

**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 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 scenarios that addresses the cold and rainy season of the Northwest. Through each 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, the direct mailing motivates the audience to go to McDonald’s by providing coupons.

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 enjoy a cup of 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 recognizes the audience need to save money and addresses McDonald’s as a solution before the first “tip” of the roadmap. To address 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 scenarios or tips for the audience to pick 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 increase 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 message to this audience by constructing a roadmap of tips. Through the use of a roadmap, the designer creates a “you” attitude through products advertised as solutions that will benefit the audience. Finally, the mailing is written with an indirect approach that initially builds interest with roadmap and then motivates for action with coupons on the last page.

1. Areas Needing Improvement

The direct mailing is very big, which makes it flimsy and hard to hold. Also, the descriptions are fairly small and compact, making it easy for readers to ignore the details. Finally, 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 scenarios, 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.