

# MARKETING FUNDAMENTALS

LCBB4004

Assignment Title:

Blogging to communicate

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**McDonald's**  
**BLOG**



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## INTRODUCTION

McDonald's Corporation is a US company active in food services. It operates, either directly or through franchising, the largest fast-food chain in the world. It is headquartered in Oak Brook, a suburb of Chicago, in the state of Illinois. McDonald's restaurants are spread all over the world and have become one of the most recognisable and contested symbols of so-called globalization.

### *A bit of history*

The history of McDonald's began in 1954, when Ray Kroc, an electric milkshake salesman, decided to visit a restaurant in the USA, owned by the two McDonald brothers, to find out why there was such a high demand for his flagship milkshake model.

Kroc was impressed by their business and the speed with which brothers Richard and Maurice McDonald served their simple meal. It consisted of a hamburger and a soft drink with an unbeatable price to the thousands of people who queued to get their product.

He was fascinated by the high volume of sales achieved by the restaurant and the simplicity and effectiveness of the system. Every step in the formation of the menu was reduced to the essentials and achieved with minimal effort. The restaurant offered, according to its patrons, the best burger in the region, for 15 cents, with no tip and no long wait.



Kroc, founder of the McDonald's Corporation, was the first to see that there was big business behind this organizational model. Serving people, a good, hot, cheap and above all fast meal was an intuition that in just a few years created the fast-food industry from nothing.

After one year, Ray Kroc opened the first McDonald's restaurant in the USA. The first McDonald's in Europe opened in Amsterdam in 1971 and in 1990 in China. Today, there are more than 250 McDonald's restaurants in China, and they are called Mai Dang Lao.

Also in 1990, McDonald's opened in Moscow. After almost half a century, there are more than 29,000 McDonald's restaurants worldwide, including about 13,000 in the United States. They employ 1.5 million people and serve more than 43 million customers every day. Initially famous for its hamburgers, McDonald's has since diversified its offering with hundreds of other products to suit the needs of consumers in each of the 121 countries in which it now operates. After opening restaurants in the rest of the world as well as in America, McDonald's, some 43 years after opening its first restaurant, put its official website online, which receives millions of visitors every week (Wikipedia, 2020).



## Mc Donald's PRODUCTS

### "Look around and be inspired".

Our secret is our quality. We choose only the best products. All our raw materials come only from selected partners who work with care and to very high standards.

Look at the menus or discover our products one by one. From the unique taste of all our burger to the freshness of our salads, from the world of Happy Meal to all the sweetness of our sandwiches for a good breakfast. (McDonalds, 2022)

### **BURGER**

The full McDonald's flavor in every bite.

Some people prefer meat burgers, others chicken. Those who want to dive into the taste of the sea and those who don't want to give up a great classic.

At McDonald's, there's a sandwich for every taste. Choose Your:

- The Big Mac Classic is ready to surprise you with its even more irresistible taste. Wrap yourself in the hottest bread, take in the flavor of its juiciest meat, and enjoy an extra dollop of its unmistakable sauce - you'll find it tastes even better.



**McChicken® Sandwich**  
1627 kJ | 388 kcal



- If you're a chicken meat lover, we have a real treat waiting for you. Soft chicken breast meat in a crispy breadcrumb coating, combined with a fragrant salad and a tasty sauce.

- We also have a classic in a vegetarian version. The juicy vegetarian slice wrapped in a crispy, golden breading, combined with crunchy salad eisberg and delicate sandwich sauce.



**Vegetable Deluxe**  
1593 kJ | 380 kcal

- For a breakfast that fills you with energy for your day we have our Great Classics.



**Bacon Roll with Brown Sauce**



**Double Bacon & Egg McMuffin®**



**Sausage & Egg McMuffin®**

### **McNuggets® & Veggie Dippers**

"One leads to another"

Chicken McNuggets®, Veggie Dippers?



**Chicken McNuggets®**

1083 kJ | 259 kcal

- *Chicken breast meat in a crispy breadcrumb coating, served with various delicious sauces. Also available in other formats: as a small snack or as a main meal.*



**Veggie Dippers pieces**

1330 kJ | 321 kcal

- *Pesto sticks of red peppers and sun-dried tomatoes, all coated in crispy golden breadcrumbs. The whole thing has a great vegan flavour.*

## Wraps and Salad

Quick lunch break or light dinner?

