



Wendy's VS. McDonald's Spicy Chicken Nuggets

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Wendy's Spicy nuggets

1. **Wendy's created the spicy chicken added to their menu in 2010.**
2. **The prices for their spicy chicken nuggets were a lot cheaper than McDonalds.**
3. **After the appearance of the spicy nuggets it gain popularity and ended up on the forbes.**
4. **Spicy chicken was discontinued in March of 2017 and in August 2019.**



McDonalds Spicy Nuggets

- **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.**
- **If McDonald's uses this strategic strategy it can create high demand, impact customers decisions, increase revenue, and will reach customer satisfaction.**



Marketing Mix 4P's

As a class we discussed about the 4P's. In this case McDonalds wanted to insure brand success.

1. In this case, if McDonald's wants to insure success it will be based on Product, Price and Promotion.
2. Product means an item is available for purchase and meets the requirement for consumers.
3. 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.
4. Last is the price element. McDonalds has a huge customer base, the reason why is because their prices are lower.



What marketing and advertising medium(s) would you use to reach our potential customers?

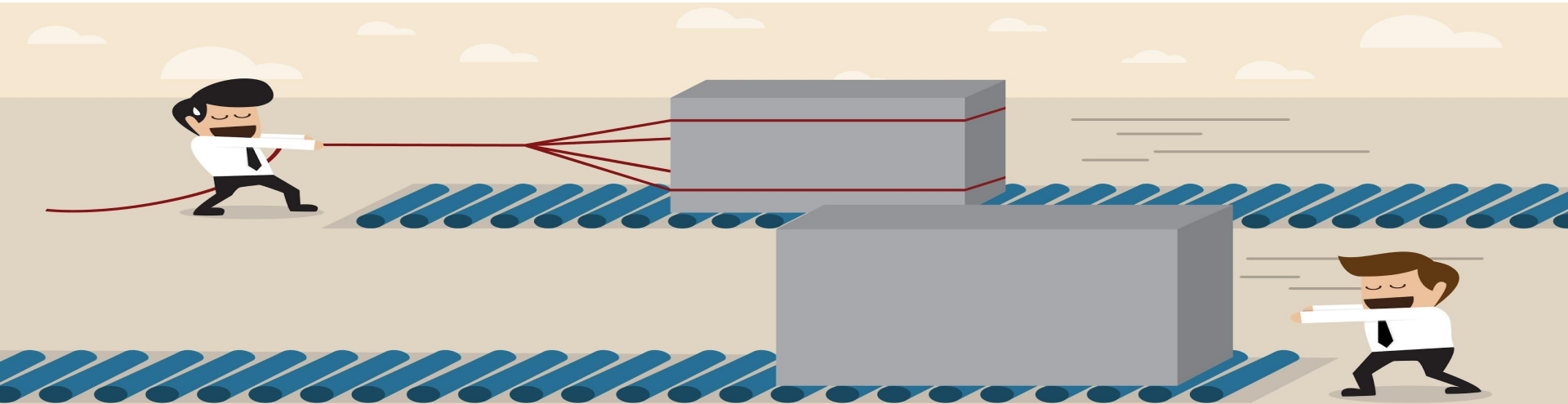
- To reach potential customers; McDonald's will advertise the new nuggets on TV Commercials, banners, posters in the cities, etc. Also, McDonalds can use social media platforms such as Facebook, Instagram, and Twitter.



Push VS. Pull Strategy

- **Push Strategy-** makes use of a company's sales force and trade promotion activities that creates consumer demand for a product.

- **Pull Strategy-** is a marketing strategy that is use by organization to grab or pull the consumers or customers to several services or products of organizations and thereby increase the claims of that product or service.





The Strategy I choose is.... Drum Roll Please....

Pull Strategy

Why? Because the pull Strategy can help with investing such as sales promotion to build demand.





Thanks For Listening...

