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Multinational Advertising Campaigns as Intercultural Communications: Successes and Blunders in Mainland China [Slides]

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Multinational Advertising Campaigns as Intercultural Communication: Successes and Blunders in Mainland China

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SUMMARY

- **10 prominent cases** of multinationals' localized advertising campaigns in China
- Localized execution during Chinese festivities and major events in China and capitalization on the regional and ethnic life-styles of Chinese people usually yield successes.
- When localized executions disrespect Chinese religious beliefs and national esteem, associate with sensitive historic events, and misuse Chinese cultural symbols, they offend consumers and lead to public outrage.





Research Questions

1. How do international brands make use of localization in advertising creative execution in the China market?
2. What factors determine the successes and failures of advertising campaigns of international advertisers in China market?



Success Case 1: Coca-Cola

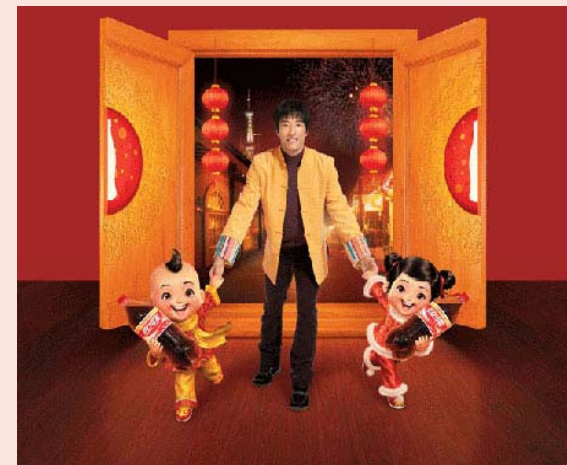
Coca Cola's Chinese New Year Mascots
Outdoor Display >>>



Coca Cola's Special Chinese New Year Cans



Olympic Gold Winner Coming Home with
Chinese Mascots



Success Case 2: McDonald's

McDonald's 2009 Chinese New Year Commercial



2. Localized Execution Applied at Major Events in China

- Case 1: Pepsi

Pepsi's 2008 Olympic Can in China





1. Offensive ad related to Chinese religious beliefs

★ Case: Nike

Nike's Terrified Fighting Room TV Commercial Scenes Using Chinese Symbols



2. Offensive ads related to sensitive historic events

Case: Toyota

(1) Toyota Prado



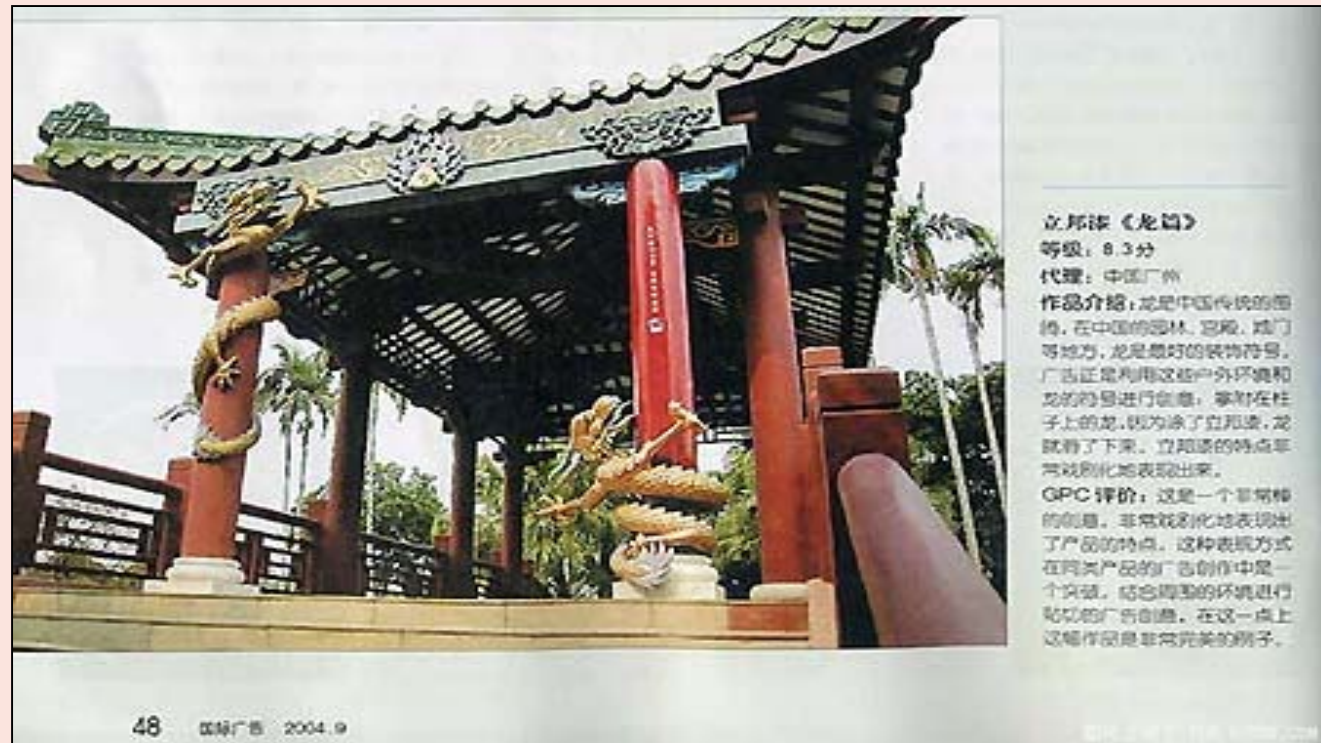
(2) Toyota Land Cruiser





3. Offensive ad related to the misuse of Chinese history and cultural symbols

★ Case: Nippon Paint



Nippon Paint Ad "Dragon"



4、Offensive ad related to the understanding of Chinese politics

- Case: Coca-Cola





The Eight “Localization” Advertising Creative Principles

1. Comply with the regulation of the host government.
2. Tying in local festivals and use positive items.
3. Respect the host country’s religious beliefs and culture.
4. When creative execution may be associated with sensitive events in the host country’s history and culture, great caution must be used.
5. Creative strategy should appeal to the social psychology and values of Chinese people.
6. Conduct copy research and pretest before launching the ads.
7. Employ native advertising talents
8. Importance of gauging Chinese public opinion from online forums

