

Final Presentation

Structure

- The Trusting Scale
- Building trust
- peach vs. coconut cultures
- Possible communication devices
- Legal system influence
- *What is “wasta” ?*
- Saudi-Arabia and Germany
- Happy Meal Marketing - Japan vs. Germany
- Diversity in Happy Meal ads
- Comparing two Happy Meal ads
- Sources

The Trusting Scale



"trust is built through business-related activities. Work relationships are built and dropped easily, based on the practicality of the situation. You do good work consistently, you are reliable, I enjoy working with you, I trust you."

"trust is built through sharing meals, evening drinks, and visits at the coffee machine. Work relationships build up slowly over the long term. I've seen who you are at the deep level. I've shared personal time with you, I know others well who trust you, I trust you."

Building trust

1. Example 1: Gerdau merger
2. Example 2: Nestle acquisition
 - a. Guannxi: “translates loosely as personal connections, relationships or social networks”
3. Building trust from a task-based country:
 - a. build a personal relationship
 - b. spending time with the person, talking about personal information
 - c. gifting presents
4. Building trust from a relationship-based country:
 - a. accept the lack of personal discussions
 - b. be as efficient as possible

peach vs. coconut cultures



<https://pngfre.com/wp-content/uploads/peach-png-image-from-pngfre-33-1024x815.png>



<https://i.pinimg.com/originals/dd/3f/8f/dd3f8f13aecf1c3e441facf64961423f.png>

Possible communication devices

& when to utilise them

- In task-based societies: the most efficient way is the best way.
 - One can use email, telephone or meetings, whatever suits the occasion best.
- In relationship-oriented countries:
 - choose the most personal type of communication possible
 - Instead of emailing someone, one can take the phone, or best meet them personally.
 - If a bond is established, one can use email

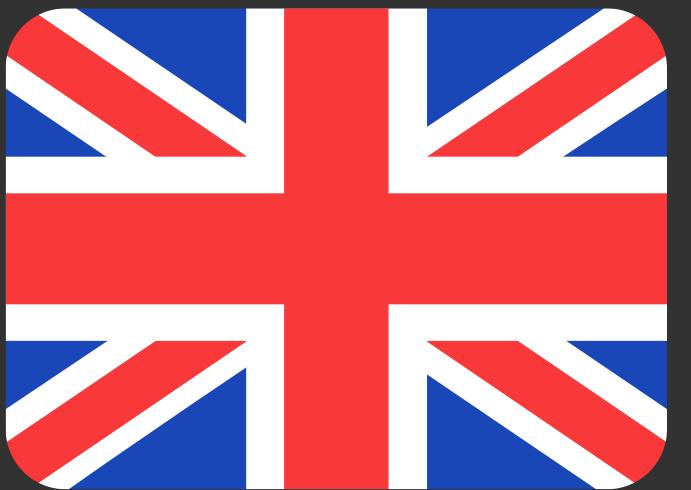
Legal system influence

The Security of business Contracts depends on the reliability of the legal systems

→ when the legal system is unreliable contracts becomes uncertain

Legal system influence

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United Kingdom

- legal systems makes it easy to do business with people you don't know



- establishing Trust is not important
- often Business-partners don't know each other



high legal reliability

Legal system influence

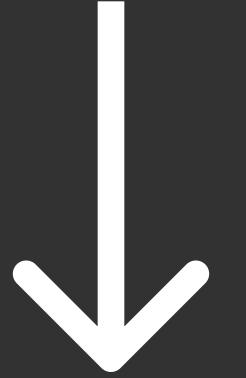


Nigeria



low legal reliability

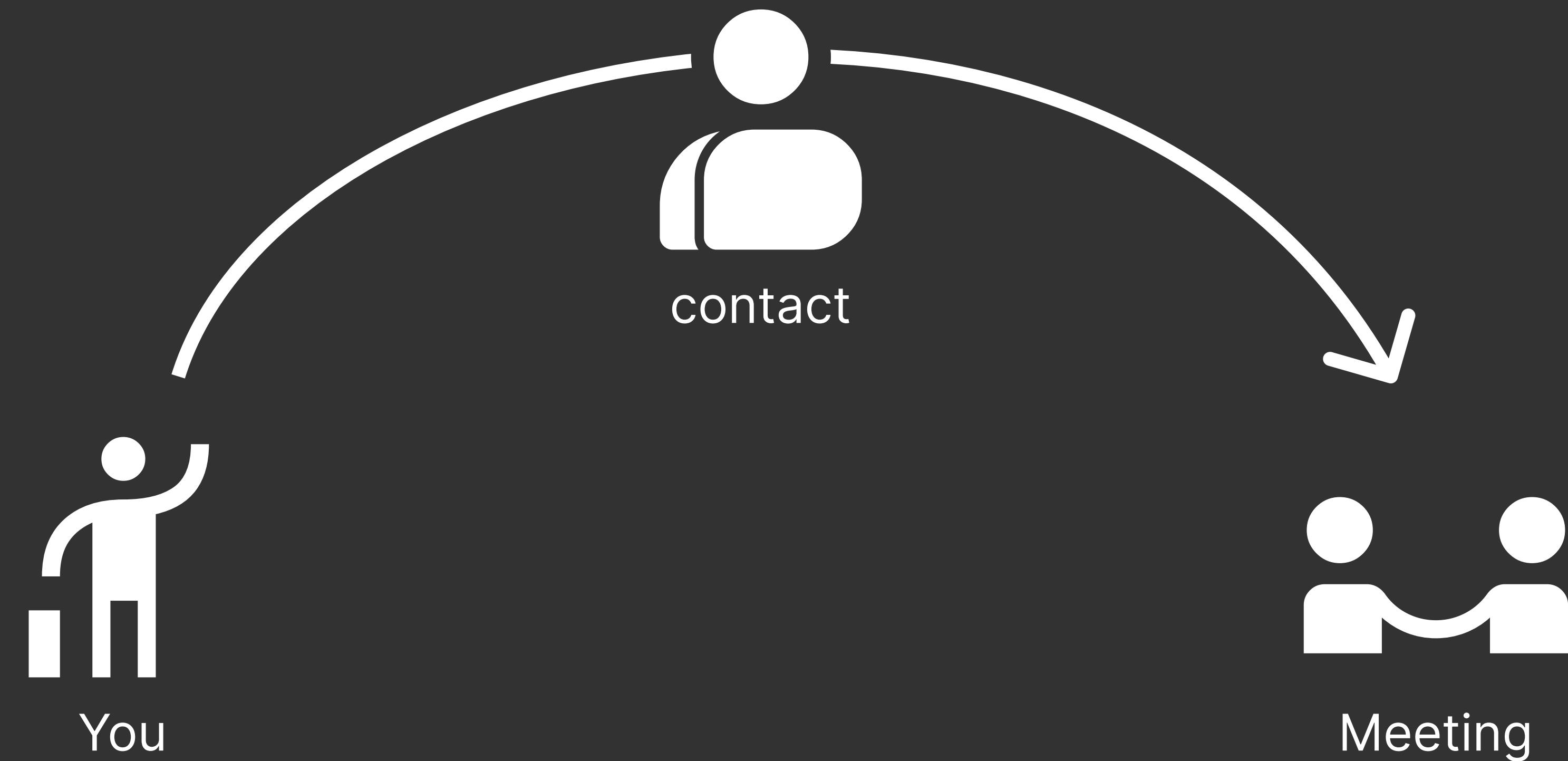
- legal system makes it very difficult to make business
- Business relies much more on Trust



