

McDonald's Time Ad

The McDonalds commercial clearly defines McDonalds as the company and McDonald's diners as the customers. McDonalds states its features to the customers in the form of benefits received as a direct result of their service: specifically, that McDonald's is the home of quick quality food for the time conscious person so that they don't miss out on life. Therefore, the strategy in this particular case is letting McDonald's diners know that because of on time delivery of food by happy, helpful McDonald's employees, people who eat there can avoid embarrassing situations that occur as a result of bad timing. The execution could be considered slightly tacky and the strategy a bit too obvious, but in this case the apparent cause and effect aspect of the commercial makes the obvious strategy acceptable since it makes the benefits more appealing to the customer. Overall, both the company-consumer balance and the strategy-execution balance are working in this specific McDonalds TV commercial.