

MK 326
International Marketing
Chapter 16

By Ajarn Suwalya K.

Chapter 16

Integrated Marketing Communications and International Advertising

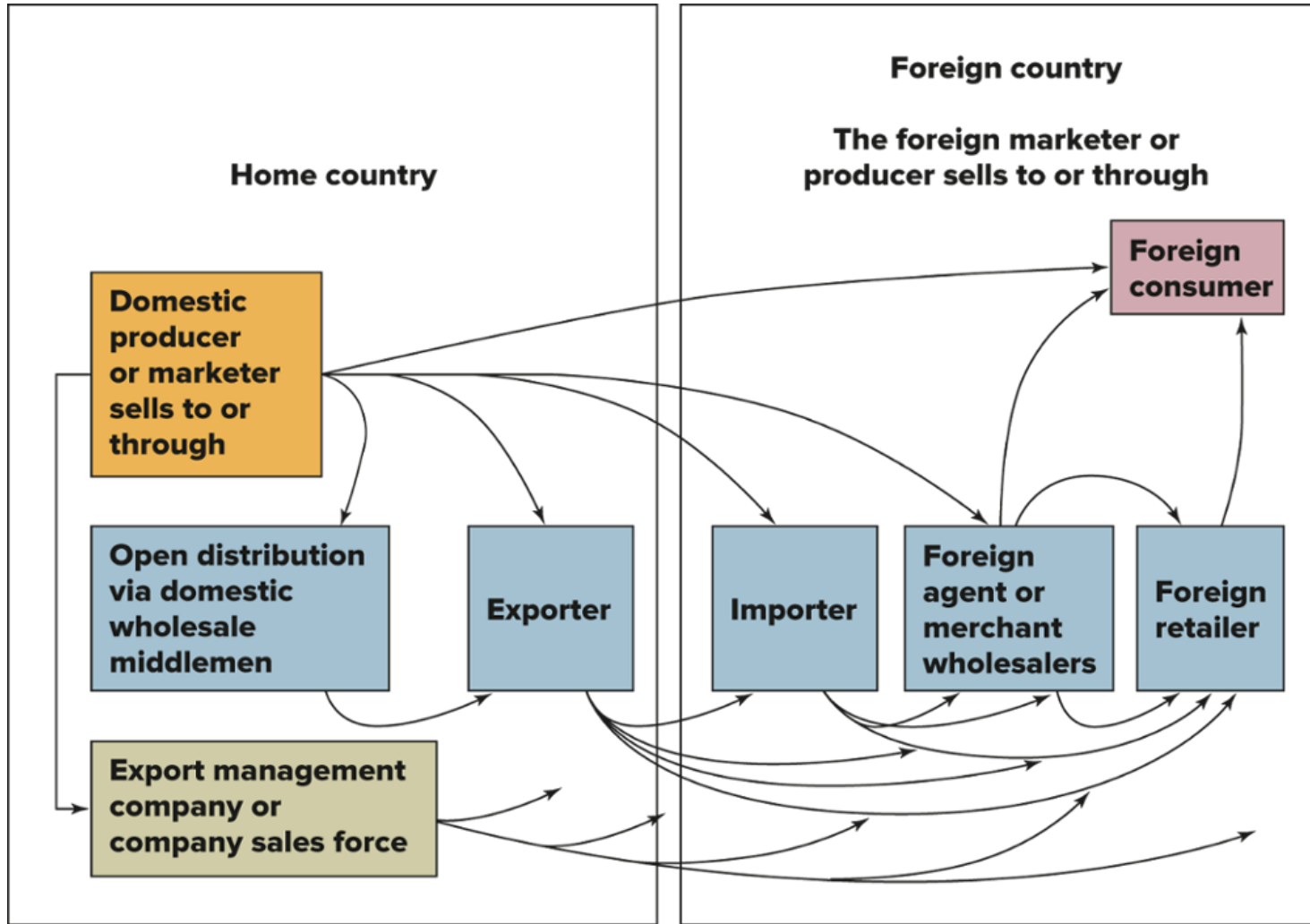
International Marketing

18th Edition





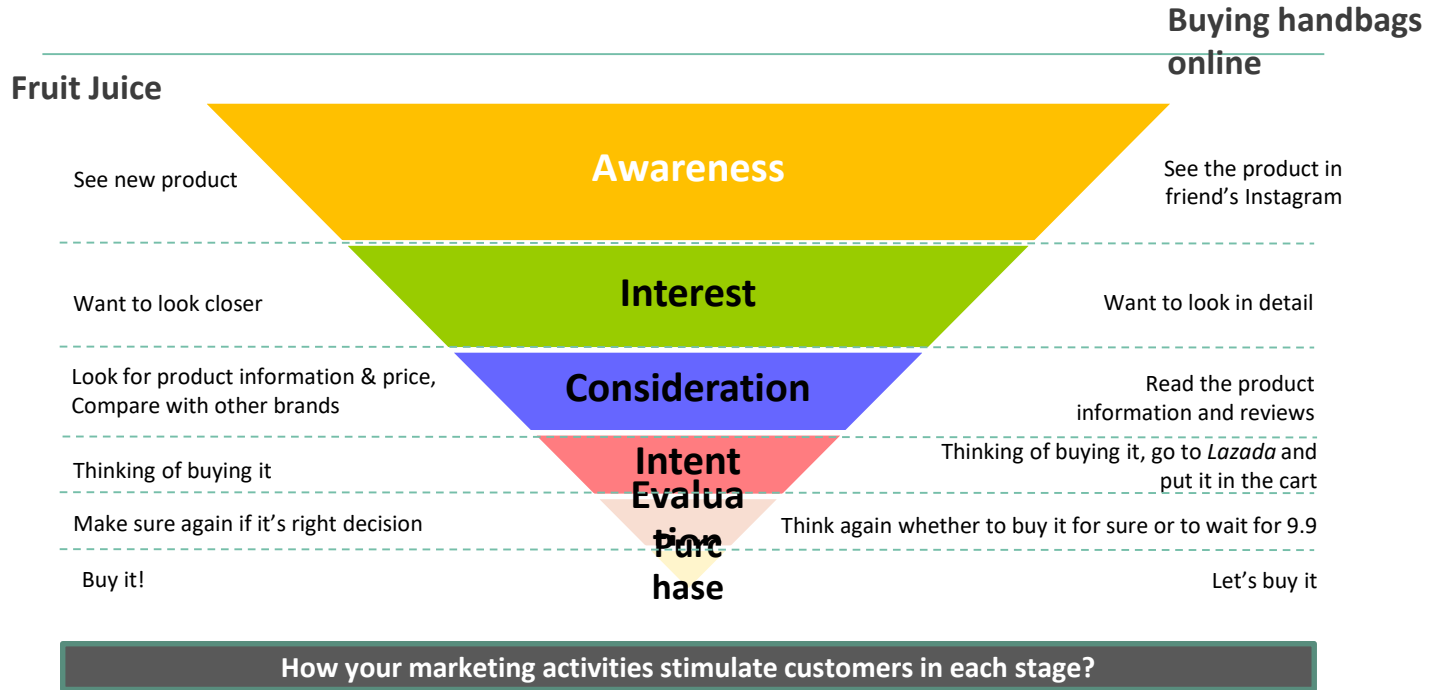
Exhibit 15.3 International Channel-of-Distribution Alternatives



[Jump to long description.](#)



Customer Journey



Learning Objectives

- 16-1 Local market characteristics that affect the advertising and promotion of products
- 16-2 The strengths and weaknesses of sales promotions and public relations in global marketing
- 16-3 When global advertising is most effective; when modified advertising is necessary
- 16-4 The communication process and advertising misfires
- 16-5 The effects of a single European market on advertising
- 16-6 The effect of limited media, excessive media, and government regulations on advertising and promotion budgets

Integrated Marketing Communications (IMC)

Key Considerations

- Advertising, sales promotions, trade shows, personal selling, direct selling, public relations

★ Availability of channels varies in different markets

- Can determine market entry decisions
- Informs product and service development
- Goal is to achieve





The AIDA Buyer's Journey





Sales Promotions in International Markets 1 of 2

Directed toward consumer or retailer

- Stimulate consumer purchases
- Improve retailer or middlemen effectiveness, cooperation

Local adaptation crucial

- Media limitations in some countries
 - May require higher budget allocation toward sales promotions
- Major constraints can be imposed by local laws
 - Promotions may require permit or be outlawed altogether

Basic Sales Promotions

Sales Promotion Vehicles

Consumer-Oriented

- Samples
- Coupons
- Premiums
- Contests/sweepstakes
- Refunds/rebates
- Bonus packs
- Price-off deals
- Loyalty programs
- Event marketing

Trade-Oriented

- Contests, dealer incentives
- Trade allowances
- Point-of-purchase displays
- Training programs
- Trade shows
- Cooperative advertising

Sales Promotions in International Markets 2 of 2

Specific Objectives

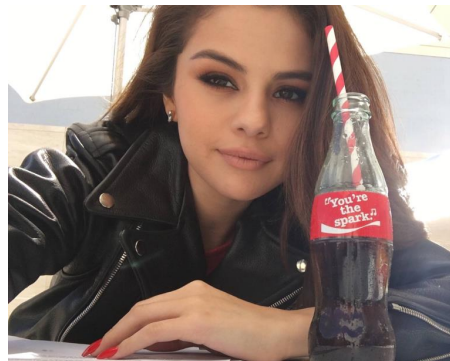
- Consumer product trial or immediate purchase
- Consumer introduction to the store or brand
- Gaining retail point-of-purchase displays
- Encouraging stores to stock product
- Supporting and augmenting advertising and personal sales



International Public Relations

The Role of Public Relations (PR)

- Create good relationships with press and media
 - Encourage press to cover positive stories about company
 - Manage unfavorable rumors, stories, and events
 - Obtain corporate sponsorships
- Effective PR benefits communication with public
 - Customers, the general public, and government regulators



PR: Corporate Sponsorships



© Cameron Spencer/Getty Images

Kelly Slater, 10-time world surfing champion, ended his long-term relationship with corporate sponsor Quiksilver in 2014. As a promised bonus for winning his 10th championship, he took a 3 percent stake in the company rather than the rumored \$10 million in cash. In 2015 Kelly's ride with Quiksilver wiped out, so to speak. The firm declared bankruptcy and its stock plummeted by 80 percent. We don't know if Kelly bailed out in time.



