

Spicy Chicken Nuggets

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Some competitors argue that Wendy's spicy chicken nuggets are better than McDonalds spicy nuggets. Studies show that the spicy chicken nuggets for Wendy's was first introduced to their menu in 2010, as it quickly gained popularity on Forbes list. However, after McDonald's first appearance of the spicy chicken nuggets release on September 16th, 2020 for a limited time only. After introducing the spicy chicken nuggets, marketers needed to make sure the launch was successful, it focused on marketing / customer satisfaction. Marketing is an important factor for any business. As a result, if McDonald's uses this strategic strategy it can create high demand, impact customers decisions, increase revenue, and will reach customer satisfaction.

During this course we discussed "The Marketing Mix involves the 4P's", which are Product, Place, Price and Promotion. In this case, if McDonalds wants to insure success it will be based on Product, Price and Promotion. Product means an item is available for purchase and meets the requirement for consumers. Studies show that Wendy's spicy chicken nuggets are better than McDonald's in terms of the flavor and price. According to my findings, McDonald's will enhance the spice and flavor of their chicken nuggets. To make themselves different from Wendy's, according to the text McDonalds will provide, "a tempura coating of cayenne and chili peppers and come with a side of Mighty Hot Sauce". Consumers can either use the tempura coating of the cayenne chili peppers with the sauce or eat it without the sauce.

McDonald's will also use promotion to inform and persuade the target market. As a result, promotion will help with advertising, sales revenue and social media marketing. To reach potential customers; McDonalds will advertise the new nuggets on TV Commercials, banners, posters in the cities, etc. Also, McDonalds can use social media platforms such as Facebook, Instagram, and Twitter. This will allow consumers to know about its new and spicy tasty chicken nuggets.

Last is the price element. McDonalds has a huge customer base, the reason why is because their prices are lower. Even though Wendy's nuggets were better in terms of pricing. McDonalds will use that strategy and make the prices even lower than their other competitors (Wendy's). The lower the price, it will attract more demand and increase revenue sales.

Finally, between the Push Strategy or the Pull Strategy, in this situation I would use the pull strategy because it is a more effective form of marketing as it creates brand loyalty with consumers. Also more word of mouth for the product (spicy chicken nuggets) and the organization (McDonald's). This also gives the brand a better image for McDonalds and becomes even more profitable. As a result this gives McDonalds the opportunity of pricing higher if they choose to.