

# ***Changing Business Marketing Strategies of KFC and McDonald's in China Through the Lens of Advertising Localization***

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**Abstract.** As one of the key aspects of business branding and marketing, advertising is an important tool that businesses promote their product as well as their own brand. They rely on a variety of media, such as videos, posters, and celebrity endorsements. Within these advertisements, by combining different elements, companies influence audience and achieve their marketing goals. These elements are completely variable depending on the region's cultural context. As a result, the overall style and endorsement features will change when global brands enter new markets. This paper examines how KFC and McDonald's have developed their advertising strategies in mainland China from 2000 to the present, focusing on the role of localization and the "lower-tier market" approach. Localization refers to adapting products, menus, and advertisements to align more closely with Chinese traditions and cultural expectations, while the lower-tier market strategy means expanding into smaller cities with lower consumer purchasing power. By analyzing a selection of advertisements alongside historical developments, this paper shows how KFC and McDonald's used cultural symbols, family themes, and popular trends to build stronger connections with Chinese consumers. The study highlights the importance of cultural adaptation in international marketing and explains why KFC has been more successful than McDonald's in the Chinese market.

**Keywords:** marketing strategies, target audience, localization, low-tier market, television advertisements

## **1. Introduction**

Advertising has always been an important way for companies to connect with consumers and promote their products. Over the years, the methods used for advertising have changed with advances in technology and shifts in society. In the past, posters, flyers, and television commercials were the most common tools for promotion. Today, however, online platforms such as TikTok, Bilibili, and YouTube have become the main stage for advertising. Since people spend much of their time on these platforms, companies can reach large audiences through online "traffic."

For global companies entering new markets, advertising is not just about visibility. Campaigns must also reflect the culture, values, and interests of the target audience. This process of adapting

products and marketing strategies to local traditions is called localization. Without it, advertisements may feel unfamiliar and fail to make a strong impact.

This paper examines how KFC and McDonald's have developed their advertising strategies in mainland China from 2000 to the present. By analyzing both early and recent advertisements, the study highlights how localization has helped foreign fast-food brands succeed in a culturally distinct and rapidly changing market.

## 1.1. Background

The growth of digital platforms has transformed modern advertising. In earlier decades, posters and television were dominant, but companies now focus mainly on online media. New technology allows for more interactive and creative advertisements that shape how people view a brand. Importantly, advertisements are designed for particular audiences, often including cultural elements or popular trends that make them more related.

Localization is especially important for companies expanding into foreign markets. For example, since 2015 Apple has produced short "micro-film" style advertisements in China. These ads use emotional storytelling to connect with audiences while also demonstrating the technical abilities of Apple devices. This example shows how companies adjust their strategies to align with local culture and consumer values.

KFC and McDonald's faced similar challenges when they entered China. KFC emphasized localization by introducing menu items such as the Old Beijing Chicken Roll, rice dishes, and breakfast congee. Its advertisements also combined traditional cultural elements with modern popular culture to appeal to Chinese consumers. McDonald's, on the other hand, relied more on its standardized global model. It made fewer changes to its menu and instead used celebrity partnerships and animated series to attract customers.

China is one of the world's largest and fastest-growing consumer markets, which makes advertising strategies especially important. The competition between KFC and McDonald's shows that localization can be more effective than a one-size-fits-all approach. KFC's greater popularity demonstrates how adapting to local culture gives foreign companies a stronger connection with consumers. At the same time, the advertisements of both companies reflect themes such as family, tradition, and youth culture, showing how global brands adapt to the realities of the Chinese market.

## 1.2. Research problem

This article examines advertisements from 2005 to 2024, focusing on how they reflect changes in marketing strategies. Successful promotion requires companies to match their products, services, or ideas with the interests and mindset of their target audience. Over time, however, cultural values and consumer expectations continue to change. In this study, I analyze different types of advertisements released by KFC and McDonald's for the Chinese market, including online advertisements, television commercials, and in-store posters. The aim is to understand how fast-food companies adjust their advertising strategies to engage their audiences more effectively. The analysis is divided into two main areas: (a) changes in advertising and marketing strategies that respond to consumer research and demographic shifts, such as the addition or removal of menu items and the localization of advertisements; and (b) strategies that go beyond advertising, such as introducing new menu items, designing special store decorations, or offering discounts during holidays.

