

Successful global marketing strategy by McDonald's

McDonald's increasing success over the past decades was because of the company's ability to understand their diverse target audiences.

- Not only do they show understanding and support for cultural diversity, they make sure to understand the country's preferences and values. For instance, in China, their rapid urbanization has raised many concerns for the environment and public health because of the water scarcity¹ and pollution. As a result, McDonald's advertisements in China were more focused on displaying fresh, clean ingredients. Another example is India where 85% of the population cannot eat beef because of their Hindu religion. As a result, McDonald's tailors to this culture by not selling any beef products in their stores but chicken and fish products instead. Moreover, in France, McDonald's released a campaign called "Venez Comme Vous Etes" which translates to "Come As You Are" to support the tolerance of the gay community. The intention of this ad was to show that McDonald's is a place where people can be themselves. This campaign was released back in 2010, when the LGBTQ² community was more accepted in France than it was in America. I think this campaign is a great example of McDonald's humanizing their brand by understanding the cultural differences.
- Their strong support for cultural diversity and ability to successfully see what sets every country apart has a tremendous effect on their sales worldwide. Even with these changes, they are able to keep a consistent branding so that it can be recognized worldwide.

1 • rareté

2 • Lesbian, Gay, Bisexual, Transgender, Queer



McDonald's mascot in front of the restaurant in Bangkok, Thailand.

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- 1 Describe what you see and say if you think it corresponds well to Thailand. React spontaneously.

- 2 By reading the title, explain what you infer about McDonald's marketing strategy.

- 3 In the text find words that mean the same as:

- | | | |
|----------------------|----------------------|-------------------------|
| a. growing: _____ | d. centered: _____ | g. encouragement: _____ |
| b. engendered: _____ | e. exposing: _____ | h. very great: _____ |
| c. worries: _____ | f. customizes: _____ | |

4 In the text find words that mean the opposite of:

- a. failure: _____ c. resemblances: _____
 b. refused: _____ d. ignored: _____

5 Explain what is meant by "McDonald's tailors to this culture".

6 Say if these statements are right or wrong. Justify your answers.

- a. McDonald's preferred to stick to the Chinese wishes to eat healthy food.

- b. McDonald's doesn't care about diversity in countries like India because of their religion.

- c. The LGBTQ community was not considered the same in France and in the US back in 2010.

- d. In France, McDonald's proved to be open-minded.

7 In your own words explain what McDonald's strength is.

WRITING
(120 words)



Explain why Mc Donald's restaurants work so well all over the world and what contributes to its strength and success.

USEFUL PHRASES

- | | |
|---|--|
| ▶ to enhance: mettre en avant | ▶ to target: cibler |
| ▶ to launch a campaign: lancer une campagne | ▶ to value cultural background: valoriser le contexte culturel |
| ▶ to tailor to clients: s'adapter aux clients | |

▶ Glossary p. 177