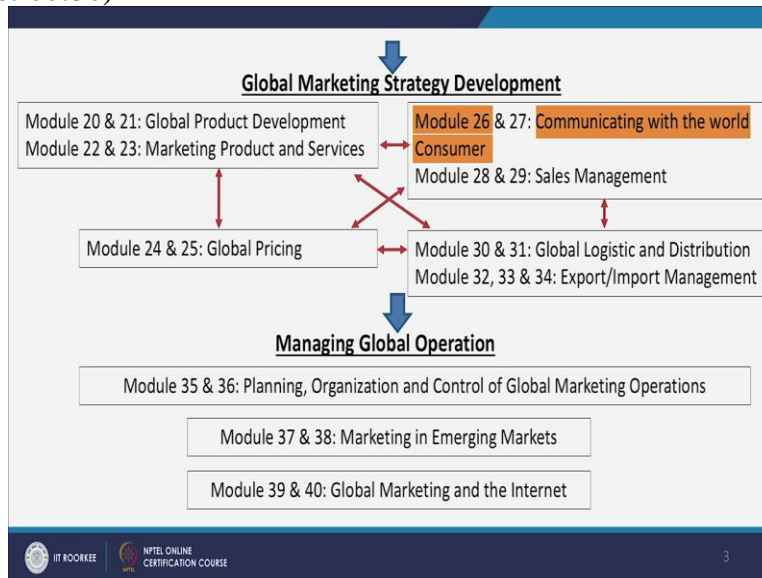


Global Marketing Management
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Lecture - 26
Communicating with the World Consumer – Part I

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Welcome to this course on, Global Marketing Management, and we are talking about Global Marketing Strategy Development, in this we have talked about global product development, marketing of products and services, and global pricing. Now we will start with the, with, with the next element of the marketing mix, that is communication, communication with the world customers which is spread over two modules, that is, module 26 and 27. Let us start talking about module 26.

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Module Overview

1. Introduction
2. Global Advertising and Culture
3. Setting the Global Advertising Budget
4. Creative Strategy
5. Global Media Decisions
6. Advertising Regulations
7. Conclusion



Now what essentially is of concern to us is that, advertising or communication these two things they are very culture dependent. So what is supposed to be good in one culture may not be supposed to be good in another culture. So one colour may mean something in one culture another and the same colour may mean something in some other culture. So that is the problem with this kind of thing and more often than not this requires certain kind of adaptation in advertising.


So we will we will see at what are the factors and how this advertising gets affected by culture. Then there are various kind of method for allocation of budget to advertising. Now, again there is no one plain simple formula for allocation of budget, because a company will have different kind of objectives in different countries. Therefore there is no one plain simple method for allocation of budget, a company may be using one kind of method in one country for allocation of advertising budget and it may be using another kind of method for allocation of advertising budget.

Then what are the various kind of creative strategies. Creative is the copy is the copy of the advertisement, how are we saying, what are we saying. So that these are these are the things that will be talked about in creative strategy. What kind of creatives to be used so that they, they do not contradict the culture. Another important thing is the media decisions. What kind of media

should be used. Obviously the same kind of media is not available across the world. So the companies they are by force, they have to choose different kind of media.

So what kind of media will reach, which target segment is different in different countries. So therefore what are the various kinds of media available and how these decisions are made and then every country will have certain kind of regulations regarding advertising. What can be shown to the children, how women should be shown in the advertisement, so the regulations vary across the world. So even if a company wants to keep the advertising as standardized because of the regulations it will have to change that.

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Introduction

- There are many cultural challenges that advertisers face in global marketing.
- Because of cultural differences, promotional strategies in the international marketplace often misfire. To be successful, multinational companies must be creative in their adaptation and customization of communication strategies.
- Global advertising encompasses areas such as advertising planning, budgeting, resource allocation issues, message strategy, media decisions and local regulations.


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So now there are many cultural challenges that advertisers face in global marketing. Because of this cultural differences promotional strategies in the international market place they often misfire. Therefore in order to be successful, multinational companies must be creative so we are not talking of creative strategy we are talking of that in order to be successful this multinational company should be creative in their adaptation and communication and standardization and globalisation of their communication strategies.

Global advertising encompasses areas such as, first is, planning about the advertisement, that is advertising planning, then budgeting, for that, for that advertising campaign. Other kind of resources allocation resources allocation, the message strategy what is to be said, and how media

decisions, what kind of media is to be used, media to be used, and the local regulations that are to be kept in mind while designing all the message.

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1. Global Advertising and Culture

- Advertising to a large extent is a cultural phenomenon. A host country's culture influence the creation of an ad campaign and its effectiveness
- When advertising appeals are not in sync with the local culture, the ad campaign will falter. In worst-case, it may lower the product's sales or damage the brand image.
- Effective ad campaigns also do a great job in leveraging local cultural phenomena.

