

Corporate Reputation Management



- **Date:** Ongoing
- **Mission**
 - Ketchum China has been a strategic agency partner of McDonald's since 2004. Our mission in China is to build McDonald's reputation as an industry leader and develop McDonald's overall brand image using a 360 degree communications approach.
- **Method**
 - Dedicated teams in key Chinese cities offer a depth of experience and expertise to match the internal structure of the client.
 - Developed a strategic framework for the communications team to create consistency in communications both internally and externally.
 - Leveraged major milestones such as partnerships with the China Cuisine Association, the launch of the Askme.com website, and the Ronald McDonald House Charity to engage in direct dialogue with media, consumers and key stakeholders.
- **Measurement**
 - Since 2005, McDonald's has consistently been ranked one of the most influential multinationals in China by organizations like the Development Research Centre of the State Council, Sohu Finance, the Beijing General Chamber of Commerce, the Beijing Daily Group, and the Shanghai Commercial Information Center & Research International China.
 - In June 2006, in response to the expansion of a McDonald's and Sinopec partnership in China, McDonald's share price was pushed up. Over 470 articles were filed internationally in leading financial news outlets and online sites.



credibilityinspirationcredibilityinspirationcredibility