Yahoo! Finance: McDonald's is winning some diners with $5 meal deal but faces long-term challenges in being a value leader

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Chris Hydock, assistant professor of marketing, was interviewed by Yahoo! Finance for a story about McDonald's efforts to maintain its status as a value leader in an era of rising costs.

> "When it was no longer economical to offer a $5 footlong, Subway had a major kind of branding challenge," Hydock told Yahoo Finance over the phone.

> "For so long they [McDonald's] built their image around ... the Big Mac and Ronald McDonald and PlayPlaces ... [that] morphed into, over time, the dollar menu," he added. "They just can't do that anymore."

To read the article in its entirety, visit finance.yahoo.com:

https://finance.yahoo.com/news/mcdonalds-is-winning-some-diners-with-5-meal-deal-but-faces-long-term-challenges-in-being-a-value-leader-170046660.html