

McDonalds Golden Arch Code is to be Family Friendly and want to remain that way, that's why some franchise owners were concerned with the Cardi B and Offset valentine's day meal. McDonalds states "The Golden Arches Code, a global set of marketing, advertising, legal and trademark policies, says that all McDonald's employees, franchisees, agencies and suppliers are responsible to ensure the code's full compliance." Summing this up to franchise owners and managers felt like Offset and Cardi B are too vulgar and scandalous to be considered "family friendly". Some owners even took to not participate in the deal.

McDonald's said that Quarter Pounder sales doubled during the first week of the promotion, this shows how strongly the company franchise owners felt because they were willing to lose money for the cause. There was an interview done and an interviewer spoke to a franchisee who said, "I have talked to many franchisees who are concerned about it, but it's good for sales and corporate endorses it". But others Cardi B and Offset Meal goes against The Golden Arch Code and had backlash against the company, McDonalds never made any official comments on the topic and continued to run the meal deal for the full length of time.

This was the companies first ever celebrity duo meal, so owners were really happy to see the success, they did a surprise launch at the New York times square McDonalds, and it was a HIT with the fans, and brought in more money than grimace shake promotion. The company also said the Valentine's Day promotion has helped drive excitement for the brand, as shown by the crowds at the launch. The Cardi B and Offset meal was first revealed during an ad on Super Bowl Sunday. The moment was significant for the couple, as their first date was at the Super Bowl in 2017. With, it shows this launch was very important for the couple and brand.

The main reason for some franchisees going against the promotion is due to the sexual nature of Cardi B and Offsets music and lifestyle. It was said that "it won't be a good look for the company."

This ad shows a lot about society In the way that the company McDonalds knew that pop culture is such a bug part of the new generation so they did there very first release of two different rappers knowing that Cardi B and Offsets song and lyrics are so vulgar compared to anything McDonalds had done before, this shows the effect pop culture can have on yearlong traditions or rules such as the golden arch rule. This ad was one of the first things McDonalds has done to steer away from their family friendly environment in since it was founded in 1940, and the backlash behind it showed the support and judgement for the topic and culture McDonalds was trying to put out there and use to campaign or promote the fast food chain.

This ad also used rhetoric in the way it calls it a meal for a date. The company McDonalds promoted this meal as a date deal for valentine's day, the meal consists of a large fry, quarter pounder, cheeseburger, apple pie, a coke and hi-c, with the sauce of your choice. In People Magazine the couple did an interview talking about how much this meal means to them, having their own big screen debut for it as well. Cardi B said in her interview, "I Love telling people about our meal and to go eat it cause it's really us, YES, YES, YES!" This just shows it's not just for the cameras, this also helps the audience want to buy the product because in history when a famous person promotes something it tends to sell 10 times better, which it did, at least in all the franchises that decided to go along with the meal deal. This also was a huge money maker and marketing strategy because it was also the 2023 Superbowl meal, adding yet another way rhetoric is used to persuade football fans and players to get meal for the spirit of the time of year as well.

Another significance is the day they dropped it on, dropping on the deal on valentine's day making the holiday of love a main presentation of the ad as well, McDonalds hit the mark with this add hitting all the points companies try to hit for marketing. They used a holiday, the Superbowl, celebrities, and the love of hip hop, and you can't forget having a deal to market their new meal. Over all McDonalds used many different rhetoric examples and skills to market the Cardi B and Offset meal against the dispute with some franchise owners, they sold the deal very successfully, and almost better than any other deal they've ever done despite the controversy.