

# International promotion failures:

*Examples and how to cope with mistakes*



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# Presentation agenda



**Difference  
between  
promotion and  
advertisement**



**"Labeling"  
communication  
mistakes**



**Examples of  
international  
promotion failures**



**Best ways how to  
cope with  
promotion  
mistakes**

# Promotion

Includes paid and free marketing activities

## Advertising

Generally refers to controlled, paid messages in the media

# Key attributes for effective communication (Hollensen, 2008)

- Language differences

Used language means what is expected to mean



## Выход на пенсию

Презентации являются средствами коммуникации, которые могут использоваться в качестве демонстраций, лекций, выступлений, докладов и многого другого. В большинстве случаев они демонстрируются перед аудиторией.

# Key attributes for effective communication (Hollensen, 2008)



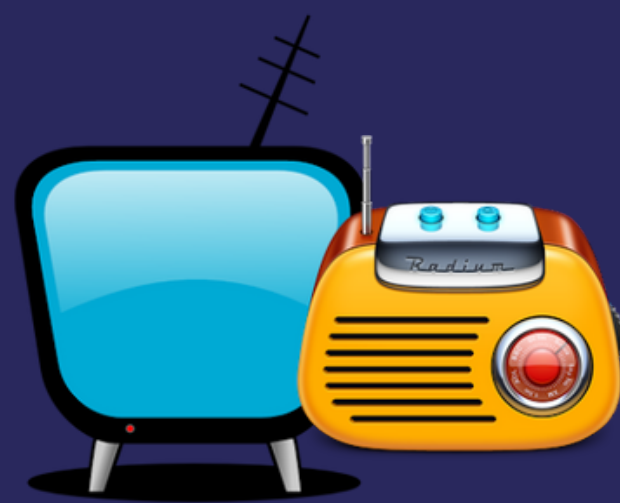
## Language differences

Used language means what is expected to mean



## Economic differences

Level of literacy, promotion tools used



# Key attributes for effective communication (Hollensen, 2008)

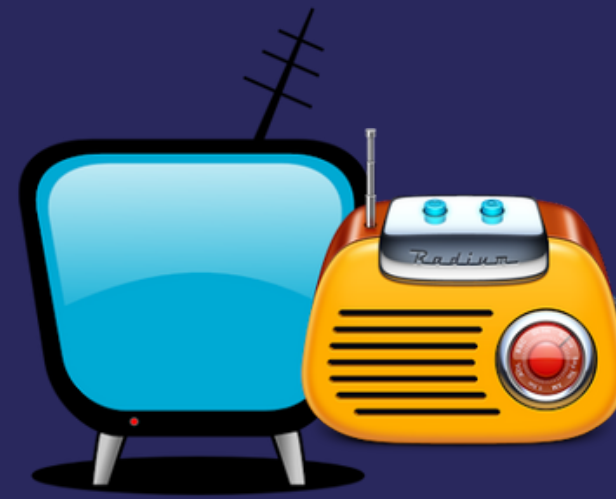
## Language differences

Used language means what is expected to mean



## Economic differences

Level of literacy, promotion tools used



## Sociocultural differences

Dimensions of culture (religion, attitudes, social conditions and education) affect how individuals perceive their environment and interpret signals and symbols



# Key attributes for effective communication (Hollensen, 2008)

## Legal and regulatory conditions

Regulations for  
promoted  
products,  
communication  
channels, etc.



