

Evaluate the external corporate communications

[Sociology](#), [Communication](#)



P4: Evaluate the external corporate communications of an existing product or service. Task 4: Evaluate the external corporate communications of an existing product or service. External business communication is the exchange of information and messages between an organization and its external customers outside its formal structure. One way McDonald's communicates to its external customers is their website. There are many different methods used by the company's website and these are: the use of images, the use of fonts, Packaging and the page layout.

The use of images can enhance a communication to an audience, as we tend to remember more of what we see than what we hear, therefore showing images is a better way of communicating the message to the public, and also helps the audience remember the message. The best ways to communicate through images are to: Ensure the images are relevant to what is being sold or presented, make sure the colours are Co-ordinated, prevent them from being too distracting.

These ways will make sure your images gain impact, which will make sure most of your audience will give attention, illustrate the point being made loud and clear, explain something more clearly and make a point very strongly. Fonts are a design for a set of characters. A font is the combination of typeface and other qualities, such as size, pitch, and spacing. For example, Times Roman is a typeface that defines the shape of each character. Within Times Roman, however, there are many fonts to choose from different sizes, italic, bold, and so on.

Packaging can be described as the enclosing or protecting of products for distribution, storage, sale and use. Packaging and package labelling have <https://assignbuster.com/evaluate-the-external-corporate-communications/>

different objectives. Even though they have a role in the physical protection of the product, they also have information with regard to disposal and storage of the packaging. From a corporate communication point of view, businesses can use packaging to encourage potential buyers to purchase the product.

Packaging graphic design and physical design have been extremely important and are constantly evolving broadly for several decades. Marketing communications and graphic designs are applied to the surface of the package and the point of sale display. A logo is a visual symbol of an organisation, this could vary from the signatures of the Coca-Cola and Cadbury's to the pure creation of the golden arches (The yellow 'M' that symbolises McDonald's). This is a communication tool that is a basic need to building a brand and communicating with the target audience. Logos are a necessary part of a company's image and the key to their marketing success. As seen on their home screen from the picture above, the company provides an image of one of their promotional products "The BCO". McDonald's also shows images of the three major ingredients of this product and can argue that this is its major selling point.

The images in this website are big, bright and colourful, which will instantly grab the audience's attention. Another important factor of grabbing attention is the colour of the background, which is red. This colour is known as a passionate and attention-grabbing colour, because of this it gets an instant focus from any individual that's just passing through the website; however, since the red background fades into an orange-like colour behind

the BCO, it can give a sizzling hot sensation, which implies that this product is sold hot.

The Largest text is the BCO which is colour coordinated in order to help the audience see the individual meaning of each letter which is “ Bacon, Chicken and Onion”. Also with the colours being red orange and yellow. With red being a very emotionally intense colour. It enhances human metabolism, increases respiration rate, and raises blood pressure, orange representing enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation, and yellow producing a warming effect that arouses cheerfulness, stimulates mental activity, and generates muscle energy.

This shows a lessening from the powerful colour ‘ Red’ to the warm and cool colour ‘ Yellow’, therefore this shows the different flavours of the burger presented next to the ‘ BCO’. The famous Golden Arches in McDonald’s logo represent style, significance and a strong corporate identity. Two prominent shades, golden and red, are used in the McDonald’s logo to represent its bold nature. Golden hue is employed to colour the two arches, now merged to form “ M” in the McDonald’s logo. Nonetheless, the red colour is utilized to fill the background of the distinguished McDonald’s logo.

Boldness, power and strong corporate image are truly reflected by the use of these two confident colours. In spite of the “ M” on McDonald’s logo, the insignia also grips the name of the food chain. “ McDonald’s” has been imprinted in a thoroughly simple font which defines the bold picture of the firm. The simpler the font of the logo, the more radiant it becomes for the spectator. ----- [1]. <http://www.ehow.com/> [2].

<https://assignbuster.com/evaluate-the-external-corporate-communications/>

<http://www.webopedia.com/TERM/F/font.html> [3]. <http://www.famouslogos.org/mcdonalds-logo>