Discussion 3

It’s always amazing that people who lose their minds because of news of animal cruelty are often the same people to stuff their faces at Maccers, a chain restaurant that is known to buy meat from extremely cruel establishments in which cows, pigs and chickens are held in cruel detention. for their short, painful life. McDonald’s mascots of Ronald and Happy have dangers when advertising to children because it can persuade children to enforce eating fast food more than home made foods. However Mascots are involve in charity but what about persuasion of children towards junk food.

**McDonald's as a corporation: what associations come to mind? Reliability,** thoughtfulness of details, fidelity to the word, business ethics, concern for reputation. Morally, we are all guilty of the meat we consume, if any, and the environmental consequences of this production. For those who eat meat, they should be happy with these conditions. Otherwise, become a vegan or vegan. Children's advertising is built a little differently than advertising targeted at adults. The purpose of advertising is to demonstrate as many bright, emotional pictures as possible in a short period of time, to hook, to make you want what they show. This is necessary for children (pictures, brightness, emotions), because their attention is scattered. "Ronald brings to life the fun of our brand by connecting with customers around the world, whether he's promoting literacy or spreading cheer at a Ronald McDonald House”( McDonald's introduces new mission and image for Ronald McDonald, 2014).

**Marketing strategy or healthy food**

Young children are mostly fascinated by the measure on the screen and the vivid picture, and not the meaning of the advertising message, Advertising has been criticized for promoting materialism, persuading individuals to buy things they do not need, and providing false or misleading information( Bakir & Vitell, 2010).

**Change in Mc Donald**

By strict nutrition standards based on science and nutrition policy, by the end of 2022, at least 50% happy on menus in each market (restaurant menu board, kiosk main order screen, own mobile ordering application) Meal will meet McDonald's new Global Happy Meal nutritional standards of 600 calories or less, calories from saturated fats of 10% or less, salts of 650mg or less, and calories from added sugars of 10% or less.

References

Bakir, A., & Vitell, S. J. (2010). The ethics of food advertising targeted toward children: Parental viewpoint. Journal of Business Ethics, 91(2), 299–311. doi:http://dx.doi.org/10.1007/s10551-009-0084- 2

McDonald's introduces new mission and image for Ronald McDonald. (2014). Food and Beverage Close-Up.

Reply to Campbell

Thankyou for your post and I am agreeing with you by using McDonald’s mascots of Ronald and Happy have dangers when advertising to children. Yes, it is trying by charity and visiting schools and changing menu like adding water and juices in menu but still there are many ingredients use in fast food that is not healthy for our children.

Reply to Stephanie McLeod

Thankyou Stephanie for your interesting post and I am agreeing with you that marketing strategies are very important and especially important when it works for children and same in the case of Mc Donald . Yes it is very important for fast food companies to make their food more healthier than just selling it through marketing campaigns.