

EXECUTIVE SUMMARY

This report first analyzes aspects of Oregon such as the demographics, primary food industries, and the eating preferences of the local population. It then presents three menu items from McDonald's international menus, which could be featured in the "Taste of the World" campaign that will be situated in Oregon, USA.

Motivation for the "Taste of the World" Campaign

In the United States of America, McDonald's focus has been on improving its food quality, rather than the innovation of new menu items. However, recent studies show Americans' increasing interest and receptiveness towards ethnic foods. To capitalize on these findings, McDonald's sought a new sales approach by marketing to the country's diverse cultures and ethnicities. To this end, McDonald's decided to initiate a new "Taste of the World" campaign, using the state of Oregon as its first experimental ground.

A Study of Oregon

Based on both the survey and a statistical research on Oregon, the marketing team filtered for three items from McDonald's international menus that best fit with Oregonians' taste preferences.

The state of Oregon is located on the North-West coast of the United States. The Cascade Ranges vertically splits the state, forming two diverse climates between the East and the West of the Cascades. This diversity allows for more than 250 different products to be grown or cultivated in the state, some of which includes milk, cattle, berries, potatoes, and wine grapes. Neighboring the coast also contributes to the state's abundant harvests in Dungeness crabs, pink shrimps, salmon, and Albacore Tuna. Overall, Oregon contains a population of about 4 million people, with 12.2% of its population either Hispanic or Latino.

For this study, a questionnaire was given to 200,000 Oregonians that asked about their eating preferences. Results from the questionnaire shows that Oregonians are receptive towards the possibility of ethnic foods being added to the menu at their local McDonald's. It also indicates that Oregonians have a preference for Japanese, Italian, and Mexican cuisine.

The Three Menu Items to Feature in the Campaign

Menu items were mainly selected based on findings from the questionnaire. Results show that the following three items from McDonald's international menus would best cater to Oregonians:

- **Japan's Korokke Burger** caters towards Oregonians' preference for Japanese cuisine. It is made primarily of shrimp, potatoes, and cheese—all of which can be easily and freshly provided by Oregon's farmers and seafood harvesters.
- **Mexico's McMolletes** caters towards the Hispanic or Latino population in Oregon. It also fits Oregonians' preference for Mexican cuisine.
- **Italy's Spinach and Parmesan Cheese Nuggets** caters towards Oregonians' preference for Italian cuisine. It also provides an opportunity for McDonald's to work closely with Oregon's famous creameries such as the Tillamook County Creamery Association to add a local taste to the dish.