

Marketing essays - international advertising



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International Advertising

International marketing advertising in this case can be taken to mean the dissemination of commercial messages to the target group globally. It involves the communication of a newly or even an existing products in a particular producing country so that it can reach the potential consumers all over the world. This is because you tend to find that the target audience for a particular product will tend to differ from one country to another. This is because of the many believes and attitudes which are possessed by so many people all over the world. It is due to this that international marketing has proved to be quite effective in that it will involve communicating of new produced products to many countries. You also find that the way people perceive or interpret stimuli or even symbols, the way people tend to respond to emotional or humour appeals plus their many levels of languages and literacy will require international marketing advertising so that the product can reach the potential consumer. There are so many ways by which international marketing advertising can take place so that the target audience can be in a position to access these products. Through the paper, I will try to analyze how international advertising takes place with reference to the tusker brewing company in Kenya. (Douglas, 2001)

International advertising by Tusker Brewing Company

You find that for international marketing to take place, the firms producing these products should be organized in a way which will make this advertising to be quite effective. For example the multinational firms need to centralize their advertising decisions plus budgeting this mode of advertising since its

bit expensive as when compared to other modes of advertising. They need to have a number of agencies in such countries so that they can advertise their many products. So for the case of the tusker brewing company in Kenya, you find that they have agencies in other countries like it has agencies in Uganda, Tanzania, Rwanda and Burundi whereby the work of these agencies is to market the tusker products in to these countries. It's through this advertising that most of the potential consumers are in a position to access this beer hence leading to increased profits in the company. You find that its budgets are usually decentralized and also placed in the hands of its local subsidiaries resulting in the greater use of the local advertising agencies. So these agencies usually move from one country to another advertising these products to the potential consumers and hence its through this international advertising that many potential customers from all corners of the world will get the type of beer they want which will satisfy them fully while at the same time increasing the companies profits hence leading to economic development. Since many people tend to differ in their consumption pattern, you will find that a particular country can have a high consumption of the tusker beer more than the producing country and this is one of the factors which have led to the international advertising. (Rijkens, 2000)

Developing an international advertising strategy will prove very much important since an advertising strategy will develop a regional or even a global advertising campaign. For example you will find that if the advertising in this case is to develop a strong corporate or even a global image, in this case you will find that a uniform global campaign strategy will be most effective. So with the tusker brewing company, it has developed a global

advertising campaign whereby it needs to reach as many customers as possible. So it sends its agencies to different countries whereby campaigns are usually carried advertising the particular produced beer in the market. This global campaign in this case has several advantages unlike the local campaigns in that when tusker brewing company advertises its new products globally, then it will be in a position to get more customers worldwide who will buy its beer hence leading to increased profits to the company. So the global campaigns in this case are so much beneficial as far as the tusker company is concerned. Alden, D 2001

There are so many world advertising industries which operate in almost all countries so it is the role of the company to use such agencies if it does not want to employ its own agencies to market its products to these countries. But with the case of the Tusker brewing company, it has its own marketers who go advertising its products in to these countries. (Albers-Miller, 2001)

Due to the rise of the new technology, you find that the globalization process has come up with so many technologies which have made advertising of alcohol products to be effective. Advertising of the products in this case can take through the internet whereby most of the potential consumers in this case can be in a position to have access to such products. So the new technology has made advertising of the products to be quite effective since you will find that the consumers need only to access such products through the internet hence be in a position to know the new products which have been introduced in the market. There are so many websites which have come up with the new technology hence you find that most of the alcohol companies which produce such beers can market their new brands through <https://assignbuster.com/marketing-essays-international-advertising/>

the internet meaning that people from all corners of the world can be in a position to access the newly produced beer in the market. Internet advertising is one of the ways by which most of the alcohol companies have been in a position to differentiate their many products from their competitors. This is because you find that there are so many brewing companies all over the world and the only way most of the alcohol producers can try to compete effectively in the competitive world is to try and differentiate their many brew products. So you will find that most of the new brands of alcohol which are produced are advertised through the internet. I will give the example of the Tusker Company in Kenya which has used the internet to advertise its many products through the internet. It is due to this that the tusker company in Kenya has been in a position to compete effectively with the other companies say the Coca-Cola company among other companies in Kenya. Differentiation of products is very much important for any company which needs to grow. This is because if the tusker company differentiates its products through the provision of new brand names and then advertises them to the potential consumers, then you will find that this company will be in a position to increased profits. (Albers-Miller, 2001)

