McDonald's New Toy Campaign

Nathan Tallant, Rachel Lim, and Rafael Grava

Providing a Good Service

How do customers measure quality?

1. **Reliability**
   a. Eat-in orders correct majority of the time, delivery orders "double-checked"

2. **Responsiveness**
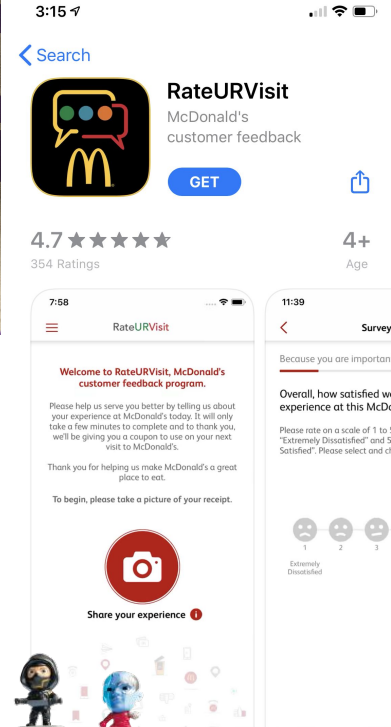   a. Store managers

3. **Assurance**
   a. Employees' abilities, knowledge (McDonald's employee responsibilities straightforward)

4. **Empathy**
   a. Caring about customers (RateURVisit App)

5. **Tangibles**
   a. Happy Meal Toys since 1979

"Surprise Happy Meals"

- **Celebrating 40th anniversary of the Happy Meal**
  - Nov. 7-11 in 90 countries, 17 'retro' toys
- **Senior VP, Global Marketing - nostalgia, families create new memories**
  - Campaigns are response to relatively low loyalty between fast food brands
- **Happy Meals ~25% of all sales**
- **2018 - shares of McDonald's fell 4% after 3rd quarter report**
  - $1.61b profit vs. $1.69b forecasted
  - 1st profit miss in 2 years -> now up 18.2%
- **McDonald's: "National and local promotions ... fueled the growth in US same-store sales."**

SWOT Analysis

Strengths	Opportunities
- Already established - A globally well-known brand - Big market share - Solid supply chain - Economics of scale	- If campaign is successful, they could bring back other retro toys - They will be able to measure how strong nostalgia is as a marketing tactic
Weaknesses	**Threats**
- McDonald's bad press - Low product diversification	- Anti-plastic initiatives - Consumer preference for healthier lifestyles - Competitors

Competitor: Burger King's anti-plastic toy campaign

thank you

McDonald's

References

- https://adage.com/creativity/work/burger-king-calling-kids-melt-down-their-plastic-meal-toys/2198176
- https://adage.com/article/cmo-strategy/mcdonalds-brings-back-retro-happy-meal-toys-nostalgic-play-boost-restaurant-visits/2212106
- https://www.foxbusiness.com/markets/mcdonalds-profit-misses-first-time-two-years