

McDonalds ad



How many and what are the places you have seen, heard, touched been touched by a McDonalds AD. Do you see any market integration? McDonald's has emerged as the world's largest chain of fast food outlets around the world and serves some 64 million people each day. (McDonalds) The food chain deals with a large variety of foods for people of all ages and updates its menus to reflect changing consumer taste. (Evans) To keep ahead of the competition, McDonald's employs a multifaceted advertising approach that employs print and digital media as well as promotional campaigns. Probably the most common place that most people experience McDonald's advertisements is the television. I have often seen McDonald's advertisements on television that are aired between popular programs on various channels. Throughout the entire McDonald's advertisement experience, the greatest presence is on television. Moreover, McDonald's also utilises the radio. Both the television and radio advertisements campaigns are distinctly noticeable with the " I'm lovin' it" catch phrase in each media. Similarly, McDonald's has advertisements that are geared towards local newspapers and journals. These advertisements generally display new deals and discounts that are available in the local McDonald's food chains. Another significant area where McDonald's advertisement is noticeable are various billboards and signage that can be seen installed on both local roads as well as highways. The billboards on highways are far larger and are more distinctly noticeable. Other than this, McDonald's often advertises itself through sponsoring various local, regional and international events. McDonald's can be seen sponsoring Little League just the same as it sponsors the Olympic Games. The typical McDonald's logo is highly noticeable in all these situations through the coolers of drink that they

distribute on these events. As far as market integration is concerned, McDonald's shows complete market integration. The myriad fast food outlets operated by McDonald's throughout the country display similar price levels. This results from company policy that ensures that prices are the same for McDonald's owned and operated outlets as well as for franchised outlets. Whether you eat McDonald's in Miami, New York or Houston, the price is exactly the same. The concept behind market integration is that prices follow a distinct pattern over time in various locations for various products. (Rapsomanikis, Hallam and Conforti) The McDonald's pricing model shows consistency with market integration and hence it can be said that there is market integration. Works Cited Evans, Stephen. McDonald's: The journey to health. 20 April 2004. 15 July 2011 . McDonalds. " Annual Report 2010." Annual Financial Statement. 2010. Rapsomanikis, George, David Hallam and Piero Conforti. " MARKET INTEGRATION AND PRICE TRANSMISSION IN SELECTED FOOD AND CASH CROP MARKETS OF DEVELOPING COUNTRIES: REVIEW AND APPLICATIONS." Commodity Review. 2004.