) and a McHappy Day 2009 toolkit.

11 How do you know your campaign was successful? Detail why you consider your effort a success. **Refer to your objectives** (results must relate directly to your objectives in (8c) – restate them and provide results) and demonstrate how you met or exceeded those objectives using quantitative and behavioural metrics. Did your effort drive business? Did it drive awareness and consumer/business behaviour? Use charts and data whenever possible. Explain what x% means in your category. For confidential information proof of performance may be indexed if desired. Demonstrate the correlation between activity and outcomes. Make sure you address every objective, whether fully achieved or not. Indicate why the results you have are significant in the context of your category, competition and product / service. You need to convince the judges that the marketing investment provided a positive financial return – if that was a requirement. Indexing of data is acceptable. Your entry will not be ineligible if you don't provide any data, but entries that do provide convincing evidence will gain additional marks. (Note that this data can be excluded from the published case on request.)



Entry Form 2010 Categories A to P

Objective 1: Increase donations on McHappy Day from \$1.87m (2008) to \$2m with a stretch target of \$2.5m. Reaching \$2.5m would mean an increase of 33.7% YOY (with 16.4% less media spend²⁴).

For the first time ever, McHappy Day had smashed the \$2m donation mark. In one of the worst financial years on record, the final donation count reached \$2.463m²⁵ – an increase of 31.6% YOY vs 12.7% growth in 2008.²⁶ The entire \$2.463m went straight into the RMHC bank account (see Fig.1):

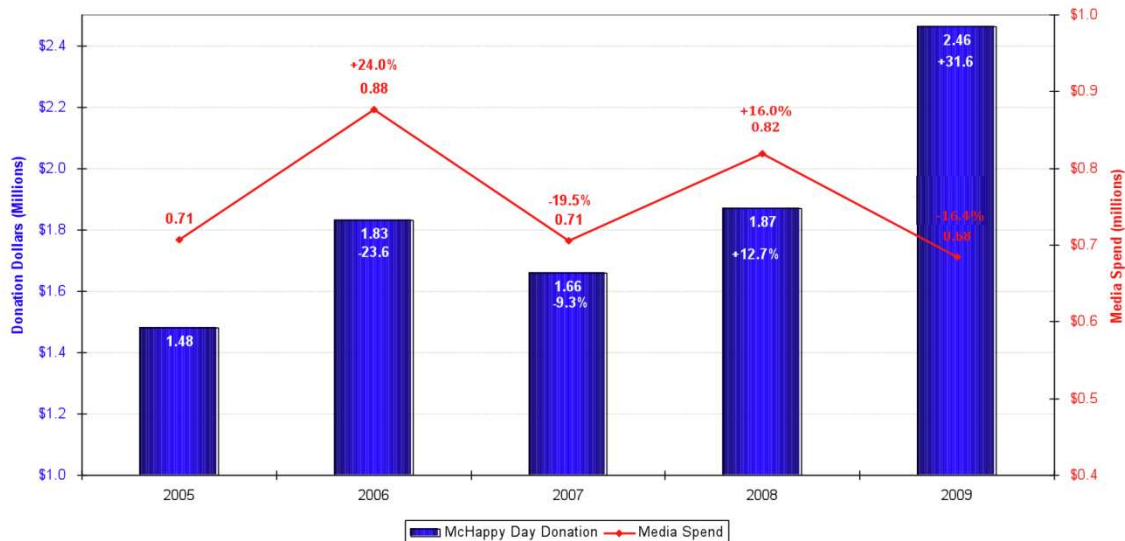


Fig 1: McHappy Day Donation Growth vs Media Spend

Source: RMHC Annual Report 2009 and OMD historical media spend data.

Spend less, create more donation growth

Based on the previous three years relationship between media spend and donation growth, one would have expected a 16.4% decrease in media spend to result in a similar percentage decrease of donation growth. However, for the first time ever, we experienced a huge increase in donation growth (31.6%) despite a media spend decrease, turning the previous three year trend on its head (see Fig.2):