- establishing Trust in those Countries is a time save
- often the relationship IS the contract

What is “wasta”?

Use your network to find a *wasta*—someone who has a relationship with the person you need to contact, and ask that person to make a quick call introducing you personally



“wasta” pros and cons



1. gives access to resources, job opportunities, and business prospects that might be challenging to attain without personal connections.
2. In regions with complex bureaucracy, Wasta can expedite administrative processes and overcome hurdles.
3. Keeps a sense of trust and cohesion within communities, as it relies on existing social bonds.
4. Wasta often strengthens familial and social structures by emphasizing relationships within the community.

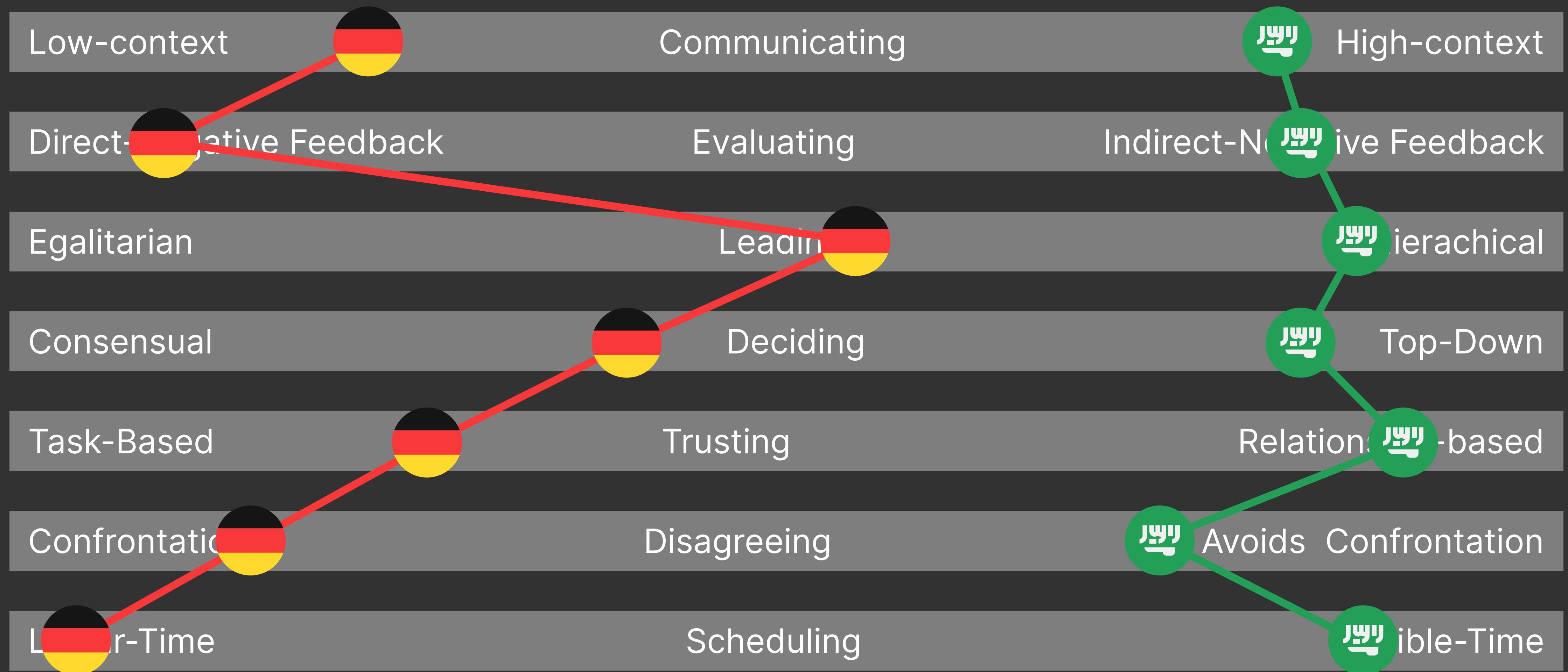


1. Wasta may lead to unjust practices by favoring nepotism and excluding those that deserve an opportunity for those lacking strong personal connections.
2. Wasta can contribute to corrupt practices, as personal relationships are used to gain illegitimate advantages.
3. Full Dependence on Wasta can result in social division, as those without strong connections may be disadvantaged, leading to a divide between different social strata.

