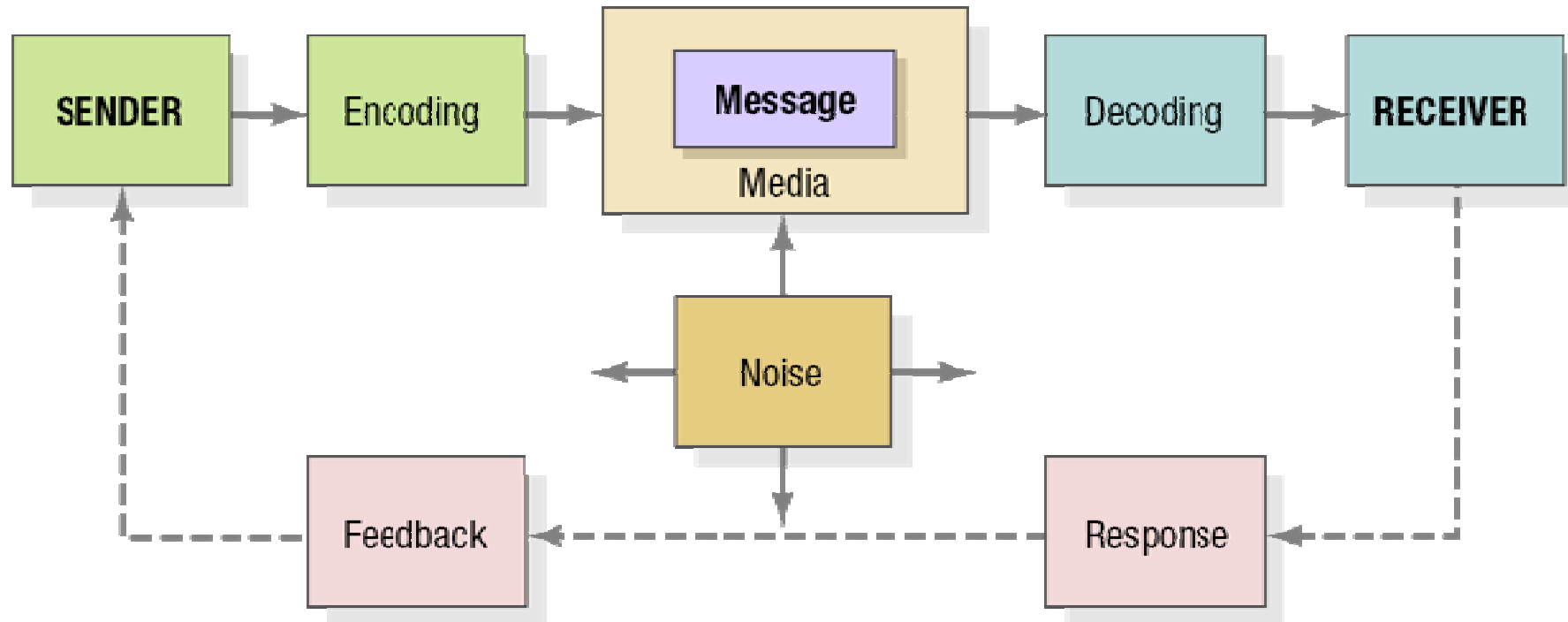


International marketing communication



Elements in the Communications Process



WHAT IS THE SAME AND WHAT DIFFERENT ABROAD ?

Promotion and the Communication Process: Key Terms

Communication

- *A sharing of meaning; the transmission of information*
- *Source* is a person, group, or organization with a meaning it tries to share with an audience
- *Receiver* is an individual, group, or organization that decodes a coded message
- *Coding process (encoding)* is the converting meaning into a series of signs or symbols
- *Medium of transmission* is the the means of carrying the coded message from the source to the receiver

- *Decoding process* is the conversion of signs or symbols into concepts and ideas
- *Noise* is anything which reduces a communication's clarity and accuracy
- *Feedback* is the receiver's response to a message
- *Channel capacity* is the limit on the volume of information a communication channel can handle effectively



Response Hierarchy Models

Stages	Models			
	AIDA Model ^a	Hierarchy-of-Effects Model ^b	Innovation-Adoption Model ^c	Communications Model ^d
Cognitive Stage	Attention ↓	Awareness ↓ Knowledge	Awareness ↓	Exposure ↓ Reception ↓ Cognitive response
Affective Stage	Interest ↓ Desire	Liking ↓ Preference ↓ Conviction	Interest ↓ Evaluation	Attitude ↓ Intention
Behavior Stage	Action	Purchase	Trial ↓ Adoption	Behavior

WHAT IS DIFFERENT IN FOREIGN MARKET AND WHY?