Standard Chartered will need to re-negotiate their deal with Liverpool (Image: Getty)



10. Best PR Campaigns: Dove Real Beauty.



Ojo Community · 4.5K views · 1 year ago



International Advertising 1 of 3

Global mass media advertising

- Growth especially in use of **digital media**
- A tool **for social change**
- Influences consumers' decision-making about finances

Advertising expenditures generally cyclical

- More stable in relationship-oriented countries that value long-term performance



International Advertising 2 of 3

Culture and Advertising

- Purpose of an ad
 - Interpret or translate qualities of products and services in terms of consumers needs, wants, desires, and aspirations
- Consumer response to ads impacted by:
 - Culture, style, feelings, value systems, attitudes, beliefs, perceptions
- International ad must coincide with cultural norms
 - Emotional appeals, symbols, persuasive approaches



International Advertising





McDonald's ADS different countries



CHELHAMANNEL · 130K views · 2 years ago





Breaking News
Soft Power

In politics (and particularly in international politics), soft power is the ability to co-opt rather than coerce (contrast hard power). In other words, **soft power** involves shaping the preferences of others through appeal and attraction.



K-pop is a global expression of soft power, fueled by the Hallyu, the “Korean wave,” that has sought to expand influence since the late 1990s. The success of K-pop is part of a Korean overhaul of the arts and entertainment sectors to explicitly project cultural power.



Soft Power Leveraging

SOFT POWER



Civilization



Culture



Drama



Political



Food



Art

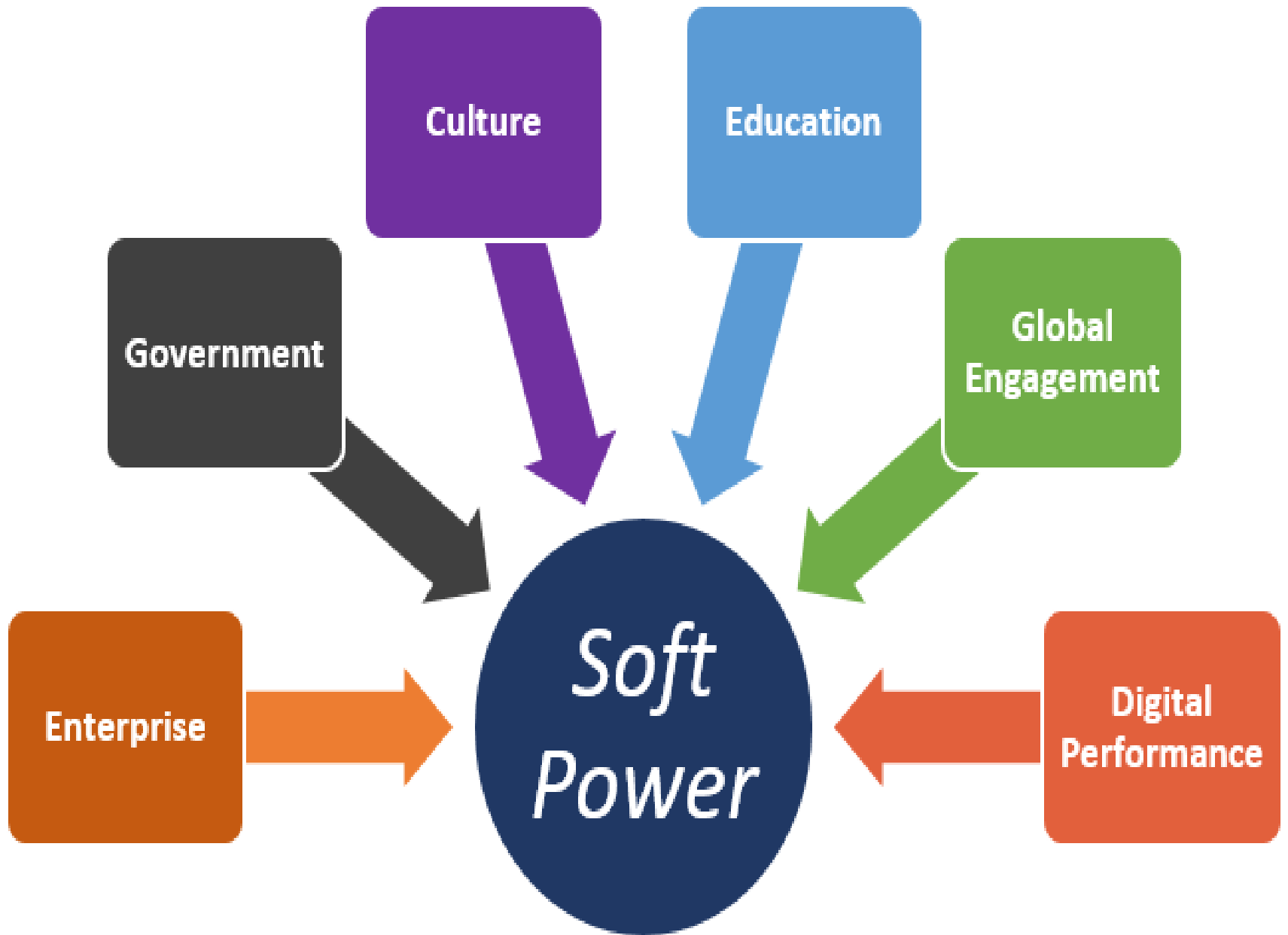


Music



Language

shutterstock.com • 1381866185





depa

DIGITALTHAILAND



OFFICIAL PARTNER - Thailand

WELCOME TO **THAILAND PAVILLION**
AT WORLD EXPO 2020 DUBAI
on October 1st, 2021–March 31st, 2022



Soft Power ประเทศไทย อยู่ตรงไหนของโลก



เปิด 20 อันดับ ประเทศ Soft Power สูงสุดในโลกประจำปี 2565 จากทั้งหมด 120 ประเทศ

1		สหรัฐอเมริกา	▲ 6	11		สเปน	▲ 22
2		สหราชอาณาจักร	▲ 3	12		เกาหลีใต้	▼ 11
3		เยอรมนี	▼ 1	13		ออสเตรเลีย	▼ 10
4		จีน	▲ 8	14		สวีเดน	▼ 9
5		ญี่ปุ่น	▼ 2	15		สหรัฐอเมริกาบริติช	▲ 17
6		ฝรั่งเศส	▲ 7	16		เนเธอร์แลนด์	▼ 12
7		แคนาดา	▼ 4	17		นอร์เวย์	▼ 14
8		สวิตเซอร์แลนด์	▼ 5	18		เดนมาร์ก	▼ 15
9		รัสเซีย*		19		เบลเยียม	▲ 21
10		อิตาลี	▲ 19	20		สิงคโปร์	เท่าเดิม
				...			
				35		ไทย	▼ 33

*หมายเหตุ: ผลสำรวจทำก่อนรัสเซียบุกยูเครน ต่อมามีการสำรวจอีกครั้ง พบดัชนี Soft Power ค่อนข้างลดลง

รู้หรือไม่

วิธีวัดดัชนี Soft Power จัดทำโดยรวบรวมมิติด้านเศรษฐกิจ ธุรกิจ การบริหารงานของรัฐบาล ความสัมพันธ์ระหว่างประเทศ ประสิทธิภาพในการแก้ปัญหาการระบาดของโควิด-19 และการที่สินค้า บริการ ค่านิยม แนวคิดของประเทศต่างๆ ได้เข้ามาแทรกซึมในชีวิตประจำวันของเราได้อย่างไม่รู้ตัว ทั้งหมดคือดัชนีที่จะบ่งบอกชื่อเสียงและภาพลักษณ์ของประเทศ

ที่มา: Global Soft Power Index 2022 จัดทำโดย Brand Finance บริษัทจัดการกลยุทธ์เกี่ยวกับ Brand Positioning

International Advertising 3 of 3

Steps for International Advertising

1. Perform marketing research
2. Specify the goals of communication
3. Develop the most effective message(s) for the market segments selected
4. Select effective media
5. Compose and secure budget based on what is required to meet goals
6. Execute the campaign
7. Evaluate the campaign relative to the goals specified

Vehicles as Advertising Mediums



© John Graham



© John Graham

These vehicular ads make an effective advertising medium even in a dense London fog. Because most London cabs are black, the Snickers ad catches the eye immediately.

