

International
marketing , exam
type of question
(planning and
communication)



The paper "The Major Issues to Consider in Planning a Market Communications Campaign" is a potent example of a term paper on marketing. Marketing is a complex field and when ideas from one market are exported to another the complexity rises exponentially. A good manager will need to consider several issues which arise when a company moves into the international market and has to sell itself or its products in other cultures where values, languages, ideas and even basic social interactions could be vastly different from the home country (Brown 1995). It is therefore important to study these and other issues to decide what nature of marketing is suitable for an international campaign.

The first problem which could be faced is language. If marketing is about communications then communications are all about language which may be composed of verbal or nonverbal components. The verbal component is easy to understand since great advances have been made in the field of translation and the conversion of words from one language to another. As a matter of fact, to some extent, even computers can translate documents from one language to another but the importance of language is highlighted in the message it conveys, not the words it is composed of. A translator can convey the words but only a person who is well versed in the local market will be able to convey the message of the company.

The strategy used to convey the message can depend on the image the company wants to give to its customers and clients (Hackley, 2003). For instance, the examples of edgy and controversial images used in advertising by Benetton might have been successful in certain countries but could have <https://assignbuster.com/international-marketing-exam-type-of-question-planning-and-communication/>

actually hurt sales in countries where sensitivities run high or a conservative climate prevails. It is doubtful that the government would even permit some of the Benetton ads to be published in countries like Saudi Arabia; therefore, the marketing mix has to be changed from country to country and region to region depending on what is expected to be acceptable to the people.

On the other hand, there have been several campaigns which have taken one idea and used almost the same marketing technique across the globe. The MasterCard 'priceless' campaign strikes as a particular example since the idea of certain emotions and situations being priceless is common to many cultures. The brand identity of MasterCard, therefore, takes on the image presented in the ads i. e. a caring, loving, fun and family-oriented brand. In fact, brand identity is possibly the most difficult idea to translate from one country to another and those who are able to do it can go from success to success.

This is where the concept of values and meanings associated with images enters into the mix. While certain images can be completely innocent in one culture, another may see them as offensive and degrading. The most important thing for a marketing manager is to keep an open mind. There should be no prejudices or value judgments for marketing methods and a campaign should ideally be formed, explored and developed using people from the region where the marketing will eventually be done.

People from within the region will be more comfortable with the given culture and they will know exactly the kind of images, words, and ideas which can

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be presentable and acceptable to the populace. By going blindly into a region using the same communication methods as they are used in the home country a manager could quickly turn an expansion plan into a retreat plan. Once the image of a brand has been created in the minds of the people it might even take a name and identity change along with significant investment before that image can be broken, adjusted or modified. A good marketing communication campaign has to get the mix just right on the first attempt because there will be little chance for a second shot at the same target.

In conclusion, the complexity of international marketing and communications with buyers across the world can be simplified significantly if the marketing managers are ready to keep an open mind and work with the local companies or local professionals for creating the campaign. By being aware of international message barriers, a manager can understand and overcome them to give his/her brand the boost and public acceptance which only comes when a new entrant into the market is able to attract people en masse