

# McD2

Communications Redefined

## COMPANY PROFILE



# ABOUT US

McD Squared is a marketing, communications and digital agency specialising in IT and telecommunications. Launched in July 2013, McD Squared provides strategic communications, crisis communications, media relations, marketing advice and social media communications services to local and multi-national organisations that want to position themselves as thought leaders in their respective fields in the South African and broader African market.

Owned and managed by communications specialist, Lizelle McDermott, the agency has provided communications services to a variety of local and multi-national clients, such as Microsoft West, East Central Africa and Indian Ocean Islands; Intel; Itec; 3fifteen; Merchants; Mobile Web Africa; Independent Data Corporation; Hitachi Data Systems, Nokia and BCX (formerly Business Connexion). Our strategic partnerships with other small specialist agencies enable us to provide different, strategic, creative and innovative communications across traditional, digital and social media platforms that are beyond the scope of traditional communications.

## Our services include:

- Marketing strategy development incorporating above-the-line, through-the-line and below-the line to ensure an integrated approach across all potential touchpoints, including events
- Communications services including strategy development, public relations, crisis communications, media relations and spokesperson training
- Social media communications including strategy development, spokesperson training, and community management

Our objective is to provide our clients with a creative, integrated approach to all their communications needs by projecting one voice across multiple channels while growing their brand. Each client receives hands-on attention and we treat each brand with the respect we would our own. The key to our success is that all our campaigns must not only drive visibility but business value. We, therefore, ensure that we get to know your business strategy intimately as that informs every creative idea we put together for you.

## Find us on social media:

 Twitter: [@mcdsquaredza](https://twitter.com/mcdsquaredza)

 Facebook: [facebook.com/mcdsquared/](https://facebook.com/mcdsquared/)

 LinkedIn: [linkedin.com/company/mcd-squared](https://linkedin.com/company/mcd-squared)

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# LIZELLE MCDERMOTT



Number of years working in communications: 14 years

Work experience: Broadcast news journalism, ICT research and consulting, quality controlling, B2B and ICT PR, event management and business development.

Client experience: Avanade, Canadian Solar, Fernridge Consulting, CA Southern Africa, Cisco, Samsung, Internet Solutions, Huge Telecom, Huge Group (incl. Investor Relations), Blue Label Telecoms (incl. Investor Relations), StorTech, MSi, Eyeballs Mobile, Philips Lighting, GS Telecom, KFC, Itec, 3fifteen, Merchants, Hitachi Data Systems, Mobile Web Africa, First National Bank (FNB), ASUS, International Data Corporation, Institute of IT Professionals South Africa (IITPSA), Fondiversal Technologies, Business Connexion, Telkom I Business Connexion, BCX, ADATA, Nokia, Vodafone, Vodacom Business.

Type of client-driven work experience: Communications strategy development, crisis communications strategy development and management, strategic counsel, content development, influencer relations, event management, digital strategy, media training and social media community management.

Lizelle started McD Squared as a niche ICT marketing communications agency in July 2013. Prior to that she was the associate director of Waggener Edstrom's South African office, where she was responsible for Microsoft West, East, Central Africa and Indian Ocean Islands (integrated communications), Intel (social media for Intel South Africa, Intel Kenya and Intel Nigeria), Hitachi Data Systems (integrated communications), Avanade (social media), Aruba Networks (PR), Samsung (CSI PR), Fernridge Consulting (PR) and Canadian Solar (PR). She remained a part-time consultant to Waggener Edstrom on the Microsoft, Intel and Hitachi Data Systems accounts for several months after starting McD Squared.

She has experience across several multinational and local brands, including Cisco, CA Southern Africa, Samsung Mobile, Neotel, BCX (formerly Business Connexion), Internet Solutions, First National Bank (FNB), ASUS and Nokia Siemens Networks.

Lizelle is a journalist by trade, but has over 13 years' ICT marketing communications experience having worked with both local and global communications agencies. In addition to that she has in-depth ICT research experience. Her core specialty lies in taking complex technologies and simplifying them to communicate them to a broader market – both B2B and B2C. She has been actively involved in social media, both personally and in a professional context. She has managed several events, including launching the UK-based event IP EXPO in South Africa.

Her passion for technology is evident in the way in which she approaches her clients' businesses and the creative concepts for "out-of-the-box" public relations activities. She also has a passion for emerging technologies, particularly in mobile and has a soft spot for the African developer community – our local pioneers in driving innovation.

**Find Lizelle on social media:**

 Twitter: @LizelleMcD

 LinkedIn: <https://www.linkedin.com/in/lizellemcdermott/>

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# IRENE VON BUDDENBROCK



Irene joined McD Squared in January 2016 as a consultant. She works across all clients writing content, managing media relations, social media community management and graphic design. She is an artist with a passion for traditional and integrated Public Relations (PR) and is driven by both clients and end user's needs and satisfaction.

Client experience: Profmed, LottoStar, USN, IntegriSure, Thusanani, TomTom, Logitech, AOC, and MMD, Philips, Vodacom, Vodafone, Autodesk, Sterkinekor, Entelect, Fondj, Business Connexion, IDC, Fujifilm, Michelin, Software AG, The Innovator Trust, Innovation Group, Acer, Institute of IT Professionals South Africa (IITPSA), Fondiversal Technologies, Business Connexion, Telkom I Business Connexion, BCX, ADATA, Nokia, International Data Corporation (IDC).