### 1.3. Significance of the study

As mentioned earlier, advertising is one of the most common and effective ways for companies to promote their products. The main importance of this research is to study how the market has changed over time and how companies have adjusted their advertising strategies and focus in response. By looking at this connection, we can better understand how businesses adapt to consumer needs, which in turn helps improve brand awareness, public perception, and competitiveness. This capstone project is essentially a study of market change through past advertising. An investigation of market changes can help us identify both current consumer preferences and potential pitfalls within the market. This also allows companies to avoid mistakes and make use of trends that attract customers. In addition, understanding how advertising has developed over the years makes it possible to predict future changes or potential trends in the market. With this knowledge, businesses can promote their brands more effectively and connect with consumers in meaningful ways.

## 2. Literature review

### 2.1. Advertising and localization in China

To show both the value and originality of this study, I begin by reviewing earlier research, which can be grouped into three main categories.

The first category of research looks at advertising through case studies, focusing on how it influences Chinese audiences and how effective localization strategies can be. For example, Chen and Ma studied KFC's entry into the Chinese market and described its promotional ideas and advertising style [1]. Their research showed how KFC adapted to local culture by introducing menu items such as the Beijing Chicken Roll, inspired by the traditional Beijing Roast Duck wrap. Similar changes appeared in other regions, such as the Kimchi Pork Wrap in Korea. The study also pointed out several unique features of KFC advertisements, including the use of traditional cultural elements (for example, Colonel Sanders wearing a Tang suit in Spring Festival campaigns), as well as the visual appeal, storytelling quality, and emphasis on KFC's social contributions. In addition, Zhao examined a Vivo advertisement released during the 2019 Spring Festival, evaluating it based on four aspects: objectives, creativity, effectiveness, and execution [2].

The second category looks at advertising together with the historical and social background in which it developed. IC Lab produced a video that traced the development of KFC's marketing strategies in China from the 1990s to the present [3]. The video explained why KFC became more successful than McDonald's in the Chinese market and pointed out how a business leader, Jingshi Su, helped KFC gain this advantage. According to the video, KFC's success was mainly due to two strategies: localization and a 'lower-tier market' approach [3]. The lower-tier market approach sought to reach consumers with less purchasing power by expanding outlets into smaller cities beyond Tier 1 and Tier 2. The video also explained that in the 1990s, Western fast food in China was considered a luxury for the upper class, which was why KFC's first four outlets were located in large urban centers [3]. Under the direction of Mr. Su, however, KFC expanded into lower-tier markets, especially in central and western regions. As a result, KFC outlets started to appear in Tier 3 and Tier 4 cities. Because fast food was not supposed to be expensive, it remained affordable even in these lower-tier areas. Localization also played an important role. This means adapting products and advertisements to better fit the target market, such as including more Chinese cultural elements. For example, KFC added menu items like breakfast congee and the Beijing Chicken Roll to match local

tastes. The video also noted that KFC worked with advertising agencies to bring back the image of Colonel Sanders, using him more actively in localized marketing campaigns [3].

The third category of research compares the development of KFC and McDonald's in mainland China, focusing on the different strategies used by the two companies. Huang explained that KFC placed strong emphasis on localization, often introducing products with local features [4]. When KFC first entered the Chinese market, it carried out market research and built up experience before beginning a rapid expansion in 1996. In contrast, McDonald's was less successful, mainly because of its slow decision-making process. Since the company did not have a headquarters in mainland China at first, all decisions had to go through its office in Hong Kong. Before moving its headquarters to Shanghai, every decision required several levels of approval in Hong Kong, which greatly reduced efficiency. Huang also pointed out differences in customer targeting and product positioning between the two companies [4].

## 2.2. Theoretical perspective

The main goal of this capstone article is to analyze and understand how changes in China's macroeconomic environment over recent years have influenced the advertisements aimed at the Chinese market. To achieve this, the study draws on perspectives from business management, humanities and social sciences, communication and media studies, and, to a lesser extent, film studies, to examine advertisements released by similar companies or platforms across different years. In the area of the marketing component in business management, advertising is one of the most common methods of promotion. However, for advertising to be effective, it must connect to the target market and create a positive impression of the brand. This is where the humanities and social sciences are important, since successful promotion often requires to align with local traditions and cultural features. At the same time, to embody these traditional characteristics or to cultivate understanding and recognition of them, it is necessary to require an approach through film studies. By the use of different props, filming techniques, camera angles, and scene design, it is possible to create an effective advertisement.