TUK TUK

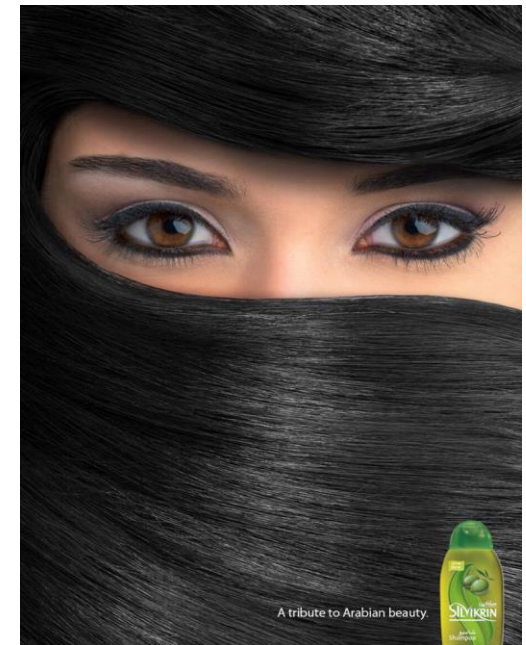




Advertising Strategy and Goals 1 of 3

Strategies for Advertising

- Increasing need for more sophisticated strategies
 - Intense competition for world markets and sophistication of foreign consumers
- **Standardization versus customization**
 - Standardized products can often be marketed globally, but require a different advertising appeal in different markets
- **Market segmentation strategies**
 - Many ignore national boundaries
 - **Some propose creating segments defined by “consumer cultures”**



Global Consumer Culture

- Defined in terms of shared consumption-related symbols and activities that are meaningful to market segments; attributed to the diffusion of Western products to the rest of the world.
 - Entertainment (MTV, movies, CD's)
 - Hamburgers and pizza
 - Jeans and running shoes, etc.



Advertising Strategy and Goals 2 of 3

Product Attribute and Benefit Segmentation

- Market offering a bundle of satisfactions buyer receives
 - Primary function of product or service
 - Other benefits imputed by values and customs of culture
- Cultures may seek same primary function
- Cultures often perceive other features differently
 - Psychological attributes, satisfactions



Advertising Strategy and Goals 3 of 3

Regional Segmentation

- Standardization becoming more possible in Europe
 - Emergence of pan-European communications media
 - Legal restrictions slowly being eliminated
- Companies with pan-European promotions strive for harmony in brand names and advertising
 - Avoids confusion



The Message: Creative Challenges 1 of 9

Global Advertising and the Communications Process

- Message may fail for variety of reasons
 - ✓ Does not get through due to media inadequacy
 - ✓ Misunderstood by audience because of different cultural interpretations
 - ✓ Understood, but ineffective because marketer did not correctly access needs, wants, or thinking process of target market



The Message: Creative Challenges



Coca-Cola – Change Has A Taste | كوكا كولا :
– للتغيير طعم

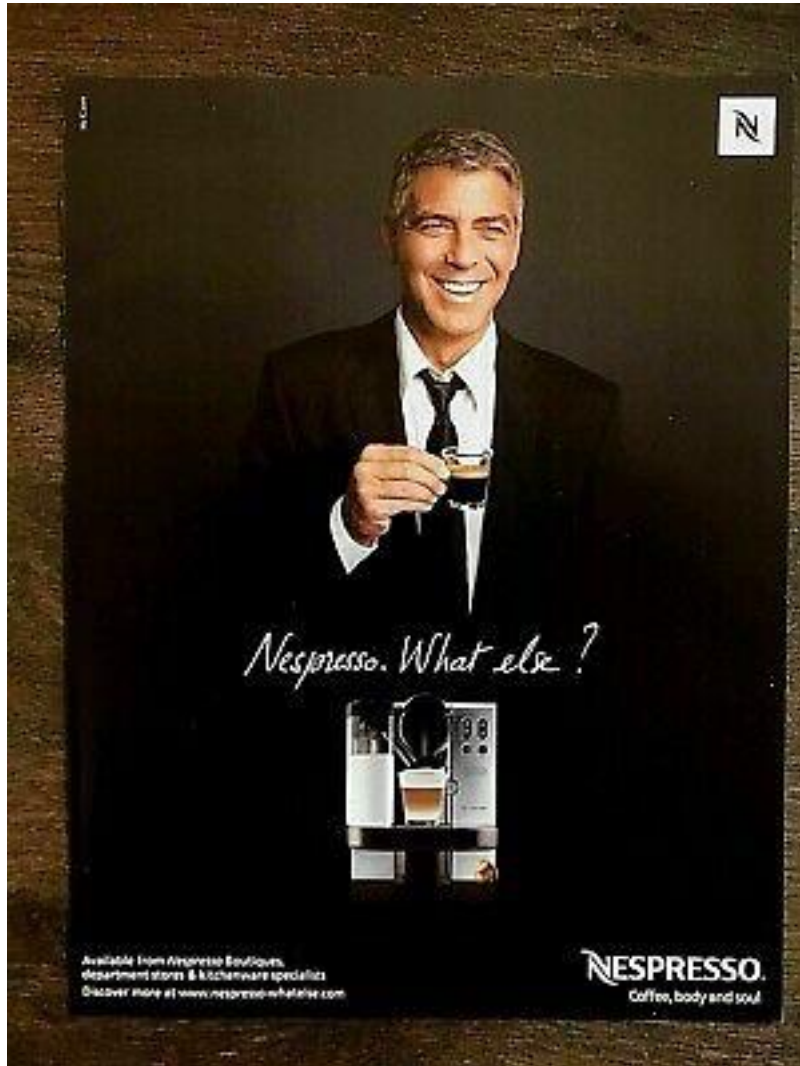
Coca-Cola Middle East · 2.7M views · 4 years ago



The Message: Creative Challenges



The Message: Creative Challenges



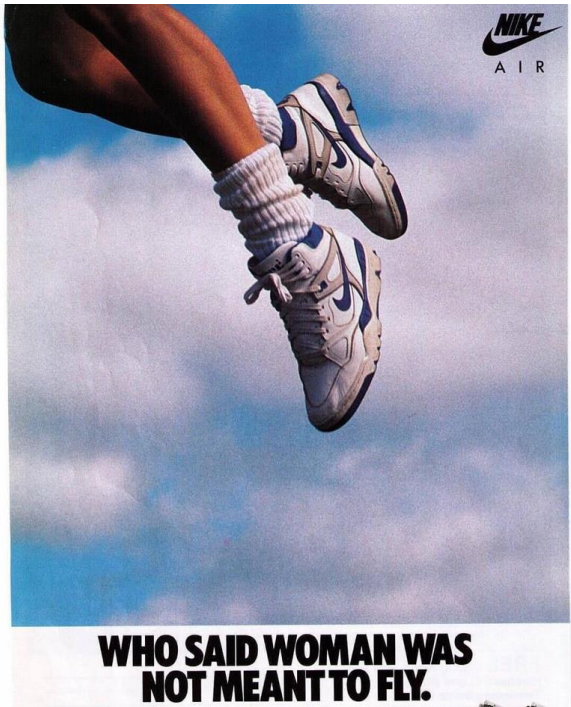
The Message: Creative Challenges



MAGNUM
ENJOY THE ROYAL TREATMENT



The Message: Creative Challenges





Nike: What will they say about you?

NikeWomen · 2M views · 5 years ago

:





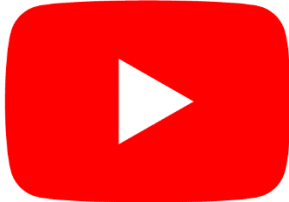
1:33



Victory Swim | Nike

Nike · 2.6M views · 1 year ago

:



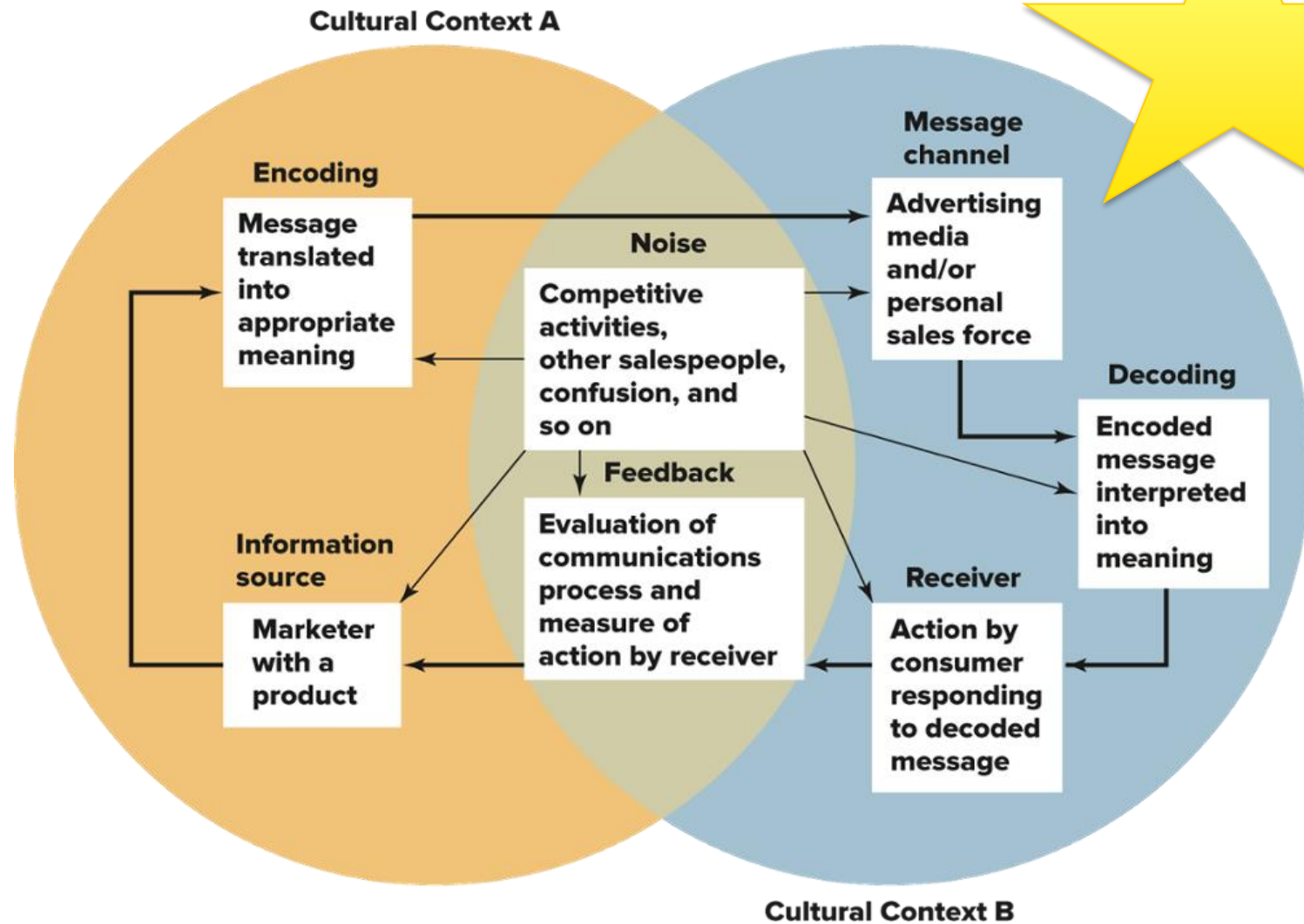
The Message: Creative Challenges 2 of 9

Components of Communication Process

1. Information source
2. Encoding
3. Message channel
4. Decoding
5. Receiver
6. Feedback
7. Noise



Exhibit 16.4 The International Communications Process



The encoding step causes problems even with a proper message. At this step such factors as color, timing values, beliefs, humor, tastes and appropriateness of a spokesperson can cause the international marketer to symbolize the message incorrectly. For example the marketer wants the product to **convey coolness so the color green is used; however people in the topics might decode green as dangerous or associate it with diseases.** Another example of encoding process misfiring was **a perfume presented against a back drop of rain that, for Europeans symbolized a clean cool, refreshing image, but to Africans was a symbol of fertility** . The ad prompted many viewers to ask if the perfume was effective against infertility. David Beckham may be wonderful spokesperson in most of the world, but the United States even the greatest soccer get little recognition.

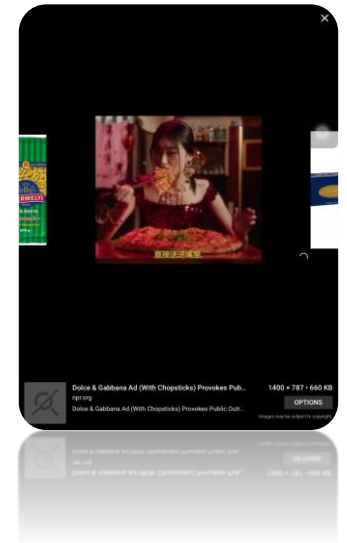


The Message: Creative Challenges 3 of 9



Promotional Misfires

- **Cultural context impacts understanding of message**
 - Without careful consideration, misunderstanding probable
 - May be a lack of knowledge about the target market
- **“Psychological overlap”** between sender and receiver
 - Important for effective communication



It doesn't mean that it will sell well in one country, it will sell in another (Disney)

The Message: Creative Challenges 4 of 9

Promotional Misfires continued

- **Encoding errors**

- Symbols used may send unintended message
 - Marketer should be aware of own SRC
- Media channel used can cause issues
 - Lack of literacy and access to chosen media

- **Decoding errors**

- Generally caused by a poorly encoded message
 - Incorrect knowledge of use patterns, message meaningless to receiver, poor media selection, inaccurate decoding so that message is garbled



SRC

Research in the area suggests that effective communication demands the existence of **a psychological overlap between the sender and the receiver**; otherwise a message failing outside the receiver's perceptual field may transmit an unintended meaning. It is this area that even the most experienced companies make blunders.





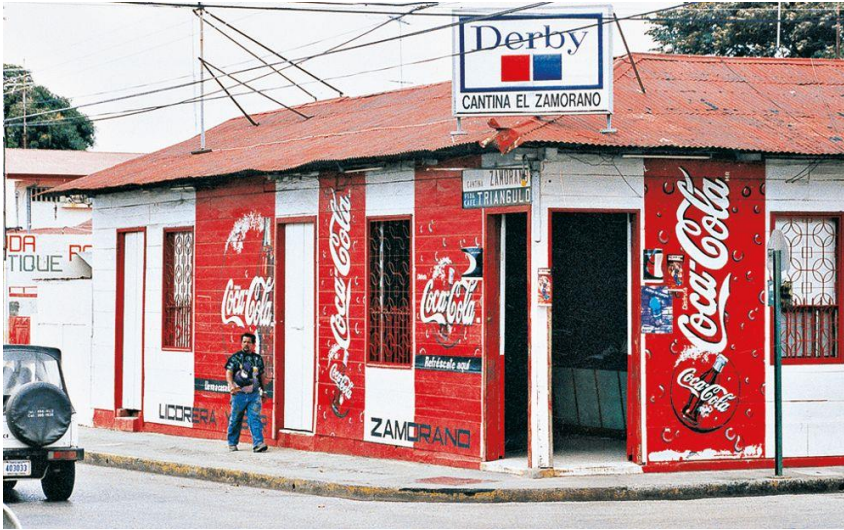
Dolce & Gabbana under fire over racism accusations | DW News



DW News · 464K views · 3 years ago



The Power of Color in Ads




Notice the Coke advantage at work—the red contrasts with the outdoor environment, while the Cristal aqua blends more with the blue sky and trees.

The Message: Creative Challenges 5 of 9

Promotional Misfires continued


- **Feedback**
 - Proper feedback system (ad testing) allows company to correct errors before substantial damage occurs
- **Noise**
 - Compromises all external influences: competitive advertising, sales personnel, confusion on receiving end
 - Frequently beyond the control of sender and receiver



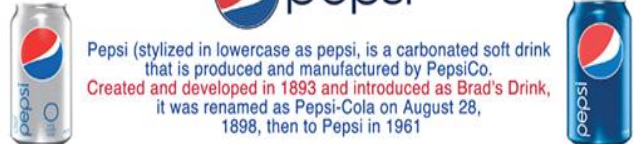
RESEARCH

Animatic is a series of still images edited together and displayed in sequence with a rough dialogue and/or rough sound track added to the sequence of still images (usually taken from a storyboard) to test whether the sound and images are working effectively together.

For our animatic project, we chose a beverage brand named



Pepsi (stylized in lowercase as pepsi, is a carbonated soft drink that is produced and manufactured by PepsiCo. Created and developed in 1893 and introduced as Brad's Drink, it was renamed as Pepsi-Cola on August 28, 1898, then to Pepsi in 1961