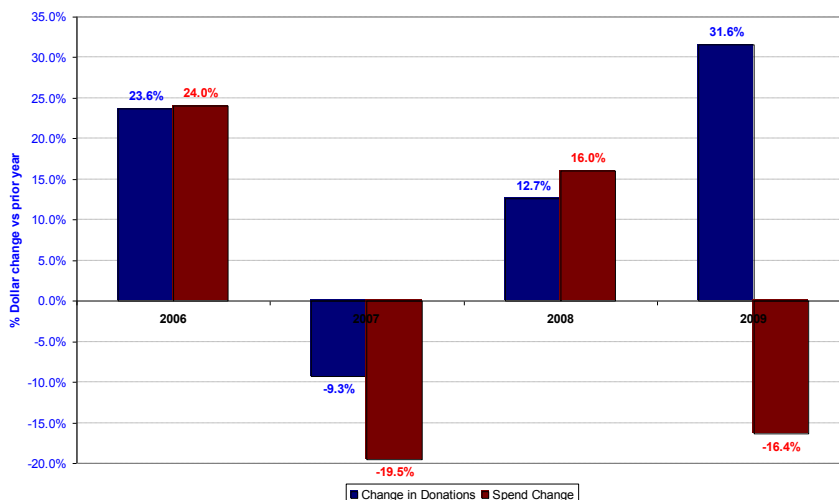


Fig.2. McHappy Day media spend change vs change in donation growth.

Source: OMD historical media spend data

The most efficient McHappy Day campaign in history

For every dollar spent we created \$3.60 in donations²⁷. This was a 57.4% increase on the 2008 ROI figure of \$2.20 (see Fig. 3):

²⁴ 2009 paid media spend was \$648K versus 2008 paid media of \$819K. Source OMD.

²⁵ 2009 RMHC Annual Report

²⁶ McHappy Day Brand Review 2009, McDonald's Australia

²⁷ McHappy Day Brand Review 2009, McDonald's Australia

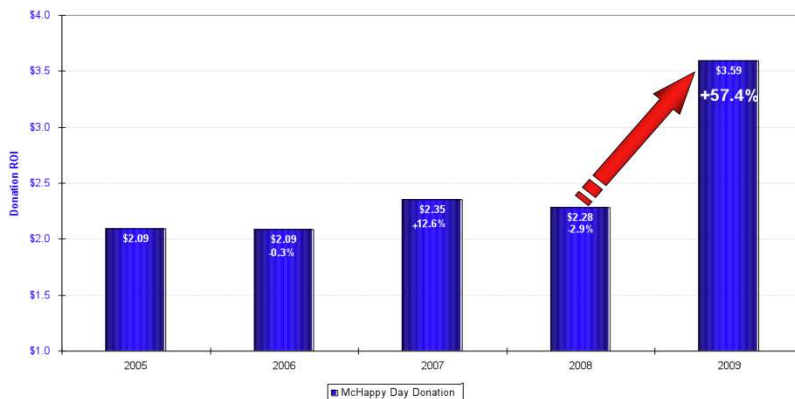


Fig.3. McHappy Day 5 Year advertising donation ROI and growth

Source: McHappy Day 2009 Brand Review, McDonald's Australia.

Restaurant donations driving growth

There was a 65% YOY increase in raw donations (cash/cheque vs via product sales) in restaurant. These direct donations in-store on the day accounted for almost 50% of funds raised (\$1,118,693) indicating people connected to the cause (see Fig 4):.

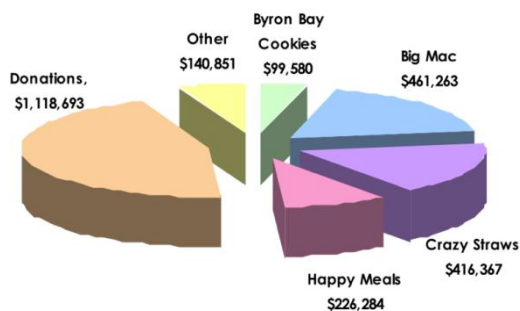


Fig.4. Breakdown of McHappy Day donation contribution.

NB: 'Other' donations refer to \$80K raised by crew with remaining dollars coming from corporate donations on the day.

Source: McHappy Day 2009 Brand Review, McDonald's Australia.

'Hope, Love and Courage' bigger than Big Mac®

Interestingly, for a fundraising day historically built on "\$1 from every Big Mac®", sales of Big Mac's® were down 17% vs 2008. Again indicating that people were buying into the cause and connecting with the McHappy Day message.

We were \$37K short of our \$2.5m stretch target however, when we looked at the key charity fundraising day competitors²⁸ (see Fig 6. in Appendix) McHappy Day was the only one to meet let alone succeed YOY donation targets by double digits^{29,30}. Even one of Australia's best loved and biggest fundraisers – 'The Red Shield Appeal' – only reached 61% of its 2008 donation total (\$71m in 2008 vs \$44.1m in 2009)³¹.

Objective 2: Increase average donation amount raised per store to \$3,000 an increase of 23% YOY.

Average donations raised per store was \$3,118 a 28% YOY increase.

77% of McDonald's restaurants increased their fundraising amounts on 2008³².

2009 restaurant footfall was comparable to 2008 levels meaning that the same number of customers were now simply donating more³².

