

McDonald's and often eats their burgers. He even took advantage of a "buy one get one free" offer, then wolfed down two chicken burgers outside a McDonald's in Plymstock, Devon.

QUESTIONS

1. How should McDonald's respond when ads promoting healthy lifestyles featuring Ronald McDonald are equated with Joe Camel and cigarette ads? Should McDonald's eliminate Ronald McDonald in its ads?
2. Discuss the merits of the law proposed by France that would require fast-food companies either to add a health message to commercials or pay a 1.5 percent tax on their ad budgets. Propose a strategy for McDonald's to pay the tax or add health messages, and defend your recommendation.
3. If there is no evidence that obesity rates fall in those countries that ban food advertising to children, why bother?
4. The broad issue facing McDonald's U.K. is the current attitude toward rising obesity. The company seems to have tried many different approaches to deal with the problem, but the problem persists. List all the problems facing McDonald's and critique its various approaches to solve the problems.

5. Based on your response to Question 4, recommend both a short-range and long-range plan for McDonald's to implement.

Sources: Jardine and Laurel Wentz, "U.K. Not Feeling the Love, McD's Puts Slogan on Ice," *Advertising Age*, September 13, 2004; "Thinking Locally," *Advertising Age*, March 7, 2005; Alexandra Jardine and Laurel Wentz, "It's a Fat World After All," *Advertising Age*, March 7, 2005; Steven Gray and Janet Adams, "McDonald's Gets Healthier—But Burgers Still Rule," *The Wall Street Journal*, February 23, 2005; Stephanie Thompson, "Europe Slams Icons as Food Fights Back," *Advertising Age*, January 3, 2005; Emma Ross, "Obesity Hurting Health of European Children," *Associated Press*, June 3, 2005; J. E. Brody, "Globoesity," *The New York Times*, April 19, 2005; "Disney Drops \$1 bn McDonald's Deal Amid Health Fears," *Belfast Telegraph*, May 10, 2006; "McDonald's Defies Critics With an Even Bigger Big Mac," *The Independent* (London), April 24, 2006; "McDonald's Set to Fight Message in Movie: Chain Warns Franchisees About 'That Food Nation,'" *CNN's Chicago Business*, April 10, 2006; "McDonald's . . . Now With Ethical Sauce: Fast-food Giant Takes on the Critics with Soft Lights, Comfy Sofas and the Promise of Great Career Prospects," *Mail on Sunday* (London), April 23, 2006; "Prince Wants McDonald's Off the Middle East Menu as Prince Charles Advises Health Workers in the Middle East to Ban McDonald's," *The Aberdeen Press and Journal*, February 28, 2007; "No Why Does Charles Think McDonald's Is the Root of All Food Evil?" *The Scotsman*, February 28, 2007; "McDonald's Health Wins Back Customers," *The Independent* (London), January 18, 2007; "Sure, McDonald's 'Health Kick' Is a Ruse—but It's Better Than Nothing," *The Independent* (London), July 23, 2007; "U.K.'s McDonald's Outlets Selling More Burgers than Ever Before," *Hindustan Times*, January 7, 2008; "McDonald's Answer to Obesity Fears—A Boom in Burger Sales," *Evening Standard* (London), January 7, 2008.

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Raffaela Di Napoli



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