

# International Marketing

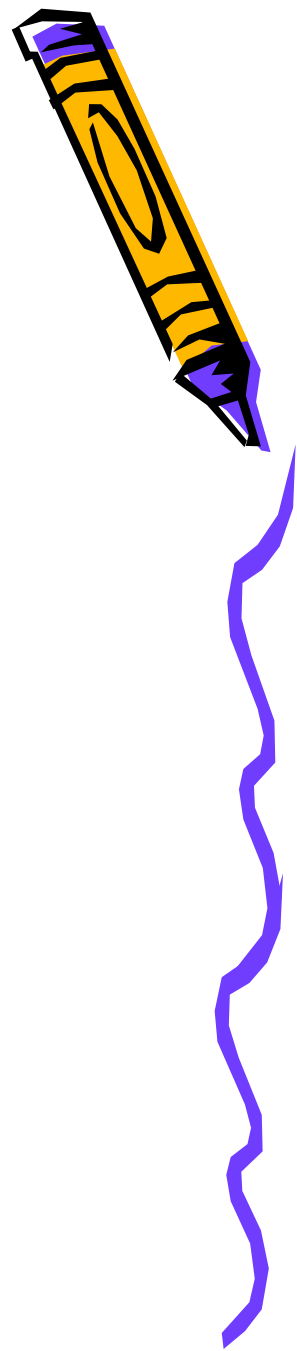


## Chapter 11

### Global Promotion Decision

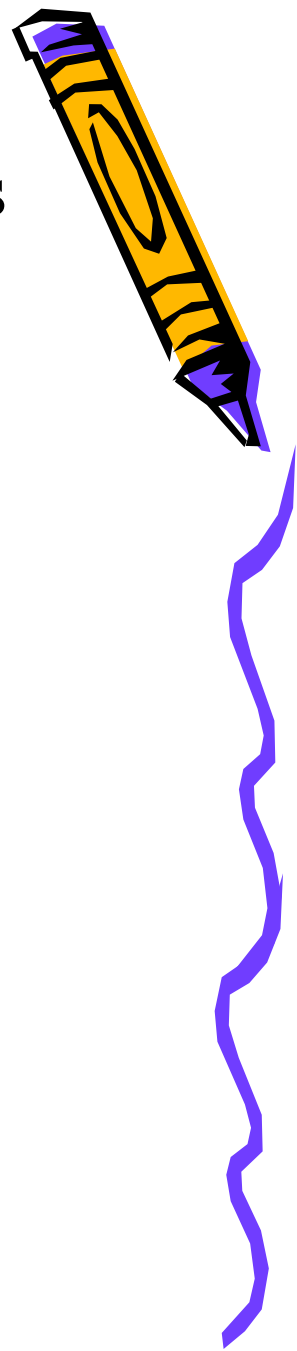


- **Global advertising**
- **Personal Selling**
- **Sales promotion**
- **Public relations**



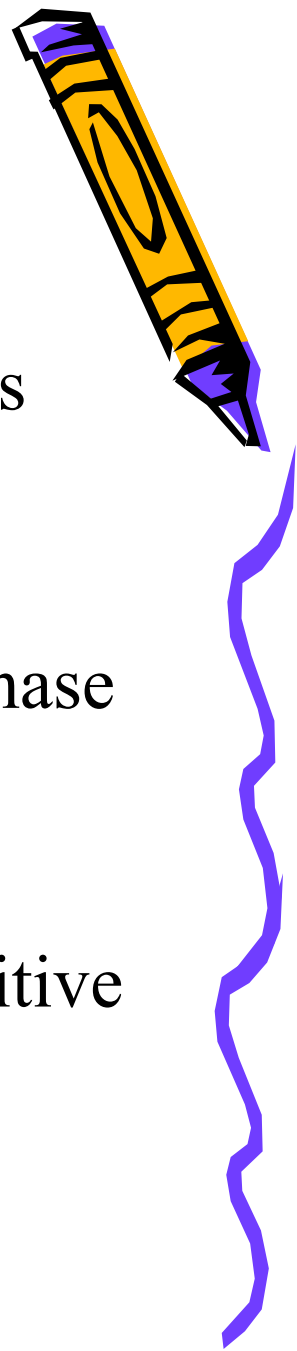
Promotion decisions must consider the objectives the marketer has in mind, as well as the merits of and costs entailed in using different tools in the **promotion mix**.

In making these decisions, the marketer is developing a promotional, or an integrated marketing communication plan.





## Warm-up Discussion



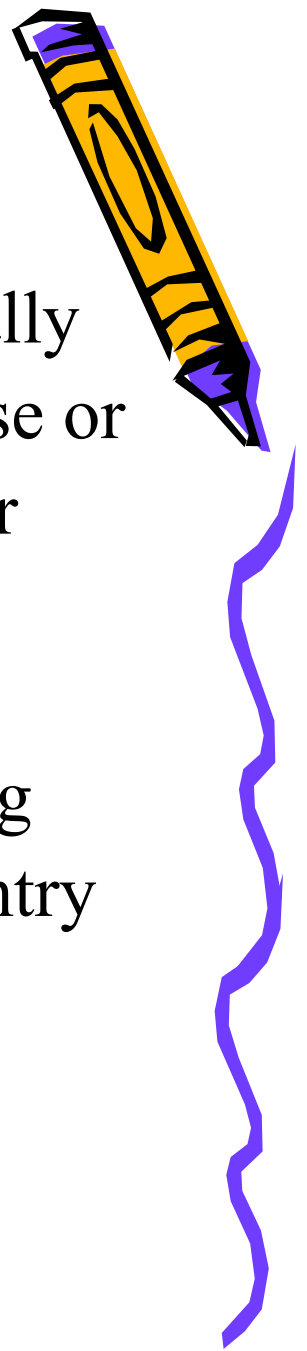
- Which is your favorite advertisement ? What is the ad you dislike most?
- What part has advertising played in your purchase or selection of products or services?
- What is your attitude towards advertising, positive or negative?



## A. Global advertising

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service.

Global advertising is the use of the same advertising appeals, messages, photos, stories in multiple- country Markets.



# Purpose

Attention  
Interest  
Desire  
Action



# CASE 1





# CASE 2



# CASE 3



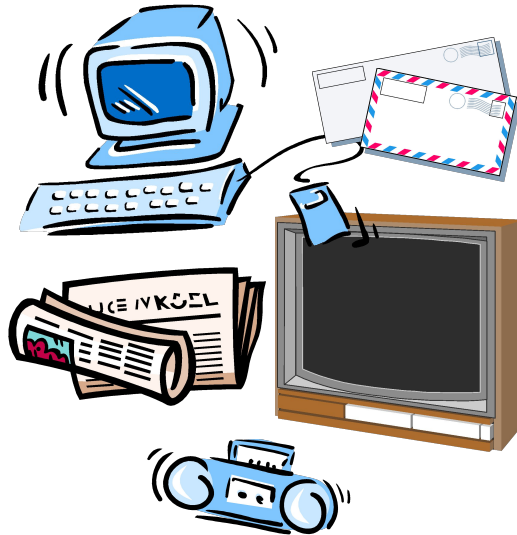
# CASE 4



Only 0.7% of all mosquitoes commit suicide.

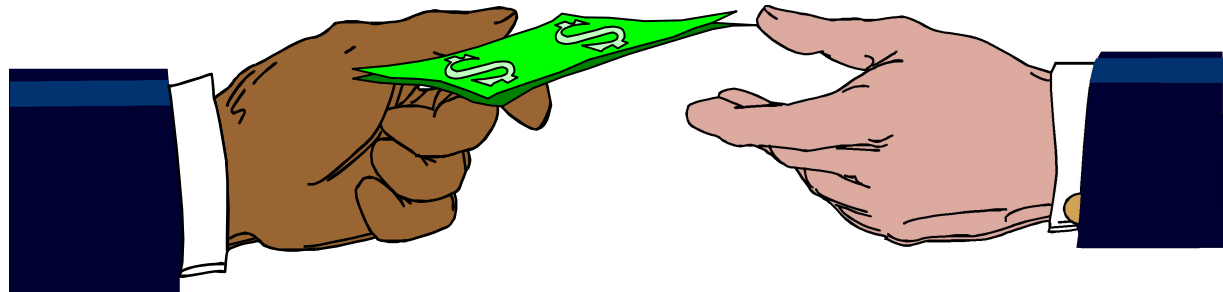


- Advertising reaches people through various forms of mass communication.
- These *media* include newspapers, magazines, television, radio, the Internet, direct mail, outdoor signs, transit signs, window displays, point-of-purchase displays, telephone directories, novelties.



# What makes a good advertisement?

- ✓ Attract attention and retain attention.
- ✓ Communicate the key benefits
- ✓ Achieve the objective of the advertising strategy.
- ✓ Avoid errors, especially legal ones.



