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ADV 0853

Assignment #2: Advertising analysis

After going over some options to pick out checking, different regions’ YouTube channels for brands like Toyota, Nintendo and Microsoft I think the best choice would be McDonald’s. It has already been shown how different their products can be when changing borders, it can be assumed that the ads vary greatly as well. I was also interested in learning more about the McDonald’s Korean combos in India…

The first ad is “The New Korean Combos” (link 1) McDonald’s India ad. I have watched a few Bollywood movies and music videos and understand that a lot of Indian media follows a pretty distinct visual language. Given that this ad didn’t feel super in step with that language, but it is an ad, and I haven’t watched nearly enough Indian ads to tell whether it fits in with the crowd. Given this, the angle it appeals for is not uncommon, it promotes the typical Indian McDonald’s orders one might get with added gochujang sauce. It uses a handsome Korean actor to sort of personify this sexiness or mystique? Maybe it highlights the exotic quality of that kind of food. I don’t know if Korea has a specific appeal in India but anyone living outside a rock is familiar with the appeal of K-pop and Korean culture generally. I assume this ad is building off of this and maybe markets to young women who would be taken in from the sort of Korean media. Also, gochujang is just a great sauce and is spicy enough to match the heat standard of Indian cooking.

The next ad comes from McDonald’s France (link 2) it is short and features people from across the world visiting France and asking for a McDonald’s using their colloquial terms and not being understood. This is until the American tourist makes a Big Mac with his hands until they are understood. I think this is a sort of appeal to a global culture. Having a McDonald’s could be a source of national pride, another reason for other people to come visit and be comfortable in your country. This could distance it from the idea that it is distinctly American and thusly restricted to the American ideals which may not fit the French culture. In being familiar with McDonald’s you are in a way a citizen of the world and people all over the world can share in it. Also, I imagine tourism is super common in France and I have heard the stereotype that French people, especially in Paris are pretty fed up with tourists and such. This may be a way to refer to that in a humorous way.

Video 3 is from McDonald’s Italy. This has a similar appeal to that earlier viewed ad for Patagonia. It poses McDonald’s as an ethical business that supports the country, The meat is homegrown and farmers in the country can benefit from your patronage. It also mentions things that the average Italian may relate to and find endearing. This ad is working to establish McDonald’s as something that Italians can shop at with pride. Similar to the French ad this one serves to improve the public view of McDonald’s, although the appeal is less of Italia being a beacon of culture for the world and more showing how McDonald’s supports Italy. These two ads compared to the Indian one make me think that McDonald’s is more liked in India. McDonald’s India seems better established as it doesn’t need to highlight how it is good for the country just that it has a good new line of food. Saying that, maybe the kind of advertising styles morph naturally with public perception in that point of time and an ad similarly to the Indian one would work in those other countries.

Lastly, is McDonald’s Spain. This ad is fairly simple. It is short and just demonstrates someone enjoying a new BLT Big Mac. Ads like this are effective, you’re hungry, you see the dressed up food that looks good, you go and buy it. It doesn’t really contextualize McDonald’s global/glocal affect just showing it as a fast food restaurant. Then again, that would be somewhat hard to do in 10 seconds. This ad could probably be translated and be equally effective in any region that would be releasing this product to the public. Compared to the other ads it says a lot less, “this burger tastes good”.

Generally McDonald’s is a pretty simple business, not in its spread, assembly, and advertising but in the product it sells. It’s food that comes to you quick, is warm and has a lot of stuff in it to make it taste good. It is interesting how much one can change their approach to make someone want to buy a burger more. McDonald’s especially shows how important it is to be able to influence brand opinion as food is such a deeply cultural thing and McDonald’s exists virtually everywhere. In painting McDonald’s as something that belongs in your country it also makes that food something of intrigue or more easily enjoyed. In the documentary one of the interviewees talks about how ads can make a car run smoother or food taste better. I think a homegrown burger that supports local farmers or the cosmopolitan appeal that the Italian and French ads respectively show sounds a lot tastier compared to how I picture a Big Mac while “Rock N Roll McDonald’s” by Wesley Willis is stuck in my head. McDonald’s serves as the template into how to form an international brand. Once you have the capital, make sure your expansion fits the standards or the culture and demonstrate how this business will benefit the people. While maybe some of these benefits are dubious McDonald’s global appeal demonstrates their models' effectiveness, even if I think their burgers are gross.

1. <https://youtu.be/-sGtKqhLz4U>

2. <https://youtu.be/t2XwZARTLLM>

3. <https://youtu.be/Zfp9uhrNELk>

4. <https://youtu.be/yBcyXakuVSE>