

news

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CLUE

Cultural & Linguistic Understanding of Ethnicity®

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Corporate Communications in a Global Marketplace

For multinational Fortune 100 corporations, global corporate communications is a given. With national and regional marketing centers around the world, they have (for the most part) found just the right balance between thinking globally and acting locally. Yet, it's equally as important for small and medium-sized companies, once they cross borders, to define and communicate their corporate identity and vision to their different international constituencies, from clients to employees to stockholders.

In order to build corporate community, corporate policies and procedures and shared corporate values have to be formulated in an inclusive and culturally sensitive manner. It is critical that local customs and legal regulations be considered and adjustments made as needed, so your corporate policies and values have meaning for your international employees. There is no "one size fits all" solution.

For your clients and other stockholders, your corporate brand will become the guarantor of quality, performance, and reliability. In a global B2B marketplace, the reputation of your corporate brand is most important for developing lasting business relationships. Even if you don't have a multi-million dollar budget, investing in your corporate brand image will pay off in credibility and trust.

Of course, branding is not just a function of advertising - every interaction with your customer is a branding experience.

Don't be tempted, however, to be all things to all peoples. Once you have defined who you are, you will need to communicate your corporate positioning and identity in a consistent yet culturally relevant manner. You can change your clothes and the language you speak, but you cannot change who you are. And, keep in mind that you are an American company. The origin of your brand will influence how you are perceived, both in a positive and in a negative manner. Assuming that you are not one of the top 5 global advertising spenders, you will have to work with significantly smaller budgets when it comes to promoting your brand internationally.

To make your money go further, we recommend a cost-effective approach to developing and executing a corporate communication strategy for global markets: **"smart centralization"** (Give us a call and we can tell you more about it!)

We also recommend working with a partner who can bring a multicultural perspective and multilingual craftsmanship to their work. Only then can you be sure that your point of view will not be too ethnocentric; instead, your communication material will have the creative expressions that engage and appeal to global audiences.

Communications

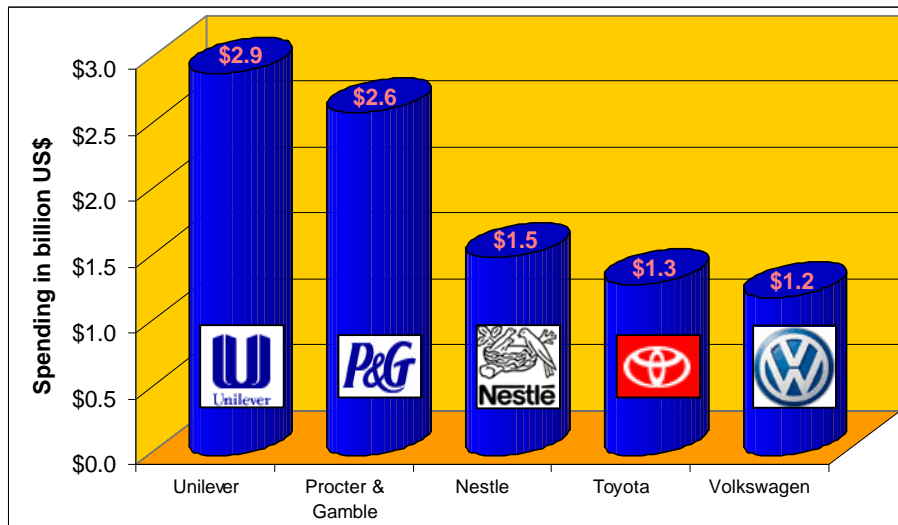


Did you know that the new European currency will make its official debut on January 1st, 2002? Consumers in Austria, Belgium, Finland, France, Germany, Greece, Ireland, Italy, Luxemburg, Netherlands, Portugal and Spain will be using the Euro € for all their purchases.

Statistics

The Big Spenders

Global Ad Spending by Company in 2000 (outside the U.S.)



Upcoming Trade Shows

Fashion

Prêt à Porter

Paris, France – January 2002

Building & Construction

Bautec

Berlin, Germany – February 2002

Agriculture

Salon International de l'Agriculture

Paris, France – February/March 2002

Architecture & Construction

Saie Due

Bologna, Italy – March 2002

Information Technology

CeBit

Hannover, Germany – March 2002

Holiday Greetings From Around the World

Happy Holidays

Buon Natale e Felice Anno Nuovo

Bonnes fêtes de fin d'année !

Frohe Feiertage und
Prosit Neujahr!

Shalom

**God Jul
Gott Nytt År**

Feliz Navidad y próspero Año Nuevo

Glædelig Jul

新年あけまして
おめでとうございます

In our next issue of CLUE: CREO's Approach to Global & Ethnic Marketing

CLUE Newsletter

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*If you would like to receive a copy of CLUE or have suggestions on future topics,
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