Saudi-Arabia and Germany



Saudi-Arabia and Germany



Saudi-Arabia and Germany



Linear-Time

Scheduling



Cyclic-Time

- Making plans, setting Schedules



Direct-Negative Feedback

Evaluating



Indirect-Negative Feedback

- Germans can seem unfriendly/Saudis criticism couldn't come through



Low-context

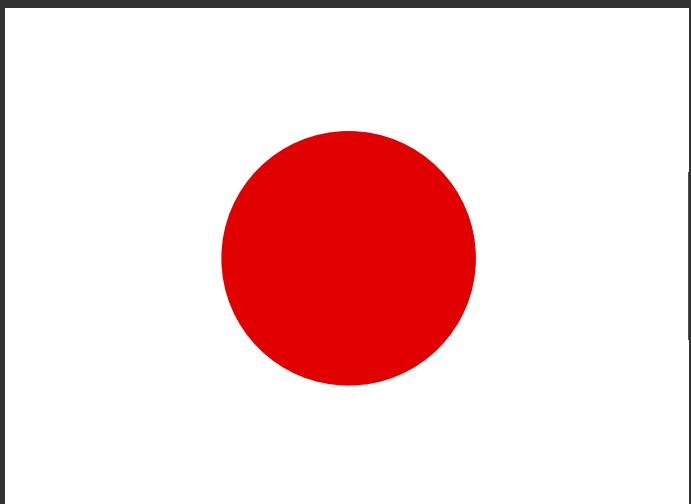
Communicating



High-context

- Germans can seem unfriendly/Saudis could be misunderstood

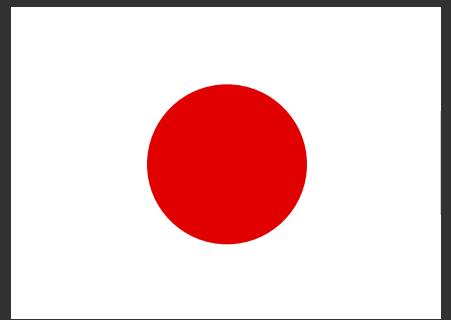
Happy Meal Marketing - Japan vs. Germany



Structure

- Pop culture
- Diversity
- Comparison of two commercials
- Family
- Communication

