



## AWARD School Pop Up – LIVE BRIEF

**Client:** Ronald McDonald House Charities (RMHC)

**Product:** McHappy Day

**Media:** In Restaurant posters / Out of Home metrolites are essential and any additional media can be considered to bring one idea to life. Images should be neatly hand drawn or traced only in black and white. We will **not** accept computer generated images. Typed text laid over a scanned drawing will also be acceptable.

**Target Audience:** McDonald's Australia needs to engage its 1.7 million daily customers in RMHC support in the lead up to McHappy Day. Whilst awareness is high (86%), comprehension and thereby motivation to contribute to the cause is limited.

Our opportunity is to tap into an empathy to overcome apathy by connecting with:

- a) The 1 in 8 Australians that have been helped by, or know someone who has needed RMHC.
- b) 'Kid pleasing families'; those for whom walking in the shoes of RMHC families and the thought that "this is could happen to me" is deeply motivating.

**Single-minded proposition:** Families heal better together

### **Proof of proposition:**

RMHC is more than just another 'sick kids charity'. It provides a total care package that helps look after not only the illness but the whole child, and not only the child but the whole family of that child (those for whom critical illness in the family can come as a disruptive and disorienting shock leading to high anxiety, often PTSD and/or financial difficulty).

RMHC understands that the journey doesn't start and stop with treatment, which is why they offer (to list a few):

- Family rooms and Family facilities on and near hospital grounds
- Learning programs and scholarships
- Family retreats
- Care mobiles
- Ongoing care programs for the whole family including social workers and in-house psychologists
- Grants towards improving the overall health and well-being of children globally

RMHC believes that an oasis of comfort in a sea of chaos is as powerful as any medication, and that a home is more than four walls and a roof over your head; it's the intangible magic that transpires in moments shared together. Ultimately they believe in keeping families close because when families are together, they all heal better.

McHappy day is a catalyst for bringing people together to embrace healing as a joyous experience.

### **Mandatories:**

McHappy Day 2017 date: October 14

Call to action: Visit your nearest McDonald's to donate

Logos: Ronald McDonald House Charities Logo and McHappy Day Logo

For more information: <https://www.rmhc.org.au/>

It is worth noting that \$2 from every Big Mac sold on McHappy Day is still the most important donation mechanic.

Please refer to [HERE](#) for Eligibility and "How to submit your entry – Fact Sheet"