

**INTERNAL MEMORANDUM**

**TO:** Corbett Upton

**FROM:** Sze Yan Li

**DATE:** November 1, 2013

**SUBJECT:** Analysis of McDonald’s Direct Mailing to the Northwest of the United States

1. Introduction

Here is the analysis you requested last week for the direct mailing that was sent to the Northwest region of the United States.

1. Conclusion

The designer has adequately followed the criteria for a sales message.

1. Meets the Criteria of a Sales Message

As this is a seasonal advertisement, the designer constructed a sales message. By providing product release dates and coupons with an expiration date, the designer persuades the audience for immediate action.

1. Addresses Audience Needs

The designer uses a “roadmap” of tips to address audience needs in the cold and rainy autumn. Through each tip or scenario, the designer provides our products as solutions to the audience’s basic need of food, comfort, and warmth. For example, the designer advertises the McMuffin as a great breakfast “that’ll leave you ready to seize the day.” In addition, by providing coupons, the direct mailing motivates the audience to visit McDonald’s.

1. Provides Selling Points and Benefits

Each heading in the second and third page provides a benefit for the customer. For example, the designer tells the audience to “embrace the cold” and look forward to cold, rainy days after trying our new Pumpkin Spice Latte. Below each heading, the designer provides a description of the product’s tasty ingredients as selling points.

1. Uses Methods that Anticipate Objections

The designer anticipates the audience’s objection to spending money and quickly addresses that McDonald’s can actually help “keep their wallet full.” To face differing tastes or differing times when people eat, the direct mailing advertises foods ranging from McMuffins to McWraps to McFlurries. Most importantly, the roadmap provides different tips for the audience to choose and follow.

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1. Delivers Persuasive Appeal via the AIDA Model

The first thing you notice is “How to Make the Most out of Fall” along with the warm autumn colors and leaf designs. This draws your ATTENTION to the mailing. Next, your INTEREST builds as you see there are five tips that will help “you” love the autumn season. The message “turn over for valuable coupons” also builds your interest to read on. After your turn the page, you’re greeted with a clever roadmap of tips. Each tip and its description increases your DESIRE to visit McDonalds. Finally, the mailing motivates ACTION through the use of coupons or headings of new product release dates.

1. Organizes Content with a “You” Attitude, a Limited Scope, and a Direct Approach

First, the mailing limits the scope of the audience to people of the Northwest. Also, since there are no kid’s combos, this mailing is directed towards teens and older. The designer delivers the sales message through a roadmap of tips. By using a roadmap, the designer creates a “you” attitude where products are advertised as solutions that will benefit the audience. Finally, like many persuasive messages, the mailing is written with an indirect approach that builds interest in the first three pages. Thereafter, on the last page, the mailing motivates for action by providing handy coupons.

1. Areas Needing Improvement

The direct mailing is very large, but it’s printed on material that is flimsy and hard to hold. Also, the descriptions are fairly small and compact, making it easy for readers to ignore the details. Lastly, the blends of orange and red might be difficult for readers with disabilities to distinguish.

1. Summary

Overall, this is an effective sales message that nicely follows the AIDA model. By using a “roadmap” of tips, the designer cleverly advertises McDonald’s products as solutions to the audience’s needs.

I have attached the original direct mailing to this memorandum. Please let me know if you have any questions or need any additional data.