

Product Mix

Product mix denotes product development, packaging, branding, and research. To identify it as part of the McDonald's product mix, the pizza was branded with the "Mc" prefix. The restaurant had experienced success with Chicken McNuggets and the Egg McMuffin earlier as "non-hamburger and fries" menu additions and McDonald's had no reason to assume that McPizza would fail. The very fact that the brand was called McPizza, however, set up a problem with company identity. Most consumers associated McDonald's with hamburgers and felt that pizza was a poor menu fit.

The packaging was a standard pizza box. The box protected the pizza, established the pizza look for the consumer, and fit the product mix very well.

McDonald's researched the McPizza for years. Market research showed that pizza was the company's biggest competitor. Product research provided the technology to make pizza quickly to match the McDonald's image of fast food. This led to the development of new pizza ovens and to the recipe for the product itself. Consumer research provided positive reactions to the taste of McPizza. Research also indicated that this new product would require a shift in consumers' perceptions of the restaurant. The company felt that it could deal with these concerns in the promotion mix.

Promotion Mix

Promotion mix consists of advertising, sales promotion, and publicity. Business magazines, television news reports, and newspaper articles provided free media coverage of the product launch and it became a significant news story. The media gave McDonald's franchise owners and corporate executives an opportunity to explain the reasoning behind the menu addition and to reassure their customers that McDonald's was still in the hamburger business. Television advertisements for the new McPizza explained the new ovens and attempted to generate excitement for the product. Sales promotion efforts involved free samples, launch parties, and store banners.

Pricing Mix

Even the price seemed right. The consumer could buy a small pizza for the same price as a hamburger and fries. The large pizza was competitively priced with those sold by Domino's and Pizza Hut. The marketing team felt



The McWrap is a recent addition to McDonald's menu. Do you think it fits their marketing mix better? Why or why not?

What Were They Thinking?

In the 1980s, Burger King ran a marketing campaign built around the idea that there was only one person in North America who had never tasted a Burger King Whopper. The person's name was Herb. In commercial after commercial, poster after poster, consumers were urged to "Find Herb" so that he could enjoy the taste of a Whopper. The campaign was a major failure. What do you think was wrong with this campaign?