

# Growing McCain's brand through human connection

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Joe Public United's latest campaign for McCain pays homage to the one person in all our lives that means everything - mom. We all love our dear moms and although we are grateful for all that they do, we don't always get the chance to show our full appreciation.



Client McCain in partnership with Joe Public United for their recently launched brand campaign, showcases how McCain helped three truly authentic South Africans set up a surprise dinner for their moms. Hidden cameras captured this very special evening, with each surprise dinner culminating in a personalised printed thank you message on mom's plate at the end of her meal, for the whole of South Africa to see.

"This idea connects emotionally and drives authentic stories, family time and joyful moments that are at the heart of the McCain brand," said Roanna Williams, Creative Director Joe Public United. "Using our integrated offering to grow an idea is how we continue to strive toward bringing the very best 360° solution to our clients."

A beautifully integrated effort from the agencies, this campaign incorporated talents from Joe Public (ATL), Shift Joe Public (Brand Design) and Connect Joe Public (Digital) along with Sabio Communications (PR) allowing the idea to reach its full creative potential.

Shift Joe Public, created a typographical guide as well as a unique look and feel for the overall campaign from colour to illustration style. Digital specialist, Connect Joe Public, gave the beautiful TV ads a life online, through a complementary digital campaign that allowed people the opportunity to pay homage to their moms by creating a memento like no other. Customers can purchase their very own individually crafted plates or sets of plates through a responsive e-commerce site <http://www.mccainjoys.co.za>.

The team created the space for a unique personalised memory, which can be shared through social media with the following hashtags #JoysOfMcCain & #MakeAPlate. In line with the strategic communications the digital component will see conversations structured around the plate, customers' stories and finally their shared meal. All helping to seamlessly bridge the gap between offline and online through e-mailers, digital and social media advertising, branded social media pages and finally an SMS competition.

"Taking an idea across mediums and adding value to it, is always at the heart of what we do at Connect Joe Public. The

McCain's TV ads are so real, it was easy to expand them into an online space. It's all about finding ways to bring more life to the idea that it's little things that mean everything," said Dylan McLean, Creative Director, Connect Joe Public. "We want to build true brand co-creators and create brand connection and loyalty that will last for McCain."

## **Credits:**

### **Title**

It's The Little Things That Mean Everything

### **Agency**

Joe Public United (Integrated)

### **Creative Director**

Roanna Williams

## Agency Art Director

Stephanie Hunter

## Agency Copywriters

Kate Glover

Marina Andreoli

## Chief Creative Officer

Pepe Marais

## Agency Producer

Ananda Swanepoel

## Account Management

Kate Turner and Kelly Bardon

## Typographers

Shift Joe Public

## Digital

Connect Joe Public

## Brand

McCain

## Brand Representative (Client)

Deolinda da Costa

## Production House

Velocity Afrika

## Director

Zwelethu Radebe

" **SheBeen campaign reimagines women's safety in taverns** 21 May 2024

" **Chicken Licken gives you the trick to make your family proud** 16 Apr 2024

" **Joe Public voted SA's Best Agency To Work For** 5 Apr 2024

" **When love is tough, Love Me Tender** 15 Feb 2024

" **Joe Public awarded overall Agency of the Year at the 2023 Financial Mail AdFocus Awards** 29 Nov 2023



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