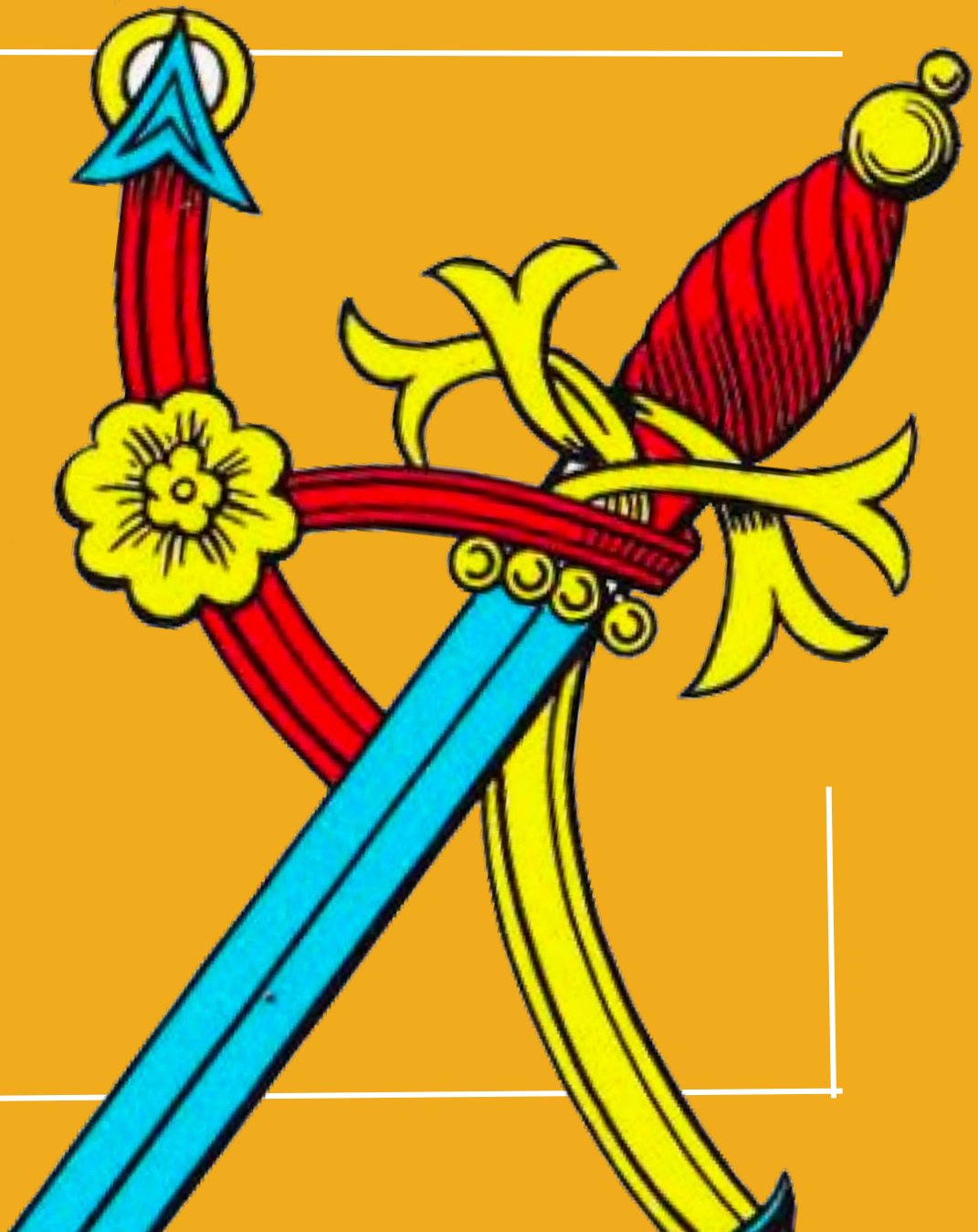


Ronda: The Game of Connections

9



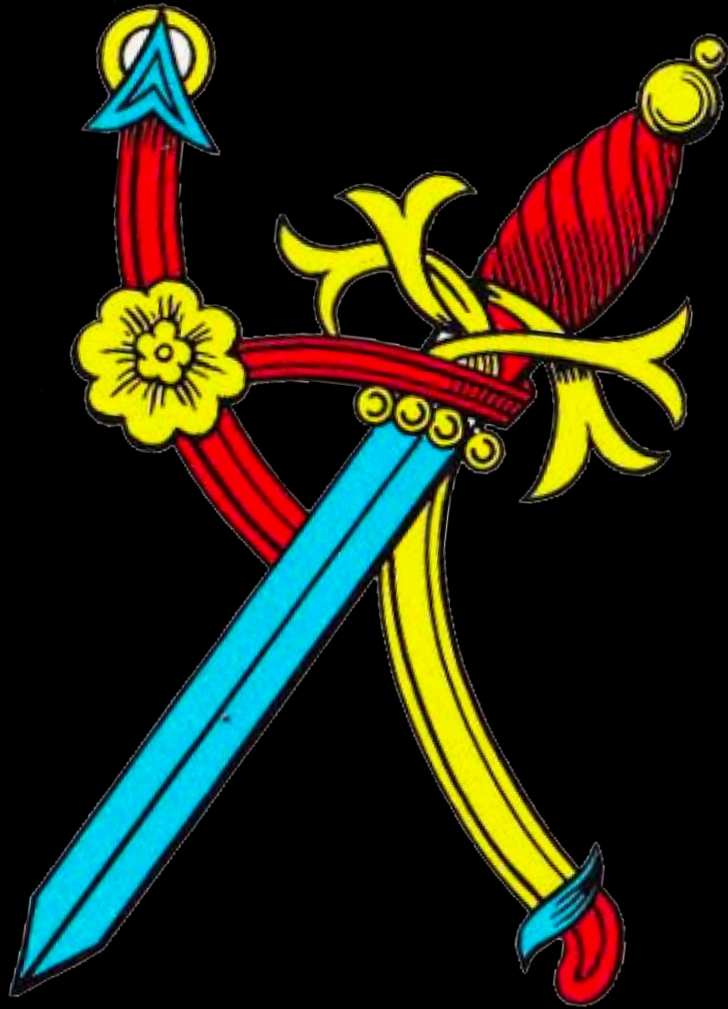


Imagine being excluded.
Regardless of your skill set.
Regardless of where you at.

You have been left out of the game.
Even if only by a mistake.

This is the feeling of more than
8000 Moroccans that are deprived of
basic right to decent housing.





