

# Integrated marketing communication assignment

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**ASSIGN  
BUSTER**

Customers, Competitors, and Communications) Customers Current Customers. Current customers (families) buy McDonald's meals in McDonald's restaurant during lunch & dinner times for a chance to enjoy time with their family and a great feeling of saving (through Extra Value meal) while having an opportunity of miracle. Former Customers. Former customers buy McDonald's meals in McDonald's restaurants during lunch & dinner times, because they long to feel

McDonald's experiences that they haven't felt for a quite while. Potential New Customers. Potential new customers (people with healthy lifestyle) buy McDonald's meals in McDonald's restaurants during lunch & dinner times, because they belief McDonald's meals are good for them (healthy) and for their favorite athletes (sporty). Competitor's Customers. Cuff's customers buy Cuff's meals in KEF restaurants during lunch & dinner times, because they want to eat tasty meals and save some money. Pizza Hut customers buy

Pizza Hut meals in Pizza Hut restaurants during lunch and dinner times, because they want to eat high quality food. Carol's Jar. Customers buy Carol's Jar. Meals in Carol's Jar. Restaurants during lunch & dinner times, because Carol's Jar. Is edgy like them. Subway customers buy Subway meals in Subway restaurants during lunch and dinner times, because they want to be healthy and have very little time to wait or cook. Competitors KEF Copycatting: " Finger Licking' Good," " The Colonel's Secret Recipe," Sales tactic: discount coupons

CARS: Singapore Association of the Deaf Message: KEF is tasty and saves you a great deal of money  
Pizza Hut Marketing campaign: "Taste and Tell Pasta Challenge" Message: Pizza Hut's meals' qualities are high. Carol's Jar. Marketing campaign: "It's gonna get messy" Message: Carol's Jar. Is edgy.  
Subway Positioning: "healthy fast food alternative" Communication (McDonald's) Current customers: "annual monopoly campaign" signification: a fun game with fun prices to gain repeat customers Former customers: "Loving McDonald's Moments" 9 worth stories to try to reconnect with its former Singapore customers.

Potential new customers: "Open Doors Kitchen Tour" & sponsorship on "Olympics Day Run" to tell the potential new customers (who have a great health concern) that McDonald's support your healthy lifestyle. Target Market Identification McDonald's: families who need to spend time together  
Pizza Hut: people who love to treat themselves highly KEF: calculating people who take opportunity to take what's best while only sacrificing a little (money).