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So advertising to a large or a very large extent is a cultural phenomena. It has to be locally and culturally sensitive. A host country's culture influences the creation of an ad campaign and thereby its effectiveness. When advertising appeals are not in sync with the local culture, the ad campaign will falter. In worst cases, it may lower the product's sales and not only that it can damage the brand image. Effective ad campaigns also do a great job in leveraging local cultural phenomena. So when they are locally sensitive, they can be much more effective as compared to if they are not, in that case that may lead to the to loss in sales and also the damage to the brand image.

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Global Advertising and Culture

- **Language Barriers**
 - Language is one of the most formidable barriers in global marketing.
 - Three types of *translation errors* can occur in international marketing:
 - Simple carelessness
 - Multiple-meaning words
 - Mistakes made because of local slang or idioms.



Now what are the, there can be several, several problems because of the language barrier. So that a language is one of the most formidable barriers in global marketing, and there can be up to three types of translation errors that can occur in international marketing, the first is simple carelessness. So you have not given due amount of care when translating a sentence from one language to another language. Another kind of problem can be of multiple meaning words. So the same words may have multiple meaning and then it creates problem of which meaning the customers are using, for interpreting, what you are saying. And the third is the mistakes made because of the local slang or the idioms used locally.

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Five Different Ways of Saying Tires in Spanish

<i>Spanish Word for Tires</i>	<i>Countries Using Each Word</i>
Cauchos	Venezuela
Cubiertas	Argentina
Gomas	Puerto Rico
Llantas	Mexico, Peru, Guatemala, Colombia, and elsewhere in Central America
Neumaticos	Chile



Now see that these are these are the five different ways of saying tires, in the Spanish speaking countries. So the language remains the same but, how tire is said, is different in different countries. So in Venezuela, it is it is pronounced differently, as compared to Argentina, Puerto Rico or Chile.

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Global Advertising and Culture

Solutions to the language can be summarized as being:

- Involve local advertising agencies.
- Don't translate into the local language. Use the English slogan worldwide.
- Use voice-overs to incorporate local slang

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So Solutions to this language can be summarized as being: The first is to avoid many of these problems, the first is to involve a local advertising agencies, because the local advertising agency would be knowing about all this and don't translate into local language. Use the English slogan worldwide. So that will have the same meaning across the world and in some cases you can use voice-overs to incorporate local slang.

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Global Advertising and Culture

- **Other Cultural Barriers**
 - Cultural barriers pose the biggest stumbling block in international advertising.
 - Religion
 - Cultural traps/cultural dimensions






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Then there are certain other cultural barriers, for example, religion, what may be in, in one religion may not be so in another religion. So therefore your advertising has to be religion sensitive also. Then there are some cultural traps or cultural dimensions that we have talked about earlier.

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Global Advertising and Culture

- **Geert Hofstede's** cultural grid can be used to assess the appropriateness of comparative advertising campaigns. The five cultural dimensions include:
 - Power distance
 - Uncertainty avoidance
 - Individualism
 - Masculinity
 - Long-termism
- The idea is that campaigns should reflect the cultural value systems of the target audience.






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So let us quickly recall what was that? So we have talked about Hofstede's cultural grid. Now this grid can; which we have talked about in Cultural issues and buying behavior, it can be used to assess the appropriateness of comparative advertising campaigns. These, these are the 5 dimensions: Power distance, Uncertainty avoidance, Individualism, Masculinity and Long-termism. The idea that campaign should reflect the cultural value system of the target audience.

Otherwise, this kind of advertising can misfire, if it does not reflect the cultural value system of the target audience. So if it is not so then obviously this advertising campaign will miss fire.

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Global Advertising and Culture

General examples of Hofstede's model in usage are that:

1. Ads that position products or services as status symbols are most likely to be effective in countries with large power distance.
2. Campaigns that center around hard-sell approaches are advisable for cultures with high uncertainty avoidance.
3. Performance, success, and competition (generally thought to be strong masculine traits) should be featured in messages in highly "masculine" societies.
4. Cultures with a long-term orientation are driven by future values (such as thrift and perseverance).
5. Also, remember value systems change overtime (number of media choices available).

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Now let us see what to do when the power distance is huge. So ads that position products or services as status symbols are most likely to be effective in countries where this power distance is huge. If it is not huge, then this kind of positioning should not be, should be used carefully. Campaigns that center around hard-sell approaches are advisable for cultures with high uncertainty avoidance. Performance, success and competition these are some strong masculine traits, should be featured in messages in highly masculine societies. So when where the societies are more masculine, then these kind of things should be used, performance, success and competition. If the society is feminine then these traits should not be used.

