

# McDonald's Communication Brief

QTR: Q4 2018 (19<sup>th</sup> Sept - 29<sup>th</sup> Dec)

THEME: Love My....

MARKETS: ANZ

## Stage 1

### BACKGROUND: The Big Mac

Launched in 1967 the Big Mac is the one burger that defines McDonalds worldwide. Known for its special sauce, Big Mac is iconic, a category descriptor and a currency index used throughout the world. At 42 years old the Big Mac has remained unchanged since it was first created by Jim Delligatti, in Pittsburgh Pennsylvania and is now available throughout the world. Change now is not an option as the infamous 'Big Mac chant' means even its least likely supporters know it intimately... 'Two all beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun'. So as the king burgers Big Mac is ubiquitous and as such sits within the burger repertoire of all Australian consumers.

The Fast Food category within Australia is dominated by a few key brands: McDonalds, Burger King, KFC and Subway with all product marketing being based on the rational and functional benefits of each be it the 'build' 'size' 'ingredients' or 'price'. With all competitor products being positioned based on their functional benefits a huge opportunity exists for Big Mac to change the category and build and emotional brand positioning, connect tighter with its consumers, increasing loyalty and improving consumer experience overall.

As such this brief challenges us to leverage our unique heritage and iconic status to build an emotional connection with consumers, giving 'Big Mac' a unique and distinguished brand positioning against its competitors, igniting passionate love amongst its consumers.

### BUSINESS OBJECTIVES FOR Q4 2010:

Primary → Grow sales +7.5% vs. YA, delivering an incremental \$57.5m to the business

Secondary → Gain a 2% growth in Transaction counts (+230 TC/Store/Wk), getting our top 3 segments to visit us 1 more time.

### MARKETING OBJECTIVES:

Primary → Elevate Big Mac brand affinity amongst "Mainstayers" and "I'm Lovin it more/less".

Secondary → Establish a unique, clear and strong competitive brand positioning for Big Mac.

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## Core Consumer Issue: *Biggest Benefit Barrier*

How do we get our Big Mac consumers (frequent & Infrequent) to have an emotional connection with the product?

## COMMUNICATION TARGET AUDIENCE: *Demographics and Psychographics (Key Takeouts from TCUT)*

Men & Women Aged 25 - 34 yrs. Bullseye 28.

At 28 years old these consumers are no longer kids, they have explored all aspects of their personality and beliefs and now have a firm idea of who they are and what they believe in.

Through their teenage years, they explored and tested the water; being a hippie, a Goth, Mainstream and Alternative...following the crowd at whatever was in at the time. They have had relationships, had their hearts broken, tried, failed and succeeded in many of life's challenges but now they have greater clarity of what they believe in, what they like, dislike and why they act the way they do. No longer desperate to impress or have everyone accept them, these young adults are settling into a routine, finding their niche and starting to build their place in the world.

Having explored life through their earlier years they have earned their 'right of passage' graduated into adulthood, now holding the belief that 'the only thing you can be is true to yourself, be who you really are'. Feeling this, they respect and aspire to brands that encapsulate this belief, have weathered change and remain true to themselves, for example Adidas, Corona, Volvo, McDonalds.

In saying all this, life is there to be enjoyed and not taken too seriously. Carpe Diem

## CONNECTING INSIGHT: *Consumer...wants needs or believes... (1+2)*

Young adults want brands that lead not follow, are true to who they are and don't try too hard.

## AGENCY TASK

FROM



HOW



TO

*What does our target consumer think or do now in relation to our brand?*

**Think:** I love burgers, there are so many to choose from so I have a few favourites

LINK TO BRAND  
KEY THOUGHT TO ADDRESS THE BARRIER  
(1+2+3)

**Big Mac Is The One & Only**

*What do we want our target consumer to think or do in the future?*

**Think:** Big Mac is my Burger

**Feel:** Pride

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### Stage 2

RTB		EXECUTIONAL PROPOSITION	EXECUTIONAL
Product Attributes	Unique Flavour delivered by 'special sauce'	<b>The one and only</b>  Our most Iconic Product That has never changed	30" Brand TVC
	Distinctive unique feature - middle slice of bread 'the club' used to stabilise the burger.		
Functional Benefit	Big Mac is a unique complex taste: 2 all beef patties, <b>special sauce</b> , lettuce, cheese, pickles, onion on a sesame seed bun		
Emotional Benefit	Big Mac celebrates me, gives me the freedom to enjoy...permissible messy fun.		

Hierarchy	<b>BRAND PERSONALITY</b>
	<b>Confident</b> → Is unapologetic, honest and self-assured.
	<b>Charismatic</b> → magnetic personality, an x factor that attracts attention, Mr Popular
	<b>Cheeky Wit</b> → Has an intelligent humour, doesn't take itself too seriously, and with experience beyond its years can see humour in everyday life.
	<b>Courageous</b> → stand up for itself, firm in what he believes in.

### Stage 3

**EXECUTIONAL MANDATORIES:**  
30" Brand TVC

**CONSIDERATIONS:** *Digital Strategy, role within total communication plan?*

- Consider an execution that integrates our infamous Big Mac Chant.
- The communication developed must not only compliment our entire menu but work in conjunction with 2-3 other brands spots focused on Quarter Pounder, McNuggets and Bacon & Egg McMuffin.
- Must work within the new 'I'm Lovin It' Framework, therefore ***What type of love will deliver this product message to this target audience***
- The 'Son of Mac' (baby Big Mac) and 'Mega Mac' (daddy Big Mac) will launch at the same time as this creative goes to market.
- A consumer promotion that centres on the Big Mac will also be developed for this Quarter.

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Austin Morales  
Professor Trickey  
MASC-399

## Presenting the Creative Brief to the Creative Team

I would tell the Creative team to play **Pac Man, Tetris, Super Mario, Skee-ball, Air hockey, Pinball**, and one of those classic first-person shooter games where the controller is a plastic gun at Circuit Arcade Bar. After, we would all meet back up at HQ where I would provide a McDonald's Big Mac meal. I would ask how the experience at Circuit Arcade Bar was. The Creative Team would share stories of how it brought back memories of when they played them as kids or specific stories of playing those games with friends/family.

The goal would be to give the creative team that feeling of nostalgia. Since the 1980s, kids and adults alike have been playing these games because they are classics and stood the test of time. Even though video games have evolved so much over the years, iconic video games will always be the original games. When something is an iconic classic, it will stand the test of time. There is a kid that comes out of every adult when playing these games.

Another brand that came out of the 1980s that has stood the test of time and bring adults back to when they were kids, is the McDonald's Big Mac. The Big Mac and Classic video games are both iconic classics, they both don't change because they know they are the best out there. They are the one and only. Adults can play these games and eat a Big Mac, and be taken back to their younger years of the 80s. The Big Mac and classic arcade games can all bring out the kid in every adult.