JOOD is looking for a support in fundraising and for an idea, that will grab attention, stand out and can work in a long term.

The target audience perceive the homeless as untrustworthy, lazy or unwilling to comply. Due to this misconception, they automatically exclude the homeless from the game.

MAIN QUESTIONS...

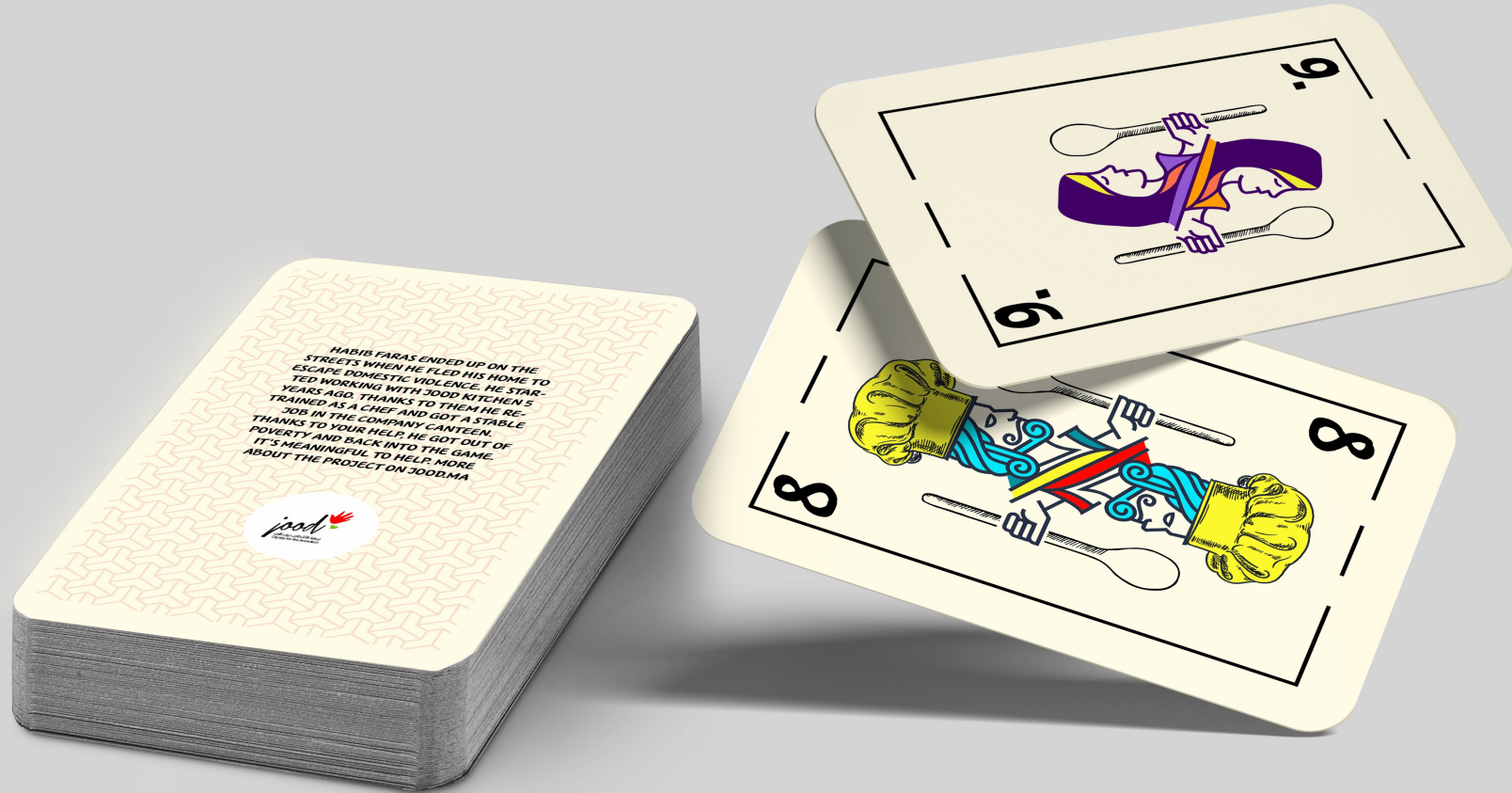
What does the target audience have in common with the recipient of their help?