Irene has extensive experience in consumer technology, enterprise, social media management, and media relations. Her client experience includes both local and international brands, and she is passionate about everything and anything in technology.

She is an enthusiastic individual that believes in the highest form of professionalism, building relationships, and most importantly that PR is not just a career but a lifestyle.

## Find Irene on social media:



Twitter: @irenezondi



LinkedIn: <https://www.linkedin.com/in/irene-von-buddenbrock>



Instagram: @irenevb27

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# ABOUT OUR CLIENTS



## International Data Corporation (IDC) - current client

International Data Corporation (IDC), is an American market research, analysis and advisory firm, which specialises in information technology, telecommunications, consumer technology and software development.

- Manage all media communications for Sub-Saharan Africa
- Content development
- Press releases / Announcements
- Thought leadership
- Features
- Sub-Saharan Africa social media community development and management
- Social media advertising
- Thought leadership videos
- Manage media attendance, onsite interviews and live social media updates at all events including:
  - CIO Summit
  - IoT
  - IT Security
  - Mobility
  - Mining roundtable
  - Annual predictions



## ADATA - current client

ADATA Technology Co., Ltd. is a Taiwanese memory and storage manufacturer, founded in May 2001 by Simon Chen. Its main product line consists of DRAM modules, USB drives, USB hard drives and memory cards in CompactFlash and Secure Digital formats.

- Manage South African media communications
- Content development
- Trial unit management



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# ABOUT OUR CLIENTS

## NOKIA

### Nokia - current client

Nokia is a global leader in creating the technologies at the heart of our connected world. Powered by the research and innovation of Nokia Bell Labs, they serve communications service providers, governments, large enterprises, and consumers, with the industry's most complete, end-to-end portfolio of products, services and licensing.

- Manage all media communications in South Africa and across the African continent
- Content development
- Press releases/ Announcement
  - Thought leadership
  - Features
- Manage media attendance, onsite interviews, and social media updates

## BCX

### BCX - former client

BCX is one of Africa's leading premier ICT solutions and service provider with the technology, capability, and skills to deliver end-to-end digital solutions for large and medium enterprises in the public and private sectors.

- Manage all social media channels and content development
- Social media advertising
- Manage all media communications
  - o Interviews
  - o Media relationships
- Manage events
- Manage website content and blog
- Content development
  - Press releases/ Announcements
  - Thought leadership
  - Features
  - Thought leadership videos
  - Internal communications
- Creative campaigns, such as Facebook games

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## Fondi - project client

FONDI is the "FOUNDATION of IDEAS" that brings in a wide range of products connecting human minds to future technology with a bold perspective. Our brand's purpose is to redefine digital passion by continually challenging the status quo.

- Product placement
- Press Release distribution
- Identification of possible opportunities within the South African market



## Institute of Information Technology Professionals (IITPSA) - project client

IITPSA (Institute of Information Technology Professionals South Africa), formerly Computer Society South Africa (CSSA), is a professional body, recognised by the South African Qualifications Authority (SAQA). Established in 1957, the Institute has a long and proud history of service to, and representation of, South Africa's ICT professionals and practitioners, attracting a broad and active membership from all levels of the ICT Industry.

- Account management for IITPSA includes:
- Content development
- Media relations
- Client management
- Social media management and content development
- Design
- Thought leadership videos



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## TEXT100

### Text100 - former client

Text100 global integrated communications plots fresh, fearless routes to connect people with brands by challenging convention and exploring the possibility.

• Account management and content development on Vodafone (Africa focus), Vodacom Business and Vodacom Business Africa including:

- Message development
- Strategy development
- Content development
- Client management
- Media relations
- Social media management on behalf of spokespeople



### WE (formerly Waggener Edstrom) - former client

WE (previously Waggener Edstrom Communications) is a Seattle-based public relations firm often associated with its largest client, Microsoft. The firm was founded in 1983 by Melissa Waggener Zorkin and Pam Edstrom. It acquired Maloney & Fox in 2003, Shout Holdings in 2004, Patzer PR in 2012 and Buchan Consulting also in 2012. WE has four areas of expertise: technology, healthcare, social innovation, and consumer.

• Account management and content development on Microsoft WECA (West, East, Central Africa and Indian Ocean Islands), Intel and Hitachi Data Systems including:

- Strategy development
- Content development
- Client management
- Media relations

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## Headlines - former client

Headlines has 21 years' experience building brands and reputations in the media. They provide focused media relations and strategic communications. This is achieved through continually searching for innovative ways to position clients within their target market to ensure that the key messages are communicated and are in line with their business objectives.

- Account management of Merchants, a Dimension Data company including:
  - Content development
  - Media relations
  - Client management
  - Social media content development
- Account management of 3fifteen, a Britehouse company including:
  - Content development
  - Media relations
  - Client management
- Account management of Itec including:
  - Content development
  - Media relations
  - Client management

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