

**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
2. Addresses Audience Needs
3. Provides Selling Points and/or Benefits
4. Uses Methods that Anticipate Objections
5. Delivers Persuasive Appeal via the AIDA Model
6. Organizes Content with a “You” Attitude, a Limited Scope, and a Direct Approach
7. Positive Aspects of the Direct Mailing
8. Areas Needing Improvement
9. Summary

Overall, this is an effective sales message. It cleanly follows the AIDA model and directs messages towards customers’ 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.

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