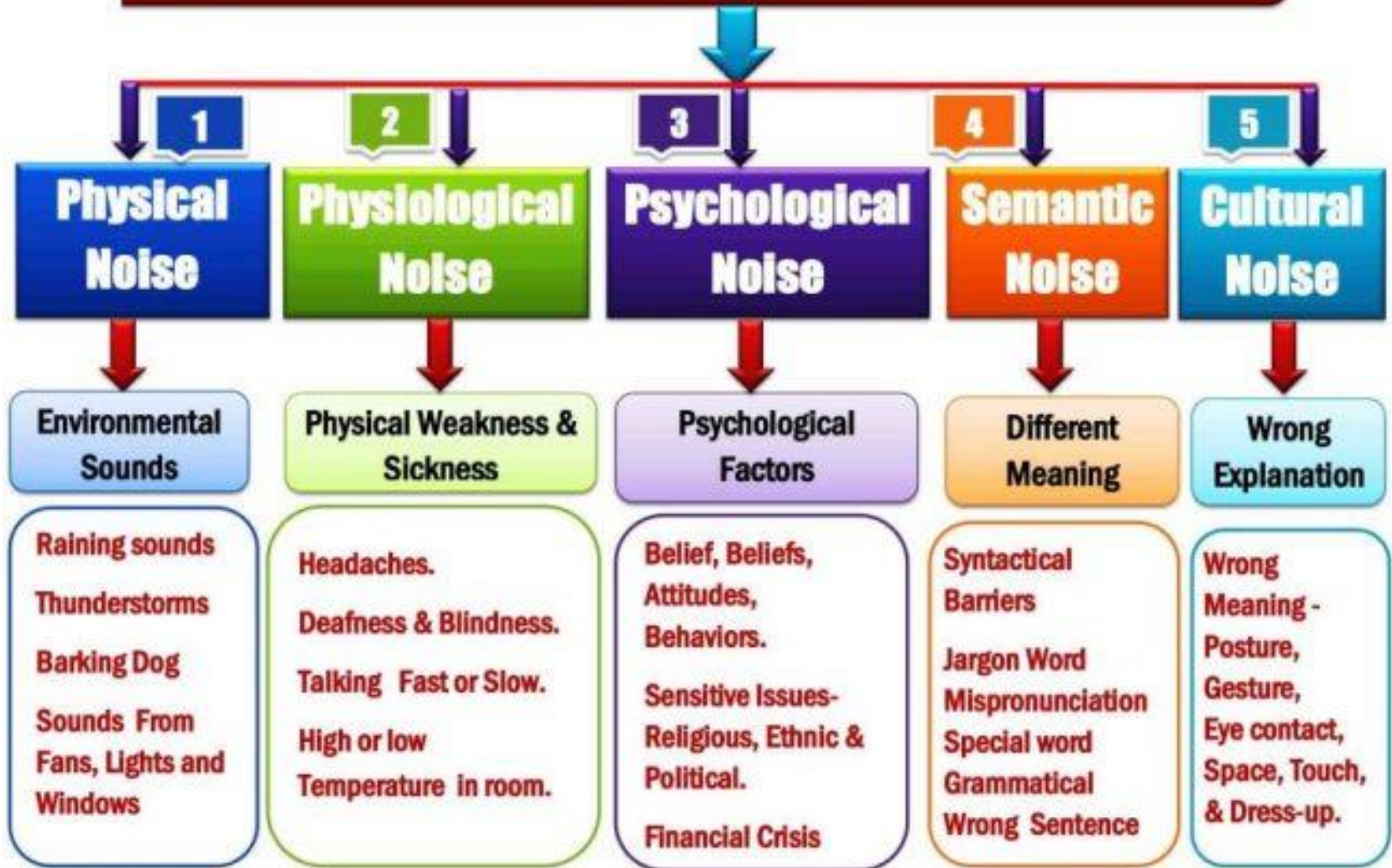
The Message: Creative Challenges 6 of 9

Legal Constraints

- Comparative advertising
- Advertisement of specific products
 - Pharmaceutical, toy, tobacco, and liquor industries
- Television advertisements
 - EU deciding if same restrictions should apply to Internet ads
- Special advertising taxes
 - Restricts creative freedom in media selection



5 Types of Noise in Communication



Source: Communication Noise, 5 Types of Noise in Communication Barriers
(newsmoor.com)

Comparative Advertising





[AD] Pepsi : Vending Machine



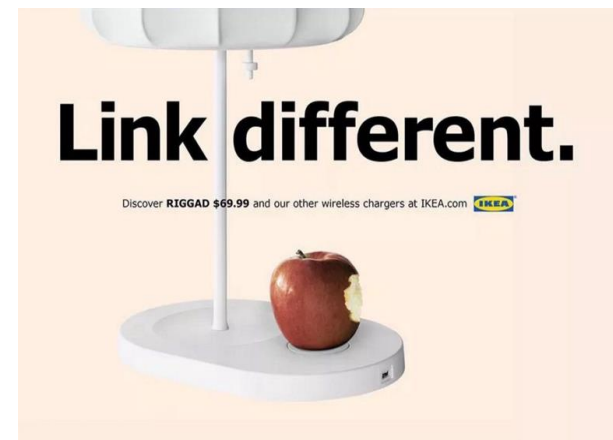
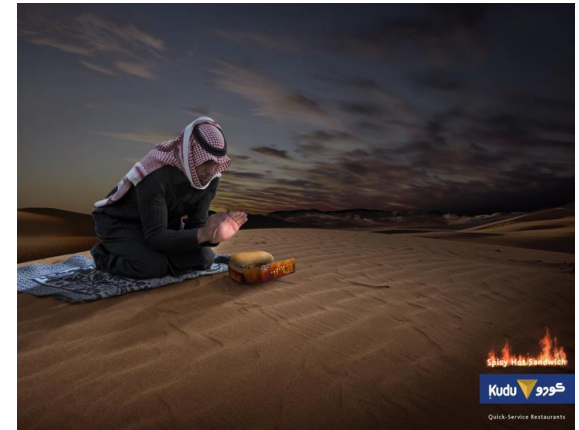
HEADSHAUS ADS · 841K views · 4 years ago



The Message: Creative Challenges 7 of 9

Linguistic Limitations

- Different languages of different countries
- Different languages or dialects within same country
 - Includes subtler problems of linguistic nuance, argument style, vernacular, and even accent
- Translation efforts often insufficient
 - Use of abstraction, terse writing, and word economy in advertisement does not translate easily
- Literacy levels vary by country
 - Calls for greater creativity and use of verbal media

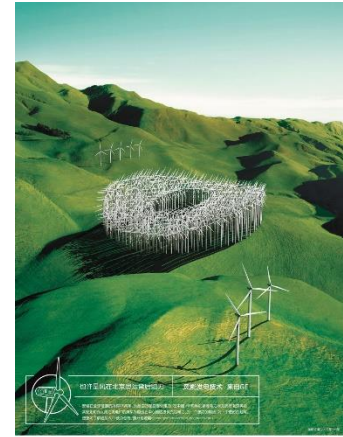


Messages Around the World

© John Graham



© Denis Doyle/AP Images



绿色创想

© Courtesy of GE

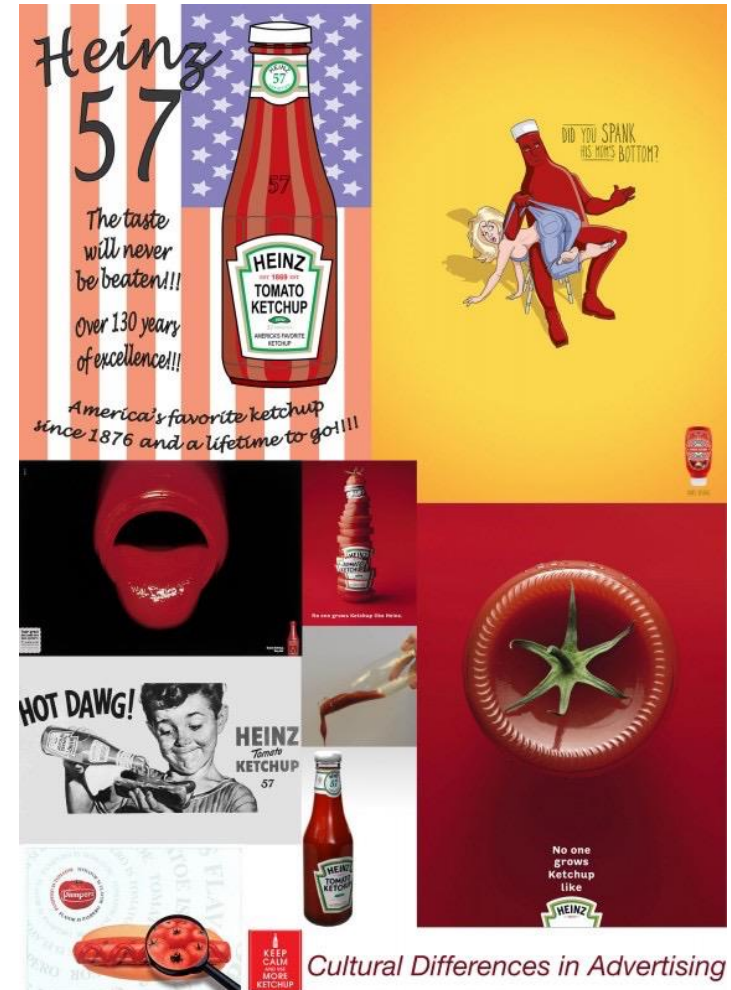
The “true ting” in Jamaica is a grapefruit-flavored soft drink. The slogan is, of course, a take-off on “the real thing” advertising of Coca-Cola some decades ago. “Ting” is obviously a Creole version of “thing” for Jamaicans. Perhaps the best billboards ever are the giant bulls posted on hillsides around rural Spain. They were originally meant to advertise Osborne Brandy, but they have evolved into a national symbol. Not even Coca-Cola can make that strong a claim. Finally, GE joined with the Chinese government in promoting a green Beijing Olympics. Ironically, many folks around the world see outdoor advertising itself as a kind of pollution!

They were originally meant to advertise Osborne Brandy, but they have evolved into a national symbol. Not even Coca-Cola can make that strong a claim. Finally, GE joined with the Chinese government in promoting a green Beijing Olympics. Ironically, many folks around the world see outdoor advertising itself as a kind of pollution!