Happy Meal in Germany and Japan

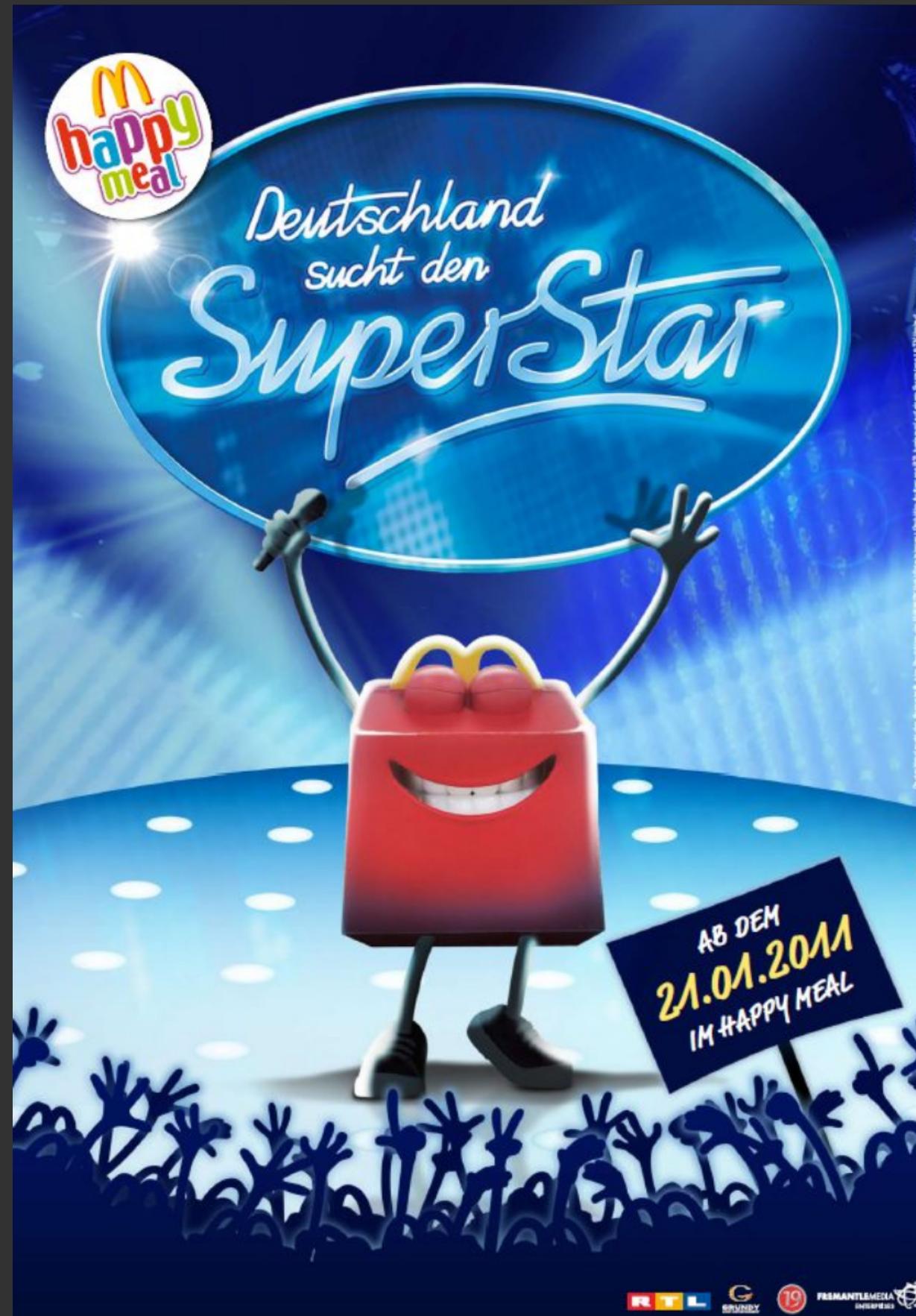


“Happy Set”



“Happy Meal”

Pop Culture in Happy Meal

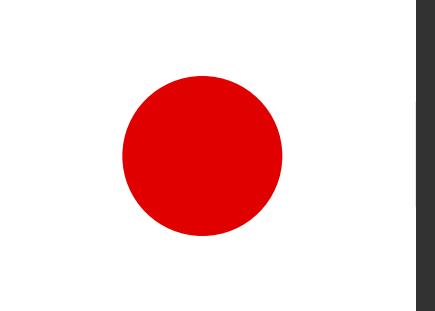


Pop Culture in Happy Meal

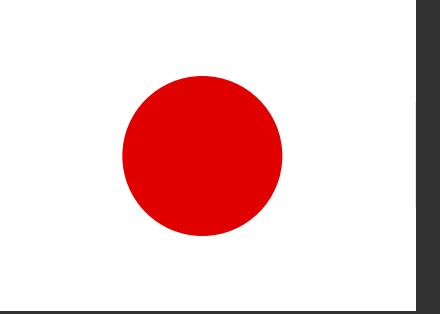


TV-Spot Mc Donalds Happy Meal "Die Spiele" mit Kai Pflaume (youtube.com)

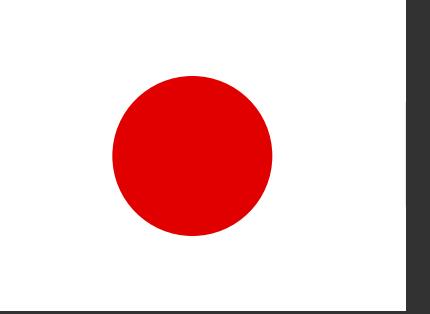
Pop Culture in Happy Meal



Anime and Kawaii Culture



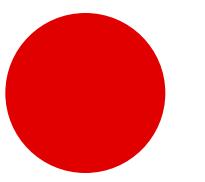
Anime and Kawaii Culture



- Kawaii culture is a Japanese aesthetic centered around the appeal of cuteness, characterized by childlike, charming qualities and playful elements. (<https://www.ejable.com/japan-corner/japanese-culture/kawaii-culture/>)



Anime and Kawaii Culture



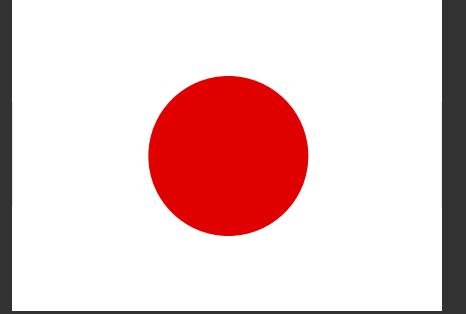
- Anime culture is a massive part of their cultural industry – and is the country's third-largest industry, bringing in nearly twenty billion dollars a year. (<https://www.superprof.com/blog/what-is-japanese-anime/>)



