When McDonald's recently opened their first location in Kimaya Kothrud, India, they chose to announce their "birth" like any proud parent ... with a photo of the new baby.

Description:
A baby is lying on a white blanket. We may think it's a baby boy. He is short red haired, dark eyed, and has a small red nose. He has got red lipstick / His mouth is made up with red lipstick and his skin is covered with white foundation. He looks like a clown.
The advertiser has used the image of a clown, which will remind everybody of McDonald's. He relied on easily recognizable signs to reach his goal. There is a contrast between the white skin and the red color on his nose and mouth. The layout underlines the contrast between white and red. The effect produced is all the more shocking since babies do not usually wear make-up, or get dressed up as clowns! This ad attracts our attention immediately since the colors are bright and garish/flashy. Colors are well-known devices to influence and attract consumers. Colors have a subliminal effect on buying decisions. Yellow and red are the colors that most stimulate the appetite.
The logo represents a yellow "M" which is the first letter of the brand "McDonald's". We immediately recognize the logo of the fast food chain of restaurants, and we can notice that the baby's arched eyebrows form the same M.
This advert promotes the well-known brand, and more precisely, it advertises a new restaurant which is opening, as the sentence "Just opened near Kimaya Kothrud" suggests. Thus, it's the new branch, the new baby of the famous firm. The famous catchphrase "I'm lovin' it!" is known all over the world, especially by younger kids. Therefore we understand this ad targets young children and their parents.

Is this ad really effective? Yes and no.

1.The image of the clown is associated with the famous brand in people's minds. – the use of the baby and colors is very clever: It does not show chips and hamburgers, a baby is not directly linked with the brand. – It is unusual, eye-catching and disturbing. And it works! Everybody loves babies and children will immediately identify the clown as Ronald McDonald!

2. This is amazing and gross! It's disturbing and maybe even shocking! It's eye-catching, that's all! – It's shocking because the baby's fragile, delicate skin is covered with make-up. Besides, they use the image of a newborn baby,

symbolizing innocence and purity. But surely here, it makes the baby look like a creepy doll and could remind us of horror movies such as 'Chucky' or horror stories like 'IT' by Stephen King.

We might / can also wonder if Indian people know who this pure white, clown-faced child is if they are not familiar with Ronald McDonald…

Surely enough, it does do a good job of announcing the birth of McDonald's; however, it does not educate Indians on the food that is available. You may say that McDonald's is the same everywhere, but the truth is that it isn't. Certainly, there are classic burgers like the Big Mac, but McDonald's offers regional menus to adapt to the ethnic tastes of each unique market it is located in. This ad surely doesn't entice Indians with its regional menu!