With our salads and wraps you can expect lots of flavor and all the simplicity of fresh ingredients selected every day.

- A wraparound tortilla containing lettuce and cucumber, with mayonnaise sauce and a sweet chili sauce and crispy breaded chicken breast that will leave you speechless.
- Salad with crispy chicken breast, the crispiest. Experience the perfect mix of breaded chicken breast and tender salad, together with the sweetness of tomatoes and cucumber, for a uniquely tasty result.



**The Sweet Chilli Chicken One – Crispy**

1990 kJ | 474 kcal



**Crispy Chicken Salad**

1092 kJ | 261 kcal

## Mc Café

Let yourself be pampered by the unmistakable taste of coffee and a wide selection of hot and cold drinks that can accompany your meals in a unique combination.



Chocolate Milkshake



Coca-Cola® Zero Sugar



Caramel Iced Frappé



Cappuccino



Hot Chocolate Deluxe

**Our Price**

McDonald's is the world's most famous American fast-food chain, with outlets in all major cities and small towns. Choose from the many hamburger sandwiches on the menu. The most famous is the classic Big Mac, but you can also try cheeseburgers and children's menus. Grilled beef for an irresistible flavor. If you prefer chicken, breaded and fried chicken pieces await you, and accompany them with classic or traditional potatoes. There are also plenty of salads and vegan menus to choose from.

A varied menu, discover all the menus available in our restaurants or on our "My McDonald's app".

### McDonald's **BURGERS**

When hunger calls at McDonald's, everyone has their own taste, but everyone starts with one choice: how big should the chips and drink be to go with your favorite?

How big is your hunger? Large or Small?

| BURGERS                                                                                                                                      | Individual Price | Medium Meal | Large Meal |
|----------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------|------------|
|  <p><b>Big Mac®</b><br/>2125 kJ / 508 kcal</p>             | £ 3.29           | £ 4.79      | £ 5.19     |
|  <p><b>McChicken® Sandwich</b><br/>1927 kJ / 461 kcal</p> | £ 3.29           | £ 4.79      | £ 5.19     |
|  <p><b>Vegetable Deluxe</b><br/>1983 kJ / 474 kcal</p>    | £ 3.19           | £ 4.79      | £ 5.19     |

## Happy Meal

Our offer for children.

The Happy Meal, our offer for children, can be made up of 4 main products, 2 side dishes and a choice of drinks.

And you can also choose from many different surprises designed to keep the little ones entertained.



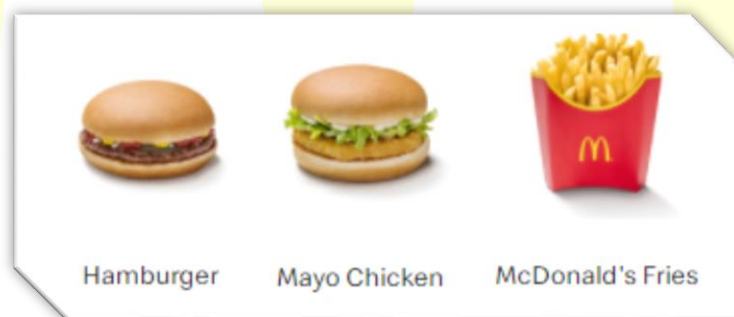
**Meal Price £ 2.59**

## McDonald's SAVER MENU

Small price, great taste.

For a quick lunch break or a sudden craving, with Saver Menu products you can enjoy all the goodness of McDonald's whenever you want.

You'll find the classic burger and the crispy mayo or our fries at a price that is always irresistible. Just like the taste.



Hamburger

Mayo Chicken

McDonald's Fries

Individual Price

£ 0.89

£ 0.99

£ 1.19



(Lad, 2018)

## Our PLACE

Just think, from 1955 until 2021 McDonald's was the largest fast-food chain in the world by number of outlets.

Our idea and our motto: worldwide, "McDonald's for everyone".

With us you can order as you like:

- In our restaurants, where we also serve our menus directly at your table.
- With our McDrive where you can order your favorite menu without even getting out of the car and enjoy it wherever you like.
- McDelivery for direct delivery to your hands wherever you are.

Our McDonald's market uses a mix of demographic, geographic and psychographic variables, while considering the changing tastes and preferences of our consumers.

The demographic variable is the most important for us, as we care about our customers of all ages: children, young people and adults all have different tastes.