# Advertising Techniques

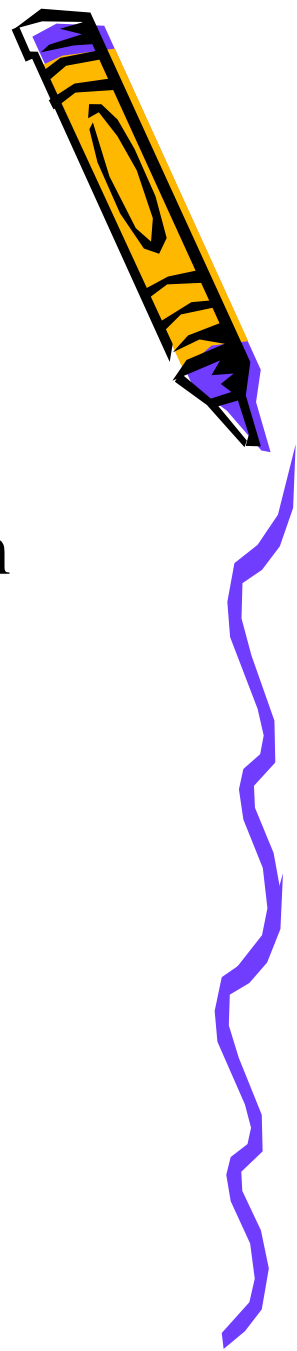
## 1. Basic Appeals

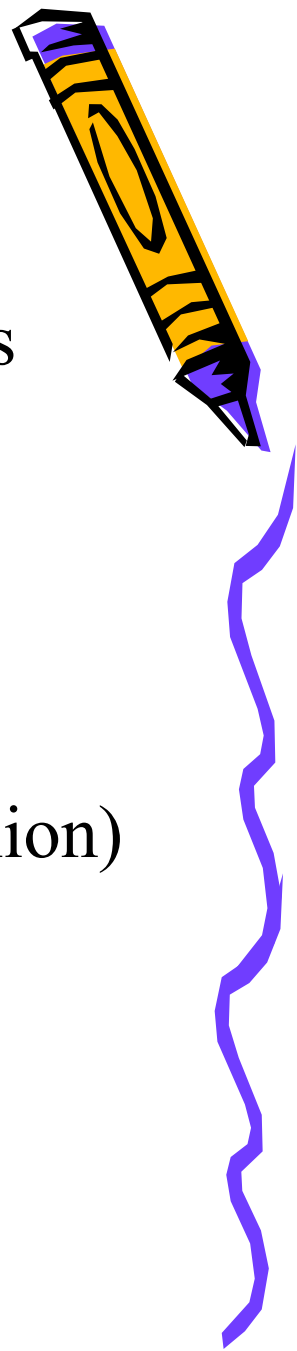
- **Biological**

- Focus on consumer's basic needs for health and security

- **Emotional**

- Focus on the consumers' feelings (love, romance, pride)





- **Rational**

- Focus on the consumer's reasoning abilities (cost, safety, convenience)

- **Social**

- Focus on the way that social pressures influence consumer behavior ( weight, fashion)



# CASE 1

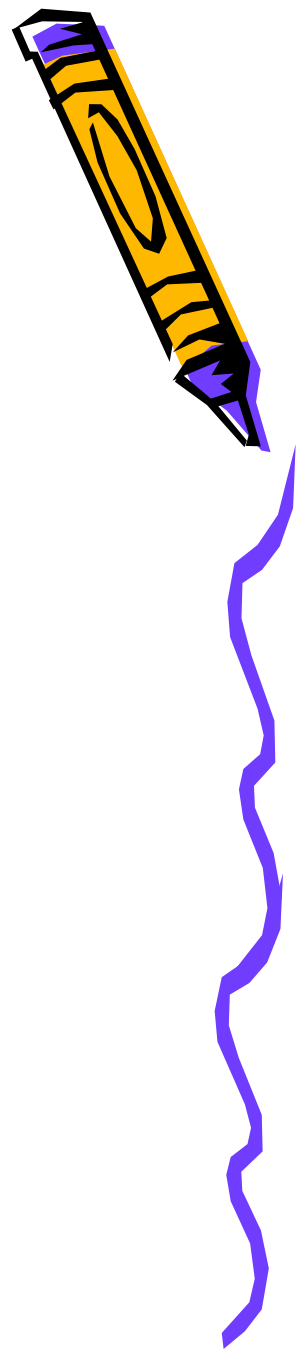


Upload By : 张三 / Upload Date : 2019-11-26 2:47:22





## CASE 2



# CASE 3

**P&G 为母亲喝彩**

付出所有成就我 **感谢妈妈!**

**P&G**  
奥林匹克全球  
合作伙伴

[www.pg.com.cn](http://www.pg.com.cn)

**P&G** |   
PRIDE PARTNER

[weibo.com/2285022377](http://weibo.com/2285022377)

The advertisement features a photograph of a smiling man in a red and orange striped shirt embracing his mother. The background is blue with a large graphic of a ribbon in red and yellow, which forms a circular frame around the P&G Olympic logo. Below the logo, there are images of various P&G personal care products like deodorant, shaving cream, and soap. The overall theme is celebrating mothers and their achievements.



# CASE 4

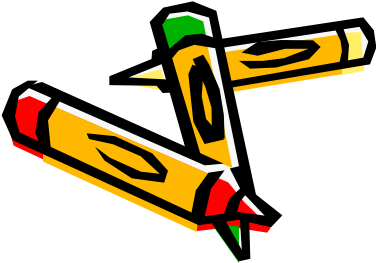
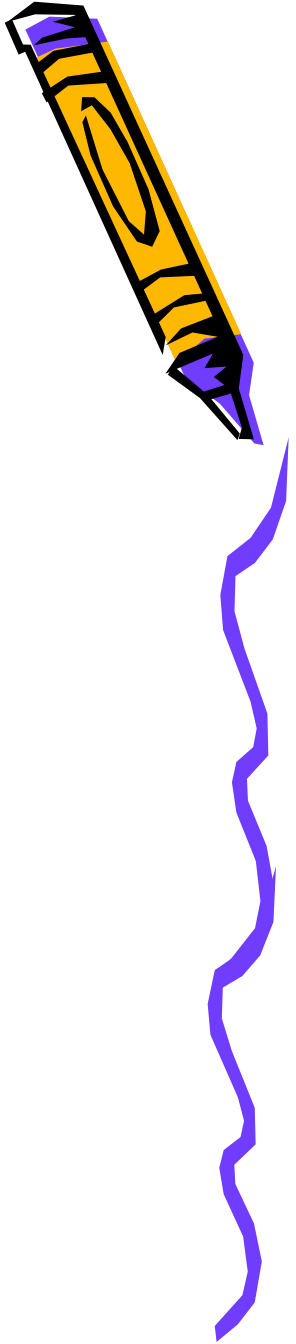


**蒙牛**

点滴幸福，此刻最浓  
让幸福此刻发生

691,992个  
幸福迁徙

**幸福团聚** 幸福有时候只是一个回家的距离



# CASE 4



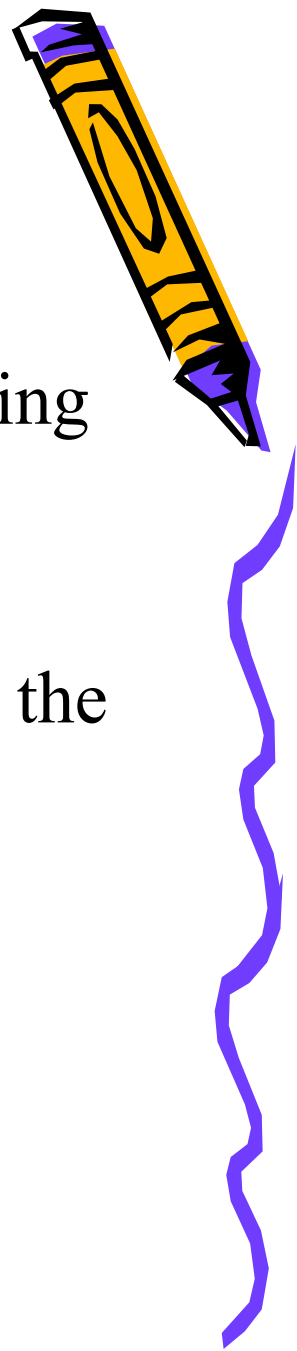
**CHANEL\***



## 2. Attention-getting headlines

A successful headline leads a person into reading the rest of the ad.

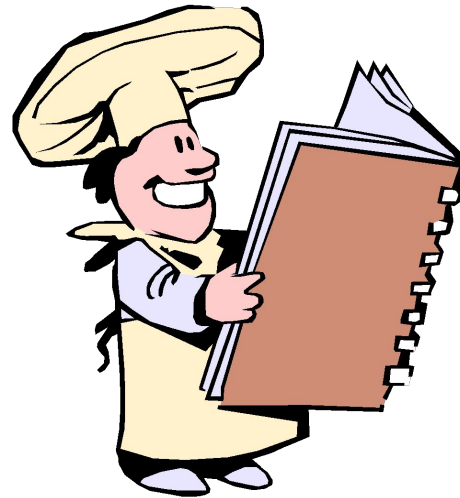
Some headlines attract attention by promising the reader a personal benefit, such as savings or improvement in physical appearance.



