

MCD²

M c D S q u a r e d
COMMUNICATIONS
REDEFINED

COMPANY PROFILE



Corporate Vision

The future of better business



Most Outstanding IT and
Telecommunications Marketing Agency,
2020 - South Africa
Corporate Excellence
Awards 2020



CorporateLiveWire
SOUTH AFRICA
PRESTIGE AWARDS
2020 WINNER



ABOUT US



McD Squared is a dynamic marketing, communications, and digital agency that specializes in IT, telecommunications, IoT, and energy. Since our launch in 2013, we've been helping local and multinational brands across South Africa, Africa, and the Middle East establish themselves as industry thought leaders.

Founded and led by communications expert Lizelle McDermott, McD Squared has worked with a range of high-profile clients including Microsoft West, East, Central Africa, and Indian Ocean Islands; Intel; Nokia MEA; Hitachi Data Systems; BCX; International Data Corporation (IDC); Africonology; and Aggreko Africa, Middle East, and Asia.

Our success stems from a unique blend of strategic thinking, creative innovation, and a hands-on approach. Through strategic partnerships with specialist agencies, we deliver cutting-edge solutions across traditional, digital, and social media platforms—taking your brand beyond conventional boundaries.

Our Services Include:

Marketing Strategy: Integrated campaigns across all channels, including events, ensuring a unified message that resonates.

Communications: Thought leadership content, public relations, crisis communications, media relations, and spokesperson training that elevate your brand's voice.

Social Media: Comprehensive strategy development, content creation, LinkedIn training, and community management to amplify your digital presence.

At McD Squared, we don't just boost visibility—we drive real business results. By immersing ourselves in your business strategy, we create campaigns that align with your goals and deliver measurable impact. When you partner with us, you'll experience personalized service, creative excellence, and a commitment to making your brand stand out in a competitive landscape.

LIZELLE MCDERMOTT

Managing Director



Number of years working in communications: 20 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, Nokia Middle East and Africa, Aggreko Africa, Middle East and Asia, Africonology, The Awareness Company, and the IoT Industry Council.

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.

Lizelle is a journalist by trade but has over 20 years of 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 speciality 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 client's businesses and the creative concepts for "out-of-the-box" public relations activities. She also has a passion for emerging technologies, particularly in the Internet of Things (IoT), the energy transition, and mobile and has a soft spot for the African developer community – our local pioneers in driving innovation.

Twitter: @LizelleMcD

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

IRENE VON BUDDENBROCK

Account Director



Irene joined McD Squared in January 2016 as a consultant and is now the Account Director. She currently has 10+ years of industry experience within the technology B2B and B2C space. She works with all clients on a strategic level as well as managing media relations, social media community management, copywriting 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 users' needs and satisfaction. She aims to enable her clients to be able to change the way they do business, challenge the status quo, and make sure they are keeping up with trends that align with their business goals.

Client experience:

Profmed, LottoStar, USN, IntegriSure, Thusanani, TomTom, Logitech, AOC, MMD, Philips, Vodacom, Vodafone, Autodesk, Sterkinekor, Entelect, Fujifilm, Michelin, Software AG, The Innovator Trust, Innovation Group, Acer, Institute of IT Professionals South Africa (IITPSA), Fondiversal Technologies, Telkom| Business Connexion, BCX, ADATA, Nokia Africa, Middle East and Africa, Globalstar Africa, Aggreko Africa, Middle East and Asia, International Data Corporation (IDC), Africonology, The Awareness Company and the IoT Industry Council, as well as many other start-up local brands.

Irene has experience in design as well as extensive experience in public relations specifically in consumer technology, enterprise, as well as social media management, and media relations. Her client experience includes both local and international brands, and she is passionate about everything and anything related to technology and the business.

