The next ad was made by macdonalds singapour and was created for ramadan. Instead of focusing on instant gratification and indulgence this commercial focus on cultural and religious values.

First we have some key values of Asian culture that are highlighted in this ad. The main aspect are family, sharing and spirituality all essential to ramadan. Unlike the usual fast-food commercials that encourage quick and individual consumption, this advertisement portrays McDonald's as part of a communal experience.

* The ad show us family and friends gathering around. This reinforces the idea that ramadan is not just about not eating food but about strengtening relationships
* People don’t just eat; they share food, emotions, and experiences. Which is essential in this culture.
* The ad also acknowledges that fasting is not just a physical challenge but also a spiritual journey.

Then food is seen as a reward. In typical mcdonalds commercial food Is promoted as something you can enjoy any time. When you feel hungry you grab a burger and eat it. However in this advertisement, food is portrayed as a reward after a long day of fasting.

We can see at the end of the ad that the main character feel happy but also as the feeling of having accomplish something. This align with the idea that food is not about eating but its about gratitude and appreciation.

Thirdly we have the sound and visual effects that are used. Normally mcdonalds ad are bright energetic and fast. However this ad takes a different approach.

* They use warm color hat evokes feeling of warmth , comfort and tradition.
* The music and sound effect also features soft and emotional melodies. This create a more intimate and reflective atmosphere.

Then we can see that mcdonalds tends to adapt its ad to local audience. They are using traditional clothing and home cooked meal alongside with mcdonalds food. They also respect religious practices because they are not showing any food in their ad during the fasting time.

Finally the marketing message that mcdonalds wants to show us is that its not about selling food but more about building brand loyalty and cultural connections.

They positions as a brand that respect their customers but also their workers and understands them.