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Health Food Versus Fast Food

“Who doesn't love a Cutie?” spans across the top of the page in big bold white letters. Under those words, a Cuties mandarin orange being cradled by hands sits at the center of the page. A large heart carved into the peeling reveals the inside of the mandarin orange. Next to the heart, the Cuties' logo sticker. The hands belong to that of a child who dons a bright blue long-sleeved shirt. The shirt creates a slightly blurred background while everything else, crisp and clear. In the bottom right corner, the McDonald's logo and slogan sits. To the left of the logo and slogan, small white text announces Cuties are being offered as a fresh fruit choice in Happy Meals for a limited time. It is an ad. An ad focused on Cuties. An ad for McDonald's. Because of the choices McDonald's and Cuties made for their advertisement, they created an ad to reel in their target audience who do not even realize it.

Based off where and what McDonald's and Cuties' advertisement displays, McDonald's and Cuties' target audience is evident. The ad is the first ad shown, on the backside of the cover page of *Us Weekly*. Demographics of *Us Weekly* reveal women account for 76% of their audience, and 51% of those women have kids (“US Weekly Demographics”). Cuties targets children. While McDonald's targets a wide variety of people, this ad distinctly targets children, and more importantly the children's parents. Based off of what magazine the ad is found in, mostly mothers.

While the ad promotes McDonald's, it focuses on Cuties mandarin orange. Why? McDonald's purposely focused on the mandarin orange to establish their credibility. McDonald's

want the parents to believe that they care about children's health. The ad also centers on the huge heart carved in the peeling. Love. A heart is a symbol of love. Love can be found all over the page. The word love can be found at the top, big and bold, and at the bottom in little letters. At the bottom right corner, *lovin'* is used in McDonald's slogan. Love shown all over the page does not only hint toward McDonald's slogan, but also suggests taking the children to McDonald's as a way to show love.

Colors convey messages. While the colors of a mandarin orange cannot be helped, placing the mandarin orange front and center to show off its colors can. Orange means adventure and freedom. Yellow means happy and playful. These colors are intentionally used because they catch people's attention and send positive messages. Adventure and freedom, happy and playful are words people think of when thinking about children. Blue and white were also used intentionally: blue represents trust and calmness; white, innocence and purity. McDonald's asks their consumers to trust them so they can establish their credibility. Innocence and purity are two more things people think of when thinking about children.

Diction plays a role in the ad. The question at the top of the page inquires about a Cutie. Does that refer to a cute child? Or is it referring to a Cuties mandarin orange? Maybe both? Nonetheless, the question attracts people who want to know more. Since mandarin oranges have seasons when they produce, McDonald's informs the audience that the mandarin oranges are being offered as a fresh fruit choice for a limited time by saying "get them while they're in season." The time crunch rushes people to go and eat there.

At first glance, the advertisement seems like an ad for Cuties mandarin oranges; however, taking a closer look reveals otherwise. The ad is for McDonald's. The center focus on the Cuties

mandarin orange is one of many decisions McDonald's and Cuties made to attract the attention of their target audience. They artfully arranged everything from the layout to the diction, from the color choice to the symbol selection. So rather than "who doesn't love a Cutie?", the real question becomes "who doesn't love McDonald's?"

Works Cited

"Us Weekly Demographics." *Us Weekly*. 16 Dec. 2015. Web. 17 Jan. 2016.