

McRib Comeback

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McDonald's is known for occasionally bringing back seasonal items, like the spicy chicken McNuggets, beverages with pumpkin, mocha, peppermint for the holidays, and of course the McRib sandwich. McDonalds keeps bringing back the sandwich in order to attract customers' attention and keep coming back to the establishment. It would not necessarily be because of such high demand since they still keep it limited and in only select locations(place). If it were because of high demand from the customers then we would not be talking about this product right now and the product would always be on the menu. Individuals always get excited when a beloved item comes back to the menu.

As for the marketing strategy involving the 4ps McDonalds directly goes towards the product. The product, of course, is the McRib sandwich that everyone loves and enjoys. Promotion, either on their app or on the website McDonald's never fails to promote a returning or new item to the public. "Major news outlets and the entire internet picks up the story every time the McRib comes back, which in turn brings in more traffic as fanatics of the sandwich come in droves to sample it once more", (Editors, F, 2021). As well as price, more expensive meat to purchase in quantities for a company. The price range still is affordable for customers eating at McDonalds'. Targeting individuals who prefer a more savory and tasteful sandwich while still being on a budget is McDonald's target market.

Resources

Editors, F. (2021, July 21). *Here's why McDonald's keeps bringing back the McRib*.
Reader's Digest. Retrieved November 20, 2021, from
<https://www.rd.com/article/why-mcdonalds-keeps-bringing-back-the-mcrib/>.