Communications Advertising and Public Relations

Chapter 13
Global Marketing

Global Advertising
Advertising is any sponsored, paid message that is communicated through some medium

Global advertising is the use of the same advertising appeals, messages, art, copy, photographs, stories, and video segments in multiple country markets.

Hastens - Global Advertising

Standardization versus Adaptation

Primary question
Must the specific advertising message and media strategy be changed from region to region or country to country?

Standardization versus Adaptation

Four difficulties of communication efforts

1. The message may not get through to the intended recipient.
2. The message may reach the target audience but may not be understood or may even be misunderstood.
3. The message may reach the target audience and may be understood but still may not induce the recipient to take the action desired by the sender.
4. The effectiveness of the message can be impaired by noise.

Communication Process

- **Sender**
  - Encode
  - Verbal Style
  - Nonverbal Communication

- **Transmit**
  - Language
  - Noise
  - Values

- **Receiver**
  - Decode
  - Verbal Style
  - Nonverbal Communication

- **Feedback**
Pattern Advertising

- A middle ground between 100% standardization and 100% adaptation
- A basic pan-regional or global communication concept for which copy, artwork, or other elements can be adapted as required for individual countries

Advertising Agencies: Organizations and Brands

- Understanding the term organization is key
- Umbrella corporations/holding companies have one or more core advertising agencies
- Each organization has units specializing in direct marketing, marketing services, public relations, or research
- Individual agencies are considered brands
  - Full-service brands create advertising and provide services such as market research, media buying, and direct marketing

Selecting an Advertising Agency

Creating Global Advertising

- **Creative strategy** — a statement or concept of what a particular message or campaign will say
- **Big idea** — “The flash of insight that synthesizes the purpose of the strategy, joins the product benefit with consumer desire in a fresh, involving way, brings the subject to life, and makes the reader or audience stop, look, and listen.”
  — John O’Toole, legendary ad man

Rational Advertising Appeal

- Depend on logic and speak to the consumer’s intellect; based on the consumer’s need for information
  - **Listing Product Benefits** - To use this method effectively, the advertisement must underscore consumer benefits rather than product features.
  - **Convincing Proof** - This approach is based upon the premise, “Seeing is believing.” Ads or commercials take the form of a product demonstration.
Emotional Advertising Appeal

Tugs at the heartstrings or uses humor

- Historical Ads

Selling Proposition Appeal

The promise or claim that captures the reason for buying the product or the benefit that ownership confers

1. What does your business do?
2. For whom?
3. What is your biggest benefit to them?
4. What’s your claim? To what do you attribute that benefit?
5. How will your customers perceive this benefit, relative to the competition?

There are three things that a USP (Unique Selling Proposition) must be in order to accomplish this.
- Descriptive. A strong USP will be descriptive. It will tell the customer exactly what your product or company does, differently or better than the competition.
- Clear. A strong USP will leave no fog in a customer’s mind regarding exactly how he will benefit from using your product or service.
- Short. A strong USP will be short and to the point. There’s no need, or rather, no room for a long, drawn-out explanation in the USP. This is the place to be brief.

Creative Execution Appeal

- The way an appeal or proposition is presented—
  - straight sell,
  - scientific evidence,
  - demonstration,
  - comparison,
  - slice of life,
  - animation,
  - fantasy,
  - dramatization

Art and Copy

- Art directors
  - Advertising professional who has the general responsibility for the overall look of an ad
  - Will choose graphics, pictures, type styles, and other visual elements that appear in an ad
- Art direction
  - The visual presentation of an advertisement
- Copy is written or spoken communication elements
- Copywriters are language specialists who develop headlines, subheads, and body copy

Adverting Copy Mistakes

- In Asia, Pepsi’s “Come Alive” was interpreted as asking to bring ancestors back from the dead.
- In China, Citicorp’s “Citi Never Sleeps” was taken to mean that Citi had a sleeping disorder, like insomnia.
- McDonald’s does not use multiple 4’s in advertising prices in China; four sounds like the word death.

Cultural Considerations

- Images of male/female intimacy are in bad taste in Japan; illegal in Saudi Arabia
- Wedding rings are worn on the right hand in Spain, Denmark, Holland, Germany, Russia
- European men kiss the hands of married women only, not single women (nose cannot touch)
- In Germany, France, and Japan, a man enters a door before a woman; no ladies first!
Cultural Considerations—Japanese and American Differences

- Indirect rather than direct forms of expression are preferred in the messages
- There is often little relationship between ad content and the advertised product
- Only brief dialogue or narration is used in television commercials, with minimal explanatory content
- Humor is used to create a bond of mutual feelings
- Famous celebrities appear as close acquaintances or everyday people
- Priority is placed on company trust rather than product quality
- The product name is impressed on the viewer with short, 15-second commercials

Media Decisions—Saudi Arabia

- Use of comparative advertising claims is prohibited
- Non-censored films cannot be advertised
- Women may appear only in those commercials that relate to family affairs, and their appearance must be in a decent manner that ensures feminine dignity
- Women must wear a long suitable dress that fully covers her body except face and palms

Public Relations and Publicity

- Fosters goodwill & understanding
- Generates favorable publicity
- Tools
  - News releases
  - Media kits
  - Press conferences
  - Tours
  - Articles in trade and professional journals
  - TV and radio talk show appearances
  - Special events

Advertising as a PR Function

- Corporate advertising
  - Compensates for lack of control over publicity
  - Calls attention to the company’s other communication efforts
- Image advertising
  - Enhances the public’s perception, creates goodwill
- Advocacy advertising
  - Presents the company’s point of view on a particular issue

The Growing Role of Public Relations in Global Marketing

- Public Relations expenditures are growing at an average of 20% per year
- In India, they are reported to be growing by 200% annually
- Reasons for the growth
  - Increased governmental relations between countries
  - Technology
  - Societal issues like the environment
Public Relations Practices Around the World

- Public relations practices can be affected by
  - Cultural traditions
  - Social and political contexts
  - Economic environments

- Public relations professionals must understand these differences and tailor the message appropriately