Cultures with the high term orientation, long term orientation, are driven by future values such as thrift and perseverance. Also remember value systems they also changed over time. So therefore, your communication strategies should keep on changing, so as to reflect the changes in the value system, and therefore and also keep in mind that the number of media choice available will also keep on changing over a period of time.

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2.Global Advertising Budget

- One of the delicate decisions that marketers face when planning their communication strategy centers around the “money” issue:
 - How much should we spend?
 - How should we allocate our resources across our different markets?



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Now let us look at the Global Advertising budgets. One of the delicate decisions that marketer face, when planning their communication strategy centers around the money issue. How much should we spend? And how should we allocate our resources across different markets? So these are the two important decisions that are to be looked for. How much should we spend in advertising, that will also depend upon the objectives that we have, and how should how should we allocate our resources across different markets.

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Global Advertising Budget

- Companies rely on different kind of *advertising budgeting methods*:
 - Percentage of Sales
 - Competitive Parity
 - Objective-and-Task Method
 - Resource Allocation
- The U.S. has the largest ad expenditures, followed by Europe.



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So, companies rely on different kinds of advertising budgeting methods: And these are the four different types of methods for allocation of budget, Percentage of sales, Competitive parity,

Objective and task method and Resource allocation. The US has the largest ad expenditures, followed by Europe.

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Global Advertising Budget

- 1. Percentage of sales.**
 - Sets the overall ad budget as a percent of sales.
 - The base is either past or expected sales revenues.
 - The advantage is simplicity.
 - The downside is faulty reasoning--advertising generates sales not the reverse.
 - This is not a good method for newly entered markets.

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Now let us look at what each one of them means. What does the advertising method, percentage of sales means; in this case it sets the overall ad budget as a percentage of sales. So it can be 5% of the sales or it can be 50% of the sales. The base is either past or expected sales revenues. So, assumption here is that, more amount of money spent in advertising will lead to more amount of sales. So the base is either the past or expected sales revenues, so if the sales revenues expected are higher than obviously you will have to allocate more budgets to advertising.


So the advantage? The advantage of this method is simplicity. But the downside is faulty reasoning, advertising generate sales not the reverse and there is no good method for newly entered markets. So there in when you are entering a market for the first time you do not know, what is the relationship between advertising budget and sales.

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Global Advertising Budget

2. Competitive parity.

- Use your competitors' spending as a benchmark by simply matching their spending amounts.
- Rationale--the competitor's collective wisdom signals the "optimal" spending amount.
- Shortcomings:
 - a) Competitor's spending might be faulty.
 - b) New entrants should spend more than established competitors.



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Another method is comparative parity, competitive parity. Competitive parity means parity with the competition. So use your competitors' spending as a benchmark, by simply matching their spending amounts. So competition, competitor are having is having a X amount of budget, so let us also have, this X amount of budget. The rationale is the competitors' collective wisdom, signals the optimal spending amount.


So the competitors, each competitor is spending X so I also spend X, based on their collective wisdom but the shortcomings are competitor's spending might be faulty. New entrance should spend more than established competitors. So in this market the competitors are already established but you are entering new so therefore there is a need for you too to spend more on advertising.

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Global Advertising Budget

3. Objective-and-task method.

- This is the most popular method.
- Promotional efforts are treated as a means to achieve the advertiser's stated objectives.
- **Steps:**
 - a) Spell out the goals of the communication strategy.
 - b) Determine the tasks that are needed to achieve the desired objectives.
 - c) The planned budget is then the overall costs that the completion of these tasks will amount to.
 - d) Experimentation helps to refine the method.



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Another method is objective and task method. Now, this is the most popular method that is used. Promotional offers are treated as a means to achieve the advertiser's stated objectives. So if they are able to achieve the stated objective, and whether they are not able to achieve the stated objectives. So what you need to do is to spell out the goals of the communication strategy. What do you want? In terms of, in terms of let us say profit, or in terms of generating awareness, or market share. So spell out what are the goals of this communication strategy?

What do you want from this communication strategy to achieve. Then determine the task that, are needed to achieve the desired objectives? What to do in order to achieve this task? The planned budget is then the overall cost that the completion of these tasks will amount to. Experimentation helps to refine this method. so what objective are to be achieved and task method. So in this case experimentation need to is needed to refine the link between objective and tasks.

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Global Advertising Budget

4. Resource allocation.

- Part of the budgeting process is also the allocation of resources across the different countries.
- Bottom-up planning--each country subsidiary independently determines how much should be spent within its market and then requests the desired resources from headquarters.
- Top-down planning--the opposite approach.
- Regional angle--regions review needed resources and submit requests to headquarters.