## Competitive difference

Adaptation of  
promotion  
strategy to local  
environment

# International promotion failures

## 1. Pampers goes to Japan





# International promotion failures

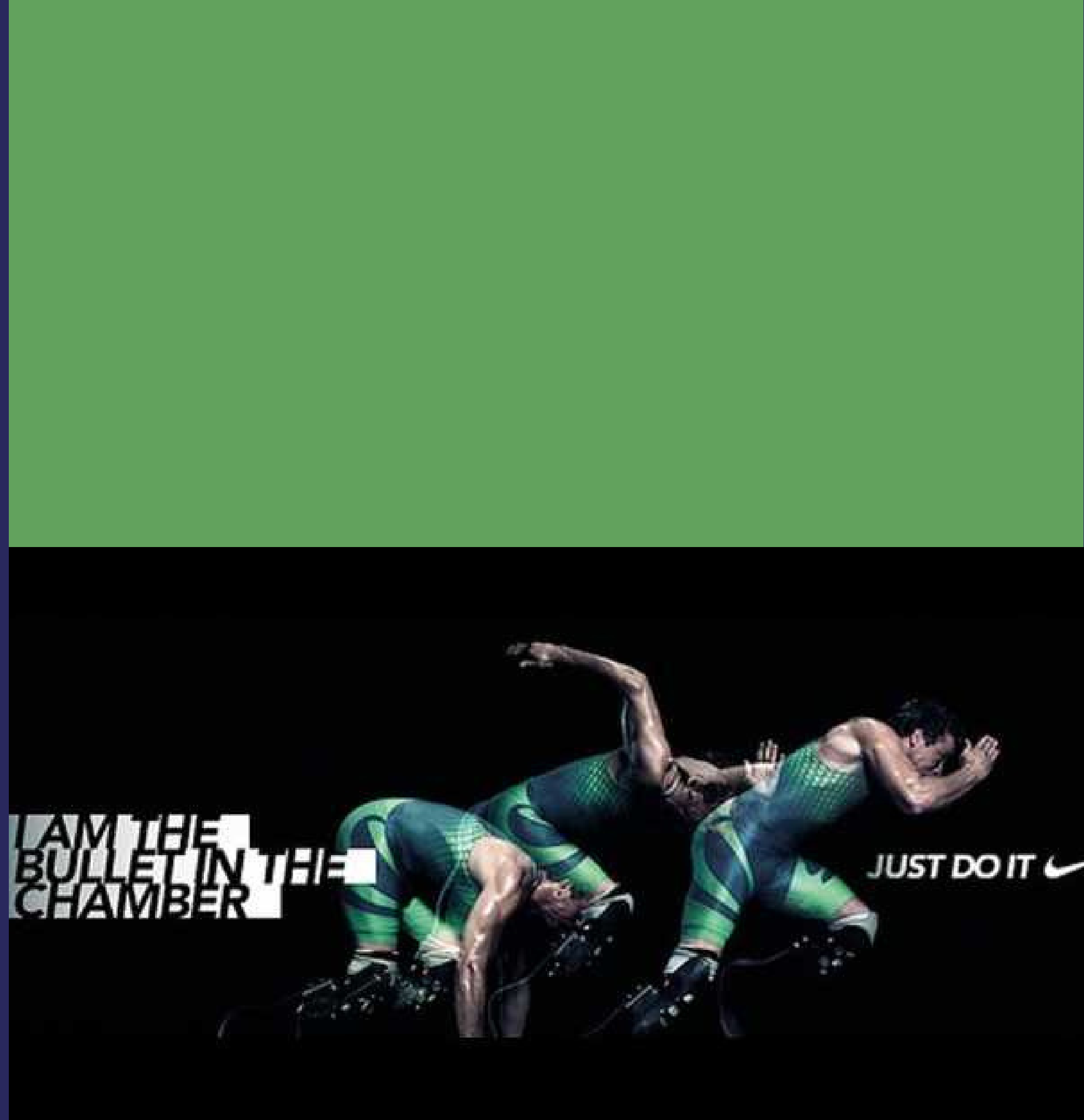
## 1. Pampers goes to Japan



**Sociocultural differences**

# International promotion failures

## 2. Nike and it's bullet in the chamber



# International promotion failures

## 2. Nike and it's "bullet in the chamber"

■  
Competitive differences



# International promotion failures

## 3. Gerber in France



Facebook Watch interface showing a video titled "French Slang for 'To vomit'". The video content displays the word "Gerber" with a line pointing to the text "to vomit". The video player shows a progress bar at 0:03 / 0:28 and a language setting of FRENCH. Below the video, the title "French Slang for 'To vomit'" is visible, along with engagement metrics: 138 likes, 13 comments, and 3,600 views.