Diversity in Happy Meal ads

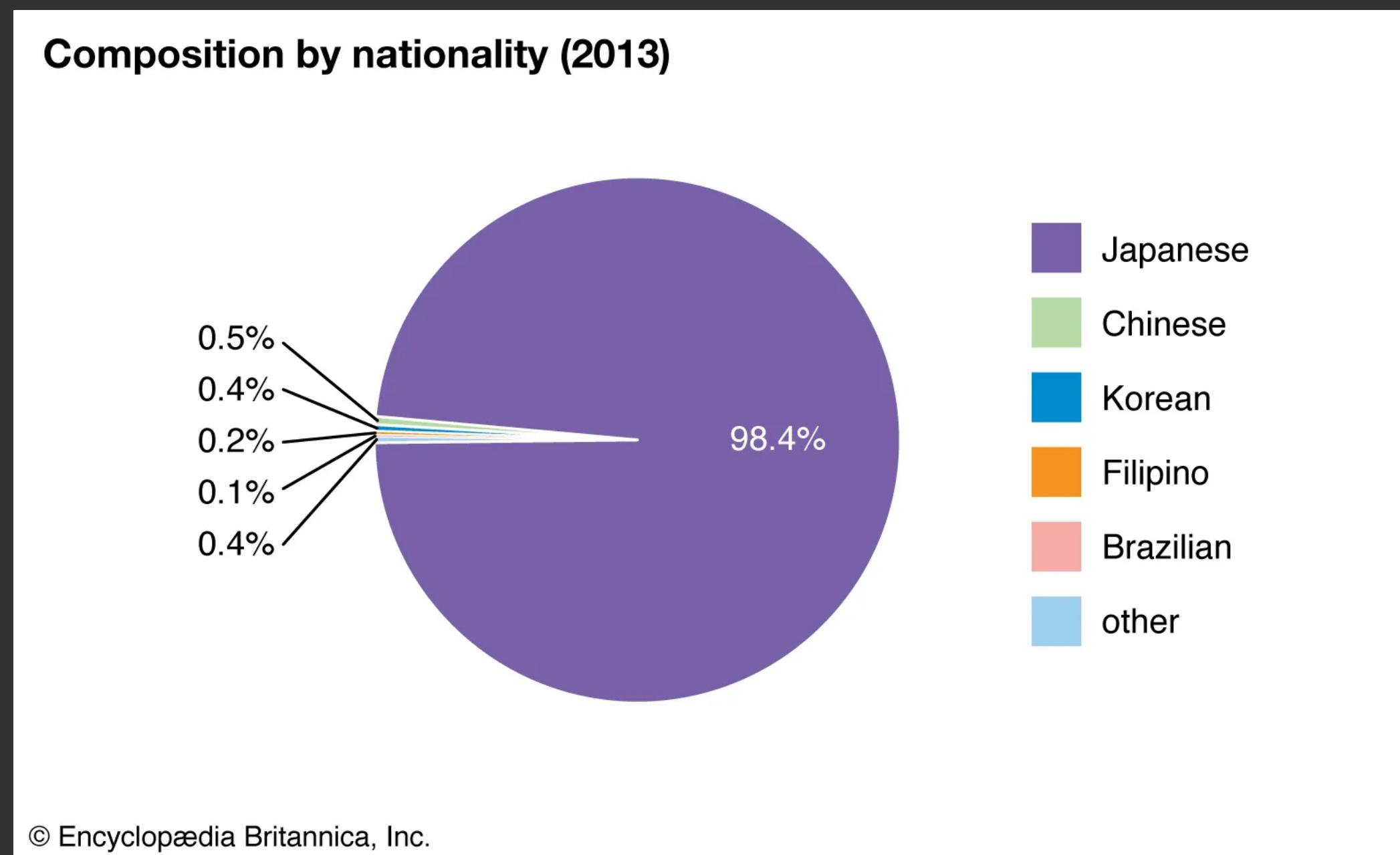
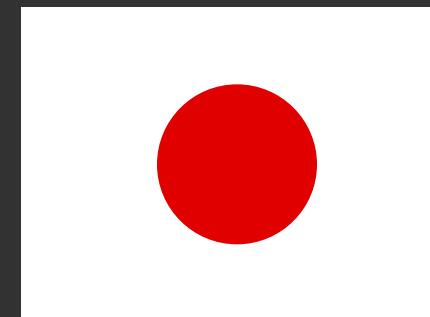


