

Same product, different marketing, different retailers

Such is the case of a chicken sandwich being debuted at McDonald's, apparently based on a similar sandwich at Chick-fil-A, and being marketed to different ethnic groups across the country. The story is in the New York Times, and points to the importance of advertising in promoting a food product. McDonald's has a very large ad budget, and the big advertising agencies on its side. It also has restaurants everywhere. But there is one thing McDonald's does not have: a reputation for being a chicken place. Yes, they have chicken, but they are known for burgers and fries. This is their core business while, as its name implies, chicken is the thing at Chick-fil-A. It will be interesting to see if the chicken sandwich takes off at McDonald's, and whether it hurts Chick-fil-A's business or not.