In many parts of the world, our customers have a different gastronomic culture, both in terms of pace of life, lifestyle, and traditions. That is why in all our restaurants you can find a wide range of choices in the menus according to the needs of each customer.

### Restaurants

Our McDonald's restaurants are present in many countries. They are accessible to all and available to everyone.

In our restaurants you will find an atmosphere of familiarity and unique comfort. In addition to our stylish and elegant decor, you can enjoy our menus in a relaxed atmosphere.



In our McDonald's restaurants we have a place for everyone, children, young people, and families.

We have dedicated menus for all members of your family, with prices that are truly affordable for everyone.

Our restaurants are also a place of fun especially for children: they can eat special menus for them (Happy Meal) and play in the special areas where they can have fun in total safety and have a good time.

For young people, we have menus with ideal student prices, as well as a Wi-Fi service available to everyone free of charge (Shastri, 2019).

A new feature in our market is the arrival of touchscreen totems and tray table service, to make our restaurants even more welcoming.

How does it work?

It is a kind of mega tablet on which you can place your order with the support of our staff. After selecting the products from the menu you want, the system asks you to indicate the table where you want to sit and your order is served to you at the table by our restaurant staff. This is a system to take care of you and make your experience with us unique.

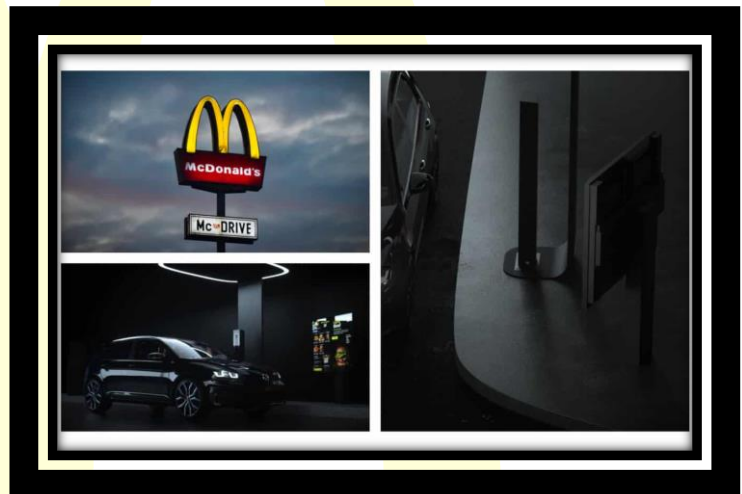


### **McDrive**

In each of our restaurants you can find the McDrive service. You can enjoy your special moments without interruption, giving them even more taste.

How does it work?

You arrive at McDrive, drive up to the machine without having to get out and order your favourite menu. Then you go to the counter where you simply pay and collect your order, where you can enjoy it in the comfort of your own home or wherever you wish.



### **McDelivery**

Within McDelivery we are happy to deliver our menus to your home quickly and conveniently.

Simply order your menu through our "My McDonald's App", or our delivery partners Uber Eats or Just Eat, and we will bring it directly to your hands.

The only thing left for you to do enjoy your favorite menu!



## PROMOTION

How does McDonald's communicate its products?

The company knows that everything revolves around people. McDonald's wants to win over new and, above all, not lose its existing customers. Here's how.

Advertising according to McDonald's is to diversify. The brand is present with sponsored messages through partnerships, influencer marketing, and the promotion of sporting events. In McDonald's view, there is a particular focus on the audience that makes the difference in the decision-making process. That is, the youngest and related parties: the company must be promoted as child and family friendly. Appealing to children also means involving parents.

Not forgetting the games and children's areas that can be found in almost every center and restaurant. If you convince the little ones, you have a whole family in your hands.

Price choice: a decisive step

To meet the changes and needs of the public, McDonald's is always introducing new

products and eliminating old ones, always paying great attention to the purchase price. Customers create an image of the value of a product and this element, which forms the basis of the marketing mix, becomes crucial for selling more.

A product is more than a number, it has psychological influences on the customer. The risk of using low price as a marketing strategy is clear: the customer associates this with poor product quality. Is there price diversification?

The quality of products and raw materials.

Of course, there are products that cost more and others that are cheaper, but the top menus never drop below a certain price. It is precisely because McDonald's does a lot of advertising and promotion to present itself as a fast-food restaurant, but a quality one.

