

Spicy Chicken McNuggets Launch

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A new launch has occurred recently and the main goal is to get it out there. To do so, we must figure out a way to reach our target market/audience. With the launch of the new Spicy Chicken McNuggets, we have to know who we are selling our product to in order to grasp their attention. So let's start breaking down our customer persona base. Being a big chain and affordable restaurant establishment, we know the basics of reaching those whose budget is at a lower price range. The customers that eat at the establishment just as well are at a precise age range. Let's say our target audience is between the Millennials and Gen z. Specifically, those who are into spice, flavor, and chicken. Without those demographics, our target audience will be all over the place with no sense of direction to market towards them.

Now that we have our customer base, how are we going to reach out to them? Looking at today's society everything is advertised online. We are talking to a generation that is always on their phone. Therefore our marketing concept would rely directly on Social Media/the internet, Our main platforms are going to be Instagram and Facebook. Instagram because Gen Z is more likely to always be connected there and Facebook because millennials are most likely connected. The platforms on the internet are commonly used so an ad can appear as we are scrolling through our feed. The ad must contain information without adding too much, making the prime viewer scroll away, the goal is education. The ad has to provide the item being launched, in this case the new Spicy Chicken McNugget, with a reference picture, the price, and even a catchy phrase.

The ad can also be a video. Which creates a distraction for the viewer making them drawn in to see the short few-second ad. Keeping it simple and informative without adding too much. Using the media to advertise, many individuals whom we are trying to target may not always rely on what the ads say, they may rely more on a person's point of view. That is where review sites and even blogs come in. That way those who are skeptical are still targeted. The

concept of creating a successful launch all relies on who you are targeting and how you are marketing your product to your customer. Providing too much would drive your customer away. Adding too little will have your customer confused and uninformed. If you provide the necessary to drive in your customers then you are guaranteed a successful launch.