Diversity in Happy Meal ads

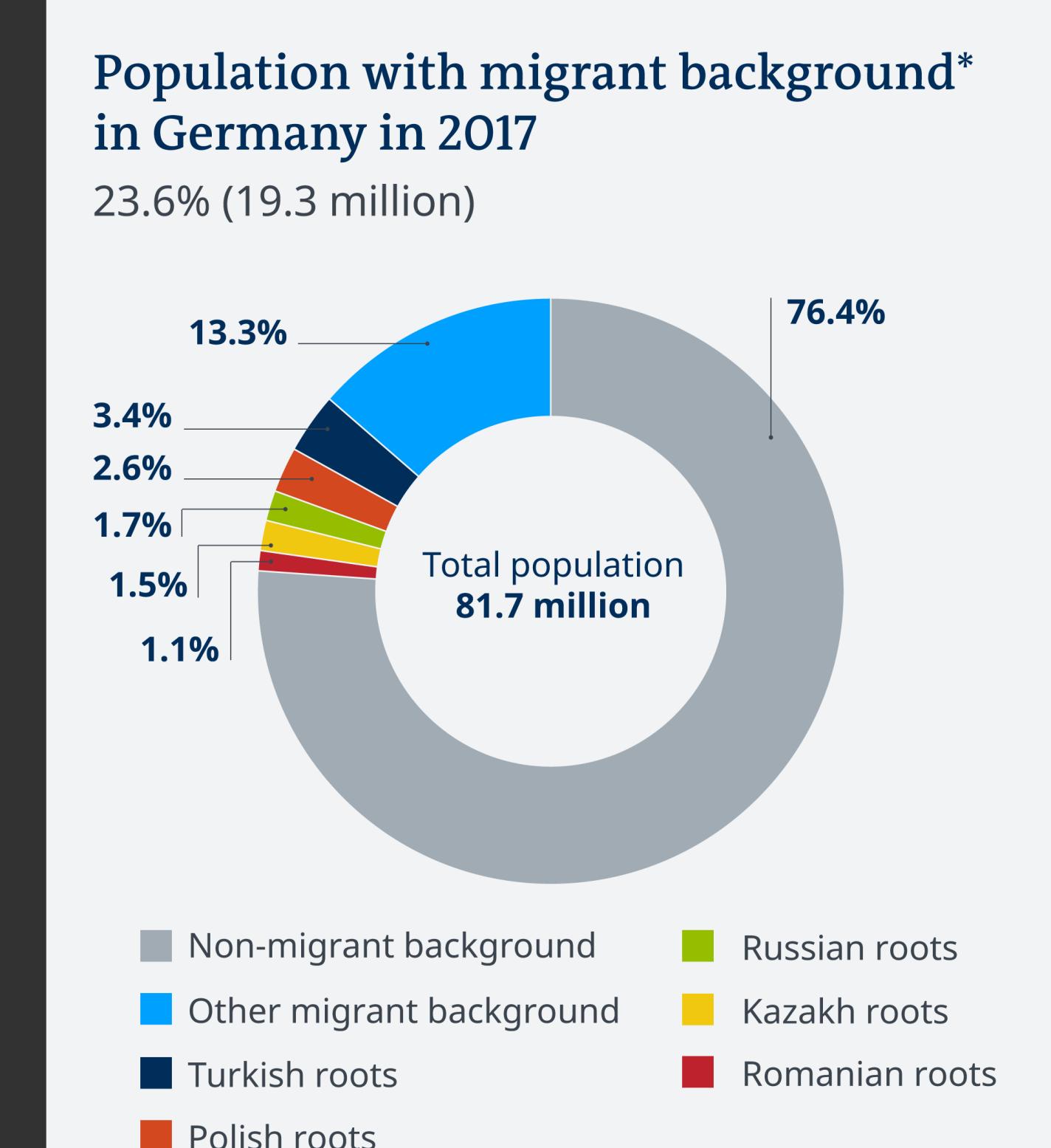


Nearly 90% of people in Japan believe discrimination and prejudice against those with disabilities continues to persist, according to a recent government survey. ([90% in Japan feel discrimination against disabled exists, survey finds - The Japan Times](#))