### 3. Slogans

Short phrases that a company uses over and over in its ads.

Good slogans are easy to remember and stick in people's minds.



## 4. Comparison of products

Used most frequently to sell products that compete heavily with other brands.

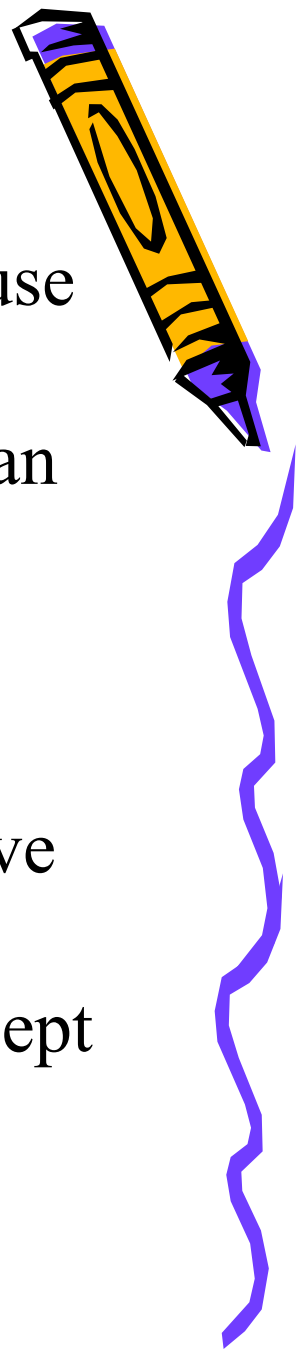
Advertisers compare their product with similar brands and point out the advantages of using their brand.



## 5. Repetition

One of the most basic techniques advertisers use to get their message across, whether it is a commercial broadcast several times a day or an ad published frequently.

Repetition can help build or reinforce a company's reputation. Advertisers also believe that the more people see or hear an advertisement, the more likely they are to accept the message and want the product.

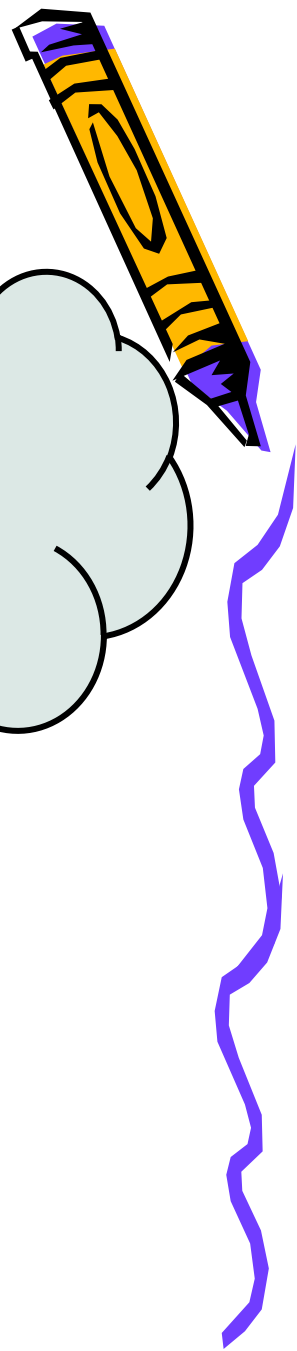




# Global Ads: Same everywhere?

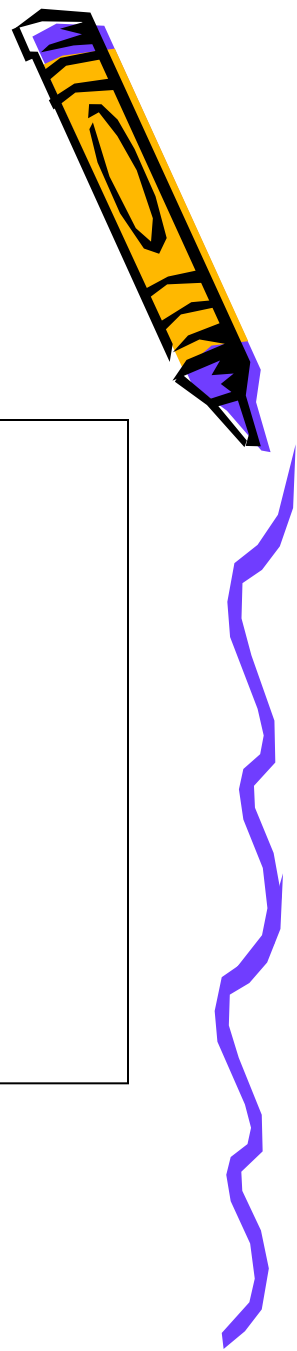
Offer the same advertising everywhere?

Adapt the advertising to each society?



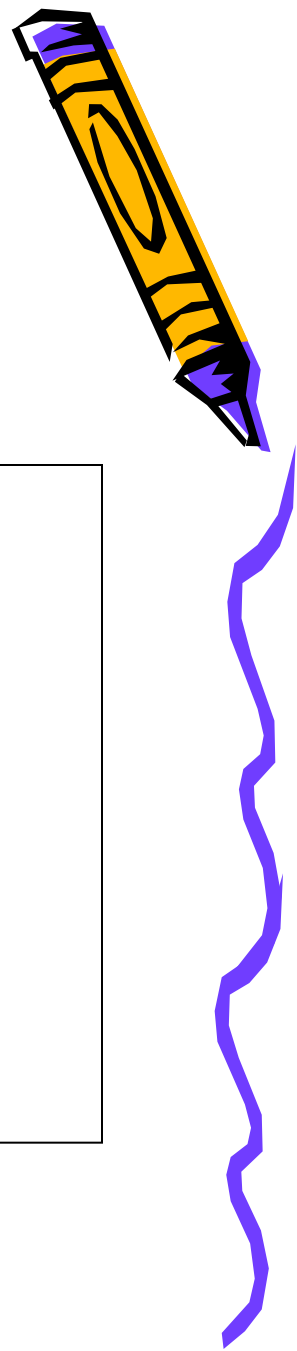
## Prototype Advertising

- Brand Name same      Theme same
- Visual same            Positioning same
- Actors same            Words same
- Language (local)      Media same
- Materials same         Slogan same





# Advantages

- Consistency of brand communications
- Media spillover
- Cost saving
- Leveraging a great idea
- Ability to introduce products quickly, worldwide



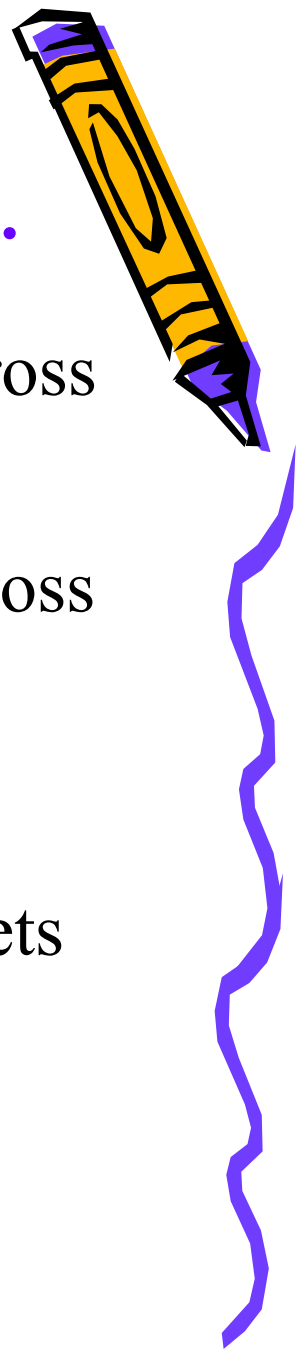


## • Disadvantages

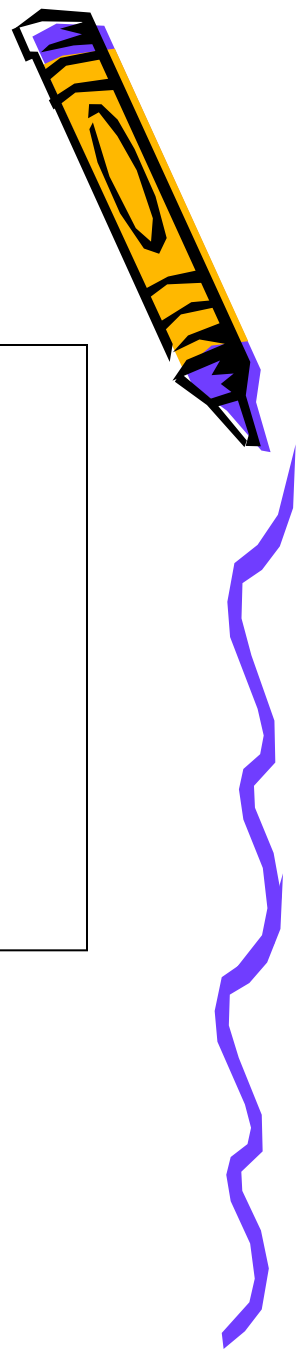
- Images and symbols might not be locally acceptable
  - Appropriate media might not be available
  - Product usage is not the same
  - Local creativity is stifled
- 
- 

