

Global marketing project

Business



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Marketing of Colgate: In marketing the Colgate product of Crest, culture plays a role to determine the success of the company. One important element of culture is attitudes and values. All societies have values and attitudes attached they attach to different situations. For instance, in the European and American cultures, people value good grooming abilities. Colgate is a product that helps in promoting this value. This is because it aims at cleaning the mouth of an individual. The company should use this capability to develop a marketing campaign that educates people on the capability of Colgate. Furthermore, some cultures prefer to use herbal drugs for purposes of cleaning their teeth. This cultural value is common in most countries of Asia and Africa (Jeannet and Hubert, 33). People might be reluctant to try new products, and hence the company should develop persuasive types of advertisements.

Aesthetics is also another cultural factor that Colgate should consider while developing its marketing campaigns. Aesthetics refers to a sense of beauty or good taste. To have an aesthetic value, the company should consider the methods it uses to package the Colgate product. The company should package its products in a manner that is attractive to the eyes of its target customers. This involves using good colors to design the packages of the product (Jeannet and Hubert, 39). Furthermore, there is a need of developing a good brand name for the company. Language is an important factor that should determine the marketing capability of an organization.

In developing a marketing campaign, an organization should use the language that is clearly understood by every people. For example, when marketing Colgate in England, the company should use the English language (Ryan and Calvin, 22). The same applies in China, and other regions of the <https://assignbuster.com/global-marketing-project-essay-samples/>

world. Religion plays a role in determining the marketing campaign of Colgate. Christianity, Hinduism, Islam, and Buddhism are the major religions in the world (Paley, 56). For example, one of the religious principles of Islam is the separation of sexes. This would give the marketer an opportunity to access females, and advertise their products. Religion affects the consumption patterns of a particular group.

The Islamic teachings does not allow for exorbitant profits, hence the organization will have to analyze its pricing strategy. Making exorbitant profits is a sign that the company is exploiting its workers and consumers.

The level of education is an important element that a company has to consider while developing its marketing plan. Education will determine how the company communicates, and the channels of communication, in regard to promoting the use of Colgate (Jeannet and Hubert, 42). In countries that have a high level of illiteracy, the company will use pictures and graphs to communicate its message. In cultures that have a high literate rate, the company would use surveys, newspapers, and the internet to market its products.

Social organizations are another factor that can play a role in determining the strategy to use in its marketing campaign. While coming up with a marketing campaign of Colgate, the company needs to consider the special interests of groups with the society. This includes religious, occupational, and political groups. Social organizations determine how the company will advertise Colgate and the message contained in it. For example, the company cannot use advertisements that portray sexuality in a society that is deeply religious. This is because they tend to be conservative (Paley, 27).

Technology and material culture also has an impact in determining the

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marketing strategy an organization should use. In countries that have advanced technologies, the company can use bill boards, televisions and the internet to advertise Colgate, and its importance.

Implications:

These cultures have a variety of implications for the advertisement of Colgate. While marketing Colgate, the company will have to consider how different cultures value good grooming practices. This will make the company to use an advertising strategy that is educative in nature. Aesthetics on the other hand determines the packaging process the company will use. This is with the intention of making it appeal to its target customers. Religion determines the kind of messages the company will use, and how to communicate the messages. Furthermore, religion will also determine the pricing strategy the organization should use.

This is because, in Islamic cultures, it is unacceptable to overcharge consumers. Education on the other hand will determine the type of advertisement strategies that the company should use (Paley, 44). The company would use visual advertisements in country with a high rate of illiteracy. Social organization that exists within a country also affects the kind of marketing strategy the company will use. It also determines the language used by the company to advertise Colgate. The most important factors to consider while developing the marketing strategy are,

Language

Culture

Education

Material Culture and Technology.

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