The Message: Creative Challenges 8 of 9

Cultural Diversity

- Language and culture interrelated
 - Cultural factors largely determine perception of language in ad
 - If perceptual framework differs, so does perception of message
- Perception based on tradition and heritage
 - Often renders advertising campaigns ineffective or worse
 - Effectiveness of sex appeals, music, and celebrities can vary
- Subcultures within countries also require attention



Cultural Differences in Advertising

The Message: Creative Challenges 9 of 9

Media Limitations

- Challenges marketer's creativity
 - Diminishes role of advertising in promotional program
 - Forces emphasis on other elements of promotional mix

Production and Cost Limitations

- Budget and access to materials impact choice of media
- Necessity for low-cost reproduction in small markets



Media Planning and Analysis 1 of 6

The Communications Revolution

- Influence of electronic communication media
 - PCs, the Internet, mobile phones
 - Influences everyday life for everyone on the planet



Media Planning and Analysis 2 of 6



Tactical Considerations

- Availability
 - Access to certain types of media vary by country; some banned
- Cost
 - Prices of media susceptible to negotiation in most countries
- Coverage
 - Some sectors of population difficult to reach; information about coverage sometimes not available
 - Multimedia approach increases coverage
- Lack of market data
 - Seems to characterize most international markets

Media Planning and Analysis 3 of 6



Tactical Considerations continued

- Newspapers
 - Competition: lacking in some countries, too much in others
 - Long time lag before ad can be run in many countries
- Magazines
 - Use of foreign national consumer magazines by international advertisers notably low
 - Few have large enough circulation or provide dependable circulation figures

Media Planning and Analysis 4 of 6



Tactical Considerations continued

- Radio and television
 - Major communications media in almost all nations
 - Availability varies between countries; impacted by ad laws
 - Ad skipping and streaming devices reduce coverage
- Satellite TV
 - Expansion of coverage emphasizes global standardized messages
 - Most technology involves government regulation and seldom works long

Media Planning and Analysis 5 of 6

Tactical Considerations continued



- Direct mail
 - Viable medium in increasing number of countries
 - Especially important when other media are not available
 - Subject to odd and novel quirks per country
- The Internet
 - Global growth in company spending on online advertising
 - Reaches large portion of B2B market; limited reach in B2C market
 - Set to become increasingly regulated by countries

Media Planning and Analysis 6 of 6

Tactical Considerations continued

- Social media
 - Increases speed of word-of-mouth advertising
 - Consumer-generated content impacts brands
 - Consumers from different countries interact online
- Mobile phone applications
 - Increasing number of apps available to consumers
 - M-commerce: buying products or services by mobile phone

THIS IS AN AD FOR MEN.

Hire more women in leadership roles. We're all worth it.

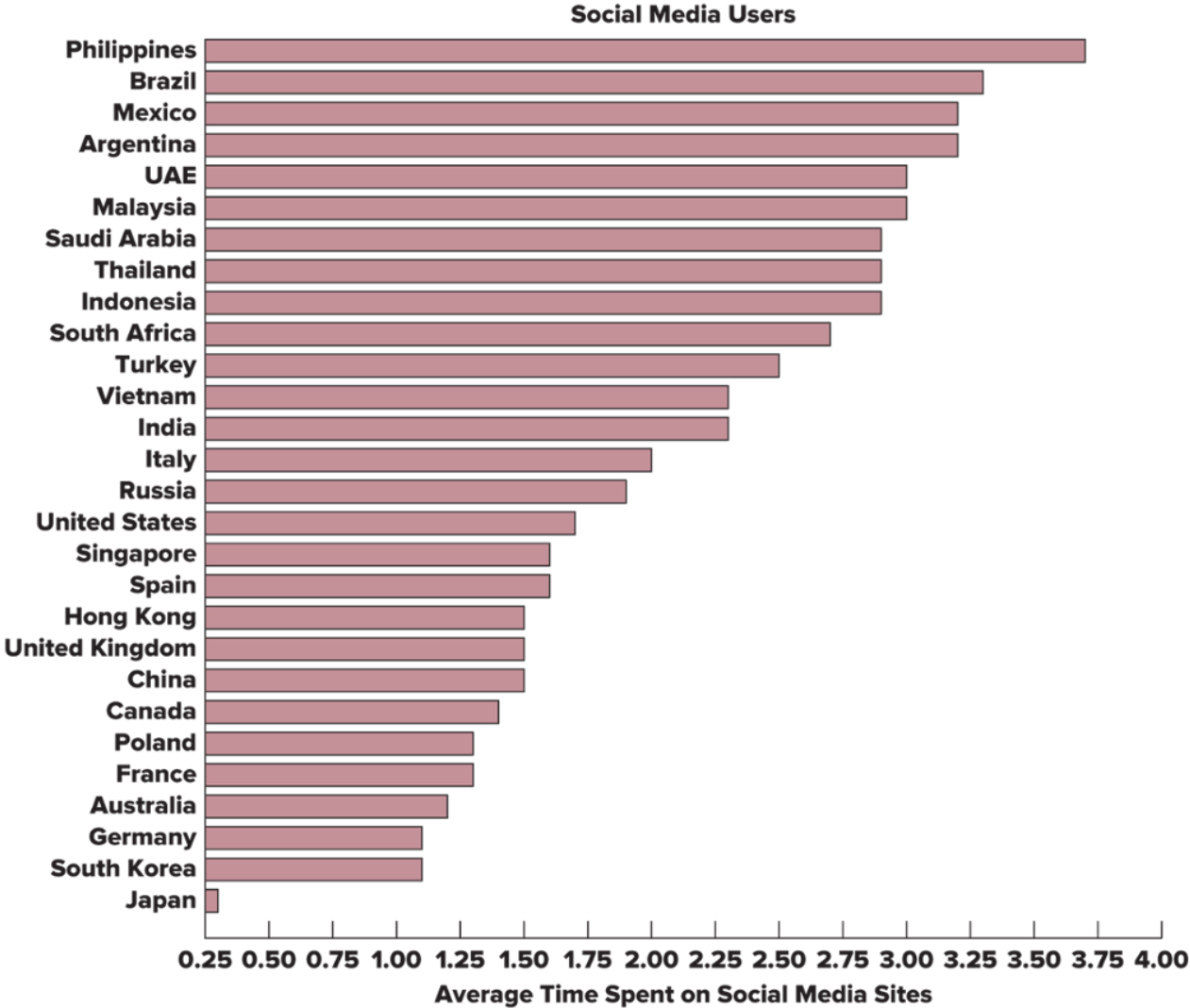
Profitability
+15%*
Revenue with female leaders.

Quota of women: 0%, 10%, 20%, 30%

L'ORÉAL PARIS

* PwC Institute for International Economics, February 2016, "Gender Diversity Profitability Evidence from a Global Survey". Analysis of a global survey of 21,990 firms from 91 countries. www.pwc.com

Exhibit 16.7 Top Social Media Users: Average Time Spent on Social Networking Sites, Fourth Quarter 2015 (hours per user)



[Jump to long description.](#)

Campaign Execution and Advertising Agencies

Advertising Agencies

- Manage development and execution of ad campaigns
- Local domestic agencies
 - Expanding with demand from MNCs
 - May provide best cultural interpretation and best feel for market
- Multinational agency with local branches
 - Sophistication of a major agency with local representation
 - Better able to provide a coordinated worldwide ad campaign



Thailand's Hottest Agencies 2018

RANK 2018	RANK 2017	AGENCY	TOTAL POINTS
1	1	Ogilvy Thailand	2840
2	2	CJ Worx Bangkok	2175
3	3	BBDO Bangkok	1645
4	4	TBWA\Thailand	1325
5	6	GreynJ United Bangkok	1005
6	5	J Walter Thompson Bangkok	750
7	10	McCann Worldgroup Bangkok	525
8	7	Leo Burnett Bangkok	310
9	-	Choojai & Friends Bangkok	225
10	15	Rabbit Digital Group Bangkok	190
11	8	Dentsu One Bangkok	170
12	9	Monday Bangkok	105
13	10	Spa Hakuodo Thailand	60
13	10	Y&R Bangkok	60
15	-	Lobster & Co Bangkok	50
16	13	Dentsu Thailand	40
16	15	Storyteller Bangkok	40
18	13	Genesis 12 Bangkok	25
19	-	Cheil Worldwide Bangkok	15
19	15	Prakit Advertising Thailand	15
21	18	Yell Advertising Bangkok	10

Source: Ogilvy crowned 2018 Thailand Creative Agency of the Year for second year running: Kris Garford Spindler heads Thai individual Creatives Ranking – Campaign Brief Asia



ทำ ก่อน ฝัน | ครีเอทีฟโฆษณา | Ogilvy & Mather (Thailand)



TruePlookpanya Channel · 4.5K views · 4 years ago



Alternate Forms of Media



Two novel media are shown here: (1) Not only do the Russians sell space for space tourists on their rockets; they also sell advertising space! (2) The Japanese beverage company Suntory promotes its products with “Monitor Man” during a football match at National Stadium. “Monitor Man” puts on an LCD display, showing ads for Pepsi and other products, and walks around the stadium. The job requires some muscle, as the equipment weighs about 15 pounds. All this effort is perhaps purposely reminiscent of the Simpson’s “Duff Man.”