## Global Advertising is Most Powerful When...

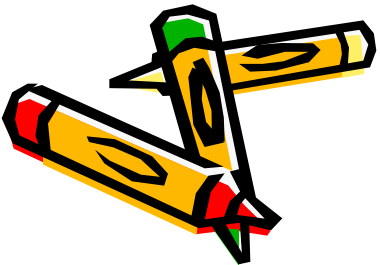
- The *image* communicated can be identical across countries
- The *symbols* used carry the same meaning across countries
- The product *features* desired are the same
- The *usage* conditions are similar across markets



## Pattern standardization



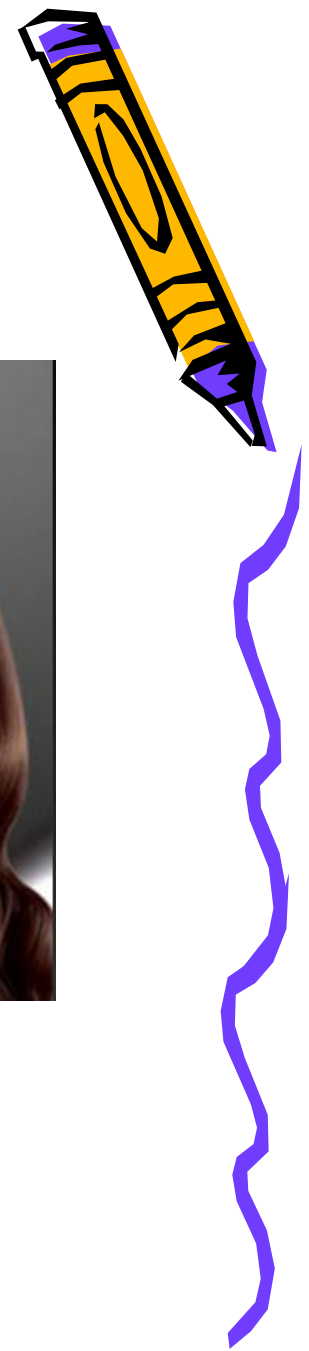
- Brand Name same
  - Visual same
  - Actors not same
  - Language (local)
  - Materials not all same
- Theme same  
Positioning same  
Words not same  
Media not same  
Slogan same



# CASE 1



# CASE 2



**syoss**  
丝蕴

源自日本沙龙的专业美发品牌

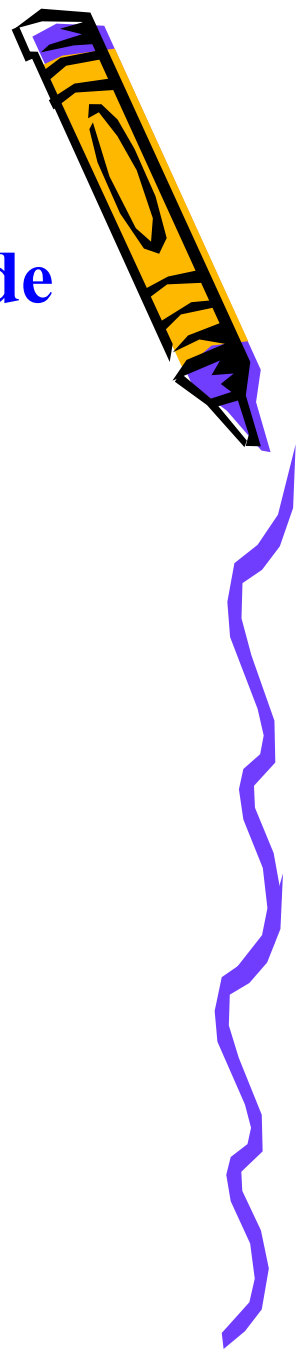
专业沙龙品质 尊享超值体验

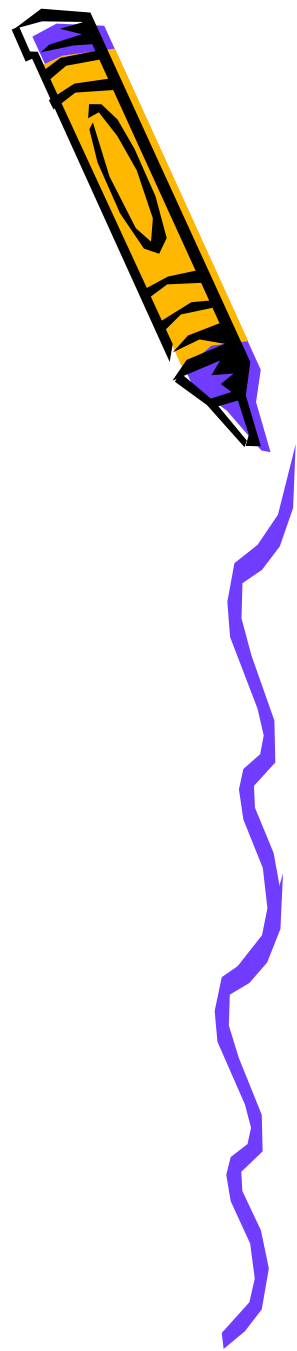
A collection of syoss hair care products, including various bottles of shampoo, conditioner, and styling products, displayed on a white surface. To the right of the products is a woman with long, wavy brown hair, looking towards the camera.



# Challenges in Executing Advertising Worldwide

- The Creative Challenge
- The Media Challenge
- The Regulatory Challenge





## 1. Creative Challenge

- Written and spoken language
- Translation difficulties
- Culture-bound “picturing”
- Assumptions and inferences
- Identifying cross-cultural icons and symbols



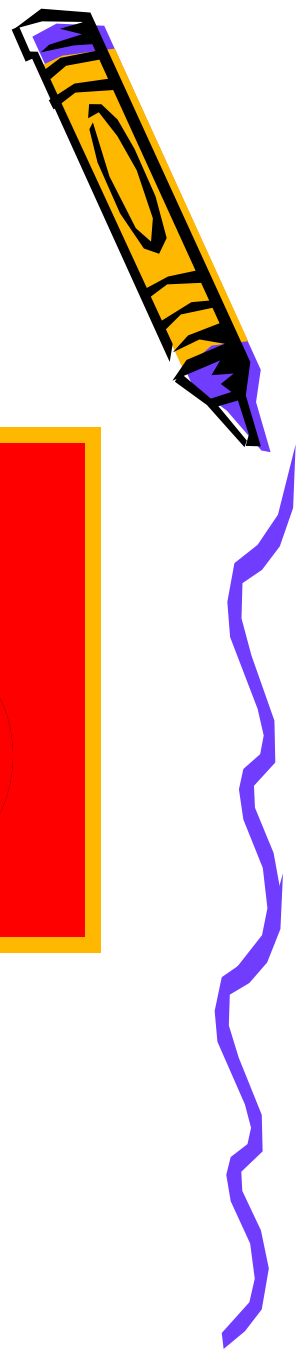
## 2. The Media Challenge

- Availability and Coverage
  - Too few options
  - Too many options
  - Global television now possible though
- Costs and Pricing
  - Complex due to many options
  - No set pricing in some markets
  - Global coverage is expensive

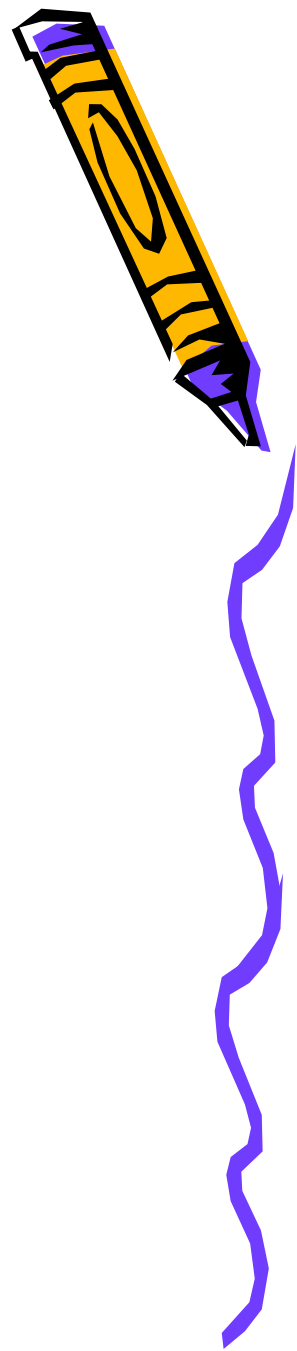


### 3. Regulatory Challenges

- Can you use:
  - Ads directed to children?
  - Foreign languages in ads?
  - National symbols in ads?
- Advertising may be taxed