²⁸ World's Greatest Shave, Daffodil Day, Australia's Biggest Morning Tea, Red Shield Appeal.

²⁹ Charities Feeling Money Squeeze, The Age June 21 2009

³⁰ 2008 and 2009 Annual Reports for Leukemia Foundation (World's Greatest Shave); Cancer Council Australia (Australia's Biggest Morning Tea and Daffodil Day); Salvation Army (Red Shield Appeal).

³¹ The Salvation Army Australia Easter Territory Annual Reports 2008 (p22) and 2009 (p20).

³² McHappy Day Brand Review 2009, McDonald's Australia

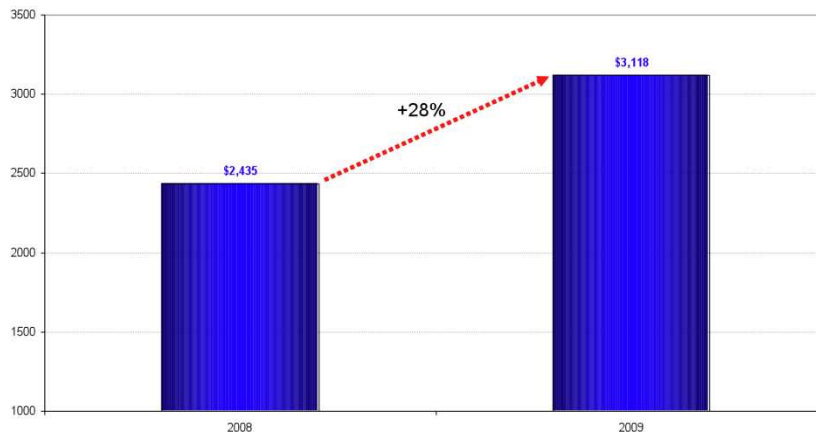


Fig.5. McDonald's average store donation amount.

Source: McHappy Day 2009 Brand Review, McDonald's Australia.

Objective 3: Re-engage and inspire McDonald's restaurant owners, crew and community to get involved and volunteer on the day.

Inspired crew, volunteers and community

1,000 celebrities, volunteers and community members volunteered their time to McHappy Day, a 30% increase in involvement from 2008 demonstrating a renewed passion and enthusiasm for the cause and what it meant for people³³.

McDonald's crew raised approximately \$80,000 – proof that the cause was resonating within the business.

McDonald's Event Managers engaged and motivated

- 66% of Event Managers accessed the Event Manager portal on www.mchappyday.com.au to find out info on the campaign and access marketing material³⁴
- 1,500 queries were fielded to a McHappy Day HOTLINE³⁵
- 2,500 email queries were processed asking about how to activate the idea in store³⁶
- The closed McHappy Day Facebook fan page for Event Managers generated over 2,000 conversations between Event Managers across the country talking about the day³⁷

"McHappy Day 2009 was an awesome day! I am so proud of the efforts put in by everyone to make so much money for this amazing cause" - McHappy Day Event Manager, Ballarat Victoria

12 Convince us that the result was not due to other factors. You must explain in your entry the effect of any other potentially relevant factors such as product changes, pricing changes, distribution changes, competitive activity, press coverage, economic conditions, weather etc. Advertising does not often work in isolation, but the judges need to be convinced that your campaign had a major impact on results.

Q: Was the donation increase due to a significant number of new store openings?

A: No. There were 24 new McDonald's store openings in 2009, however these stores only generated 2.5% of the total McHappy Day contribution. These figures were directly comparable to 2008 during which 21 new stores opened representing 2.7% of McHappy Day donation contributions.

Q: Did we have new fundraising products at our disposal?

A: No. The same product formula was used in 2009 vs 2008. \$1 from Big Mac® sales, Crazy Straw SLP (Self Liquidating Product), Byron Bay cookies and 10c from Happy Meal sales.

Q: Did we have more fundraising buckets distributed to restaurants and crew?

A: No. In 2009, there were 5,400 donation buckets, this was 15% less than in 2008 when 6,240 buckets were distributed in store.

³³ Professional Public Relations (PPR) 2009

³⁴ Tribal DDB web analytics

³⁵ Professional Public Relations (PPR) 2009

³⁶ Professional Public Relations (PPR) 2009

³⁷ Facebook fan page 2009



Q: Did we have more volunteers/ celebrities?

A: Yes. In 2009, there were 1,000 volunteers and celebrities working on McHappy Day compared to 700 in 2008. The extra 300 helpers gave us 1.26 volunteers/celebrities per store, compared with 0.93 volunteers/celebrities in 2008. We believe this higher level of involvement is a direct demonstration of more people believing in the cause and therefore wanting to get involved.