The brand name which is used by the manufacturer in this case will very much matter. The content of the brand name will have an impact to the potential consumers hence in this case, branding of products is very much important so that the consumers can be in a position to know the type of beer they are taking and the several ingredients which were used to make such beer. This is according to a research which was done of the significance of branding in to a particular newly produced product in the market. A

certain brand of beer was produced and then put in unbranded bottle and another beer was also produced and put in a branded bottle and research was done on the two beers where market research was done. The two bottles were taken in to the market and results were that the branded beer had so many customers unlike the unbranded bottle. It was found that most of the potential consumers of tusker could not purchase the new produced beer simply because it did not have any contents which could show the type of beer which was been sold in the market. So this particular research tells us that when marketing or even advertising our newly produced products in the market, you will find that it is quite essential to ensure that the alcohol products are branded so that the consumers in this case can be in a position to know the type of beer which is been sold in the market. The brand name will matter a lot since most of the consumers will go with the brand name which answers their many problems. A good example to explain this is that most of the alcoholics want the beer which will make them stay high for quite along time. So if the content of your beer does not convince the consumers to buy it, then you will find that your particular products in this case will not get many customers hence leading to the closure of your business. So international marketing in this case will mean that the type of brand which is used in your products will tend to convince so many people to buy and should go with the demands of the consumers. International advertising has its advantages and disadvantages as far as the operation of the tusker brewing company is concerned. Let's try to analyze some of the advantages of the international advertising by the Tusker brewing company in Kenya. (Albers-Miller, 2001)

Advantages

International marketing advertising has so many advantages as when compared to its disadvantages. First you will find that international advertising will mean communication the products in to so many customers hence meaning that the company will have build a strong coherent global image for its products worldwide. In this case most of the potential consumers from different countries of the world will tend to have access of the newly produced product in the market hence meaning that the company will eventually have increased profits. This is because it will have accrued so many customers to buy the beer.

You also find that the use of same images in many countries whereby the new brand of beer is advertised will tend to build a familiarity and also try to generate more synergies across the world market. Here, you will find that the continuous advertising in these countries will make the product to be more familiar to the target audience hence meaning that the consumers in this case will have known the product for quite enough periods. This is because you find that most of the consumers are clever today since most of the greedy marketers who advertise bad products advertise it once and after selling it completely they disappear from the market completely. So with the continuous advertising of the products in to these countries you will that the consumers will be familiar with the product hence leading to huge profits by the company. (Albers-Miller, 2001)

Disadvantages

Despite the advantages tusker brewing company has had with the international marketing advertising, it has experienced some disadvantages. One is that international advertising is an expensive mode of advertising since it needs a heavy budget for it can start such campaigns. So when employing these agencies, these people need to be paid a lot of money since they are trying to market the product on your behalf. So a lot of money is required to pay such agencies who go marketing your product in to the many countries in which they visit. Also, it will involve internet advertising which is an expensive method to use by the producers of the tusker beer. So in this case you will find that since most of the consumers do not have access to the internet especially those people at the rural areas, then it will become a bit hard to communicate the product to them. The issue of a language barrier can occur when advertising hence meaning that if the marketers differ in their languages, then it will be difficult for the international marketing to take place. (Grey, 2004)

Conclusion

International advertising can act as an integrating force across the national boundaries whereby the advertising of the new product tend to go beyond the bounders of the producing countries so that the product can be communicated to the target audience. This is because of the many consumption differences by so many people since people tend to differ in the consumption of such products.

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