Hello, it is me, Armin and I have to talk to you about McDonalds advertisment.

I am sure all of you know McDonalds and you are familiar with their advertisments. All the billboards, online and TV advertising did hopefully not go over your head. But have you ever really thought of the actual difference between the foto on the billboards and the Burger you actually get?

The advertising Burger looks so delicious and perfect. They use food fotograph professionals to take the picture and change the burger with whatever they can think of, just to take a good picture. At that point the burger is not even edible.

When I bought a burger today, I started thinking about this all. The burger you get is soft and soggy and it is far off the advertising burger. It is incredible how many people either don’t care or just ignore that.

As you know I am a bit of an overthinker, so I started thinking. Every advertisment has a little ‘touch’ to it so the product looks tastier or better. So can we even trust advertisments? I think we can trust them partially but we should not think the product they show is 100% accurate to the product we get.