The fourth method, method is resources allocation. Part of the advertising part of the budgeting process is also the allocation of resources across different countries. So there can be Bottom-up planning, that is, each country subsidiary independently determines, how much should be spent, within its market and then requests the desired resources on the headquarters or there can be opposite to this, that is, Top-down planning, this is, the opposite of Bottom-up planning and then there is a regional angle, regions review needed resources and submit requests to headquarters.

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3. Creative Strategy

- The “Standardization” versus “Adaptation” Debate
 - One of the toughest issues faced when developing a communication strategy is the choice of a proper ad theme.
 - Theme standardization is an issue that must be resolved.
 - Truly global campaigns with uniform message and execution are quite uncommon.
 - When necessary, minor changes must be made in the execution to comply with local regulations or to make ad more appealing to local audiences.



Next we will talk about the creative strategy. How to say, what we are saying, and what to say, so again we are back to the Standardization versus Adaptation debate. One of the toughest issues faced when developing a communication strategy is the choice of a proper ad theme. Theme

Standardization is an issue that should be resolved. Truly global campaigns with uniform messages and execution are quite uncommon, so there are very few global campaigns which have the uniform messages and execution. When necessary, minor changes must be made in the execution to comply with local regulations or to make ad more appealing to the local audience.

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The slide is titled "Creative Strategy" and lists five merits of standardization. It includes a small video inset of a man speaking. The footer contains logos for IIT BOORKEE and NPTEL ONLINE CERTIFICATION COURSE, along with the number 21.

Creative Strategy

- **Merits of Standardization:**
 1. **Scale Economies:** Levi's Strauss reportedly saved around \$2.2 million by shooting a single TV ad covering six European markets.
 2. **Consistent Image:** For example Campbell's Delacre cookie brand ran a pan European ad by a desire to establish single brand identity.
 3. **Global Consumer Segments:** For example, Microsoft's \$500 million global marketing blitz for Vista.
 4. **Creative Talent:** Using scarce but high quality advertisement staff by running global campaign.
 5. **Cross-Fertilization:** Encouraging affiliates to adopt advertising ideas proven successful in other markets.

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Now again let us look at, what are the merits of standardization. First is obviously Economic Scale, Scale Economies. So Levi's Strauss reportedly saved around dollar 2.2 million by shooting a single TV ad covering 6 European markets. Another merit of standardization is Consistent image, for example Campbell's Delacre cookie brand ran a pan European ad by a desire to establish single brand identity. Then there are some Global consumer segments. So when this company when the company is targeting global consumer segment, for example, Microsoft's 500 million dollar global marketing blitz for Vista.

Creative talent using the scarce, but high quality advertisement staff by running a global campaign and then it also leads to the benefit of standardization; it is that it leads to cross fertilization of ideas, encouraging affiliates to adopt advertising ideas proven successful in other markets. So those ideas that are successful, those ideas only, those ideas that are proof that have prove to be successful in other markets can be used in that are successful in one market can be used in other markets also. But we are talking about just the idea not the whole of it.

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Creative Strategy

- **Successful universal appeals include:**
 1. Superior quality
 2. New product/service
 3. Country of origin
 4. Heroes and celebrities
 5. Lifestyle
 6. Global presence
 7. Market leadership
 8. Corporate image



Now when you are looking at a Universal appeal, what, let us look at what are some of the successful Universal appeal. The first is obviously that, Rings the bell, across the world, is the Superior quality or you can say that we have a New product or service, again you can also invoke the Country of origin effect, so the chocolate from Switzerland will ring the same kind of bell across the world. Then you can you use heroes and celebrities which are global in nature, the lifestyle segment, lifestyle of global consumers, then you can say that Global presence we are, we are present across the world in 50 countries, in 120 countries, then you can also, appeal to your market leadership position, and then the corporate image.

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Examples of Universal Appeals

- *Superior quality.* Clearly, the promise of superior quality is a theme that makes any customer tick. A classic example here is the “Ultimate Driving Machine” slogan that BMW uses in many of its markets.
- *New product/service.* A global rollout of a new product or service is often coupled with a global campaign announcing the launch. A recent example is the marketing hype surrounding the launch of Windows Vista by Microsoft.
- *Country of origin (“made in”).* Brands in a product category with a strong country stereotype often leverage their roots by touting the “Made In” cachet. This positioning strategy is especially popular among fashion and luxury goods marketers.
- *Heroes and celebrities.* Tying the brand with heroes or celebrities is another popular universal theme. A recurring issue on this front is whether advertisers should use “local” or “global” heroes. When sports heroes are used, most advertisers will select local, or at least regional, celebrities. With movie personalities the approach usually differs. The Swiss watchmaker SMH International promoted its Omega brand with a TV commercial featuring the actor Pierce Brosnan after the release of the James Bond movie “GoldenEye.”

