

Mc Turkey Burger By Mc Donald's

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Campaign Status and Creative Brief

"Mc Turkey" should be treated as a fictional advertising assignment, not as evidence that McDonald's has announced or tested a current product under that name. The creative brief proposes a turkey-based sandwich as an alternative within a quick-service restaurant menu. Its original line—"New burger, new flavour, Mc Turkey, your alternate McDonald's taste"—communicates novelty, but it is too long, repetitive, and dependent on unverified assumptions about consumer health preferences. A stronger academic campaign would define the product, audience, promise, evidence, and ethical boundaries before producing persuasive material.

The campaign objective is to generate awareness and trial among customers who enjoy poultry, want menu variety, or avoid beef for personal, cultural, taste, or dietary reasons. The objective should not be to frighten consumers away from red meat or imply that one fast-food sandwich is automatically healthy. A proposed line such as "A New Kind of McDonald's Bite" could invite curiosity without making an unsupported health claim. Because this is a concept exercise, brand ownership and approval must be acknowledged: a real campaign could be released only by or with permission from McDonald's and would require product, legal, nutrition, and operations review.

Product Definition Before Promotion

Advertising cannot compensate for an undefined product. The concept team should specify whether Mc Turkey is a grilled patty, a breaded patty, sliced turkey, or a blended product; which bun, cheese, sauce, vegetables, and allergens it includes; how it is prepared; and whether it shares equipment with other menu items. Taste testing should determine whether the product delivers a recognizable benefit such as a savory turkey profile, lighter texture, distinctive seasoning, or regional flavor.

Operational feasibility matters. Turkey must be sourced consistently, cooked to a safe internal temperature, held without becoming dry, and prepared fast enough for a quick-service setting. Restaurants need training, equipment capacity, ingredient storage, waste controls, and reliable supplier volumes. A campaign should not promise national availability if only a small pilot can be supported. The test-market plan should define participating restaurants, dates, supply quantities, employee instructions, and criteria for expansion.

Audience Segmentation and Consumer Insight

The original proposal names several large American cities but offers no evidence that residents there collectively avoid red meat. Geographic selection should follow restaurant sales patterns, local demographics, supply logistics, competitive menus, and research rather than stereotypes. A useful pilot might include markets with high poultry consumption, strong demand for menu variety, and restaurant operations capable of testing a new platform.

Three audience segments are plausible. Existing McDonald's customers may want novelty without leaving a familiar brand. Flexitarian consumers may sometimes choose poultry instead of beef but still care about taste, convenience, price, sodium, and calories. A third segment includes families or groups whose members prefer different proteins and value having another choice at one restaurant. Research should ask what "turkey burger" means to each group, which flavors they expect, whether they perceive turkey as dry, and what price difference they will accept.

Core Message and Reason to Believe

The central proposition should be specific: Mc Turkey offers a distinct turkey-based taste in a familiar, convenient format. The "reason to believe" must come from the recipe and preparation method, not from vague words such as new, better, or healthier. Demonstrable points might include a signature seasoning, a crisp vegetable topping, a sauce designed for turkey, and preparation standards that maintain moisture. Comparative statements require substantiation and a fair basis of comparison.

Health language requires particular caution. A turkey sandwich may contain less of one nutrient than a selected beef sandwich, yet it may contain considerable sodium, saturated fat, or calories depending on the recipe. The advertisement should not create a health halo by showing athletic people, medical symbols, or claims about heart health unless competent evidence supports the complete message. Nutritional information should use the final recipe and standardized serving, and any comparison should identify the item and nutrient compared.

Ethical Persuasion Instead of Scare Tactics

The original brief recommends fear about red meat and social pressure through "don't be left behind." Those techniques are ethically weak and strategically risky. Fear can misrepresent health science, stigmatize consumer choices, and produce distrust when customers inspect the nutrition facts. Social-exclusion language may generate short-term urgency but conflicts with an inclusive family brand.

Persuasion can instead rely on curiosity, sensory appeal, and choice. Visuals can emphasize texture, steam, seasoning, and fresh assembly. Copy can invite customers to compare flavors without

insulting existing menu preferences. Limited-time availability can be stated accurately if it is genuinely limited. Testimonials or influencer content must reflect actual experience, disclose paid relationships, and avoid claims the endorser cannot verify.

Creative Execution Across Media

A thirty-second video could begin with familiar burger preparation sounds, then interrupt the expected image with the turkey patty and a contrasting seasoning sequence. The narrative would show different customers choosing the sandwich for different reasons—taste, variety, or group convenience—without asserting that all viewers share one motive. The closing screen would state the product name, verified availability, price where permitted, and a concise line.