## 3. Methodology

This article examines a selection of advertisements produced by KFC and McDonald's from 2000 to the present. It also draws on the findings of previous studies to reach clearer and more meaningful conclusions. The primary research method used is observation. Many advertisements, along with their release years, are available on the official websites of KFC and McDonald's. However, because more recent advertisements are not always found on these websites, additional online platforms such as Bilibili, Youku, and YouTube are used to supplement the collection of advertising materials. In addition, this article makes use of insights and conclusions from earlier research to better understand the techniques applied in the advertisements and the reasons behind them. Previous studies are especially valuable because they provide historical background, which helps this study reach stronger and more reliable conclusions.

## 4. Result

### 4.1. Modern marketing and advertising

About 30 to 40 years ago, small advertisements and posters could be seen everywhere in the streets. This was the main way for people to promote their brands or products. Today, this form of

advertising still exists, but a new method has become far more important. people spend much of their time on different online media platforms such as TikTok, television, and Bilibili. These platforms are commonly used to find information, pass the time, and for entertainment. At the same time, their wide use provides brands and products with a powerful new way to be promoted, that is, by placing advertisements directly on these platforms. Because of today's reliance on the internet, this gives companies broad exposure, often called "traffic." When promoting their products, businesses make use of different media vehicles, including videos, posters, and celebrity endorsements. In advertisements, companies also include different elements to influence audiences and achieve their marketing goals. These elements often change depending on the local culture and popular trends of the country or region, which alters both the overall design and the details of the advertisement.

Advances in technology make it possible to enhance video and audio, producing more engaging visuals that serve as an effective tool for promotion. However, every advertisement is designed for a specific target audience. To make sure it have an impact on its audience, advertisers intentionally include elements that appeal to the interests of their target consumers. For example, since 2015 Apple has released short "micro-film" style advertisements focused on the Chinese market. Each year, Apple produces one of these short films to promote its most advanced devices. In the end, these micro-films are mainly designed to show how professional the images produced by the smartphones can be. At the same time, they use emotional appeals to create a sense of connection with the audience, so as to promote the products and build a positive impression of the company. Comparing older advertisements with more recent ones, it is evident that in addition to improved quality, the content, themes, details, and storylines have also changed. These changes are often related to the countries where the advertisements are released. This process is known as localization, and it indirectly reflects how some companies adjust their marketing strategies in response to national differences. Advertisements make these strategies visible, showing exactly how companies try to adapt to different markets. KFC and McDonald's are in some ways similar to Apple. Although they differ from Apple in that both are leading companies in the fast-food industry, they are also foreign enterprises that have achieved considerable success in the Chinese market. Their marketing strategies have helped their brands become a part of daily life for many people. This paper will analyze the various advertising and marketing strategies of KFC and McDonald's from 2000 to the present.

## 4.2. KFC and McDonald's in the Chinese market

In business management, marketing refers to how a company analyzes consumer needs to promote its products. Localization refers to adapting a company's products or promotional strategies to better align with regional characteristics. In simpler terms, it can be understood as the practice of 'doing as the locals do.' The target audience is the main group a company aims to reach and brand products usually designed. As a result, product design and promotional content are closely connected. Advertising is a form of promotion that makes a product, service, or announcement known to a broad audience. In business management, advertising generally refers to the methods used to promote a company's products. Advertising is not limited to posters, videos, or audio media. In this article, 'IP' refers to a brand's intellectual property, which includes, but is not limited to, character images, packaging designs, inventions, and artistic works.

First, it is important to note that although McDonald's holds the leading position in the global fast-food industry, KFC has a slight advantage in the Chinese market. For any brand or company to succeed in a particular region, effective marketing is essential. Both KFC and McDonald's represent



Western-style dining, which differs significantly from China's local culture and cuisine. This indicates the emergence of a new target audience. According to Yun, by 2004, McDonald's had approximately 600 restaurants in China, while KFC had already reached nearly twice that number, about 1,200. On average, KFC outlets also earned 2 million RMB more in annual revenue than McDonald's outlets [5]. These figures show that KFC was clearly more popular than McDonald's in the Chinese market. The main reason was that KFC placed more effort into localization strategies than McDonald's.

