



WHY HAS MCDONALD'S CHANGED SO MUCH?

From childhood memories to modern sustainability-exploring the reasons behind McDonald's transformation.

Times change, McDonald's changes. Let's look at them reasons behind these changes!



1.WHY DID RONALD McDONALD DISAPPEAR?



1.The Clown Image Feels Unsettling

- Influence from horror movies
- "Uncanny Valley" effect
- Exaggerated makeup no longer fits modern aesthetics

2.Changing Aesthetics

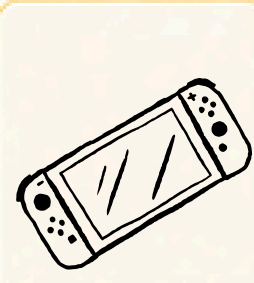
- In the past: bright, flashy, and lively
 - Now: minimal, natural
- Ronald became too "high-saturation".

3.Change in Brand Strategy

- In the past: a kids' fast food paradise
 - Now: a space for all ages
- Brand focus shifted from characters to products and experience.

Conclusion: What disappeared is not happiness, but the way people imagined happiness in the past.

2.WHY DID THE PLAYPLACE AND TOYS DISAPPEAR?



1.Changing Times: Kids' Entertainment Is Different

- In the past: play place, toys
 - Now: smartphones, tablets, and digital devices
- Kids no longer rely on physical play spaces.



2.Health & Safety Concerns

- Greater focus on hygiene after COVID-19
- Play equipment can easily spread germs
- Parents are more concerned about safety.



3.Space & Operational Efficiency

- Play places take up valuable space; more seats can be added
- Now focusing more on delivery and quick service.



4.Regulations on Children's Meal Toys

- Since 2016, Taiwan prohibits using toys to promote high-sugar, high-fat, high-salt foods to children



5.Incident Impact: 2017 Extortion Case

- A child was injured in the play area: parents demanded huge compensation
- Companies became more aware of:
 - Safety responsibility for play equipment
 - Insurance and legal risks.



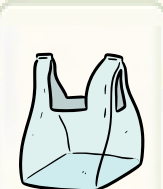
Conclusion: In the past, McDonald's sold "happiness", now it sells "efficiency".

3.WHY DID MCDONALD'S REMOVE PLASTIC STRAWS?



1.Rising Environmental Awareness

- Reduce single-use plastic waste
- Decrease ocean pollution
- Support sustainability.



2.Packaging Design Changes

- New lids allow direct drinking
- Reduces 3%-16% plastic usage
- Reduces straw waste.



3.Changing Consumer Habits

- More people accept drinking directly or bringing their own reusable straws
- After six months, over 90% of customers support it.



McDonald's Is Doing More Than Just Removing Straws

- Using paper wrappers instead of some paper boxes
- Reducing pulp usage
- Using FSC-certified paper from responsibly managed forests



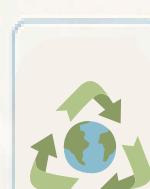
Conclusion: In the past, McDonald's pursued "convenience" now it embraces "environmental responsibility".

4.WHY DID MCDONALD'S SWITCH TO FOR-HERE CUPS?



1.Too Much Single-Use Waste

- A single meal creates a lot of packaging waste
- Beverage cups account for a large portion of plastic usage.



2.Environmental & Sustainability Trend

- Consumers care more about the environment
- Brands need to build ESG and sustainability image.



3.Rethinking Packaging After the Pandemic

- During COVID-19: surge in delivery and takeaway increased single-use packaging
- After COVID-19: more attention to waste and pollution.



4.Long-Term Brand Goals

McDonald's aims for 2025 packaging to be:



Renewable



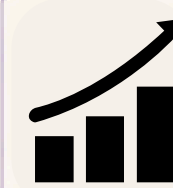
Recyclable



From certified sources

Conclusion: From single-use paper cups to for-here cups, we see the brand's commitment to sustainability.

5.WHY HAS MCDONALD'S STARTED LIMITING SAUCE?



1.Cost Control

- Providing large amounts for free increases costs
- Stores need to control inventory and reduce orders.



2 Resale & Scalping Issues

- Some people bought large items quantities of certain sauces
 - Resold them online at high prices
- McDonald's now limits: "Maximum 5 packets per order."



3.More Precise Brand Management

- Greater standardization
- Greater focus on cost and efficiency
- All supplies are carefully calculated and managed.

Customization Options Are Still Available!

Free Option

- ✓Extra sauce
- ✓Extra lettuce
- ✓No sauce
- ✓No vegetables



Additional Charges

- +Extra patty
- +Extra cheese
- +Extra tomato

Conclusion: From free sauces to controlled portions, we see how the fast food industry now focuses more on cost management and standardization.

McDonald's changes with the times, and so does the brand.
From childhood memories to a sustainable future, McDonald's keeps evolving-just to serve you better.



Sources : <https://vocus.cc/article/68a294fef89780001768c0>
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