This Agency Used McDonald’s Ad Inventory to Amplify Its PSA About Anti-Asian Hate



As the pandemic began to ramp up last March, multicultural agency IW Group immediately noticed the rise in anti-Asian hate that came along with it and wanted to do something about it.

Recommended articles
https://www.adweek.com/agencies/this-agency-used-mcdonalds-ad-inventory-to-amplify-its-psa-about-anti-asian-hate/