In the following sections, I will examine early advertisements from both companies, especially those between 2000 and 2010. In analyzing these advertisements, I will not focus on unrelated factors such as low prices or quick service, but instead on the values represented and the use of visual and audio elements. I will also examine more recent advertisements from 2010 to 2024, when China's economy and technology developed even more rapidly. Overall, it is not difficult to notice that certain prominent elements in these advertisements have remained largely unchanged. These elements are Chinese ones, such as Spring Festival couplets, the celebration of the Lunar New Year, and traditional Tang-style clothing. What can be observed, though, is that over time the general target audience of the advertisements has begun to change. From the early advertisements, it is clear that the common target audience of both KFC and McDonald's was children. The introduction of the Happy Meal and the inclusion of small toys were specifically designed to meet the needs of this audience. Both companies also collaborated with various intellectual properties. For example, in 2012 KFC partnered with the animated series *Pleasant Goat and Big Big Wolf*. However, in later years the advertisements began to shift their focus toward young adults aged between 20 and 30. Fast food holds strong appeal for this group as the taste remains familiar, the service is quick, and, most importantly, the price is affordable. In an era when lifestyle becomes increasingly fast-paced, these features align closely with the needs of young consumers. At the same time, it is also evident that collaborations between KFC or McDonald's and child-oriented intellectual properties, such as animated series, have become less frequent. Instead, the companies have increasingly partnered with IPs targeting youth and young adults. These include, but are not limited to, boy and girl bands, video games, and celebrities [3].

However, the localization strategies of McDonald's and KFC in China have not been limited to advertising alone. After entering the Chinese market, KFC aggressively expanded its menu with new items. In 2004, KFC China adopted the slogan 'Rooted in China, Integrated into Life,' which was later revised in 2008 to 'Creating a New Fast Food, Changing for China.' Its menu also began to feature items with distinct Chinese characteristics, such as congee, youtiao (fried dough sticks), doujiang (soy milk), and rice dishes. In simple terms, the primary goal was to 'do as the locals do.' In terms of advertising, KFC and McDonald's achieved a similar level of performance, largely because television commercials allow for a wide variety of techniques and can be adjusted according to specific needs. In addition to advertising, however, KFC performed better than McDonald's.

### 4.3. Case study

In 2004, KFC had approximately 1,200 restaurants in China, while McDonald's had only about half that number. At the same time, the average annual revenue of a single McDonald's restaurant was 2 million RMB lower than that of a single KFC restaurant. Although McDonald's dominates the global fast-food market, why was it so strongly outperformed by KFC in China? Entering a new region certainly creates a new target audience. To meet the needs of this new audience, both McDonald's and KFC had to adopt an effective marketing strategy, localization. But what exactly is localization? Localization refers to the process of adapting a product or service so that it is more

acceptable or appealing to the local population. A simple example is KFC's introduction of menu items such as rice dishes and the Old Beijing Chicken Roll. These items were added so that consumers could recognize familiar foods. Since most consumers are hesitant to purchase products they have never tried before, the inclusion of familiar elements encourages them to engage more actively with the brand.

#### 4.3.1. Early television advertising (2000–2010)

The early advertisements released by KFC and McDonald's in mainland China reflect their initial attempts to engage with collective and family values in Chinese society. This period refers specifically to the years 2000 to 2010, and this article will focus on advertisements in 2001. The McDonald's advertisement under review is McDonald's World: Birthday Edition, while the KFC advertisement is KFC Takeaway Family Meal. Neither advertisement displays any obvious Chinese cultural elements, but the actors featured are all Asian, which creates a sense of intimacy for the audience. At the same time, both advertisements center on the theme of family. Although these early advertisements do not yet demonstrate distinct features of localization, they indicate that both McDonald's and KFC had already recognized the importance of family in Chinese culture. In both commercials, parents and children are prominently featured. Although such scenes also appear frequently in U.S. advertisements, they usually receive less screen time. These American commercials often feature only children, or occasionally include a small role for parents. A comparison with U.S. advertisements from the same period reveals that American ads typically focus on a single protagonist, while Chinese ads more often feature multiple main characters. This contrast reflects the different cultural understandings adopted by KFC and McDonald's in their marketing for China and the United States. Compared with the U.S., China places greater emphasis on unity and family, and thus advertisements are less likely to highlight individual heroism. By contrast, American ads are more likely to center on personal heroism, with the entire advertisement revolving around a single character. In McDonald's commercials, the colors are noticeably brighter than those of KFC, whose ads appear more ordinary, often set in a simple family living room. From these early advertisements, it is evident that both KFC and McDonald's had some awareness of Chinese culture. During this period, both fast-food companies also directed their marketing specifically toward children. They often included free gifts such as small toys in their meal sets. However, this cultural awareness was limited, and the overall advertising style remained very similar to that used in the United States. The main difference lay in the use of multiple characters in Chinese ads, while American ads tended to emphasize individual heroism. At this stage, there was little display of traditional Chinese culture, clothing, or other localized features. The process of localization had not yet reached a developed level.

