

**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

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

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

III. Effectiveness as a Sales Message

IV. Assessment of Audience Needs

V. Use of Selling Points and/or Benefits

VI. Anticipates Objections

VII. Persuasive Appeal Based on the AIDA Model:

VIII. Organization of the Direct Mailing:

IX. Quality Improvements:

X. Areas Needing Improvement:

XI. Summary:

Please let me know if you have any questions or need any additional data.

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