For example, thanks to the testimony of a youtuber Jake Boys explain how McNuggets are 100% chicken breast, in the video here they show how it is produced. Taken directly to the restaurant where it is cooked to a perfect crisp and then served piping hot (McDonalds, 2022).



<https://www.youtube.com/watch?v=e5R8yikALlk>



## ***Social media marketing by McDonald's***

Promotion is not only on billboards, newspapers, and TV, but also through web marketing tools. Particularly on social media, which the public uses to create discussions and request information. But also, to build up an idea.

The added value that McDonald's gives to the work of social media marketing is the timeliness in being able to seize communication opportunities. Any concrete examples?

Here are two cases that have set the standard for online promotion.

### ***Charles Ramsey and the Big Mac***

This character from Claveland was eating at McDonald's sandwich near his home. Suddenly he notices a person shouting. He raises the alarm and thanks to his intervention it turns out that the neighbor is the author of the kidnapping of three girls.

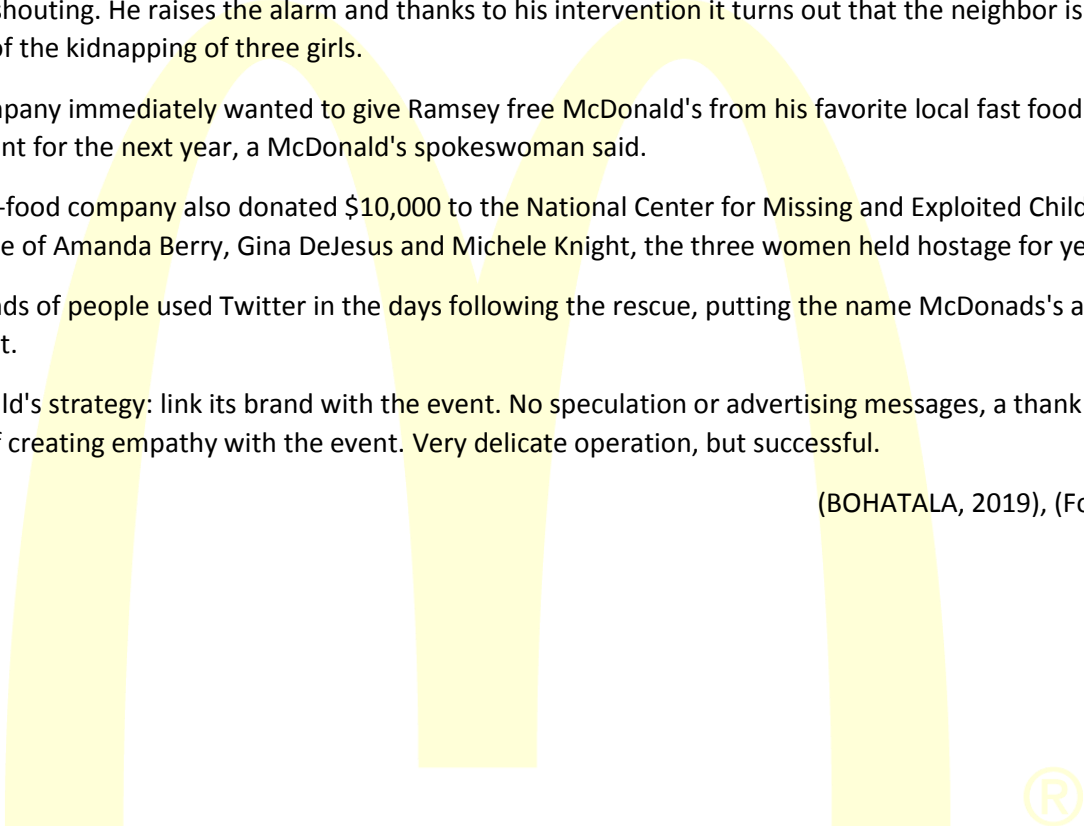
The company immediately wanted to give Ramsey free McDonald's from his favorite local fast food restaurant for the next year, a McDonald's spokeswoman said.

The fast-food company also donated \$10,000 to the National Center for Missing and Exploited Children in the name of Amanda Berry, Gina DeJesus and Michele Knight, the three women held hostage for years.

Thousands of people used Twitter in the days following the rescue, putting the name McDonads's at the forefront.

McDonald's strategy: link its brand with the event. No speculation or advertising messages, a thank you and a way of creating empathy with the event. Very delicate operation, but successful.

(BOHATALA, 2019), (Fox, 2013)



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