Q: Was there a dramatic increase in footfall on the day?

A: No. In terms of Average TC's (Transaction Counts) per restaurant, McDonald's was only up 1.1%³⁸ on 2008 figures indicating comparable footfall levels vs 2008 footfall. This indicates that the same number of people were just donating more vs 2008.

Q: 2009 was a boom year for McDonald's product sales. Surely this drove donations?

A: No. McDonald's overall product sales on McHappy Day '09 were up 14% on 2008 sales, however this was in line with YOY growth of 15% experienced in 2008 and 12% experienced in 2007. McHappy Day 2009 donations growth of 31.6% doubled McDonald's sales growth on the day.

Q: Were there new distribution channels that significantly aided the fundraising increase?

A: No. Whilst, 2009 was the first year McHappy Day used online (mchappyday.com.au) as a donation channel it only contributed \$8,167 to the overall total.

Q: Did McHappy Day benefit from halo effect of a new product launch? E.g. The Angus burger?

A: No. At the time of McHappy Day communication, the Angus burger had already been in market for 2.5 months. 86% of the Angus launch media spend was spent prior to McHappy Day communication beginning in early November. During the McHappy Day campaign period, 37% of McDonald's media budget went to McHappy Day, with Angus receiving 14% spend and Breakfast 17% spend.

Footnotes for Q10 - Q12:

²⁴ 2009 paid media spend was \$648K versus 2008 paid media of \$819K. Source OMD.

²⁵ 2009 RMHC Annual Report

²⁶ McHappy Day Brand Review 2009, McDonald's Australia

²⁷ McHappy Day Brand Review 2009, McDonald's Australia

²⁸ World's Greatest Shave, Daffodil Day, Australia's Biggest Morning Tea, Red Shield Appeal.

²⁹ Charities Feeling Money Squeeze, The Age June 21 2009

³⁰ 2008 and 2009 Annual Reports for Leukemia Foundation (World's Greatest Shave); Cancer Council Australia (Australia's Biggest Morning Tea and Daffodil Day); Salvation Army (Red Shield Appeal).

³¹ The Salvation Army Australia Easter Territory Annual Reports 2008 (p22) and 2009 (p20).

³² McHappy Day Brand Review 2009, McDonald's Australia

³³ Professional Public Relations (PPR) 2009

³⁴ Tribal DDB web analytics

³⁵ Professional Public Relations (PPR) 2009

³⁶ Professional Public Relations (PPR) 2009

³⁷ Facebook fan page 2009

³⁸ McHappy Day Brand Review 2009, McDonald's Australia

³⁸ McHappy Day Brand Review 2009, McDonald's Australia



13 Executive Summary

An Executive Summary of no more than 100 words is also required (**not included in page count**).

McHappy Day is one of Australia's longest standing charity fundraisers but by 2008 had become a cause stuck without an idea. In a dire economic climate, amid charity fatigue and with 16.4% less media spend, we proved that the power of emotion could not only move Australians out of apathy into action but prompt them to donate a 19 year record high of \$2.46m. By shifting the conversation with people from "head" to "heart" we changed the frame of reference from financial donation to emotional contribution. As a result we achieved a 31.6% YOY growth in donations and a 57.4% increase in ROI to produce the most successful McHappy Day ever.



APPENDIX PAGE 1: How a little 'Hope, Love and Courage' revitalised one of Australia's longest standing charity fundraisers.

CREATIVE EXECUTIONS

Brand TVC 45" – Hope, Love and Courage

(End frame reads: *Be a part of McHappy Day/ Because every child deserves to be happy*)



Retail TVC 15" - \$1 From Every Big Mac



Retail TVC 15" – Crazy Straws



TVC 15" - Thank You Australia





APPENDIX PAGE 2: How a little 'Hope, Love and Courage' revitalised one of Australia's longest standing charity fundraisers.

In-Store Posters



SLP, PACKAGING & TRAYMATS



WEBSITE

FACEBOOK (CREW-ONLY)

Figure 6 Chart – 2008 to 2009 Growth Rate of Competing Charities

Charity Event	2008	2009	% Change in Donation
Movember	\$18.65m	\$20.24m	+8.5%
World's Greatest Shave *	\$10m	\$9.4m	-6%
Australia's Biggest Morning Tea *	\$4.79m	\$4.66m	-2.7%
Daffodil Day *	\$3.6m	\$3.54m	-1.6%

* Asterix* indicates key fundraising day competitors. Note that Movember was not classified as a key fundraising-day competitor. It was included here only as it fell in the same month (November) as McHappy Day. Sources: 2009 Annual Reports – Movember; Leukaemia Foundation; Cancer Council Australia