McDonald’s Marketing Mix

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More than 50 years have passed since the first McDonald’s was opened in the United States and needless to say the Marketing plan has changed several times. However, the main goal of McDonald’s has always and will always be to provide excellent service and good food at a reasonable price. McDonalds is currently the #1 rated fast food restaurant in the world; maybe this is because there are over 30,000 restaurants in the world and they serve over 52 million people a day, but regardless it was/is necessary for McDonalds to have constant change and innovations added to their marketing scheme in order to remain the best rated.

McDonald’s introduced their newest strategic plan in 2008, which they called “Plan to Win.” The objective of this plan was not to be the biggest fast-food chain but to be the best fast-food chain in the world. To do this, McDonald’s implemented what would be known as the 5 P’s. They are Price, Promotion, Place, Products, and People.

The main objective of the “Price” strategy was to make it very affordable for a family to go out for breakfast, lunch or dinner and not break the bank in doing so. McDonald’s achieved this by making happy meals for children that were of right portion, right price, along with the everyday value meals and dollar menu items. There are over 10 items on the dollar menu all day which makes it very easy for customers to swing by for a quick bite to eat. McDonald’s also runs many different specials for breakfast where they will make different breakfast sandwiches 2 for $3. By doing this it allows for
parents to feed two children for the price of one. It also allows for more hungry people
to make sure that they will be full after they have eaten two sandwiches.

The second aspect of the marketing mix is Promotion. Advertising through
television, radio, and billboards are great ways that McDonald’s promotes their
products and service. Over the years McDonald’s has used several slogans to leave an
impression in people’s heads. Some of these include “It’s a good time for the Great
Taste of McDonald’s,” “Food, Folks, and Fun,” “We love to see you smile,” and the most
recent slogan, “I’m Lovin’ it.” All of these slogans have been used over the years to
promote McDonald’s and by doing so people remember the name and have become
accustomed to visiting nearby locations.

Another strategy that McDonald’s used over the years was to promote their
figure head, Ronald McDonald. Ronald is the made up character behind McDonald’s
corporation for the past 50 years. He was originally introduced in 1963 and resembles a
clown character that is considered #2 only to Santa Claus for the most recognized name
in children’s eyes. There has also been a television show called, The Wacky Adventures
of Ronald McDonald,” which have variously been released between 1998 and 2003. This
show was great promotion for children and McDonald’s because it only happened a very
limited amount of times so kids were so excited when they actually got to experience it
and it allowed for McDonald’s to expand revenues.

McDonald’s continues to promote by using several athletes and celebrities to
endorse their products. During the 2008 Olympics in Beijing, McDonald’s featured nine
Olympic and Paralympic Athletes on their cups and packages. McDonald’s also held a Marketing Campaign in Australia where there people could decide the name of a new burger about to be introduced. By doing such things McDonald’s is creating a better brand image and thus making greater profits.

The third aspect of McDonald’s Marketing Mix is Place. Place has been considered the most important “P” of the 5 P’s over the years because without numerous locations throughout the world it would be impossible to reach the 52 million customers a day and would make it hard for McDonald’s to be the world leader in the fast-food industry. Nearly 50% of the U.S. is less than three minutes away from their nearest McDonald’s. This is a perfect example of why McDonald’s is the leader in customer satisfaction. What kinds of people want to drive long distances just to get some quality food at a great price? Not only is McDonald’s a great place to take yourself or your kids for a deal, but it also allows for kids to enjoy a playground area at several locations around the world. By offering the attractions of swings, slides and ball-pits McDonald’s is helping to promote exercise and nutrition in children’s diets.

The forth aspect of the Marketing Mix for McDonald’s is Products. McDonald’s offers such a large variety of products that it allows for almost all people to be satisfied. Products range in the food department from burgers to chicken sandwiches to chicken nuggets to apple pies to soft serve ice cream to apple slices. Along with the beverages, which range from soda to milk to apple juice to water to coffee. It is also important to point out that McDonald’s now is introducing a Vegan Menu as well as a vegetarian
Menu in parts of the world. Another point of interest is that in places such as Europe you can also sit down with your food and enjoy a beer. This is something that hasn’t been implemented in the U.S. but it could be a potential possibility in the future. By having such a wide variety of product choices McDonald’s has made it hard for people to not dine-in or eat-out at one of their locations.

The final aspect of McDonald’s Marketing Mix is People. This is unlike most ordinary Marketing Mix’s. The main objective when talking about the People aspect is to discuss both customers and employees, because if the employees aren’t happy, they will be more likely to take out their anger on the customer. This would result in bad service and publicity. McDonald’s does a lot of internal as well as External Marketing. They have found that it is extremely important to show employees the proper respect and courtesy that they deserve and by allowing for them to give input about things they think should be improved or worked on is a great way of keeping everyone happy. If customers didn’t feel a great sense of appreciation when they walk into a location they are much less likely to come back and be repeat customers. By doing research and taking surveys, McDonald’s executives are finding out what people want and making sure that customers and employees are completely satisfied.

McDonalds has a target group of Families with children because it is considered a treat for the children and easy for the parents. It is considered more of an open, public atmosphere when compared to a fancier sit down restaurant. They offers playgrounds and toys for the children at many locations. McDonald’s also targets people without a
lot of time who need a quick meal. They offer a drive through for convenience, which brings you delicious food to you fast and at a convenient price.

We also created a SWOT analysis for McDonalds. Such strengths include: Strong Brand name, Customer Intimacy, Product Innovation and Supplier Integration. We believe these are the main strengths of McDonalds. However, weaknesses include Low depth of food because though there is a variety it still isn’t extremely large at every location and it is mostly fast food which doesn’t bring the best quality. We also decided that healthiness of the food was a weakness. This is because though it is quick and convenient we all know it isn’t the best choice to eat. For opportunities we focused on the prospect of the McCafe branching out to its own section with fancier snacks and drinks. This would also bring McDonald’s a new product line. McDonalds also has a few threats, such as its competitors, like Burger King. Also, the threat of customer wants changing and trying to adapt to the new customers would be seen as a threat.
McDonalds is an ever changing company and the fastest changing part of this company is its marketing and advertisement schemes. McDonald’s has always tried to stay ahead of its competitors; therefore they will continue to invest in marketing strategies for years to come. McDonald’s slogans will always be around so next time you see the golden arches, put a smile on, and get fries with that.
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