

Winning Strategies



Nando's



▷ “HELP NANDO’S FIGHT MALARIA.”

That was the rallying cry of a 2007 expedition wherein Nando's executives teamed up with South African explorer and philanthropist Kingsley Holgate to distribute mosquito nets in malaria-endemic regions of Africa. Since that time, the Portuguese-style chicken restaurant has been shepherding malaria initiatives as a way to gain social relevance in the private sector. In 2009, it took a leading role in the United Against Malaria partnership, launching a publicity bracelet campaign that aims to raise USD 1 million for the Global Fund to Fight AIDS, Tuberculosis, and Malaria. ▷▷



Company Profile

Headquarters: Johannesburg, South Africa
Market: 32 countries
Employees: 26,000
Industry: Dining services
Challenge: To make malaria awareness a visible part of its outreach initiatives

Malaria Interventions

PROTECTION

- Financial support and manpower for Kingsley Holgate's UAM 2010 Expedition; 15,000 mosquito nets distributed in 12 African countries

VISIBILITY

- UAM bracelet campaign to raise funds for life-saving nets in Africa through the Global Fund; USD 200,000 so far
- Sponsorship of Disco Montego's Hearts on Fire tour to raise funds beyond Africa; 6 tour and film events, 10,000 participants, 3,400 track downloads



Above: a UAM bracelet; the Hearts on Fire tour

▷▷ By the end of the 2010 FIFA World Cup in South Africa, worldwide sales of the UAM bracelets had generated over USD 200,000 for life-saving nets and created jobs for the 150 disadvantaged local men and women who make the bracelets. Other initiatives, such as Nando's Red Hot Golf Days in Johannesburg and Nando's sponsorship of the Hearts on Fire concert tour in Australia helped bring additional visibility to the UAM campaign.

Rejoining Kingsley Holgate on World Malaria Day 2010, Nando's took part in the UAM 2010 Expedition, visiting 12 malaria-endemic countries and helping to distribute 15,000 mosquito nets—a weight so burdensome it cracked the tops of some of the support vehicles. They also handed out footballs and coloring books to educate children and communities about malaria. The expedition's sponsors reported a USD 5.5 million financial contribution.

On its own turf, Nando's has distributed 2,000 nets to employees in at-risk areas, so as to give them the proper tools to live in a malaria-free environment. Over the next five years, it will expand outward as it continues to commit its events, partnerships, and creative branding power to help achieve the Millennium Development Goals to end malaria-related deaths by 2015. ◁



“ As a company born and bred in Africa, Nando's believes strongly in supporting programmes that make a real difference to the people of the continent that we call home. The time to act is now, and it's incumbent on Africans to be part of eradicating malaria from our magnificent continent. ”

**Robert Brozin,
Nando's CEO and
Founder**



The UAM 2010 Expedition with explorer Kingsley Holgate

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