#### 4.3.2. Recent television advertising (2010–2024)

In more recent advertisements from 2010 to 2024, it becomes clear that the marketing strategies of KFC and McDonald's in mainland China have significantly advanced. Their localization no longer relies only on traditional culture but also includes elements of modern Chinese popular culture. The use of traditional culture, in particular, shows notable improvement. For example, McDonald's produced a dialect-themed advertisement to promote its Spicy Chicken Burger. In this commercial, actors from Hunan, Guizhou, Shanghai, Guangdong, and other regions introduced the product in their own local dialects and from their own perspectives, creating a strong sense of familiarity and closeness for viewers. This advertisement successfully achieved true localization.

At the same time, more recent commercials have more collaborations with popular intellectual properties. This shows that KFC and McDonald's are not only drawing on traditional culture but are also integrating elements of modern popular culture to create more effective promotions [6]. McDonald's, for example, has partnered multiple times with the boy band Teens in Times, producing a series of television commercials aimed at attracting young audiences. KFC, on the other hand, has worked with many high-profile celebrities such as singer Joker Xue and Lu Han [7]. In addition, KFC revised its advertising slogans starting from 2010, changing from "With KFC, life tastes good" to "Life is so beautiful." The latter one was adapted from Mao Zedong's poem Snow [6]. This gives audiences a sense of closeness and cultural familiarity. In conclusion, these developments suggest that KFC and McDonald's have moved beyond the family-centered themes of their earlier advertisements, blending traditional cultural elements with modern popular culture and celebrity influence to create more effective localized marketing.

#### 4.3.3. Festival-themed advertising

To strengthen their integration with the local culture, McDonald's and KFC have had to embrace Chinese customs and festivals. On occasions such as the Spring Festival, the Qixi Festival (Chinese Valentine's Day), and other holidays, both companies regularly release advertisements tailored to these themes. For example, during the 2017 Spring Festival, McDonald's launched three Chinese-style animated commercials in China. These featured palace-style artwork and promoted products designed with a distinctly Chinese aesthetic. Set against backgrounds from ancient China, the advertisements sought to create deeper resonance by drawing on historical imagery. McDonald's has also used characters from well-known Chinese legends in its marketing, including the Jade Emperor, Lady White Snake, and the Diligent Scholar. Because these figures are familiar to Chinese audiences, such campaigns are more easily accepted and effective [8].

#### 4.3.4. Marketing beyond television

Beyond television advertising, both KFC and McDonald's have invested heavily in marketing. KFC's success in surpassing McDonald's in the Chinese market can largely be attributed to its marketing strategy. KFC adopted a 'lower-tier markets' approach, which meant lowering the income level of its target consumers. When KFC first entered China, Western fast food was still considered fashionable and expensive, and marketing focused mainly on high-income consumers in Tier 1 and Tier 2 cities. KFC then began to expand aggressively into smaller cities and rural areas, moving from the developed eastern regions to the central and western provinces, and from Tier 1 and Tier 2 cities down to Tier 3 and Tier 4 cities. Between 1987 and 2004, KFC opened more than 1,000 restaurants across mainland China [3].

However, McDonald's pursued a very different strategy. KFC's constant adjustments to its regional menus and its varied advertising styles demonstrate its strong commitment to localization, while McDonald's applied localization far less. Instead, McDonald's adopted a strategy of 'standardization with limited differentiation.' Its global advertising style remained largely unified, though marketing campaigns changed slightly across regions. This meant that McDonald's menu items could not undergo major changes. While its advertisements could be localized, its food offerings largely could not. That said, McDonald's did make some adjustments, such as introducing products like the Sesame Burger and the Golden Mantou (steamed bun) [8]. However, these foods retained strong Western features rather than authentically Chinese elements.



Chinese and Western food cultures differ significantly. McDonald's marketing tended to prioritize children, whose curiosity made them eager to try new things. Its advertisements often emphasized the 'ritual' of dining. At the time, China was developing rapidly as people no longer worried about simply having enough to eat, and their attention shifted to the quality of dining experiences [9]. However, this change highlights why KFC stood out in China. Unlike McDonald's, KFC broke free from the limits of a standardized menu and created products tailored to local tastes, such as the Old Beijing Chicken Roll and rice congee. Consumers were more willing to purchase items they already recognized and felt familiar with.

