

LIMITED TIME OFFER PRODUCTS - When it comes to product, McDonalds has adopted a different culture to be able to meet the taste of different people and to show respect to their religion when it comes to menu components.

The BTS Meal Campaign that was introduced worldwide was one of the most successful launches all over the world. Here you can see how promotional strategy by famous celebrities can be added to the McDonalds meals. This is a competitive attack against other fast food as it shows supremacy.

Another one is the McDonalds app featured where there are multiple promos and deals which attract more customers. It also helps them in the delivery channel to meet the current needs of customers as they prefer a new style of ordering in a hassle free experience.

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