

Case Study

McDonald's Canada: Corporate Social Responsibility Report

When McDonald's Canada needed a new approach to its corporate social responsibility report, it turned to Room 40 Communications.

Using our effective story-driven approach to corporate messaging, Room 40 created a narrative that showcases McDonald's Canada's dedication to customers, employees and the community.

By engaging key leadership team members at both McDonald's Canada and its suppliers through interviews, Room 40 used clear and effective writing techniques to create a document that demonstrates McDonald's Canada's commitment to the highest standards of corporate social responsibility.