International Control of Advertising: Broader Issues

Consumer Criticisms

- Europeans skeptic of advertising; view it as nonreliable
- Non-European countries view ads as entertaining and good sources of information
- Concerns about certain products and industries, use of sex appeal and decency in ads, advertisements to children



Regulation

- Self-regulation versus government regulation

Advertising guidelines

Revisiting MK 201



Positioning Statement

We are *(name of brand)*.

We produce *(type of offering)* for *(target consumer)*

This market offering provides benefits that satisfy *(consumer needs)*

Our offering uniquely attracts our target consumer

Because *(source of competitive uniqueness)*.

Our benefits differ from competitors' benefits in the following

Way(s): *(points of differentiation)*.

Positioning statement



Gatorade

We are Gatorade. We produce sports drinks for physical activity enthusiasts who consider themselves to be accomplished, but not necessarily competitive, athletes. This market offering provides benefits that satisfy our Consumer's need to quench thirst in a healthy and fun (but not frivolous) way. Our offering uniquely attracts Our target consumer because it is absorbed in the body 12 times faster than water and because it is heavily promoted Using imagery of everyday athletes working up a sweat. Our benefits differ from competitors' benefits in the following ways: fun, scientifically-backed quenching.

- ✓ **What** do you want to say to your target audience?
- ✓ **How** do you want to say to your target audience?
- ✓ **When** do you want to say to your target audience?



Key Message

The key message is a strategic way to communicate your value prop to your customer. It's one consistent message that you want to be known for. This may evolve over time with strategic goals for the year, but for first timers, it's important to emphasize your value prop in this key message to the public.



"Just do it"



"Impossible is Nothing"



"I'm lovin' it"



"Reassuringly Expensive"



"The Ultimate Driving Machine"



Audi

"Vorsprung durch Technik"

L'ORÉAL

"Because I'm worth it"

Gillette

"The Best A Man Can Get"



"Every Little Helps"

John Lewis

"Never Knowingly Undersold"



"The World's Local Bank"



"Always Coca-Cola"



"A Diamond Is Forever"



"For Successful Living"



"The Totally Tropical Taste"



"Does exactly what it says on the tin"



HAPPY MUSIC DRIVE



CAR ENTERTAINMENT SYSTEMS



**AT 18, YOUR ANGRY DAUGHTER
WON'T LOOK THIS CUTE.**

MAKE SURE YOU CHOOSE THE RIGHT CHILD PLAN.



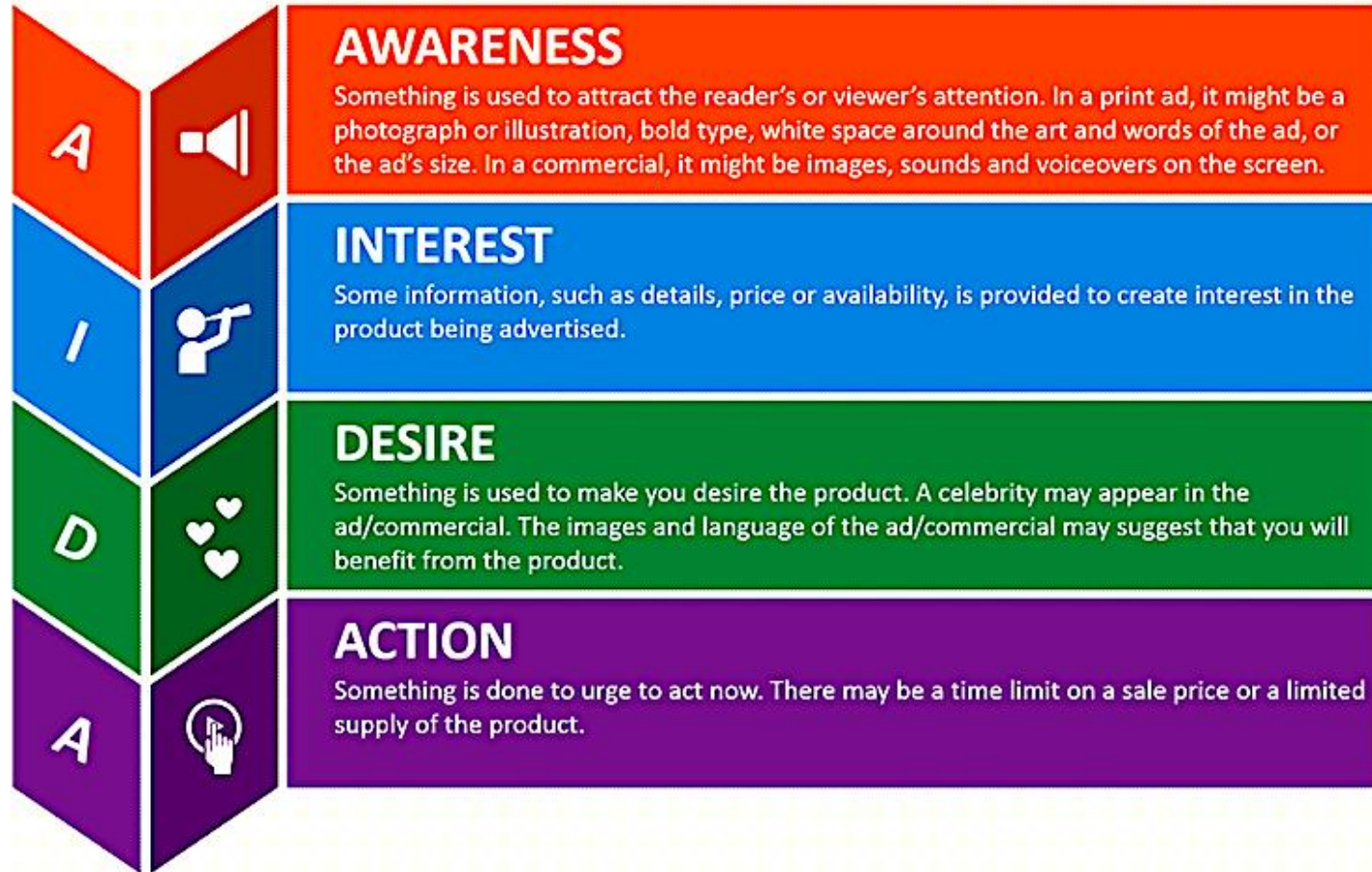
Childsurance[®]
IDBI Federal Childsurance Dreambuilder Insurance Plan