Diversity in Happy Meal ads

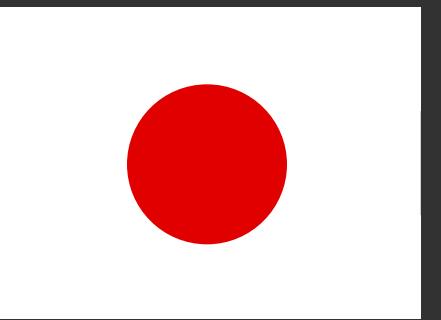


German population becoming more diverse – DW – 08/01/2018

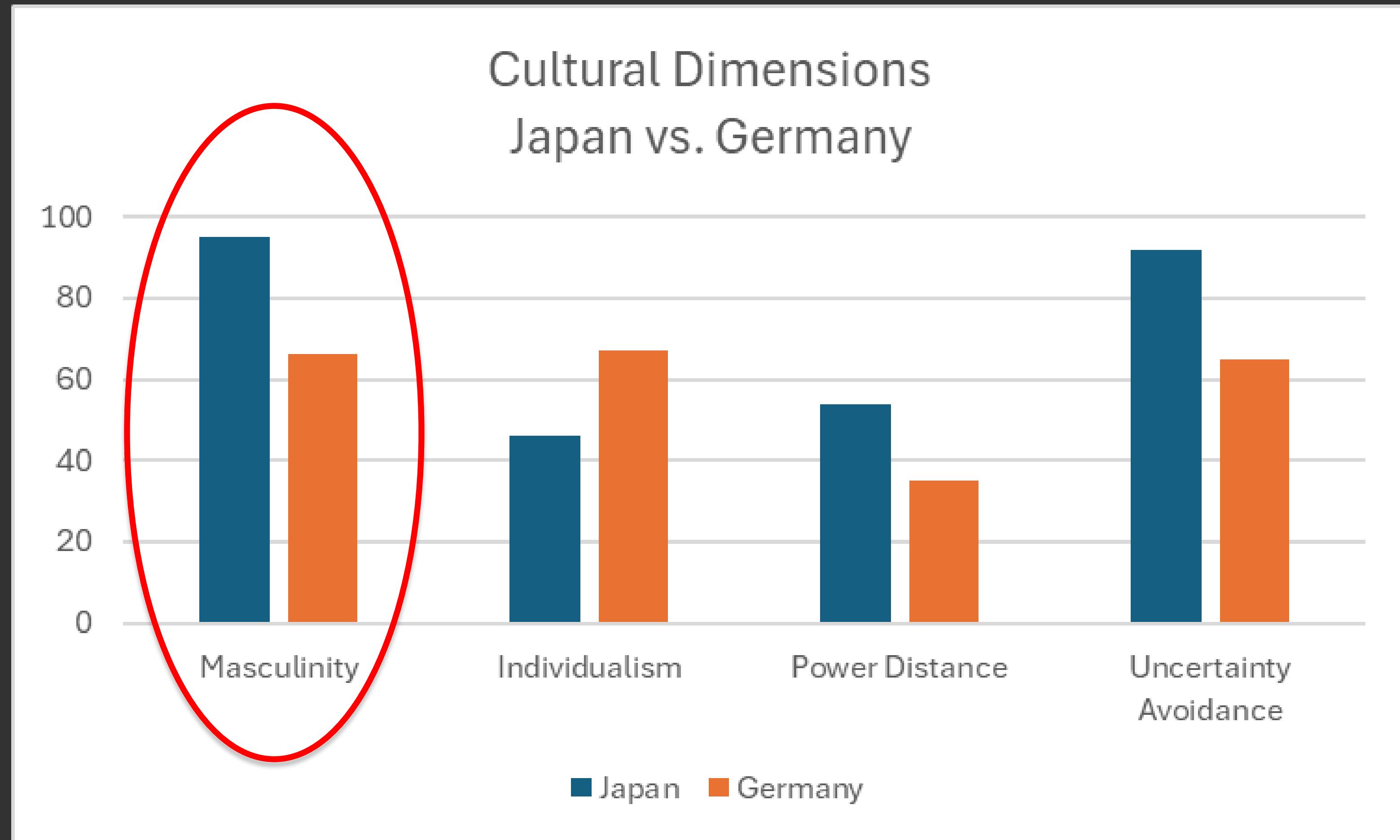


History | Travel Jamii

Gender Diversity in Happy Meal ads

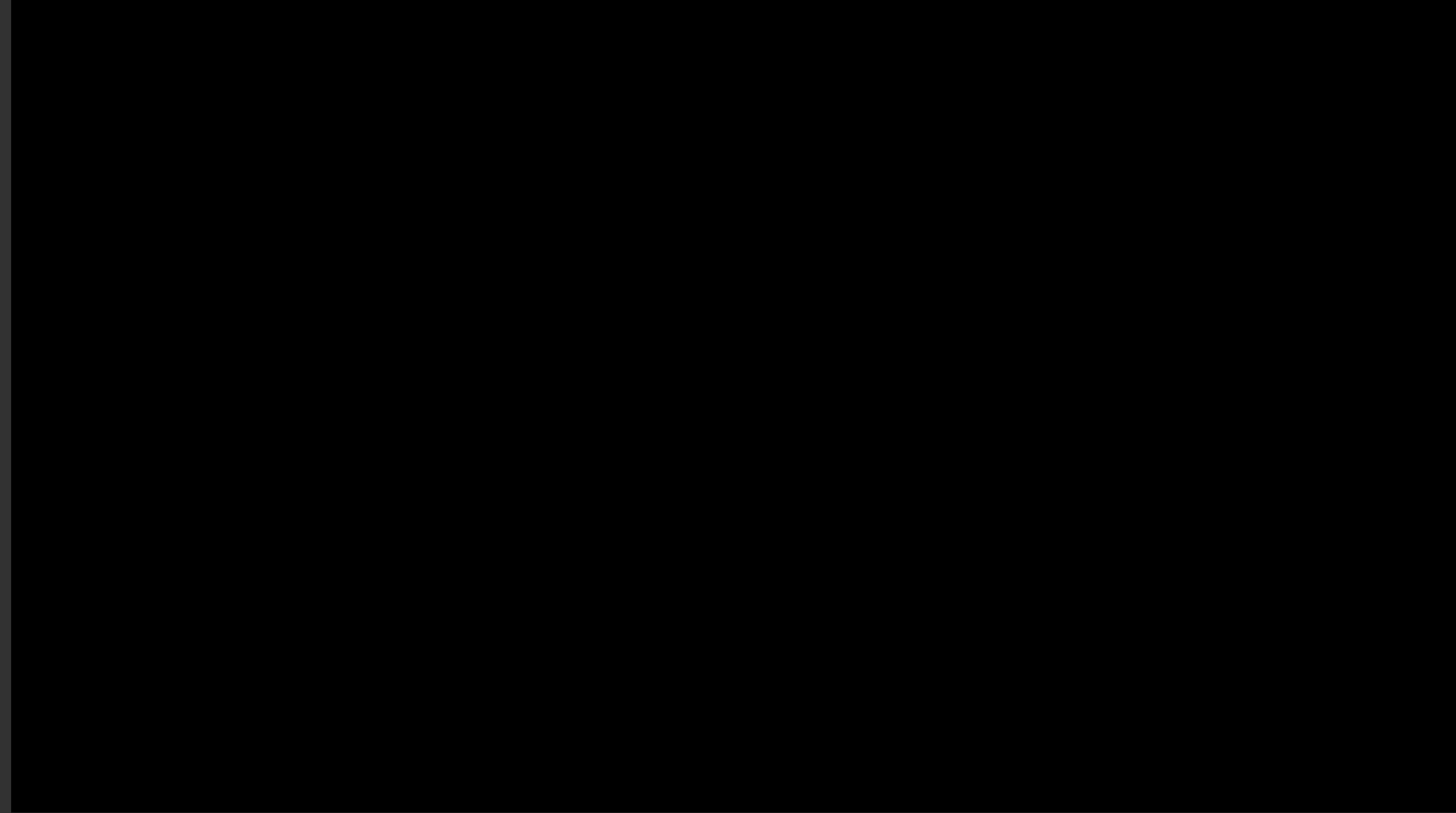


Gender Diversity in Happy Meal ads



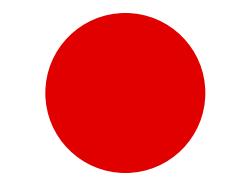
Hofstede's globe Hofstede's Globe - Geert Hofstede

Comparing two Happy Meal ads



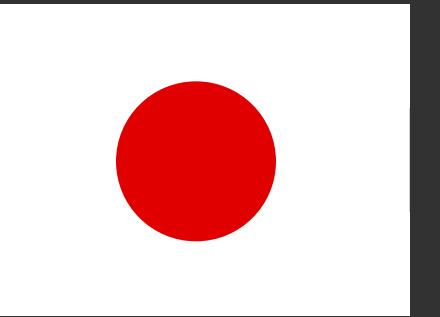
[McDonalds Werbung - 2012 \[Deutsch\] - Happy Meal Star Wars \(youtube.com\)](https://www.youtube.com/watch?v=JyfjwvXWzqU)

Comparing two Happy Meal ads



https://youtube.com/clip/UgkxP-y5yUk2KE8UesSw8ioTFar-HeBg7yQm?si=sz0nXfMg4PbWcaT_