## 5. Discussion

This study shows that the success of KFC and McDonald's in China has been shaped by their different approaches to localization. Early advertisements (2000–2010) from both companies emphasized family and collective values, themes that align with traditional Chinese culture. However, these early campaigns lacked distinct local features and closely resembled American advertisements in style. Over time, both companies began to integrate more cultural elements into their marketing. KFC, in particular, localized its menu by adding familiar items such as congee and the Old Beijing Chicken Roll, while McDonald's adopted symbolic strategies such as dialect advertisements and collaborations with popular cultural figures.

The findings support earlier research that emphasizes the importance of cultural adaptation in international marketing. Previous studies have either analyzed individual advertisements or traced the development of single companies, but this paper highlights the value of a timeline-based comparison between two direct competitors. The evidence suggests that KFC's stronger emphasis on adapting both its products and its advertising to Chinese traditions and consumer preferences gave it a lasting advantage over McDonald's, which maintained a more standardized global strategy.

Beyond corporate competition, the results highlight a broader point about globalization. Localization is not simply about translating slogans or featuring local celebrities. Instead, it involves a process of cultural integration, in which brands must balance global identity with sensitivity to regional traditions, values, and lifestyles. KFC's deeper market penetration into lower-tier cities and its consistent adaptation of menus and advertising suggest that success in China requires more than brand recognition; it requires relevance to daily life.

This study has several limitations. It relies mainly on the analysis of selected advertisements and secondary sources, rather than primary data from fieldwork or consumer interviews. As a result, the findings reflect interpretations of marketing strategies rather than direct consumer perspectives. Future research could address this by examining how audiences actually respond to these campaigns, or by comparing China's experience with localization strategies in other markets, such as India or Southeast Asia. Despite these limitations, this paper contributes to understanding how advertising and product adaptation influence market success in a culturally distinct and rapidly changing society.

## 6. Conclusion

All enterprises aimed to expand their scale. In the 1990s, Western fast food in China was still regarded as a dining service for the upper class. To achieve expansion, KFC decided to move into smaller cities, targeting lower-tier markets. Later, to adapt to Chinese culture and traditions, KFC introduced new menu items that matched local tastes, such as breakfast congee and the Old Beijing Chicken Roll. However, McDonald's did not emphasize localization to the same extent. It never

made significant changes to its menu to reflect local customs or traditional foods. This rigidity became one of the main reasons McDonald's fell behind KFC in China. By 2004, the number of KFC outlets in China had already doubled that of McDonald's, and the average annual revenue per KFC restaurant was 2 million RMB higher than that of McDonald's. Globally, McDonald's and KFC are not even on the same scale: McDonald's has more than 30,000 outlets worldwide, while KFC has only about 10,000. Yet in China, the situation was reversed, with KFC gaining a slight advantage. By 2017, McDonald's and KFC together accounted for 46% of China's fast food market, with KFC alone holding an impressive 31%. This demonstrates that KFC had established a clear lead over McDonald's in the Chinese market.

This paper builds on previous research by adding a chronological timeline. Unlike similar studies, it conducts a historical analysis over time. Earlier research can be divided into two main categories: one focuses on analyzing selected advertisements to identify common techniques, while the other examines the development histories of particular companies. Compared to this paper, those studies cover a much broader scope. By contrast, this paper samples and analyzes a large number of advertisements from 2001 to the present. Different from previous work, this study emphasizes the development process and offers a deeper understanding of localization and market adaptation. In addition, it compares and analyzes advertisements produced by two companies within the same industry, KFC and McDonald's. Such comparative analysis provides more insights into how commercial marketing develops when introduced into a new region where values, lifestyles, and customs differ significantly from those in the company's home country.

Examples of localized marketing have appeared many times, and most of these efforts have been successful. This paper aims to provide a faster and deeper understanding of how localization in marketing works. As society develops and changes, what capture people's attention also shifts. The key question in marketing is whether it can attract new customers or bring back existing ones. When changes in society alter values and points of interest, companies must adjust accordingly to attract consumers again. Understanding this development process and why consumers are drawn to certain elements is therefore essential.

### List of terms

1. Localization: The process by which non-native or foreign products and ideas are adapted to fit into the local context [10].
2. Advertising: A method of delivering information through visual media to promote awareness of a product, service, or message [11].
3. IP (Intellectual Property): The intellectual property of a company, including but not limited to videos, audio, character images, packaging design, and other creative works [12].
4. Marketing: The process of creating products and value through both individual and collective activities. Marketing should not be confused with sales [13].
5. Sales: The act of promoting or persuading someone to purchase a product. Sales are a component of the broader process of marketing [13].

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