

Marketing Across Borders

Marketing needs to adapt to different cultures, languages and buying habits around the world. The basic rules of marketing stay the same, but how you use them changes from country to country.



Cultural Sensitivity

Cultural Differences

What works well in one country might offend people in another.

Adapting Brands

Good brands change their approach to avoid cultural mistakes.

McDonald's Example

Added meat-free food choices in India because many people there don't eat meat.



Language and Communication

1

Translation

Good marketing needs clear translation to share messages correctly.

2

Localization

Understanding local language helps brands connect with customers better.

3

Coca-Cola Example

The "Share a Coke" campaign used common Chinese nicknames to connect with local buyers.





Consumer Behavior



Cultural Factors

People from different cultures like and buy different things.



Economic Factors

How much money people have changes what they can buy in each place.



Market Research

Study what local buyers want before selling to them.

Legal and Regulatory Differences

1

Unique Regulations

Each country has different rules about what you can say in ads and about products.

2

Following Rules

Marketers need to follow local rules to stay out of trouble.

3

Heineken Example

Changes how they market beer based on different alcohol ad rules in each country.

Economic Factors

Economic conditions directly affect marketing strategies.

Luxury brands like Louis Vuitton adapt pricing strategies based on local economic conditions and purchasing power.

Successful Adaptation Examples



McDonald's in India

Introduced vegetarian options to respect cultural preferences.



Coca-Cola in China

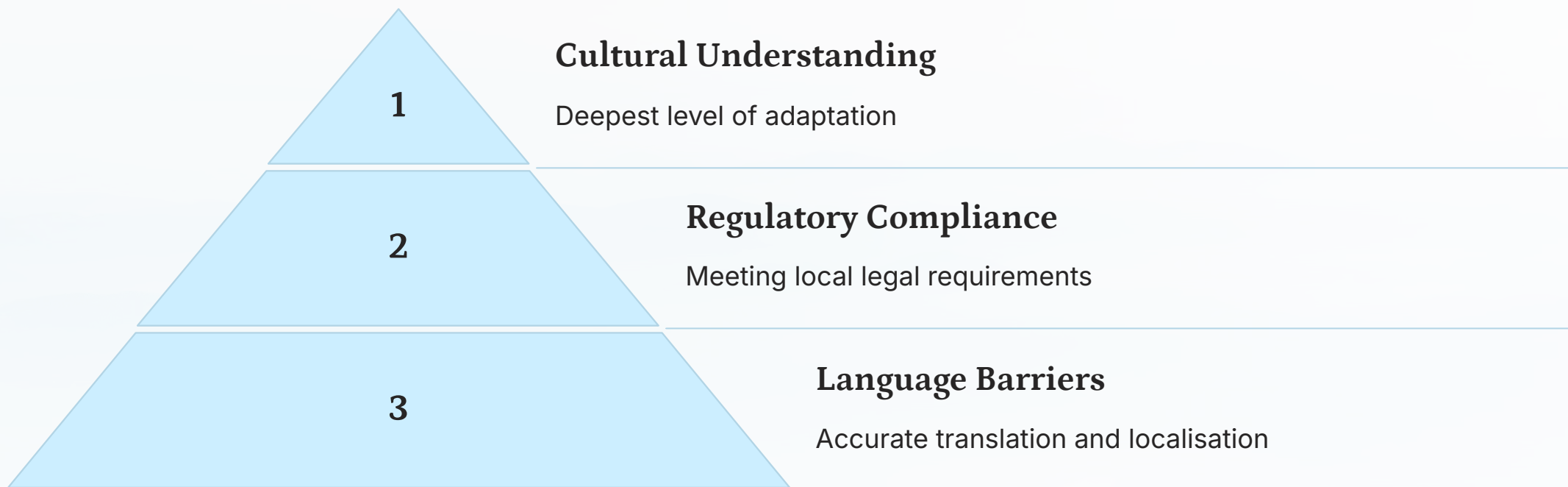
Adapted "Share a Coke" with popular Chinese nicknames.



IKEA in Japan

Designed space-saving solutions for smaller Japanese homes.

Key Challenges



Conclusion

Success in international marketing requires understanding cultural sensitivities, effective communication, recognition of diverse consumer behaviours, and adaptation to local conditions.