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McDonalds: Attempt to roll out adult happy meals.

McDonald's has been practicing mass media advertising since its beginnings over a half-century ago. Their attempt to target international markets while dominating the U.S.'s domestic market has been a realm of success. Since fast food has been growing highly among adults who don't have time to eat-in, its unhealthy ingredients have been detrimental to the health and well being of America's adult population. The original happy meal practiced some basic sales promotion strategies by offering some added value for children including a novelty and creative packaging techniques.

The external analysis of McDonalds' target markets includes mainly children which have formed a strong association with their symbolic brand advertising. Their use of the happy meal was an unconditioned stimulus to children nationwide when they saw the familiar golden arches. Thus, the children would force their parents or drivers to enter a McDonalds drive through or restaurant to elicit a conditioned response.

McDonald's new attempt to target the health-conscious minds of adult consumers means understanding their physiological needs in regards to Maslov's Hierarchy of Needs. Since food is needed to sustain life, McDonalds is a useful source to facilitate the basic level of this sector of primary human needs. While the U.S.'s adult population leads to more health conscious alternatives to eating, McDonalds strikes back with its adult happy meals. The added novelty includes an exercise booklet and pedometer along with a healthy ensemble of menu items in the meal. Due to the success of the original happy meal, people will generally have an association with the perception of brand equity and support this healthy initiative approach.

The symbolic golden arches and household name will stimulate the adult consumer's consciousness for cognitive thoughts. The source of the communication for the marketing campaign of the new adult happy meal is Oprah Winfre's personal trainer, Bob Green. Bob Green will then serve as a favorably familiar source bolster for America's adults. His credibility and ability to represent the campaign will strongly support their media campaign by grasping the interests of adults nationwide.