Print and outdoor material need fewer elements: a clear product photograph, one proposition, an availability statement, and a call to action. Radio must describe the product accurately because listeners cannot inspect an image. Social media can use short preparation clips, recipe explanations, polls about flavor, and user-generated tasting reactions. Accessibility should include captions, readable contrast, alt text, and audio descriptions where appropriate.

Digital Engagement and Data Responsibility

The campaign could offer app-based trial coupons, but the data collected should be proportionate. Customers should not be required to disclose extensive personal information merely to receive a small discount. Location targeting should be limited to participating markets, privacy notices should explain data use, and consumers should be able to opt out of unrelated marketing.

Interactive content might include a flavor selector, a transparent nutrition comparison, or a restaurant locator. A social challenge should not encourage wasteful bulk purchases or deceptive reviews. Moderation plans are needed for allergy questions, product complaints, offensive comments, and misinformation. The brand should respond with factual service information rather than scripted enthusiasm when a customer raises a safety concern.

Testing the Campaign Before Release

Concept testing should separate product evaluation from advertising evaluation. Blind taste tests can reveal whether consumers actually prefer the recipe, while branded tests show how the McDonald's name changes expectations. Copy testing can measure whether viewers understand that the product contains turkey, whether they infer unsupported health benefits, and whether the message creates interest without confusion.

A small market test should track trial rate, repeat purchase, preparation time, waste, substitutions,

complaints, price sensitivity, and effect on existing menu items. Sales alone may be misleading if heavy coupons generate one-time purchases. Repeat purchase and restaurant execution are stronger indicators of sustainable demand. Qualitative interviews can explain why customers did or did not return.

Nutrition, Allergy, and Food-Safety Communication

Food safety belongs in operations, but communication also matters. Staff should know the product's ingredients, major allergens, and cross-contact risks. A turkey product must not be described as suitable for every religious or dietary practice without verified sourcing and certification. "Turkey" does not automatically mean halal, gluten-free, low sodium, or free from dairy and egg.

Nutrition information should be available before a national rollout and updated if the recipe changes. The Federal Trade Commission requires advertising to be truthful and evidence-based, while food labeling and restaurant-menu requirements may also apply. The campaign team should review the total impression of each advertisement, including imagery and omissions, rather than checking only literal sentences (Federal Trade Commission, "Truth in Advertising," 2026; U.S. Food and Drug Administration, 2026).

Budget and Measurement

The budget should be divided among product research, photography, media, local restaurant materials, employee training, coupons, social moderation, and measurement. A pilot should reserve funds for operational correction, not spend everything on launch exposure. The media mix should reflect the target audience's actual habits and the geographic availability of the product.

Key measures include aided and unaided awareness, correct message recall, coupon redemption, first purchase, repeat purchase, average check, service time, waste, sentiment, and complaint categories. Brand-lift studies should test whether the campaign improves perceptions of menu variety without harming trust. Results should be compared with a control market where the product is not promoted.

Risk and Contingency Planning

Likely risks include supply shortages, inconsistent cooking, misleading health interpretations, trademark misuse by unauthorized parties, allergy confusion, negative taste reviews, and criticism that the campaign appropriates cultural or dietary identities. The response plan should identify who can pause media, correct claims, contact restaurants, update the app, and address customer-service cases (Federal Trade Commission, "Health Products Compliance Guidance," 2026).

If the product fails, the lesson should not be hidden. The company could analyze whether the issue

was recipe quality, price, message, operations, or weak demand. A limited test is valuable precisely because it permits learning before a broad commitment.

Restaurant Staff and Internal Communication

Employees are the final link between campaign and customer experience. Crew members should taste the product where policy permits, understand ingredients and allergens, know the pilot's dates, and have a simple method for recording recurring complaints. Promotional promises must match what restaurants can prepare during busy periods.

Internal communication should explain that the concept is a test and invite honest operational feedback. Punishing restaurants for reporting waste or slow preparation would hide the information needed to improve the product. Successful innovation depends on learning from front-line work.

Conclusion

The Mc Turkey idea can become a strong academic advertising plan when it is framed as a fictional product concept and built around truthful sensory appeal, consumer choice, operational readiness, and measurable testing. Fear about red meat and pressure not to be "left behind" should be removed. The campaign should invite trial of a clearly defined turkey sandwich, disclose what can be verified, and evaluate repeat demand before expansion. Ethical persuasion is not a limit on creativity; it is the basis of durable brand trust.

References

Federal Trade Commission. (2026). *Truth in advertising*.
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