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



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

Find us on social media: McD Squared



Instagram: @mcdsquaredza

Twitter: @mcdsquaredza



Facebook: facebook.com/mcqsquared/



LinkedIn: linkedin.com/company/mcd-squared



CLIENTS WHO HAVE BEEN PART OF OUR JOURNEY



Create | Digitise | Connect | Secure



Testimonial



By: Mark Walker, Associate Vice President, Sub-Saharan Africa IDC Middle East, Africa & Turkey

We have been working with McD Squared for almost five years now. What I like about McD Squared is that they are flexible, adaptable and they come with fresh ideas. They get involved in your business as a partner, not as a supplier. I think that really sets them apart from other PR agencies.

Their creativity stands out. The company can give very good insights, understands the market that we operate in, understands the requirements of that market and are able to give valuable and creative insights on how to do public relation properly.

Although the company is small in terms of a full-time head count, the relationships they have with other suppliers and the partnerships that they have entered themselves, gives them the ability to take on projects across a wide range of industries and a wide range of deliverables. Specifically, what comes to mind is the type of multi-disciplinary approach and how you pull people together from a gig economy point of view. That's very forward-thinking and it works.

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TESTIMONIAL



SqwidNET
A DFA COMPANY



By: Minty Smouse, Former Marketing Manager of SqwidNet

I've been working with McD Squared since May 2019, but have worked with Lizelle McDermott before during my tenure at Neotel. For just over a year now, we have been working together to position the SqwidNet brand in the market, moving the messaging beyond focusing on the network and entrenching the brand in the Internet of Things (IoT) space, something we have been commended for by Sigfox, whose network SqwidNet operates in South Africa.

What I value most about the team at McD Squared is their creativity, commitment to delivery, and their willingness to go beyond the call of duty to support us as a client. They understand SqwidNet as a business as well as the industry as a whole and ensure they always advise us on the best possible tactics to achieve our business goals.

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TESTIMONIAL



BCX

By: Zinhle Modiselle, former GM of Marketing and Communications, BCX

I worked with McD Squared for just over two years from a Business Connexion perspective. However, having said that, I've worked with Lizelle, the owner of McD Squared, since about 2008. We've worked on a myriad of brands and multinational companies in Africa, delivering on PR services, which was part of my scope in different companies like Intel, Neotel, BCX, and even in a start-up. I've known Lizelle for a very long time and, as you can see, I keep taking her wherever I go.

There are several things I value about McD Squared, besides the people themselves who are highly professional, dedicated, and really know their stuff in terms of the ICT space. For me, the other big thing is being a boutique agency - I really value that they will go the mile for you as a client, regardless of when you need them. We've gone as far as doing press releases on a piece of toilet paper, so I think that goes to tell you that these are the guys that go the extra mile to deliver on services. And, I think for them being small, makes it even more so, in terms of a focus on delivery and on the client. They also have a deep understanding of ICT and have a fresh approach when it comes to delivering services and thinking out-of-the-box in terms of helping my brand stand out in the ICT space, which is currently incredibly cluttered.

They are incredible around strategy and delivery, and, if there are bigger jobs and bigger things that need to be done, they also have a myriad of other partner agencies and freelancers that they call in and I as a client prefer that. I find that in terms of cost, I save costs in terms of working with and dealing with a smaller agency, but still get the benefit of their high delivery-focused approach and they're incredibly professional. They know their stuff, so I think they are more than capable of handling public relations on behalf of clients, not just South Africa, but the rest of the African continent as well.

Not only would I recommend them - I have worked with them in some way or another in every company I have moved to. So, that I think is an indication not just of a verbal recommendation, but an action recommendation, which really shows that these, for me, are the guys that you want to partner with if you're in the ICT space and you want to redefine your value proposition in the market through thought leadership. You need people that are going to understand you, you need people that are going to understand the industry and you need people that are going to think out-of-the-box in terms of positioning you and giving you that end-to-end service that really will help you reposition your brand.

Would I recommend them? No, I would insist on having them on board.

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