How to reach them naturally and convey the message in a memorable and engaging way?

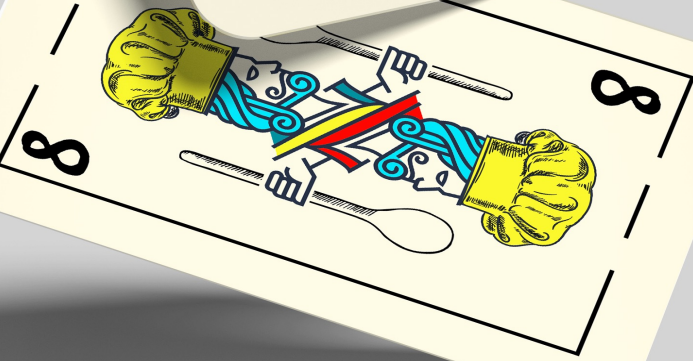
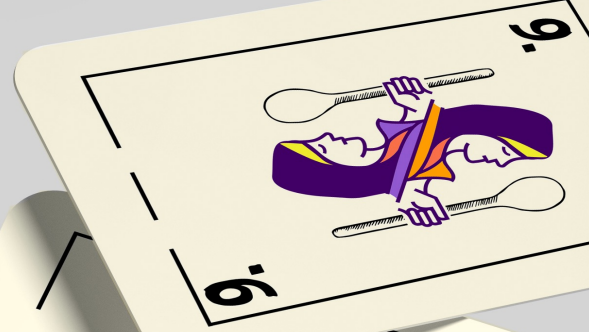
How we connect them and showcase the stories of the recipients?



LET'S PLAY!



HABIB FARAS ENDED UP ON THE STREETS WHEN HE FLED HIS HOME TO ESCAPE DOMESTIC VIOLENCE. HE STARTED WORKING WITH JOOD KITCHEN'S YEARS AGO. THANKS TO THEM HE RE-TRAINED AS A CHEF AND GOT A STABLE JOB IN THE COMPANY CANTEEN. THANKS TO YOUR HELP HE GOT OUT OF POVERTY AND BACK INTO THE GAME. IT'S MEANINGFUL TO HELP MORE ABOUT THE PROJECT ON JOODMA

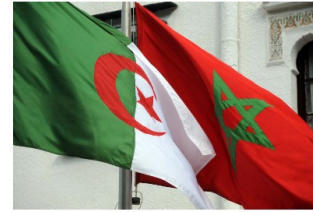




New deck of cards for RONDO aim to redefine the perception of homeless

Over 8000 people are deprived of basic need for a housing and get stucked in the loop of unemployment. Initiative JOOD Kitchen aims to change that.