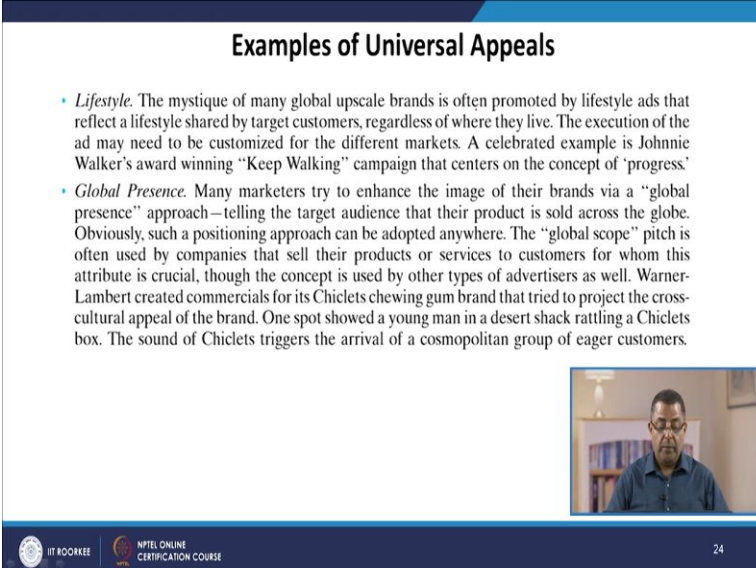


So these are some of the examples of Universal appeal. Let us look at the example for superior quality. So clearly the promise of superior quality is a theme that makes any customer tick. A classic example here is Ultimate Driving Machine slogan that BMW uses in many of its markets. So that is the ultimate driving machine. So this is in English that can be used across the world.

New products and services, a global roll out of a new product or service is often coupled with a global campaign announcing the launch. The recent example is the marketing hype surrounding the launch of Windows Vista by Microsoft. The country of origin, that is, made in. Brands in a product category with a strong country stereotype often leverage their roots, by touting the Made In cachet. This positioning strategy is especially popular among fashion and luxury goods manufacturers.


Using heroes and celebrities, time the brand with heroes or celebrities is another popular universal theme. A recurring issue on this front is whether the advertising should use advertiser should use local or global heroes. When Sports Heroes are used, most advertiser will select local, or at least regional, celebrities. With movie personalities, the approach usually differs. The Swiss watch maker SMH International promoted its Omega brand with the TV commercial featuring the actor Pierce Brosnan after the release of James Bond movie Golden Eye.



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Examples of Universal Appeals

- *Lifestyle.* The mystique of many global upscale brands is often promoted by lifestyle ads that reflect a lifestyle shared by target customers, regardless of where they live. The execution of the ad may need to be customized for the different markets. A celebrated example is Johnnie Walker's award winning "Keep Walking" campaign that centers on the concept of 'progress.'
- *Global Presence.* Many marketers try to enhance the image of their brands via a "global presence" approach—telling the target audience that their product is sold across the globe. Obviously, such a positioning approach can be adopted anywhere. The "global scope" pitch is often used by companies that sell their products or services to customers for whom this attribute is crucial, though the concept is used by other types of advertisers as well. Warner-Lambert created commercials for its Chiclets chewing gum brand that tried to project the cross-cultural appeal of the brand. One spot showed a young man in a desert shack rattling a Chiclets box. The sound of Chiclets triggers the arrival of a cosmopolitan group of eager customers.

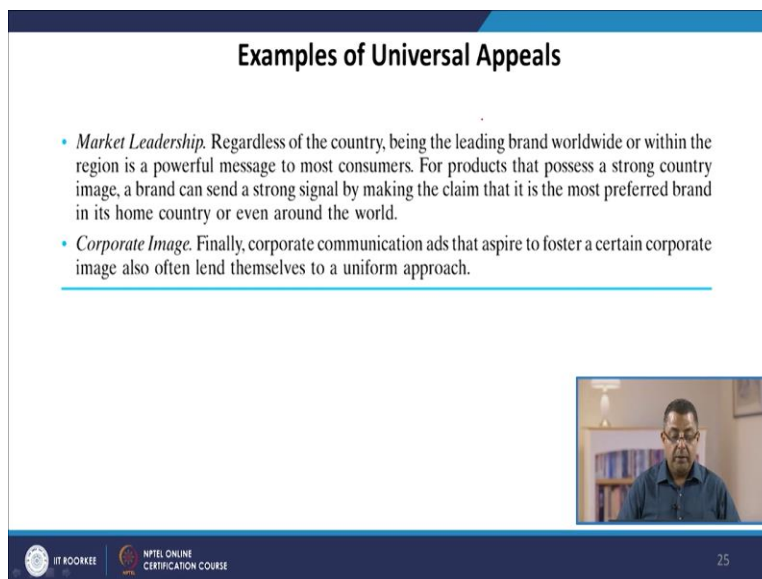


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Lifestyle, the mystique of many global upscale brands, is often promoted by, lifestyle ads, that reflect a lifestyle shared by target customers, regardless of where they live. The execution of the ad may need to be customized for different markets. A celebrated example is Johnnie Walker's award winning Keep Walking campaign that centers on the concept of progress. So the keep, the concept is keep walking and it can, it is, it has been shown, across the world differently.

