



Should Brand Design Using Brand Personality Be Adapted to the Cultural Differences of International Markets?

Fe Feltes

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Seminar paper from the year 2015 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of Applied Sciences Neu-Ulm (Wirtschaftswissenschaften), course: Brand Management, language: English, abstract: Global brands are probably the most obvious outcome of globalization. Many companies drive a global marketing strategy in order to stay competitive and to address a more diverse customer base. However, little research has been done on Brand Cultures and their personality in the international markets. Global brands are appealing from both the supply side and the demand side perspective. For the supply side for instance, they can create economies of scale, and scope in research and development. Whereas the demand side benefits from worldwide availability. Sony, BMW, Coca-Cola or Mc. Donalds are only some of the global brands that are known for being successful with their business throughout the whole world. Some of them stick to a more standardized international Brand Personality, which does not change in any way respective the individual markets. Others, like for example Nestle with its world brand Nescafe, adapt their advertising messages according to the preferences of the country concerned. Both of these strategies seem to be successful. One hardly finds a definite answer to the question, whether to pursue maximum adaption or general standardization, when it comes to the complex task field of international Brand Planning. Also, the subject of Brand Design is barely mentioned in this context. These are the gaps, this term paper is going to fill."

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