



Kathleen Haddad
Podcast Promotion
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Introduction:

McDonalds is a fast-food chain that is globally known. The company specializes in hamburgers but sells a variety of other foods and beverages. It is marketed towards children but is popular among all ages. It is known for its affordability, consistency, and efficiency. The company has been around since 1940.

Analysis:

Strength- McDonald's has a rewards app that encourages members to use app codes for deals, discounts, and to earn points. Points can be redeemed for free food and beverage items. The app also offers limited-time deals. The app often sends push notifications encouraging users to open the app and get them thinking about McDonald's fast food.

Weakness- McDonald's is known to market widely and consistently. Many people shut off their notifications and emails from the app to avoid it being 'annoying' or frustrating.

Opportunity- McDonald's could utilize podcasts to promote their company differently. Rather than using social media platforms or app push notifications, an ad on a podcast would catch listeners who are driving in the car and could easily persuade them to make a quick stop at the efficient, affordable restaurant. This can also be used to persuade them to download the app and earn rewards.

Threat- Other companies like Wendy's, or Burger King have similar social media pages and rewards apps. These competitor companies could develop better relations with the public than McDonald's. They already have similar relationships. The app needs to continue getting users.

Goal:

My goal is to pitch a podcast promotion for McDonald's to reach new audiences and get more paid or earned media for the company.

Chosen Podcast:

"anything goes with emma chamberlain" is a podcast hosted by Emma Chamberlain. It is about self-improvement. The podcast discusses things like loneliness, depression, social anxiety, and other related topics.

Pitch Email:

Hi Emma,

I was listening to your episode on toxic traits and was very interested in this. I agree it is important to figure out different ways we may act toxic.

I am working with McDonald's, and they are promoting their rewards app. I think that having a 30-second promotion in your podcast would benefit McDonald's and interest your listeners. The promotion could mention how it is a perfect fast and effortless snack.

Attached are the materials and if you need anything additional, please let me know. Also, I saw the recent picture you posted of your cats, so adorable!

Best,

Kathleen Haddad

Khaddad@falcon.bentley.edu

978-350-7414



30 Second Promo Ad:

Live Mention/ Promotion/ Testimonial

“Hey guys, feeling hungry? Download the McDonald’s app right now to order the perfect snack. I know I love using it. I get coupons all the time and earn points to get free food and drinks. Whenever I don’t feel like cooking or I’m in a rush ordering from the app is my go-to. You can pick it up or have it delivered in no time. Download the app now to start earning rewards and to get your first deal.”