Then the Global presence, many marketers try to enhance the image of their brands via the Global presence approach telling the target audience, that their product is sold across the globe. Obviously, such a positioning approach can be adopted anywhere. The global scope pitch is often used by companies that sell their product or services to customers, for whom this attribute is crucial though the concept is used by other types of advertisers as well. Warner Lambert created commercials for its Chiclets chewing gum brand that tried to project the cross-cultural appeal of the brand. One spot showed a young man in a desert shack, rattling a Chiclets box the sound of Chiclets triggering the arrival of a cosmopolitan group of eager customers.

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Examples of Universal Appeals

- *Market Leadership.* Regardless of the country, being the leading brand worldwide or within the region is a powerful message to most consumers. For products that possess a strong country image, a brand can send a strong signal by making the claim that it is the most preferred brand in its home country or even around the world.
- *Corporate Image.* Finally, corporate communication ads that aspire to foster a certain corporate image also often lend themselves to a uniform approach.

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Market leadership, regardless of the country, being the leading brand worldwide or within the region is a powerful message to the most customers. For products that possess a strong country image, a brand can send a strong signal, by making the claim, that it is the most preferred brand, in its home country or even around the world. The corporate image, corporate communication ads that aspire a certain corporate image also often lead lend themselves to a uniform approach.

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Creative Strategy

- **Barriers to Standardization:**
 - **Cultural Differences:** cultural gaps between countries may exist in the form of lifestyle, benefits sought, usage context, etc. For example, sexual content in ads cannot be shown in Thailand as it hurts Buddhist values and Thai culture.
 - **Advertising Regulations:** *Ray-Ban* had to adapt a pan-Asian campaign in Malaysia by re shooting the commercials with local talent due to its restrictions imposed to save local advertising industry.



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Now what are the barriers to standardization? First is obviously, the cultural differences, so cultural gaps between countries may exist in the form of lifestyle, benefits sought, usage context, etc. For example sexual content in ads cannot be shown in Thailand as it hurts Buddhist values and Thai culture. Another is, another barrier to standardization is Advertising Regulation. Ray-Ban had to adopt a pan Asian campaign in Malaysia by reshooting the commercials with local talent due to its restriction imposed to save local advertising industry.

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Creative Strategy

- **Barriers to Standardization:**
 - **Market Maturity:** Differences in the degree of market maturity also hampers standardized strategy. For example, **Snapple**- a “new age” beverage brand entered European market, its biggest challenge was to overcome initial skepticism among consumers about the concept of iced tea.
 - **“Not-Invented-Here” (NIH) Syndrome:** Local subsidiaries or ad agencies have a hard time accepting creative materials from other countries.



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Another is Market maturity. Differences in the degree of market maturity also hampers standardized strategy, because the different markets have a different level of market maturity, so

therefore the same, same message, the same creative strategy, will not work, with all those, across those markets. Snapple-a new age beverage brand entered Europe market, its biggest challenge was to overcome initial skepticism among consumers about the concept of iced tea. Another barrier is “not invented here”, that is NIH syndrome. Local subsidiaries or ad agencies have a hard time accept accepting creative material from other countries.

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Creative Strategy

Approaches to creating advertising copy.

1. **Laissez faire.** In this approach, every country subsidiary develops its own ads based on the local market.
2. **Exporting advertising.** Highly centralized creative strategy. Universal copy is developed for all markets and the same positioning theme is used.

Benefits include:

- The same brand image and identity worldwide.
- No confusion to customers and substantial savings.
- Strict control over the planning and execution of global communication strategy.

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Now what are the various approaches to create advertising copy. The first is Laissez faire. In this approach every country subsidiary develops its own ads based on the local market conditions. Another is exporting advertising, highly centralized creative strategy. Universal copy is developed to all, for all markets and the same positioning theme is used. The benefits are obviously, the same brand image and identity worldwide, no confusion to customers and therefore substantial savings. Strict control over the planning and execution of global communication strategy.

