



CLUE

Cultural & Linguistic Understanding of Ethnicity®

ADVERTISING AND MARKETING COMMUNICATIONS

For International and U.S. Ethnic Markets

CREOGLOBAL

offers communication solutions to effectively reach culturally diverse markets and audiences. We ensure that your creative expression and message are appealing, persuasive and on strategy, no matter what audience.

Multicultural Communication Services

Communications Planning & Consulting
Marketing & Branding
Advertising & Design
Multilingual Copywriting
Typesetting & Desktop Publishing Services
Audio-Visual & Online Media Production
Web Site Localization
Foreign Language Talent

Industry Expertise

Biomedical & Healthcare
Financial Services
Agriculture, Food & Beverage
Building & Construction
Hospitality, Sports & Leisure
Travel & Transportation
Manufacturing & Hi-tech
Retail
Government and Non-profit organizations



Did you know that 90% of the British ads considered to be really funny in the U.K. are incomprehensible when translated?

CREOGLOBAL

60 South Sixth Street, Suite 2525
Minneapolis, MN 55402

T 612.342.9800
F 612.342.9745
E info@creointernational.com
www.creointernational.com

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How well does your ad travel?

Extending your marketing efforts to global audiences

Today's diverse marketplace represents great opportunities and equally great challenges to marketers. On an international level, there are few limitations when it comes to expanding your markets geographically. However, the challenge is to make your brand relevant to these culturally and ethnically diverse audiences and to create brand messages that resonate with them, especially if their native language is not English. This issue of CLUE will look at how well your advertising can be adapted for international markets.

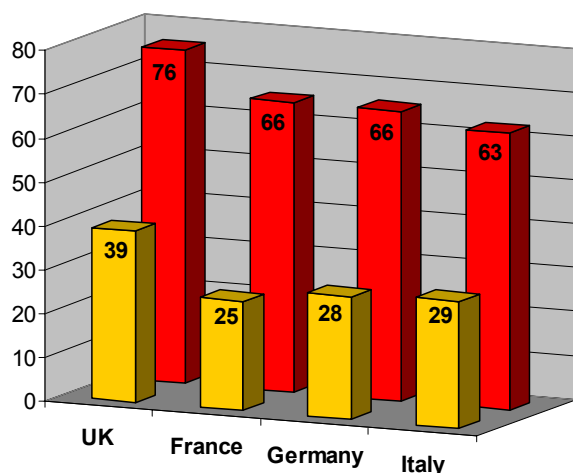
Usually the first instinct is to just translate the message. Never mind the horror stories about bad translations. Even a good translation cannot necessarily accomplish the difficult task of creating a bond between your brand and your audience. Take BMW, for example. In Germany, their slogan has been: *Freude am Fahren*. A perfectly good translation would be: *The Joy of Driving*. Now compare that to: *The Ultimate Driving Machine*. Clearly this slogan, developed for the U.S. market, has captured the emotional relationship between a man (or woman) and the car as the object of their desire, in a culture where technology is identified with power and control. In the U.S., the much softer *Joy of Driving* would literally be off the mark. So it's the cultural substrate, not just the language you have to be concerned about. Language is only the tip of the iceberg; culture is the iceberg itself, and you will ignore it at your peril.

Culture not only manifests itself in outward expressions like the cars we drive, the clothes we wear, the food we eat, or the music we listen to. Above all, our social and individual values are shaped by our native culture, including attitudes towards life, family, social and political relationships, technology, the environment, and so on. Cultural influences also define the value associated with branded products, and yes, the attitude towards media and advertising.

Depending on the point of view, your brand will change its appeal. Finding the right creative expression for your brand in different cultural contexts and languages, at different points of contact, without affecting the essence of your brand is an ongoing quest. If money is no object, one solution is to develop separate communication strategies for international audiences with separate creative executions and budgets.

Since our clients typically have to accomplish more with less, CREO has been a proponent of a more global approach, but not the "one-size-fits-all" version. Rather, our approach allows you to blend global and local strategies into a "glocal" solution. Based on an assessment of your domestic strategy, you can adapt existing communication materials or create new materials.

European attitudes towards American culture



Attitudes (in % of positive opinion) towards:

- American Popular Culture
- American Ideas and Customs

Source: Pew Global Attitudes Project: What the World Thinks in 2002, December 2002.

Not only can you achieve consistency in your overall brand message, you can reach multiple audiences without proportionally multiplying your budget.

CREO's model *Six Degrees of Transcreation™* provides a set of criteria to assess and/or develop a marketing communications strategy and individual communication materials for diverse and global audiences; and, it determines the degree of differentiation that is required.

Brand essence – This can be defined by the question *Who is your brand?* Your brand's identity and the core values associated with your brand must be clearly defined, but similar to someone's personality, it would not change.

Origin of the brand - *Where does your brand come from?* This is a question of particular importance since attitudes towards American popular culture, ideas and customs, but also products and services vary greatly.

Product positioning - Quality, value, innovation, convenience, whatever positioning is successful in the U.S. may not reflect the values, lifestyles, or needs in your international target markets. The belief that consumers worldwide are moving toward the adoption of American values is a myth.

Medium - Understanding the relationship of local consumers with different media, their media consumption habits, and the level of trust in different media is important. Of course, the availability or lack of desired media channels will also affect your tactical decisions.

Creative expression – This looks at the actual communication materials and their ability to connect with your audience. Does your audience recognize themselves in the visuals used in your ad or brochure? Are the messages in the copy relevant to them? Is the tone and style of your communication appropriate and effective within their cultural context? Does the offer respond to their needs and aspirations? Will your arguments persuade them?

Language - While English has become the language of international business, and is spoken by significant percentages of people in markets outside the U.S., to connect with your audiences you must speak their language, and speak it well. Period.

More References

Simon Anholt
Another one bites the grass
Making sense of international advertising
John Wiley & Sons, Inc.

James R. Gregory
Branding across borders
A guide to global brand marketing
McGraw Hill

Upcoming Conferences

Association of National Advertisers
Multicultural Marketing Conference
Key Biscayne, FL
November 2 - 4, 2003
www.ana.net

In our next issue of CLUE:

How well does your ad travel?

Extending your marketing efforts to Latino audiences in the U.S.