# CASE



# The Global Ad Agency

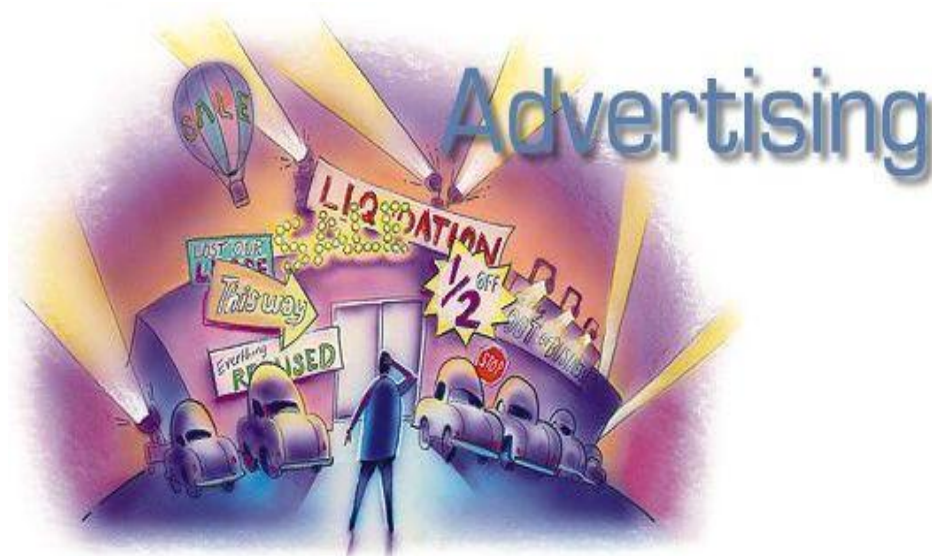
To coordinate with the global advertiser in terms of final message creation & media selection

- To effectively construct a media schedule for the various local markets within its global network





- To communicate the global advertisements effectively into various smaller local markets
- To account for across-country variability in financial arrangements & payments



## **B. Personal selling**

Personal selling is the most direct and often the most effective means of communication.

However it is only possible to reach a limited number of people and this is therefore an inefficient way to create a demand to pull sales through the distribution channels.





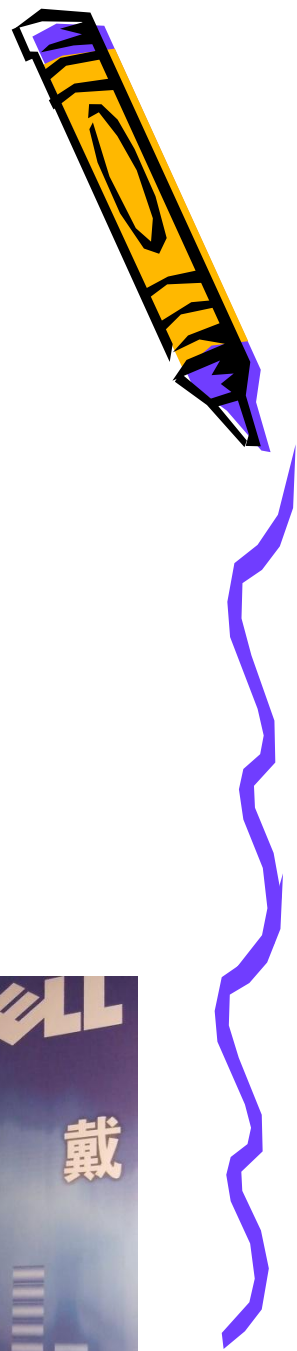
**My budget  
won't  
allow me to  
replace  
them all at once,  
but I want them  
to  
be compatible.**

**You might want  
to consider leasing  
computers. You  
can  
get free service  
and upgrade to a  
newer model  
whenever  
you want!**



# What are the main roles of sales force?

- (1) Prospecting - trying to find new customers
- (2) Communicating - with existing and potential customers about the product range
- (3) Selling - contact with the customer, answering questions and trying to close the sale



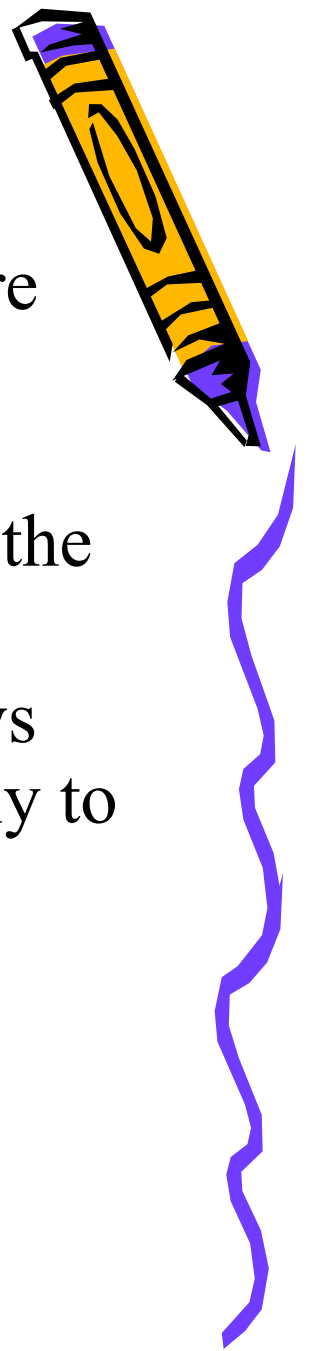
(4) Servicing - providing support and service to the customer in the period up to delivery and also post-sale

(5) Information gathering - obtaining information about the market to feedback into the marketing planning process

(6) Allocating - in times of product shortage, the sales force may have the power to decide how available stocks are allocated



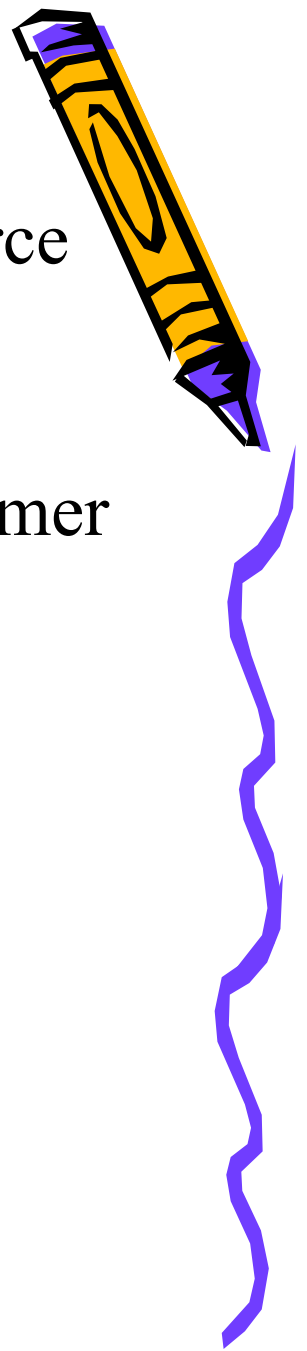
# Advantages of using personal selling



- It is a face-to-face activity; customers therefore obtain a relatively high degree of personal attention
- The sales message can be customised to meet the needs of the customer
- The two-way nature of the sales process allows the sales team to respond directly and promptly to customer questions and concerns



- The face-to-face sales meeting gives the sales force chance to demonstrate the product
- Frequent meetings between sales force and customer provide an opportunity to build good long-term relationships