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Creative Strategy

3. **Prototype standardization.** Guidelines are given to the local affiliates concerning the execution of the advertising. Guidelines can be in the form of manuals or tapes.
4. **Regional Approach.** In this case, every region produces its own interpretation and execution of the communication campaign.
5. **Pattern standardization advertising.** Guidelines usually center around the positioning theme to be used in the ads rather than the execution. Execution is left to local offices.



Or you can have prototype standardization. Guidelines are given to the local affiliates concerning the execution of the advertising. Guidelines can be in the form of manuals or tapes. Then there can be regional approach, in this case, every region produces, its own interpretation and execution of the communication campaign. Then there can be pattern standardization advertising. Guidelines usually center around the positioning theme, to be used in the ads rather than the execution. So we are just giving them the, headquarter just give them the positioning theme and it is for the local subsidiary to decide on the execution. So execution is left to the local offices.

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4. Global Media Decisions

Another task that international marketers need to confront is the choice of the media in each of the countries where the company is doing business.

Issues to be considered include:

- **Media infrastructure.**
 - Choices of media can be wide or narrow.
 - Choices may be different from the home country choices.
 - There may be many government controls.
 - Local adaptation is a key.



Another important decision that needs to be taken here is about the global media decision. So issues to be considered here are; one is the kind of media infrastructure available, so choices of media can be wide or narrow. The choices may be different from home country choices. There may be many government control on media and local adaptation is the key.

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The slide is titled "Global Media Decisions" and lists four limitations of media. It includes a small video inset of a man speaking and a footer with logos for IIT BOOENKEE and NPTEL ONLINE CERTIFICATION COURSE, along with the number 31.

- **Media Limitations.**
 - Media availability.
 - Media costs.
 - The overall quality of the media.
 - Political orientation of the media must be considered in many countries.

And the limitations of of the media, that the media, media availability is one, one, one limitation media may not be available, at the, at the price, that you want. Then the cost of media, media cost that is another important limitation. Somewhere the cost may be too, too high; somewhere the cost may be too low. The overall quality of the media how good the media is how much people, how much of the target segment it reaches.

The political orientation of the media must be considered in many countries. So the media in many countries they are aligned towards the various political parties. So the company has to look at what kind of political orientation a particular media has before deciding on whether and how much of that media to be used.

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Global Media Decisions

Recent developments in the global media landscape.

1. Growing commercialization and deregulation of mass media.
2. Shift from radio & print to TV advertising.
3. Rise of global and regional media.
 - a. This trend is increasing because of the unavailability of local media.
 - b. Good for global or regional campaigns.
 - c. Major barrier is the cultural issue.
 - d. Satellite channels will increase in the future. These will become more customized.





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So, recent development in the global media landscape is that there is a growing commercialization and deregulation of mass media. There is a shift from radio and print to TV advertising, and then there is a rise of global and regional media. The trend is increasing because of unavailability of local media, therefore there is a rise of global and regional media. Good for global or regional campaigns. Major barrier is the cultural issue. Satellite channels will increase in the future. These will become more customized.

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Global Media Decisions

4. Growing spread of interactive marketing: Internet skills and usage will increase.
5. Growing popularity of text messaging: Text messaging or SMS (short messaging service) has brought a new phenomenon in the mobile phone service globally.
6. Improved monitoring: Monitoring includes the company's messages as well as those of the competition.
7. Improved TV-viewership measurement.





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There is a growing spread of interactive marketing: Internet skills and usage will increase and thereby it will spread the growth of internet advertising interactive marketing. Growing popularity of text messaging: Text messages or short message service has brought a

new phenomena in the mobile phone services globally. Improve monitoring including the companies message as well as those of the competition.

So now it is possible to monitor your message your communication as well as competitor's communication more effectively. Improved TV viewership measurement. So now it is more easily because of satellite and television, it is, it has become much more easier to measure what is the TV viewership and who is watching what, at what point in time.

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5. Advertising Regulations

- A major roadblock that global advertisers face is the bewildering set of advertising regulations advertisers have to cope with in foreign markets.
- Many countries have self-regulation of their advertising industry (while others mandate regulation).
- Reasons for self-regulation include:
 - a. Protection of consumers against misleading or offensive advertising.
 - b. Protection of legitimate advertisers against false claims or accusations made by competitors.

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Then there are various kind of advertising regulations that affect the communication strategy. So that is a major roadblock. So many countries have self-regulation on their of their advertising agency industry, while other there are some regulations. So reasons for self-regulation include Protection of consumers against misleading or offensive advertisement, production of legitimate advertisers against false claims or accusations made by the competitors.

