

Scented Billboards Revolutionize McDonald's Advertising

VOCABULARY WORDS

1. Recognize (verb) /'rɛk.əg.naɪz/ - To identify someone or something from having encountered them before; to acknowledge the existence, validity, or legality of.
Example: People all over the world recognize the famous McDonald's golden arches.
2. Promotional (adjective) /prə'mou.ʃən.əl/ - Relating to the publicization or marketing of a product or event.
Example: The company released new promotional billboards in the Netherlands.
3. Strategically (adverb) /strə'tiː.dʒɪ.kli/ - In a way that relates to the identification of long-term or overall aims and interests and the means of achieving them.
Example: All the billboards have been strategically placed within 200 meters of a McDonald's restaurant.
4. Familiar (adjective) /fə'mɪ.l.i.ər/ - Well known from long or close association.
Example: People will smell something familiar coming from inside the billboards: McDonald's french fries.
5. Evoke (verb) /ɪ'vɒk.ə.tɪv/ - To bring strong images, memories, or feelings to mind.
Example: The company hopes the billboards will evoke memories of good times at McDonald's.
6. Partnership (noun) /'pɑːrt.nə.ʃɪp/ - An arrangement in which two or more individuals or organizations work together for mutual benefit.
Example: McDonald's announced it has partnered with Krispy Kreme to sell donuts in its stores.
7. Announcement (noun) /ə'naʊns.mənt/ - A formal public statement about a fact, occurrence, or intention.
Example: The news comes not long after McDonald's announcement of its partnership with Krispy Kreme.



People all over the world **recognize** the famous McDonald's golden arches. However, the arches are nowhere to be seen in the company's new **promotional** billboards released in the Netherlands. Instead, McDonald's is taking a unique approach to advertising by relying on the power of smell.

The billboards, which are either red or yellow and completely blank, have been placed in Utrecht and Leiden, both about a 40-minute drive from Amsterdam, the capital. McDonald's believes that even without visual cues, people will immediately know what the billboards are advertising once they get close enough.

At first, people may be puzzled by the blank billboards. However, once they walk within 5 meters of any of these billboards, they will catch the **familiar** scent of McDonald's french fries. The enticing aroma is designed to trigger instant recognition and cravings, making the smell the central element of the advertisement.

To make the experience even more tempting, all the billboards have been **strategically** placed within 200 meters of a McDonald's restaurant. This proximity ensures that anyone intrigued by the smell won't have to travel far to satisfy their cravings, seamlessly integrating the advertisement with the physical location of the restaurants.

McDonald's Netherlands emphasizes that "McDonald's is all about Good Times," and since smell can **evoke** strong memories, the company hopes these billboards will remind people of their enjoyable experiences at McDonald's. This innovative advertising strategy comes on the heels of McDonald's **announcement** of its **partnership** with Krispy Kreme, with plans to sell Krispy Kreme donuts in US stores starting later in 2024 and expanding nationwide by 2026.

DISCUSSION

1. If you could create a billboard that releases a smell to remind people of their favorite childhood memory, what smell would you choose and why?
2. Imagine you are a marketing genius tasked with creating an innovative ad campaign for your favorite product. What unusual or unique sense (like smell) would you use, and how would it work?
3. What is your favorite memory associated with McDonald's, and if it had a specific smell, what would it be?
4. If movie theaters could release scents during films to enhance the viewing experience, what movie would you choose, and what smells would be featured?
5. Design a city-wide scavenger hunt where participants follow different scents to discover hidden treasures or landmarks. What scents and locations would you include?
6. McDonald's is known for its iconic menu items. If you could invent a new, quirky food item for McDonald's to promote with a special scent billboard, what would it be?
7. Imagine you're a tour guide in a city where the air is filled with various delightful smells representing local attractions or foods. Describe a day's itinerary, including the scents and corresponding locations.