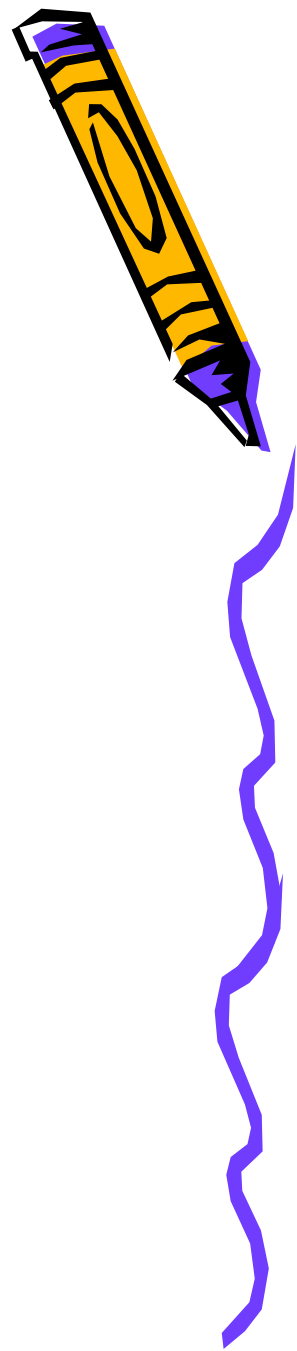


## Main disadvantages of using personal selling

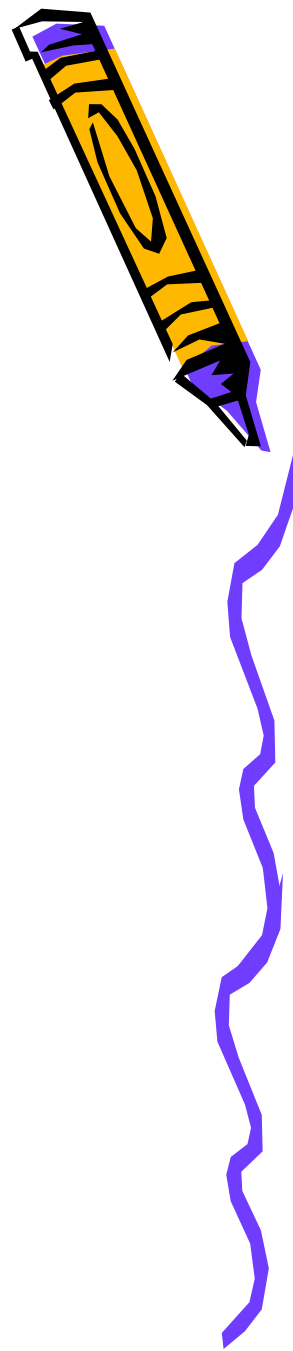
- The cost of employing a sales force. Sales people are expensive.
- In addition, a sales person can only call on one customer at a time. This is not a cost-effective way of reaching a large audience.



# Host country or home country?



# CASE





# How to be a great salesperson in foreign country?

- Be organized. Planning is very important .be confident about yourself, your products and your service;
- Meeting your clients' Needs. And Match needs with benefits; be honest and sincere, do not cheat on your customer
- Good communication skill(speaking.reading persuading. Listening. promoting);
- Respect foreign country's culture.



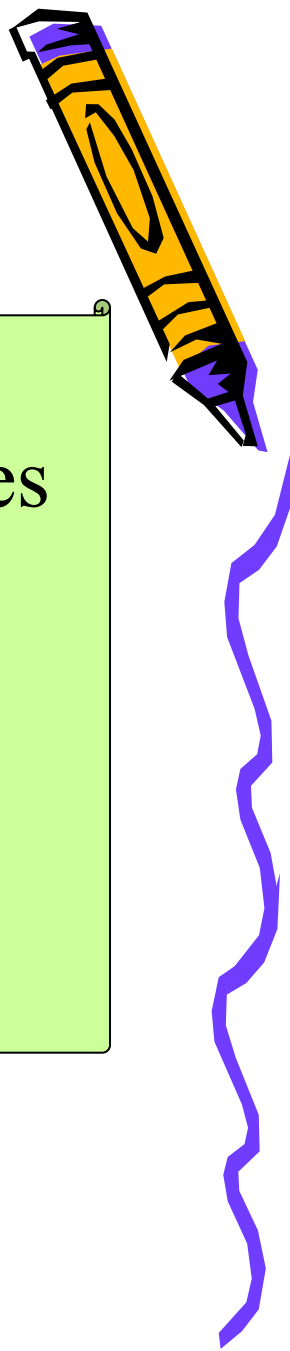
# CASE

- Arab Countries: Don't use your left hand to hold, offer, or receive materials because Arabs use their left hand to touch toilet paper. If you must use your left hand to write, apologize for doing so. Handshakes in Arab countries are a bit limp and last longer than typical handshakes.

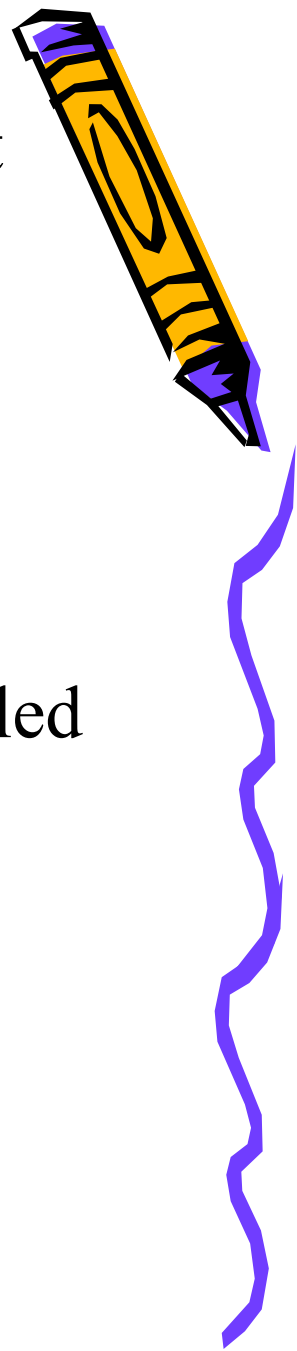


## C. Sales promotion

Sales promotions are short-term incentives to encourage the purchase or sale of a product or service .



- It includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales.
- Sales promotions targeted at the consumer are called **consumer sales promotions**. Sales promotions targeted at retailers and wholesale are called **trade sales promotions**.

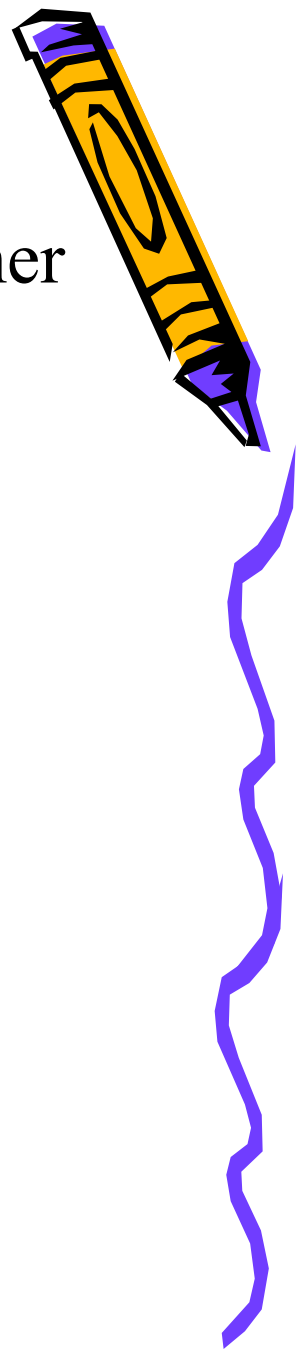


# 1. Consumer sales promotion techniques

- Price deal: A temporary reduction in the price, such as happy hour
- Loyal Reward Program: Consumers collect points, miles, or credits for purchases and redeem them for rewards.



- Price-pack deal: The packaging offers a consumer a certain percentage more of the product for the same price (for example, 25 percent extra).
- Coupons: coupons have become a standard mechanism for sales promotions.



## 2. Trade sales promotion techniques

- Trade allowances: short term incentive offered to induce a retailer to stock up on a product.
- Trade contest: A contest to reward retailers that sell the most product.
- Training programs: dealer employees are trained in selling the product.
- Push money: An extra commission paid to retail employees to push products.



# CASE



**Budweiser**

WELCOME TO BUDWEISER.COM  
Today's Date: May 29, 2006

**BORN ON DATE**

YOU MUST BE 21 YEARS OF AGE OR OLDER TO ENTER THIS SITE  
Please enter your "Born On Date" below & press Enter

Jan  year

**ENTER LOW BANDWIDTH**

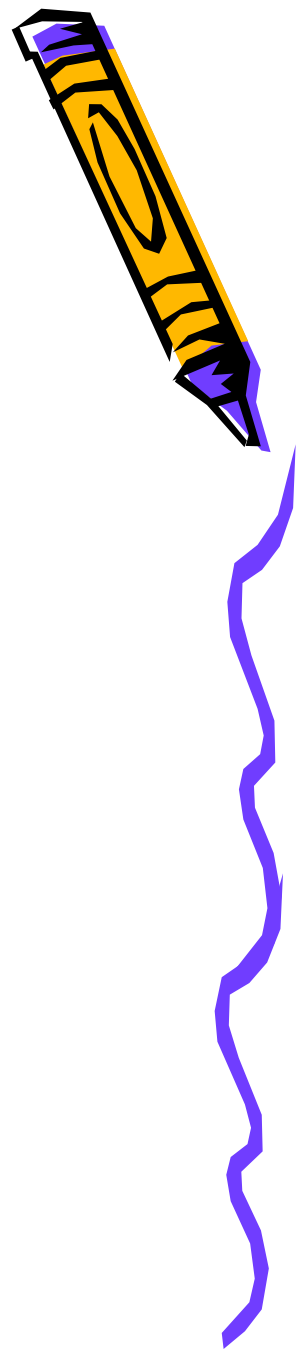
**ENTER HIGH BANDWIDTH**

Privacy Policy | Terms and Conditions  
[Beerresponsible.com](#)

**GET**  
macromedia  
**FLASH PLAYER**

Budweiser.com requires the Macromedia Flash 8 plugin  
[Click here to get it.](#)

www.ChinaVisual.com 视觉中国

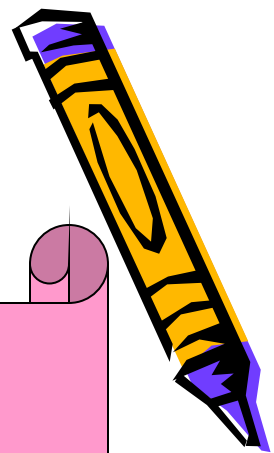




## D. Public relations

Public relations (PR)  
is the practice of managing  
the flow of information between  
an organization and its publics

The main goal of  
a public relations department  
is to enhance a company's reputation.





