

McDonalds

Business, Company



Advertising, either written or oral, is an attempt to sell something whether it's a product or service. It informs and convinces consumers to buy a certain product, while persuading them that the product is the best. Advertising can take the form of radio, TV, magazines, internet and more.

The people responsible for creating adverts are the advertising agencies.

McDonalds hire advertising agencies to help them enhance the company's reputation as the largest hamburger fast food chain the world

What Advertising Agencies do?

The first thing that advertising agencies do is to identify McDonalds goals, targets audience and product. Knowing this information help them with planning and creating an effective advert for the company. When the advertising agency understands McDonalds' needs, the process of brainstorming and planning begins, while keeping in mind McDonalds goals which can range from pushing sales of its products and services, introducing new products in the market. Then the advertising executives work towards creating an effective advertising campaign which is within the clients marketing goals and the budgets. This includes creating effective and attractive slogans and jingles. When everything is done, McDonalds' is then shown the final advert and they can have their say and decide what they don't like about it.

Most companies tend to outsource their overall marketing responsibilities to advertising agencies. In such case, the ad agency takes over the process of

brand building, pushing sales through other promotional techniques like sales promotion etc.

McDonalds have their own marketing team. This means that they do not outsource their advertising. They have special people who work together to create effective promotional campaigns and advertisements.

McDonalds Promotion: being one of the biggest hamburger fast food chains in the world and a multi national company, it still needs to do promotions to help boost up sales figures and bring in new customers. The current promotional campaign they are doing is " Easy win Monopoly". This promotional campaign started on the 28th of February 2010. This promotional campaign is aimed at people over 16 and it gives all customers over the age of 16 the chance of winning prizes every time they purchase food from McDonalds. Prizes vary from a fiat 500,

½500k Home entertainment system

Air tour holidays Nintendo Wii console

HG Hair Vouchers

They have loads of other prizes as well. In order for customers to win these, they have to go in any McDonald's restaurant to purchase something. Then stickers are given to them which they feel to reveal if they won anything. Food prizes are won the most as there are million stickers with food prizes to give away. But for the big prizes such as the fiat 500 and the ½500k, customers need to have three matching stickers. All the stickers have

<https://assignbuster.com/mcdonalds/>

numbers on them and customers need to match these numbers to win. This will encourage customers to purchase more products in order to get more stickers and increase their chances of winning. This promotion will only last for a period of two months, and within this period, McDonalds can double their sales figures.

But how does McDonald s make its customers aware of this promotion?

The media has a very big and important role to play building a promotional campaign. When McDonalds introduce a new promotional campaign, it needs to make its customers aware of it. McDonalds do this by advertising in advance. Before a promotional campaign starts, McDonalds' start advertising to inform people of when the promotional offer is going to start. This advertising is done mostly through TV. All of their advertisements are shown on popular channels such as channel 4, channel 5 and ITV.

Their advertisements are shown during peak times, when people are most likely to watch TV. A promotional campaign advertisement is not designed to make people aware of the company, not to make customers aware of the promotional offer that is going on. McDonalds also carry out advertising in their stores. This is also very effective as when customers see the advertisement inshore and they need more information, they can easily ask a member of staff. Big banners are displayed in store and posters are also given distributed on food trays which customers use to eat on. Media plays a big role in making McDonalds' promotional campaign a success as it helps its customers to know what is going on.