

Module B3 Part 2

The strategy for this ad was to emphasize the importance of time and delivering products quickly. The execution of this ad succeeds at this point by creating a comical scenario of a coworker being too late at a joke; however what is missing is the connection with the consumer. The ad fails to create an emotional bond because it focuses too closely on what the company (McDonalds) needs to communicate with the viewer. Yes, consumers' care about speedy service, but the comedy sketch posed is not memorable to the viewer. The ad should have focused more on creating a quality comedy sketch that was able to communicate McDonald's needs rather than chopping the ad into three different segments and, in turn creating an unmemorable disjointed story.