📷 26 May 2024



Moroccan club 'wins' cup tie 3-0 after Algerian hosts confiscate kits

Renaissance Berkane win first leg over USM Alger after Algerian customs confiscated the visiting team's kits.

25 Apr 2024



Morocco's Marrakesh is awakening slowly from the earthquake damage

In the medina beloved by tourists, signs of recovery lie side-by-side with lasting damage.

14 Mar 2024



Team from the Czech Republic won Cannes Young Lions Award

Win of a central european team took the jury by surprize and left them stunned afterwards.

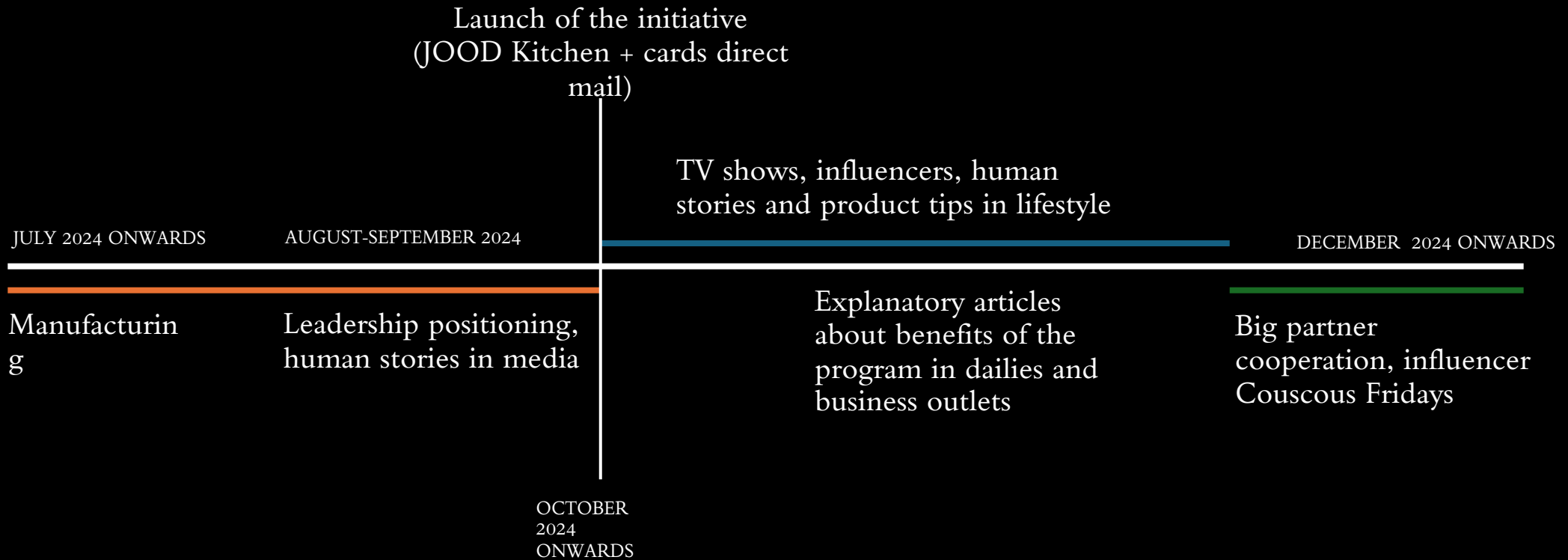
8 Mar 2024

LET'S SCALE!



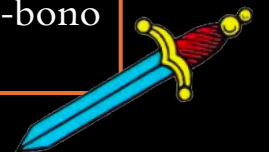
With a help of a partner, we become an integral part of Couscous Fridays, as we add the deck to their packaging.

TIMELINE & PRODUCTION



- Pre-launch
- Launch
- Aftermath

The campaign is fully scalable and due to the JOOD's relations and reputation relies on external partners and pro-bono cooperation.



GAME OF CONNECTIONS

Facing the situation with decision makers & budget owners, who misinterpret the realities of homelessness and unemployment, which leads to missing out a conversation.

We would like to connect with those in need and empower them to reclaim their lives with the support of our JOOD program.

Introducing a refreshed and more inclusive deck of Moroccan cards, along with the new rules for the game RONDA.

BY ADDING THE UNVALUED BACK TO THE GAME...

...and launching targeted direct mail campaign to engage our audience, media, and influencers. Amplifying awareness through educational articles to shine a spotlight on the issues of homelessness and unemployment.