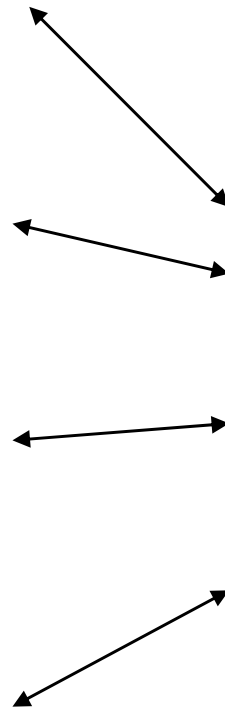
Cultural dimensions

**Individualism vs.
Collectivism**

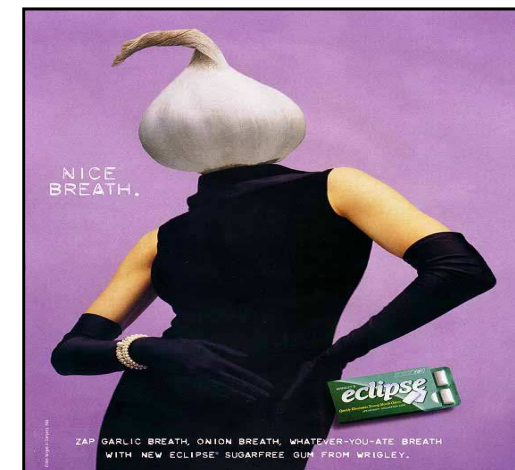
**High vs. Low
Power Distance**

**Masculine vs.
Feminine**

**Weak vs. Strong
Uncertainty
Avoidance**



How do they affect international communication and which tool – advertising, sales promotion, personal selling, direct sale/marketing, Public Relations, events



Process of communication

Identify target audience

Determine objectives

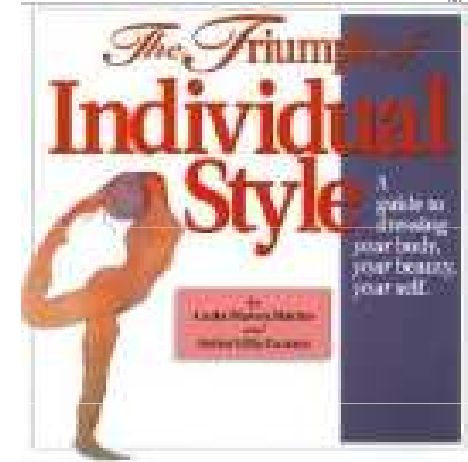
Design communications

Select channels

Establish budget

Decide on media mix

Measure results/ manage



What has to be adapted for international markets and why?



ADAPTATION OF.....?

CREATIVE STRATEGY

Informational and transformational appeals

Positive and negative appeals

- Fear
- Guilt
- Shame
- Humor
- Love
- Pride
- Joy

DESIGNING THE COMMUNICATION

Message strategy

Creative strategy

Message source

e.g. celebrity characteristics

- Expertise
- Trustworthiness
- Likeability



EU's PDO and PGI Listings

Is the product restricted in some countries?

Are there restrictions on advertising the product to a specific target market?

Can comparative ads be used?

Can the same advertising be used in all country markets?

The screenshot shows the 'Agriculture and food' section of the European Commission website. The header includes the EU flag, the text 'Agriculture and food', and a language dropdown set to 'English (en)'. Below the header is a navigation bar with 'EUROPA > European Commission > Agriculture > PDO/PGI/TSG' and links for 'Contact | Search on EUROPA', 'What's new?', 'Index', 'FAQ', and 'Links'. The main content area is titled 'Protected Designation of Origin (PDO) / Protected Geographical Indication (PGI)'. On the left, there are two circular logos: the top one is for 'Protected Designation of Origin (PDO)' and the bottom one is for 'Protected Geographical Indication (PGI)'. The main listing consists of a grid of 14 categories, each with a small icon and a text label: 'Cheeses', 'Table olives', 'Other Annex I products (sices etc.)', 'Meat-based products', 'Fruit, vegetables and cereals', 'Fresh meat (and offal)', 'Bread, pastry, cakes, confectionery, biscuits and other baker's wares', 'Fresh fish, molluscs and crustaceans and products derived therefrom', 'Beer', 'Other products of animal origin (eggs, honey, milk products excluding butter etc.)', 'Other drinks', 'Oils and fats / Olive oils', and 'Non-food products and others'.

Communication platforms



Advertising

Print and broadcast ads
Packaging inserts
Motion pictures
Brochures and booklets
Posters
Billboards
POP displays
Logos
Videotapes