**Remember to...**

**RACE**

**= RESULTS**

**R**esearch

**A**nalysis & Planning

**C**ommunication

**E**valuation



# PENCILS

**P**-Publication

**E**-Event

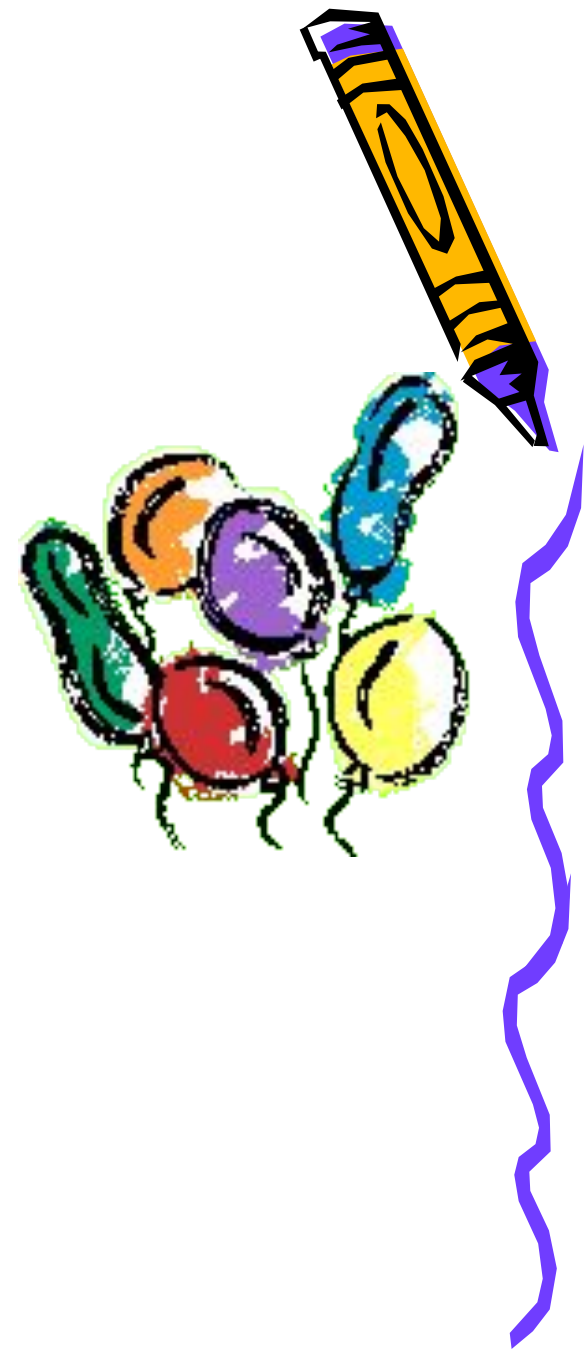
**N**-News

**C**-Community relation

**I** - Identity media

**L**- Lobby

**S**- Social cause marketing



# Public Relations Activities

## a) Conference

A **news conference** or **press conference** is a media event in which newsmakers invite journalists to hear them speak and, most often, ask questions. A joint press conference instead is held between two or more talking sides.



# CASE 1

It's almost here.

# 12

Newhua 牛华网

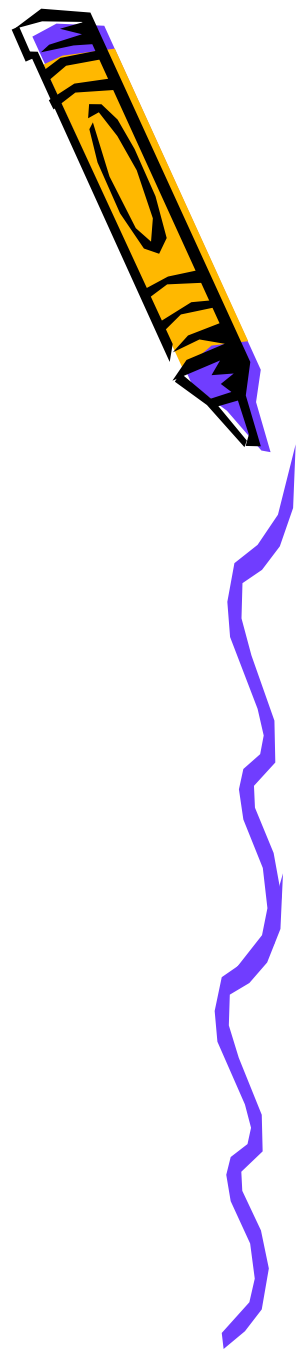


## WWDC2012

Apple Worldwide Developers Conference  
June 11–15 in San Francisco

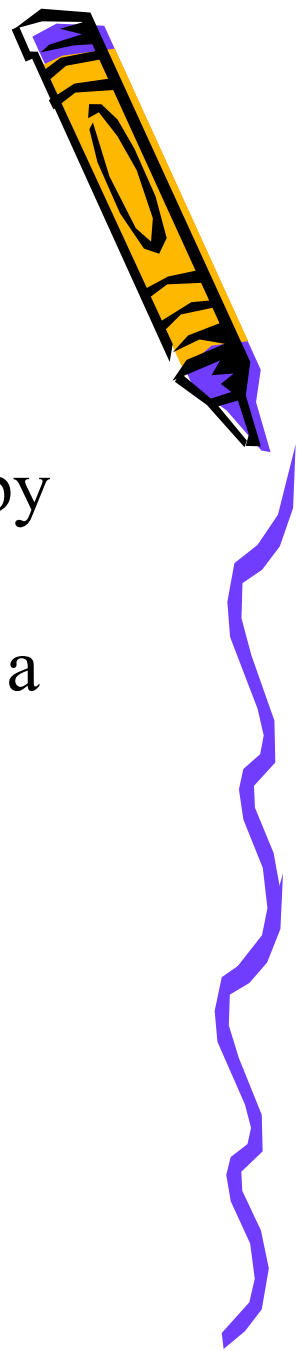


# CASE



## b) Opening ceremony

It is the official opening of a building or event. Some ceremonies mark the opening of a small building such as a shop and are only attended by relatives or friends. Many public buildings, especially schools and libraries, are opened by a special guest.