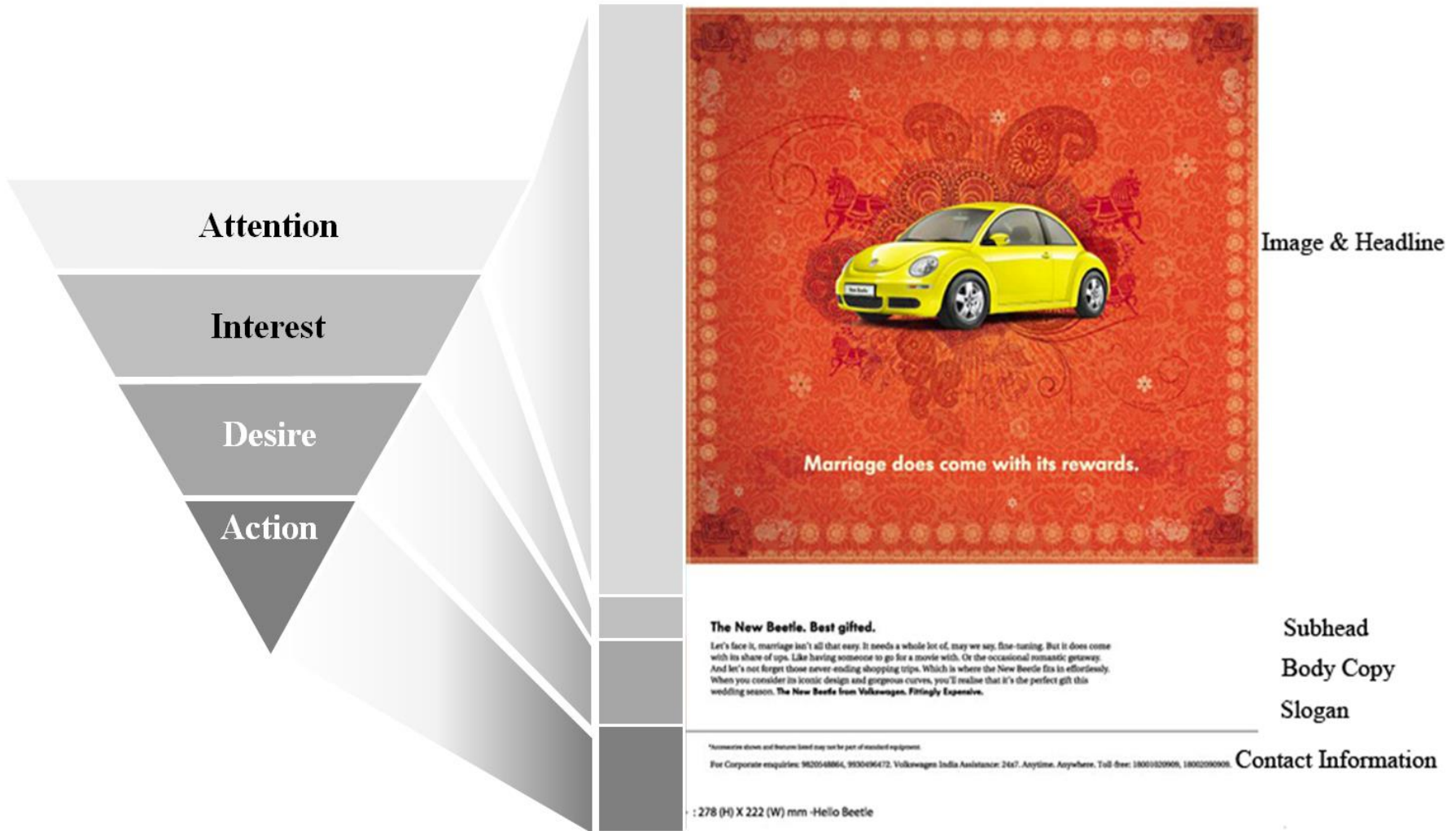
The AIDA Buyer's Journey



AIDA for Advertising



AIDA Model



PANTENE



CHIARA'S SECRET TO PANTENE HAIR

1 MINUTE RESCUE AMPOULE

It's no wonder the 1 Minute Rescue Ampoule is Chiara Ferragni's hair secret. The Top Digital Fashion Icon trusts her locks to our most concentrated Pro-V formula, which helps to deeply repair up to 6 months of damage in just 1 minute. Hair is stronger and visibly healthier. Learn More on www.pantene.us



PANTENE

STRONG IS GOING TO ANY LENGTH

NEW PANTENE SHAMPOO & CONDITIONER SYSTEM

When your hair is strong, you can go further than you ever thought. The new Pantene shampoo and conditioner system has a PRO-V Formula that micro-targets weak spots, for stronger hair.* So you can love it even longer.

STRONG IS BEAUTIFUL™

*strength against damage vs. non-conditioning shampoo ©2016 P&G

Key Message



STRONG IS BEAUTIFUL™

GET STRONGER, MORE BEAUTIFUL HAIR.
RIGHT HERE, RIGHT NOW.

[SHOP CONDITIONER](#)

PANTENE
PRO-V

IMC example



How to evaluate good advertising?

The “SMILE” APPROACH



S = simple, easy to understand

M = memorable, stick to consumer's mind,
measures by a day after recall

I = interesting, employ new story, has new
information to tell

L = linked to the brand, cannot be mistaken
to other brands/products

E = emotionally involving

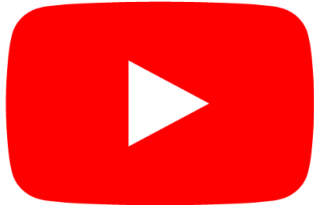
Good ADs



Nolan's Cheddar by John Nolan



streetlightuk · 3.8M views · 12 years ago

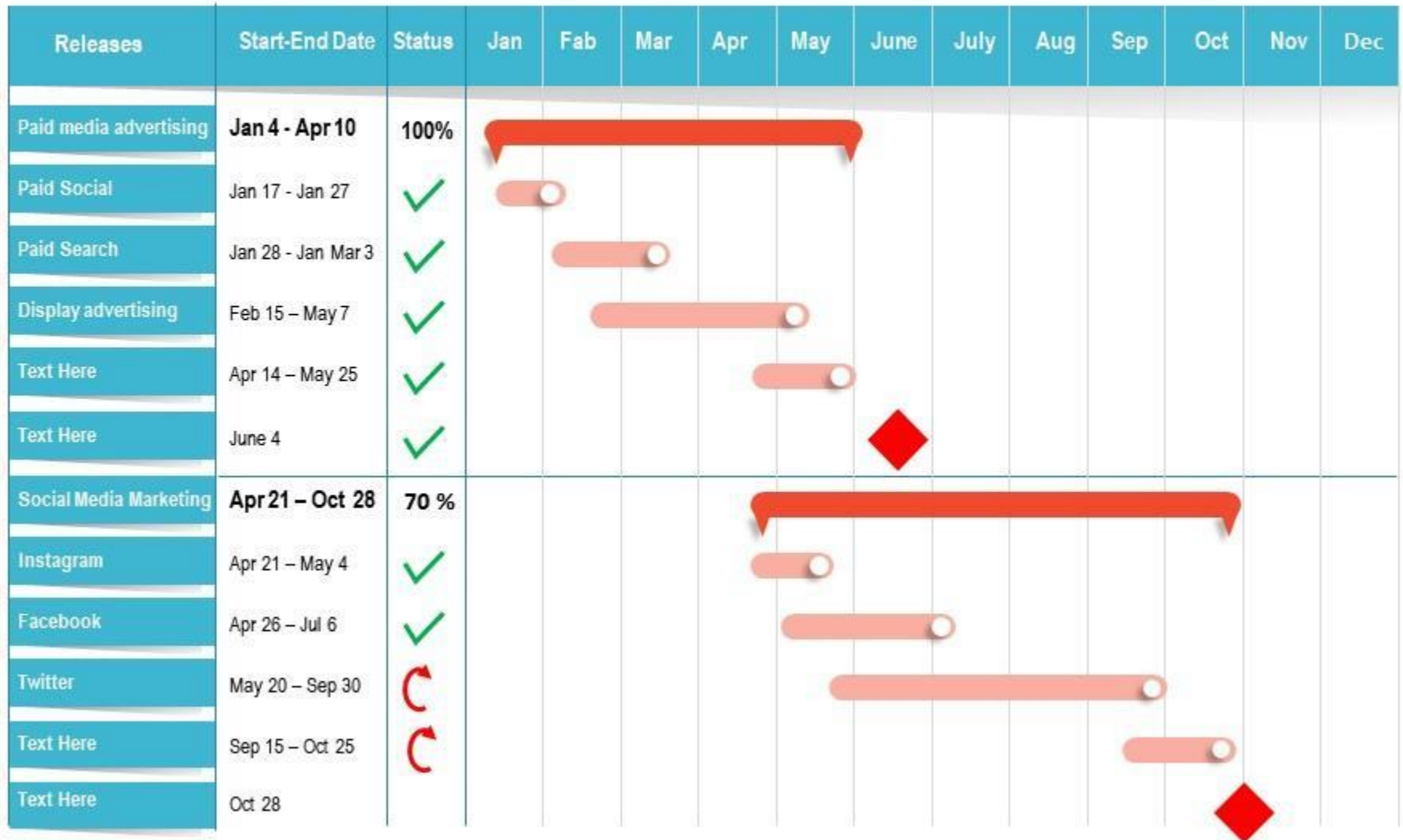


GANTT Chart

Tactics	Jan.	Feb.	Mar.	April	May.	June	July.	Aug.	Sept.	Oct.	Nov.	Dec.
Print												
Business Magazines												
Ads in Magazines that appeals to business individuals.												
Social Media												
YouTube												
Blogs												
Instagram												
Twitter												
Facebook												
Outdoor												
Billboards displaying StorkStand												
Guerilla Advertising												
Transit												
Ads on/in buses, & on the sides of bus stops												
Digital Media												
Website: StorkStand.com												

Marketing Gantt Chart including Media Advertising

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.



Media used	January	February	March	April	May	June
Posters: 2 versions	Poster 1: first 3 months			Poster 2		
Print Ads	2 Magazines					Advertorial
Event		5 Universities				
Facebook	<ul style="list-style-type: none"> •Event <ul style="list-style-type: none"> ➤ Set up booth at 5 universities (CU, MU, TU, ABAC and BU) ➤ Booth layout: Shape of the island 					
Free trip						
Trip money refund						



Appendix of Image Long Descriptions

Appendix 1 Exhibit 16.4 The International Communications Process

The Venn diagram shows two circles that overlap in the middle, one labeled Cultural Context A and the other labeled Cultural Context B.

Within Cultural Context A is an information source (a marketer with a product). Through Encoding, the market translates an advertising message into appropriate meaning.

Within Cultural Context B is the message channel, the advertising media and/or personal sales force through which the message is communicated. Through decoding, the encoded message is interpreted into meaning by the receiver or consumer. The receiver then responds to the decoded message.

Where the two cultural contexts overlap is Feedback (the evaluation of the communications process and measure of action by receiver), and Noise (competitive activities, other salespeople, confusion, and so on). Noise impacts all elements in the communication process.

Appendix 2 Exhibit 16.7 Top Social Media Users: Average Time Spent on Social Networking Sites, Fourth Quarter 2015 (hours per user)

The top five users of social media are

Philippines 3.75

Brazil 3.25

Mexico 3.2

Argentina 3.2

UAE 3

The bottom five users are

Japan .3

South Korea 1.1

Germany 1.1

Australia 1.2

France 1.3

The U.S. is near the middle with usage of 1.7.

All numbers are approximate.

The words "The End" are written in a large, white, sans-serif font. The text is centered and surrounded by a vibrant, multi-colored paint splatter effect. The splashes are in shades of red, yellow, blue, and green, creating a dynamic and energetic background for the text.

The End