Sales Promotion

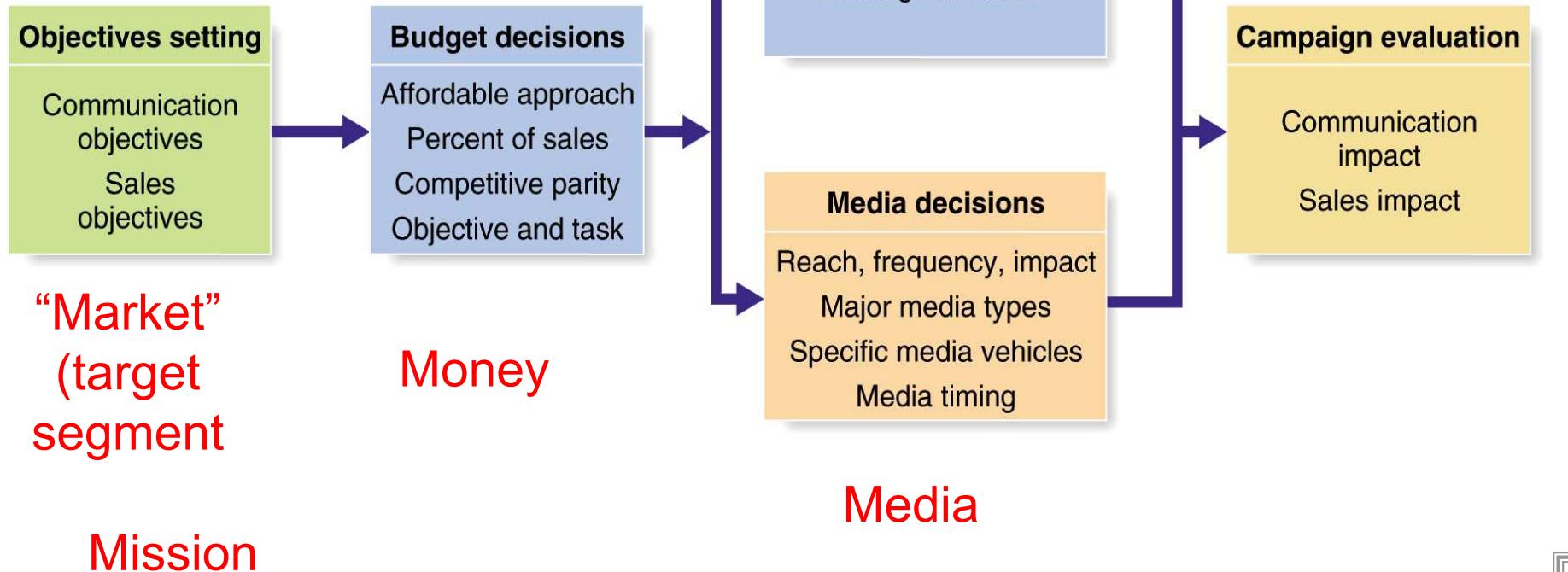
Contests, games, sweepstakes
Premiums
Sampling
Trade shows, exhibits
Coupons
Rebates
Entertainment
Continuity programs



Major Decisions in Advertising

SAME OR DIFFERENT?

“6 M’s of Marketing Communication (John Quelch)”



EXAMPLE – MEDIA - NEWSPAPER

Norway – 4mil.inh.

1 daily morning newspaper

Uruguay – 3 mil. inh.

21 daily newspaper

Turkey

*380 daily newspaper –
political position of each of
them*

Japan

5 national daily newspaper

Geograph. cover - national vs regional/local,

Character – serious vs ??????????

Separation between editorial and advertising content

Advertising – TV and radio

Prime time

*State(national) channels vs private vs satellite vs
digital*

Law – regulation and restrictions

(EU – misleading advertisement)

Share and reach - TV vs radio



Public Relations

Press kits
Speeches
Seminars
Annual reports
Charitable donations
Publications
Community relations
Lobbying
Identity media
Company magazine

Direct Marketing

Catalogs
Mailings
Telemarketing
Electronic shopping
TV shopping
Fax mail
E-mail
Voice mail
Blogs
Websites

Sales promotion - examples

Italy – authorizes lotteries and sweepstakes where prizes are not in cash but in kind

France – no purchase is allowed to enter the competition

Scandinavia – every promotion has to be approved by an official body

Inflation rate and value of coupons

Free sample – a sign of poor quality?

Free sample and gifts – theft in channel?



Personal Selling

Sales presentations

Sales meetings

Incentive programs

Samples

Fairs and trade shows



Events/Experiences

Sports

Entertainment

Festivals

Arts

Causes

Factory tours

Company museums

Street activities

Personal selling - example

„A Briton visits a Saudi official to convince him to expedite permits for equipment being brought into the country. The Saudi offers the Briton coffee, which is politely refused (he had been drinking coffee all morning at the hotel while planning the visit). The latter sits down and crosses his legs, exposing the sole of his shoe. He passes the documents to the Saudi with his left hand, enquires after the Saudi's wife and emphasises the urgency of getting the needed permits.“ (GHAURI, P., CATEORA, P., 2006).

5 MISTAKES OF SILENT LANGUAGE

Examples of pers. selling approach

Germany – hard sell – be persistent, make visits, offer trials,
be very visible, have numbers and facts

UK – soft sell – do not be pushy, try to chat and convince –
but also with hard facts

Italy – hard sell – argue strongly

Japan – soft sell – no win arguments but modest, rational
and down-to-earth points

<http://www.komik.cz/video/964-skodolibe-straky/>
<http://www.komik.cz/video/712-sen-jednoho-sneka/>
<http://www.komik.cz/video/662-indicka-reklama/>
<http://www.komik.cz/video/610-hyundai-pro-pristi-generace/>
<http://www.komik.cz/video/479-panove-v-saune/>
<http://www.komik.cz/video/476-jizda-nacerno/>
<http://www.komik.cz/video/423-pivo-eichhof/>
<http://www.komik.cz/video/362-mama-rikala-ze-muzu/>