Companies face different challenges when designing marketing communication strategies. The most complex ones concern the global market, as the scale of the consequences grows respectively. Therefore, the chosen Marketing Communication problem is related to the global market. While constructing a global communication strategy, the company should take into consideration the following factors: economic situation, population, related expenses, and culture. The cultural aspect may seem less important, compared to the socioeconomic factors, however, it is one of the most crucial factors to consider.