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Advertising Regulations

- c. Prevents more government imposed regulation or control of the advertising industry.
- Examples of regulation include:
 - **Advertising of “Vice Products” & Pharmaceuticals:** Tough restrictions apply to the advertising of pharmaceuticals and vice-products like tobacco in many countries. For instance, Thai government banned all alcohol advertising and sales promotions.
 - **Comparative Advertising:** In China, advertisers are not allowed to compare their products with their competitors, or to include superlative terms such as “best”.





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And to prevent more government impose regulations or control on the advertising industry. Because if there are no, they do not impose regulations and control over themselves then government will do that. Examples of regulations include: Advertising of Vice products and pharmaceuticals. Tough restrictions apply to the advertising of pharmaceuticals and vice products like tobacco in many countries. For instance, Thai government banned all alcohol advertising and sales promotions.

Then there are regulations on comparative advertising also. In China advertisers are not allowed to compare their products with their competitors, or to include superlative terms such as the best.

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Advertising Regulations

- **Content of Advertising Messages:** A Volkswagen commercial in Sweden that showed a VW car being driven over lots of food was banned for portraying wasteful behavior.
- **Advertising Targeting Children:** Korea and Malaysia ban fast food TV ads targeted toward children, blaming such ads for rising obesity levels among youngsters. In Turkey, children are only allowed to watch TV ads with “parental guidance”. Italy bans commercials in cartoon programs that target children.





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Then there are regulations on content of advertising message. A Volkswagen commercial in Sweden, that showed a Volkswagen car being driven over lots of food was banned for portraying

wasteful behavior. There are, what, there are restrictions on what can be advertised targeting children. Korea and Malaysia ban fast food TV ads targeted towards children, blaming such ads for rising obesity levels among youngsters. In Turkey, children are only allowed to watch TV ads with parental guidance. Italy bans commercial in cartoon programs that target children.

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Advertising Regulations

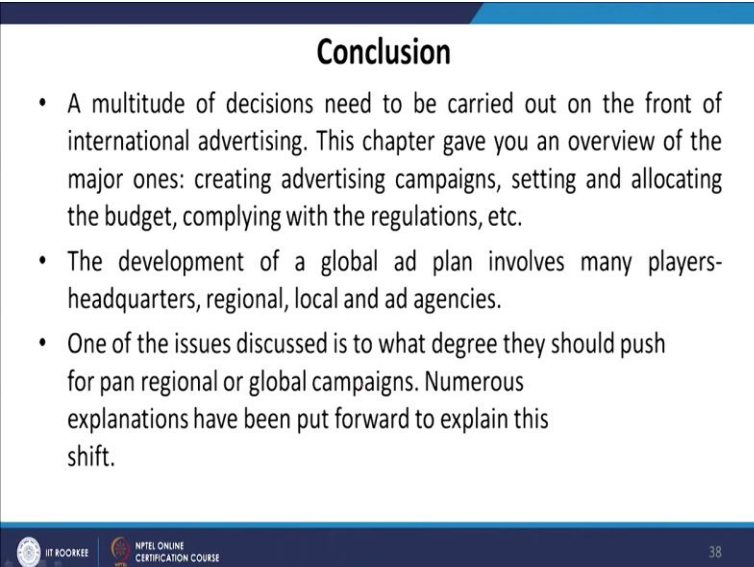
- **Strategies to deal with advertising regulations:**
 - Keep track of regulations and pending legislation
 - Screen the campaign early on
 - Lobbying activities
 - Challenge regulations in court
 - Adapt marketing mix strategy



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Now what are the strategies to deal with advertising regulations, the first is to keep track of regulations and some pending legislation. Screen the campaign early on regarding all those regulations. Lobby with the government for changing the regulations. Challenge regulations in court and adopt your marketing mix strategy.

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Conclusion

- A multitude of decisions need to be carried out on the front of international advertising. This chapter gave you an overview of the major ones: creating advertising campaigns, setting and allocating the budget, complying with the regulations, etc.
- The development of a global ad plan involves many players-headquarters, regional, local and ad agencies.
- One of the issues discussed is to what degree they should push for pan regional or global campaigns. Numerous explanations have been put forward to explain this shift.

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So at the last, let us, let us have, a quick look of what we have talked about in this module. So there are the multitude of decisions need to be carried out on the front of international advertising. In this module, gave us an overview of the major ones about creating advertising campaigns, setting and allocation of budget, complying with regulations, etc. The development of a global ad plan involves many players, including the headquarters, regional and local and also the ad agencies. one of the issue discussed is to, what degree they should push on Pan regional or global campaigns. Numerous explanations have been put forward to explain this shift.

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References

1. Kotabe M and Helsen K(2012), *Global Marketing Management*, Wiley India, Fifth Edition
2. Terpstra V and Sarathy R, *International Marketing* (2003), Thomson South Western, Eighth Edition.

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And these are the two books that were used for, for this module. Thank you.