

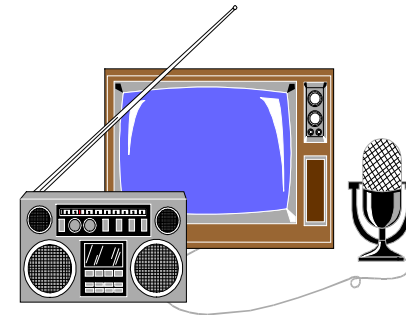
# **Komunikasi Pemasaran Internasionalisasi - Global**

*Musthofa Hadi*

*International Marketing*

# Global Promotion

- Promotion objectives
- Problems and opportunities in promotional transplantation
- Legal issues



# Constraints on Global Communications Strategies



- Language barriers
- Cultural barriers
- Local attitudes toward advertising
- Production/cost
- Media availability
- Advertising regulations

# Symbolism

*Green:* Health in U.S.; in Latin America, jungle (associated with danger)

*Marlboro man:* freedom in U.S.; dusty, unappealing life in Hong Kong

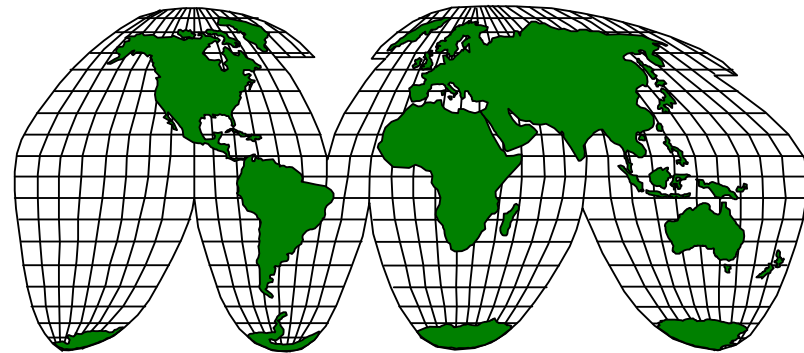
*Perfume against raindrop:* Cool, refreshing feeling to Europeans; symbol of fertility to some Asians

# Cultural Dimensions in Advertising

- Directness vs. indirectness
- Comparative advertising
- Humor appeal
- Gender roles
- Explicitness
- Sophistication
- Popular vs. traditional culture
- Information content vs. fluff

# Global Promotion Strategies

- **Standardization**
- **Adaptation**



## Physical Product vs. Communication Adaptations

	<b>Communication adaptations not needed (extension)</b>	<b>Communication adaptations needed</b>
<b>Product adaptations not needed (extension)</b>	Some industrial equipment; some electrical equipment	Bicycle; fast food; chewing gum
<b>Product adaptations needed</b>	Gasoline; laundry detergent	Greeting cards
<b>Domestic equivalent does not exist (product invention)</b>	Compass-equipped prayer rug; hand powered washing machine; diet drinks	

# Advertising Standardization: Advantages

Essentially  
parallel to  
product/  
positioning  
standardization

- Economies of scale
- Consistent image
- Appeal to global consumer segments
- Conservation/maximum utilization of creative talent
- Cross-fertilization--moving knowledge across markets



# Advertising Standardization: **Disadvantages**

- Cultural differences
- Advertising and promotional regulations
- Market lifecycle stage (maturity)
- Local commitment to campaign (“Not-invented-here”)

# Humor

- Humor appears to be a universal phenomenon
- However, there are great differences in form across the World



# Values

Americans tend to emphasize individuals; in other cultures, standing out from the group may not be desirable

Popular vs. traditional culture

Perception of comparative advertising

Eastern Europeans want more *facts* in advertising

***Terima Kasih***

Special Thanks to Mr.Lars Perner

***International Marketing***