AP News: McDonald's Agreed to Trump Event but Says It Isn't Endorsing a Presidential Candidate

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Chris Hydock, assistant professor of marketing, was interviewed by the Associated Press for a story about McDonald's Corp.'s decision to host a visit by former President Donald Trump at one of its Pennsylvania stores. The appearance led to some backlash against the company on social media.

> Chris Hydock, a marketing professor at Tulane University's Freeman School of Business, said that authorizing the visit was a risky move for McDonald's. Hydock said his research shows that when brands become associated with divisive candidates or positions, whether purposefully or

not, customers who dislike those positions tend to react more strongly than those who don't dislike them.

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

https://apnews.com/article/mcdonalds-trump-campaign-harris-fries-56a5773528e212df058f85ec0f264578