

# Discussion unit-6

[Business](#), [Marketing](#)



Promotional Mix at McDonalds Advertising McDonalds effectively localizes its advertisements for various markets. In some markets it caters to children and teenagers while office goers may be the target in some other market. McDonalds' approach has always been ' Think Global Act Local'. Its advertising campaign with tagline ' I am loving it' is particularly famous.

## 2. Personal Selling

McDonalds' area of business does not allow personal selling to a large extent. However for select orders and markets, it does support home delivery.

## 3. Sales Promotion

This is the most widely used promotional mix strategy by McDonalds. McDonalds has always aimed to promote new products in its menu. It has 2 ranges of products- global and local. Local products need huge sales promotion. For example, Mc Spicy Paneer and Mc Spicy Chicken burgers underwent huge sales promotion in Indian market. To promote sales, McDonalds comes up with campaigns in which a delivery later than a minute would ensure free coke for the customer. In addition, McDonalds gives free coupons to customer through mobile recharging websites such as [www.freerecharge.in](http://www.freerecharge.in).

## 4. Public Relations

McDonalds has maintained very good relations with media. It is widely perceived as a cheap and high quality food brand throughout the world. The newspaper articles on McDonalds carry its good image.

## 5. Corporate image

McDonalds' corporate image is highly positive. It is perceived as a very

hygienic brand. McDonalds operates on a franchise based model and maintains similar standards in product design and quality throughout the world. McDonalds enhances its brand image with high profile associations such as Olympics and World Cup.

#### 6. Direct Marketing

Because of a wider reach of other methods, this method is rarely used by McDonalds

#### 7. Exhibitions

McDonalds has generally not felt the need to adopt this promotional mix strategy.

#### Works Cited

Marketing at McDonald's. Retrieved October 5, 2011 from