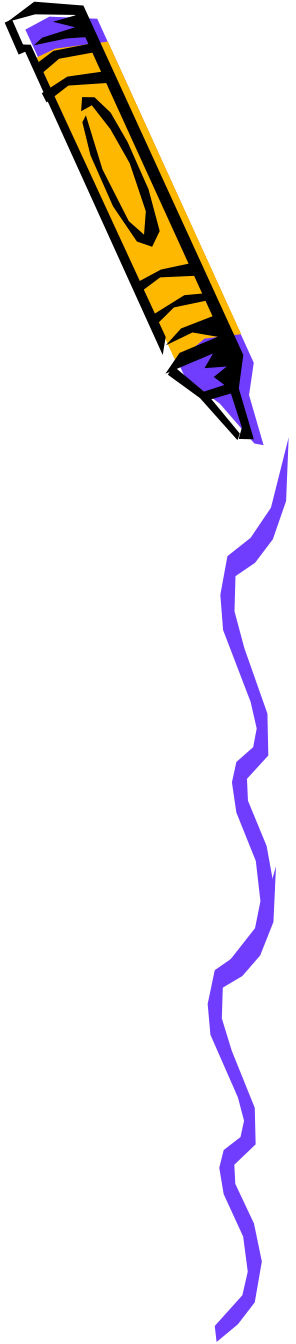


# CASE 1

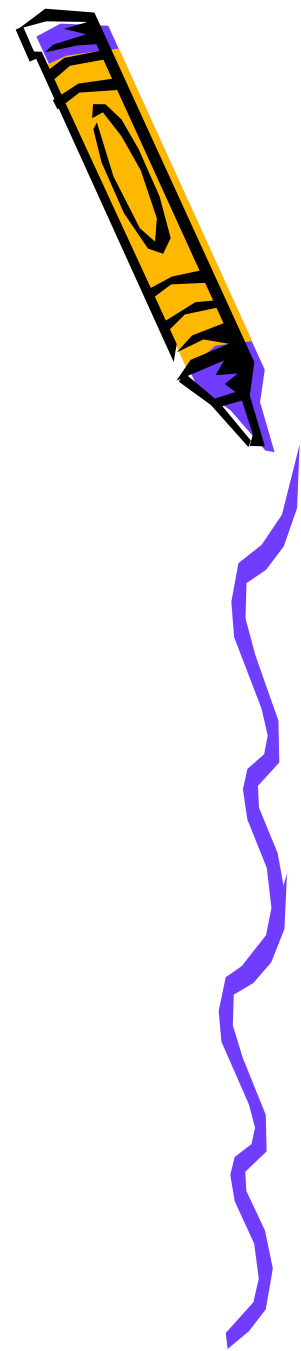




# CASE 3



# CASE 2



## c) Exposition

A collection of things (goods or works ) for public display



# CASE 1



# CASE 2

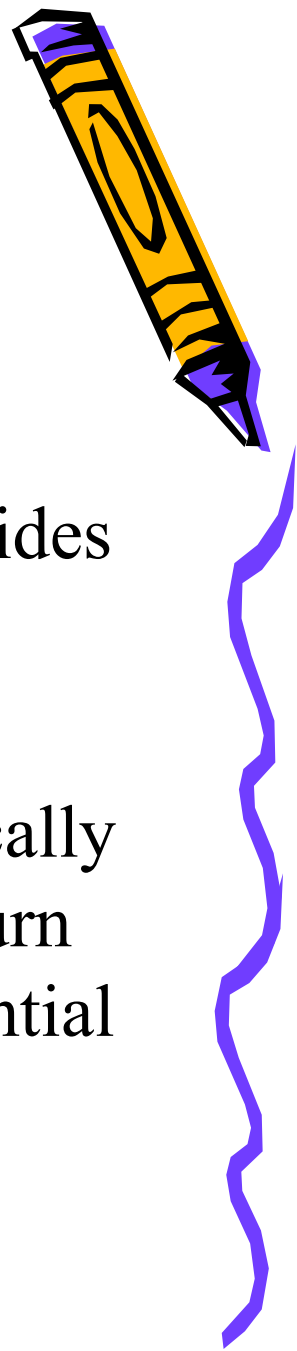


## d) Sponsorship

To sponsor something is to support an event, activity, person, or organization financially or through the provision of products or services.

A sponsor is the individual or group that provides the support

Sponsorship is a fee paid to a property (typically in sports, arts, entertainment or causes) in return for access to the exploitable commercial potential associated with that property



# CASE 1



## Worldwide Olympic Partners

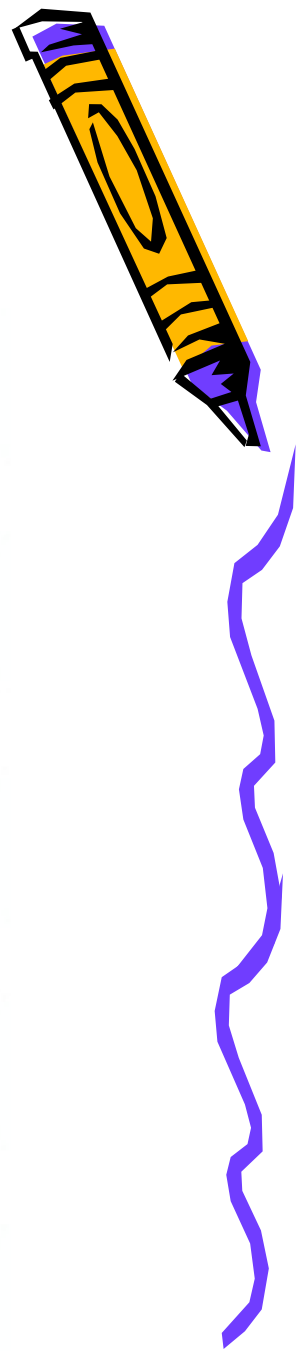
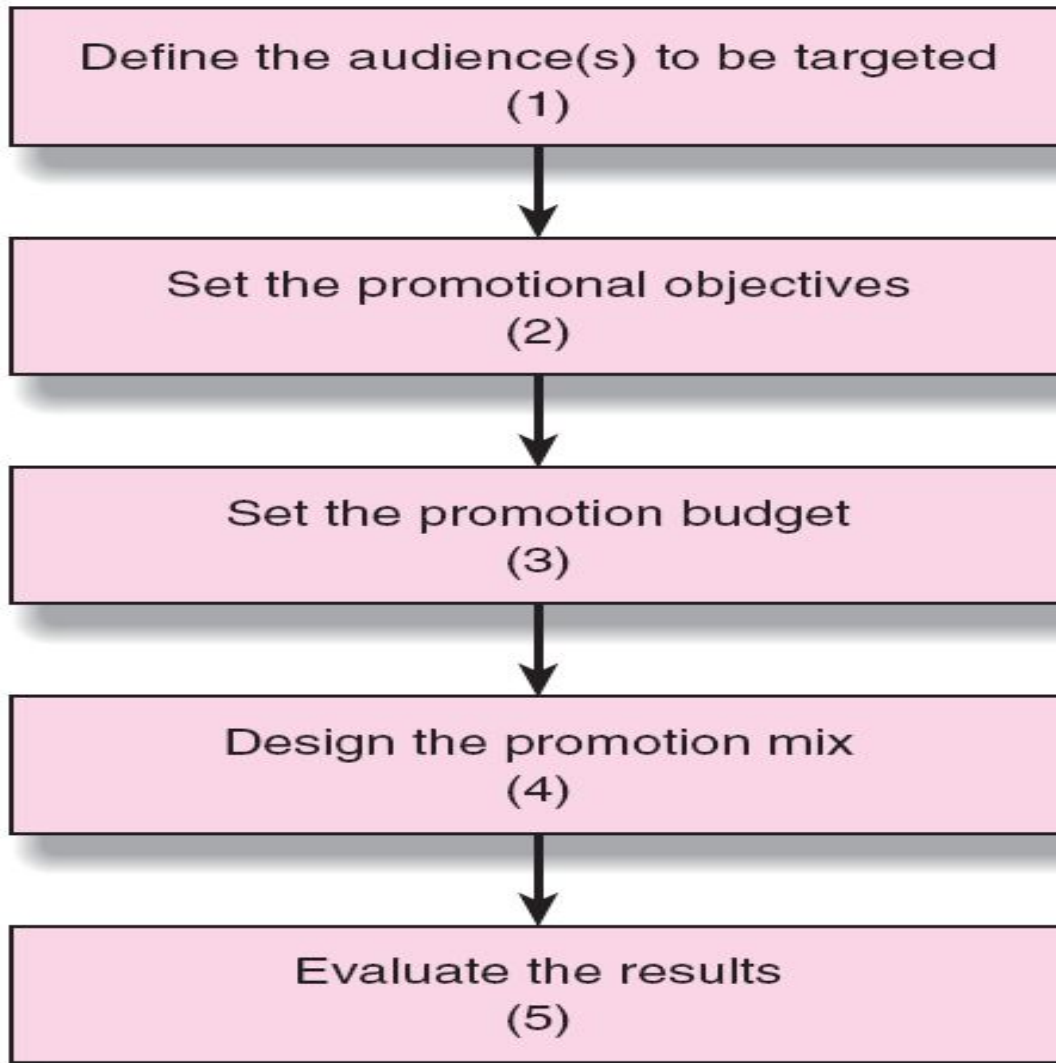


# CASE 2





# Decision Sequence for Developing the Promotion Mix



# CASE

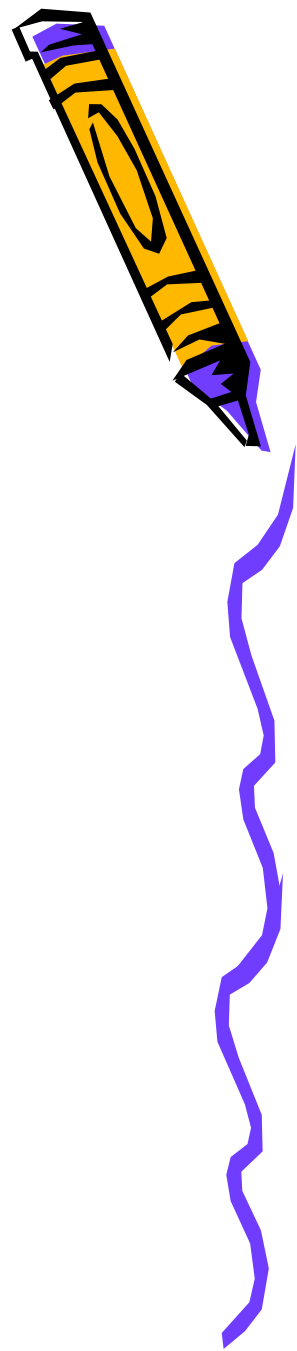


**AMERICA'S ORIGINAL JEANS**  
SINCE 1850



# Summary

- **Global advertising**
- **Personal Selling**
- **Sales promotion**
- **Public relations**



## Reference

- 公共关系学 赵小兰 中国社会科学出版社
- <http://www.olympic.org/sponsors> (奥运会赞助商)
- <http://www.adtopic.net/> (经典广告)
- <http://www.4aad.com/> (国际4A广告网)





bingo

谢谢