Family in Happy Meal ads



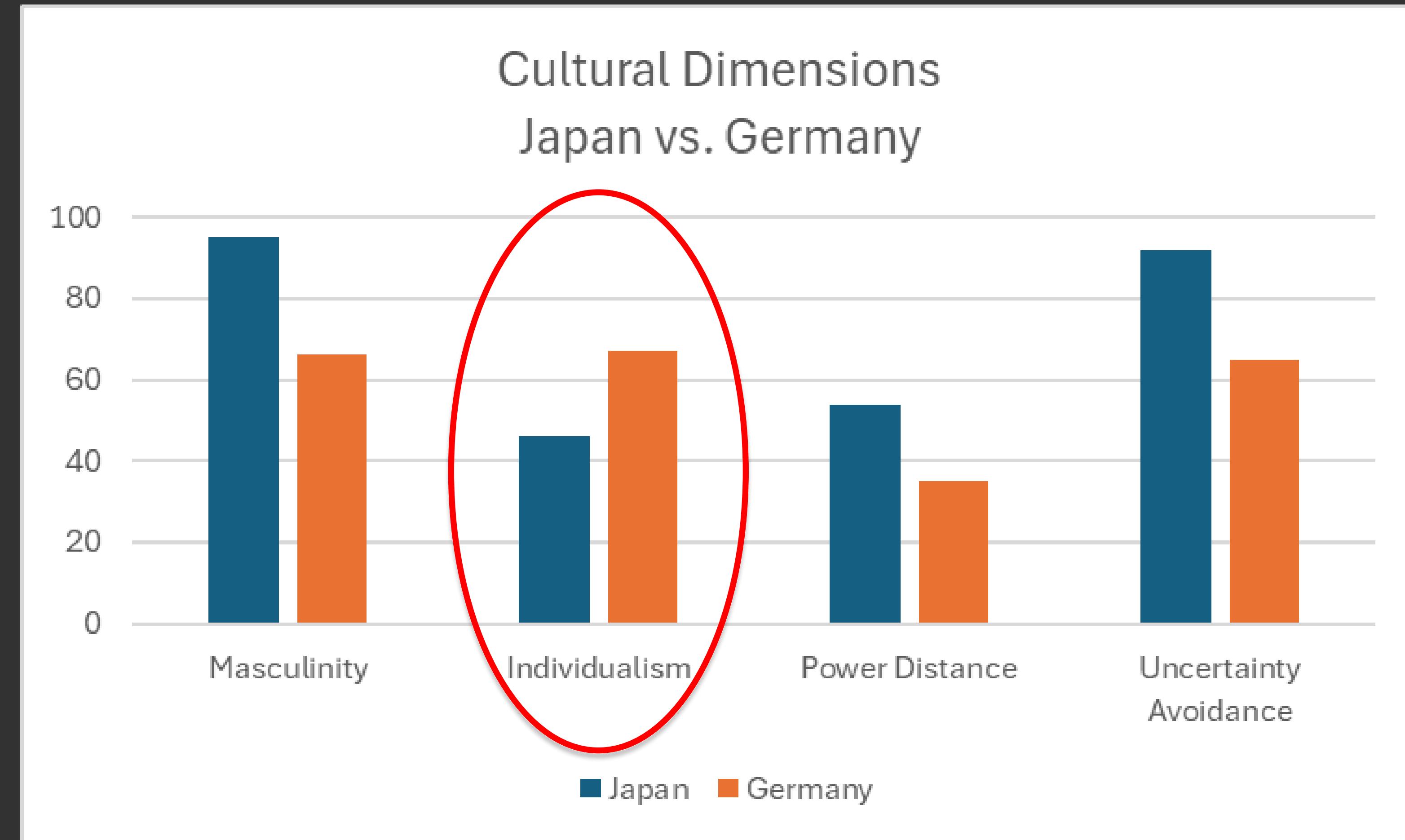
several families



one family

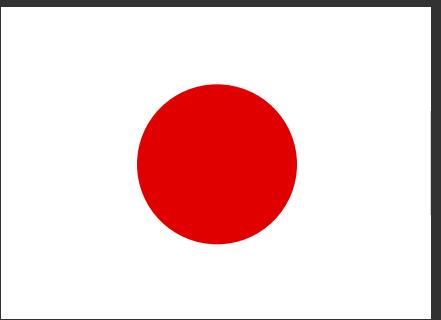


Family in Happy Meal ads



Hofstede's globe Hofstede's Globe - Geert Hofstede

Pop Culture in Happy Meal ads



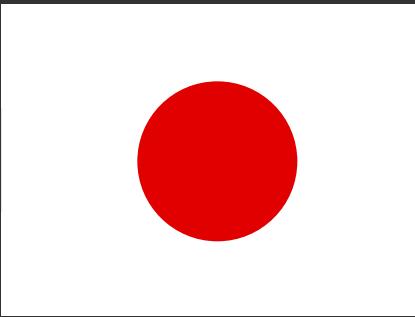
local pop culture
(popular anime: Crayon Shijn-Chan)



international pop culture
(popular franchise: Star Wars)



Communication in Happy Meal ads



yelling and shouting with joy



yelling and shouting adapted from anime, originating from traditional, expressive theater (e.g. Kabuki), and popularity of martial arts

yelling displaying the fun with toy



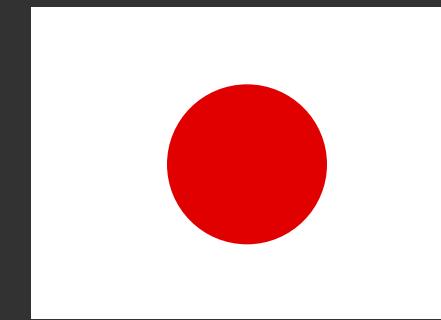
funny conversation with laughter



“ideal” family situation, kids having fun and dad is also joking around with the kids

laughing displaying the fun with toy

Summary



local culture of Anime and
Kawaii culture

none or less diversity in
ads

several families shown
more collectivistic

through laughter and yelling



local and international
Pop Culture

Family as part of the ads

expressing joy in ads



local culture of
celebrities, brands and
TV-shows

a lot of diversity in recent
ads

one family/group in focus
more individualistic

through laughter and funny
conversation

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