# International promotion failures

## 3. Gerber in France








Language differences

# International promotion failures

## 4. VK ban in Ukraine and active promotion for Ukraine via VK social network

## Economic differences

Результаты поиска 1 716 Расширенный поиск

	<b>Грецкий орех. Украина Россия</b> Открытая группа 5 815 участников	<a href="#">Подписаться</a>
	<b>Модница Украина - Россия Розница - опт</b> Открытая группа 883 участника	<a href="#">Подписаться</a>
	<b>МОДНАЯ ОДЕЖДА по доступным ценам(Россия, Украина)</b> Открытая группа 2 331 участник	<a href="#">Подписаться</a>
	<b>Совместные закупки Familyshop с рынка САДОВОД</b> Открытая группа 928 участников	<a href="#">Подписаться</a>
	<b>Совместные закупки "Садовод" и Украина!</b> Открытая группа 7 573 участника	<a href="#">Подписаться</a>

# How to apologize for inappropriate promotion

*"Apologizing does not always mean that you're wrong and the other person is right. It just means that you value your relationship more than your ego"*

*(Mark Matthews)*

# How to apologize for inappropriate promotion

(Contagious creative service, 2019)



**When**



**Where**



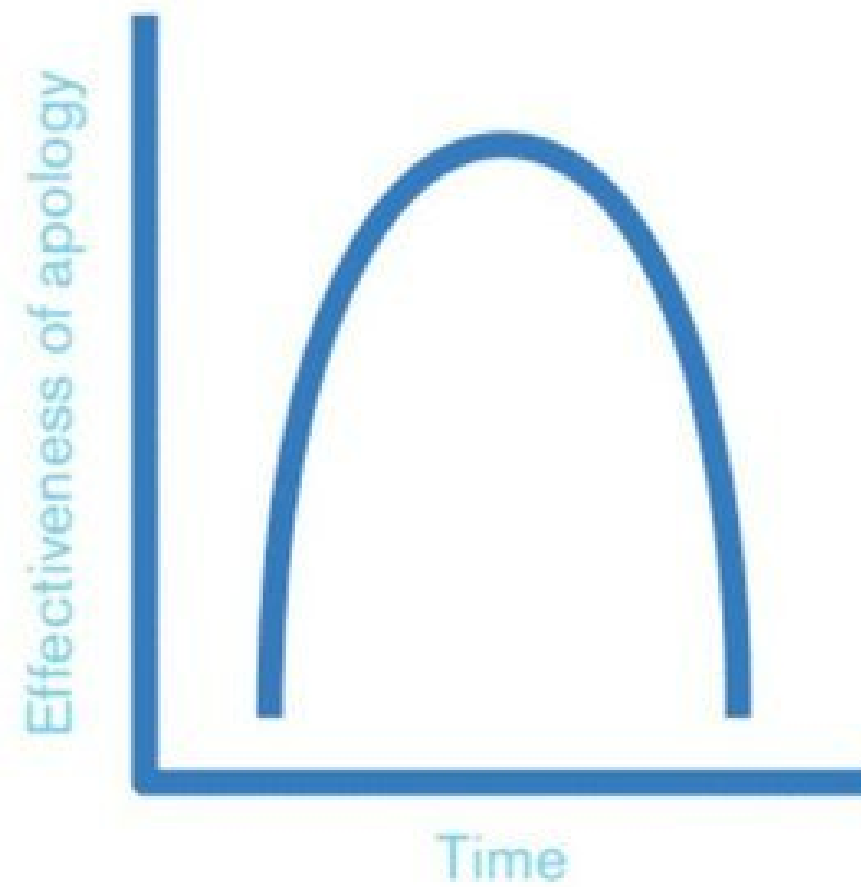
**How**





# When

*The best time to apologise*



(Partnoy, F., 2012)



# Where

1) Depends on scale of disaster:

-Something not global - social networks

-Something global - TV, mass media

-Use video with CEO is a good idea only if CEO can look miserably (Harvard Business Review, 2015)



# How

1) Main components of effective apology:

-Acknowledgement (*example with wars*)

-Explanation

-Repair

2) Do not use "sorry, if.."

Thank you for attention!



# Reference list links

- <https://hbr.org/2015/09/the-organizational-apology>
- <https://hbr.org/2015/08/research-for-a-corporate-apology-to-work-the-ceo-should-look-sad>
- <https://www.contagious.com/news-and-views/the-art-of-the-apology>
- <https://cxl.com/blog/business-apologies/>
- <https://www.businessinsider.com/nike-reacts-to-accused-murder-oscar-pistorius-i-am-the-bullet-in-the-chamber-ad-2013-2>
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- <https://www.languageconnections.com/blog/funny-marketing-mistranslations-translation-localization/>
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