

Chinese Whispers

TUE 10 JAN 2009

DDB^o China Group DDBLOG

Cheer for China – Most Contagious viral campaign in 2008

As well as winning a Gold at the China Effies, our Cheer for China campaign for McDonald's has been picked by Contagious Magazine as one of the **"top viral campaigns in 2008"**. Only one other campaign from China made the cut.

"The brief was to find a unique way for the brand to stand out in the crowd of official Olympic sponsors. The result—Cheer for China—not only answered this brief, but in doing so, exceeded expectations and even broke a world record." writes Contagious.

If you're not familiar with the magazine, it's a quarterly intelligence briefing which identifies ideas, trends and innovations behind the world's most revolutionary marketing strategies. In just 4 years it has become one of the most highly regarded publications around.

Last Summer may well be remembered as Olympic madness in China. We needed to identify a creative solution to differentiate McDonald's campaign from the plethora of others. We knew that people here were excited and proud to be hosting the Olympics but the games felt a little remote and out of reach – how could people get directly involved? We gave the country a way to connect with the event. We turned McDonald's global tagline **"I'm Lovin' it"** into a creative new slogan, **"I am lovin' it when China wins"**.

People could record this cheer and upload it onto the website via video, photo, audio and even special cheering stations at restaurants. Through online voting and a reality show the 5 best cheerers were picked to become the **"official McDonald's cheering team"**.

The 3 phase campaign kept up the tempo throughout, and millions of people got involved, in the last stage the top cheerers led 1200 fans to dance together to create a new world record for cheering.

Check out more about the campaign here:
<http://www.ddbchina.com>

Click here to download the Contagious Magazine report:
<http://www.contagiousmagazine.com>

Dick

Dick van Motman
CEO & President DDB China Group
dick.vanmotman@asiapac.ddb.com

