

INTERNATIONAL MARKETING

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Executive summary

International marketing has become a crucial aspect for the present business organisations. Organisations have become inclined toward carrying global advertising campaigns for increasing their brand awareness and reputation in different countries of the world. Hence, the present study has been conducted to outline the extent of standardisation of advertising promoted by major organisations such as Coca-Cola and Adidas. In order to shed light on the factor two different advertisements have been chosen named “One Brand” and “I’m Here to Create”.

Marketing mix of both the companies Coca-Cola and Adidas have been provided in the study. Products of Coca-Cola include Coca-Cola Zero, Coca-Cola Light and Coca-Cola Diet. The products of Adidas are sport accessories like shoes, apparels etc. Both of them have promoted their products in London during Olympic through their marketing campaigns named “One Brand” and “I’m Here to Create”. Coca-Cola uses competitive pricing and Adidas used competitive and skimming price.

The progression of the study is followed by the evaluation of ad copy, standardisation of message appeal, message delivery medium etc. On the completion of the analysis, it has been found that, standardisation helps companies to increase their reputation and sales rate. At the end of the study, it is recommended to both of the companies to be focused on enhancing the effectiveness of their marketing strategies and marketing campaigns so that other competitors cannot imitate it easily.

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3. Introduction

International marketing aims to increase market share and brand image in the global market. It requires choosing appropriate advertising medium in order to reach to the targeted consumers successfully. Due to different types of advertising medium it has become easier to expand business in the international market. Two important advertising medium include print media or global television (Lamb *et al.* 2013, p. 96). As stated by Crane (2010, p.285), standardisation is considered as one of the most effective business strategy that has helped so many companies to leave their footprint in the international market. **Coca-Cola** and **Adidas** are such companies those have become so popular in their local national and international market. These organisations use the standardisation strategy, in which they sell all their products in same price and same quality in all the countries across the world, where they operate. Thus, these organisations have earned a superior brand image and good response from the customers.

Coca-Cola is a beverage company that is mainly popular for manufacturing and selling carbonated soft-drinks located in Atlanta, Georgia. The history of the company started in the year 1886. The company made its first marketing effort of promotion through coupons, where the sample of the beverages were distributed at free of cost. After that, they used newspaper for further promotion. In 1970, the company first began to spread its message that the brand is linked with good times, friends and fun. In 2009, the company carried out one of its marketing campaign with the message “open happiness”. This message was promoted through billboards, stores, printed advertising and TV spots that was succeeded in attracting a large number of customers. In terms of dividing customers into different segments, the company mainly focuses on the place of consumption. Most of the coca-cola consumption take place in cinema halls, restaurants and railway stations (Coca-cola.co.uk, 2016).

Adidas is multinational sport shoes, clothes and other accessories designing and manufacturing company of Germany. The company is headquartered in Herzogenaurach in Germany. It is the biggest and second biggest sportswear manufacturing company of Europe and the world respectively. The total revenue of the company listed in 2012 was € 14.88 billion. One of the key business rivals of the company is Rudolf that is also located in Herzogenaurach. The four main brands of the company are Adidas, Reebok, Rockport and taylor. All these brands target mainly young adults and children, who are passionate toward sport and fitness. It mainly focuses on the

segment of the customer belong to the age group of 15 to 30 years sleet form luxury and upper middle class (Adidas-group.com, 2016).

Advertising campaigns of Coca-Cola and Adidas those have been focused in this study are “One Brand” and “I’m Here to Create”.

4. Advertisement 1: Coca-Cola

4.1 Standardisation degree of copy

International marketing is a vast concept that needs appropriate communication between customers and marketers (Chimngamsert *et al.* 2014, p.39).

Coca-Cola sells all their products in different countries in a same price as they sell from their parent organisation. In 19th January 2016 the company carried out an international marketing campaign in Paris, where the Chief Marketing Officer disclosed their international marketing strategy that is “*One Brand*”. Here the company united all Coca-Cola drinks like Coca-Cola, Coca-Cola Zero, Diet Coca-Cola, Coca-Cola Life and Coca-Cola Light, under the iconic brand of Coca-Cola. The company wants to keep their value of the products and brand same in all countries like China, India and all around the globe. In these countries, the company convey the same marketing message using their local language in order to make it understandable for the customers with different ethnic background. Standardisation and localisation are the two important strategies used by Coca-Cola that have helped them to increase their market share by attracting a large number of customers (Powell and Gard, 2015, p.854).

As pointed out by Felice and Petrillo (2016, p. 124), in order to carry out effective advertising or promotional activity it is important to hire a suitable advertising agency. Advertising agency is the organisation that comes to know about the products and services, the company wants to promote. Different types of copies are used by companies while advertising products including plain copy, storytelling copy, conversational copy, John Lennon copy, superlative copy and so on. Coca-Cola used storytelling copy for this advertising campaign. This helps the organisation to present the copy if any legal issue arises. Hence, Coca-Cola has also maintained this. They use different advertising medium for reaching maximum number of customers from all over the world. Thus, it has earned the tag of number one beverage brand of the world.

Javalgi and Steven White (2002, p.563) pointed out that there are many companies including Pepsi that tried to copy Coca-Cola. Coca-Cola is the first company that made cola drink. Therefore, many consumers think that Pepsi has just copied coke.

4.2 Standardisation degree regarding visualisation

In the words of Lamont and Mazze (2010, p.105), marketing is a wide concept that consists of so many things those must be considered by marketers for being successful in the market. International marketing requires more resource and sincerity as compared to the national marketing. Companies have to deal with different types of customers while operating internationally. In order to make their products and services accepted by the international customers, companies have to adapt the standardisation policy for increasing their brand image among customers. Among different types of promoting strategies, e-tailing is considered as the most important promotional strategy that is used by all multinational companies that carry out international marketing.

In terms of visualisation, the company carry out their advertisement with different types of celebrities in different companies. For example, in India, they use film stars and cricketers for promoting their brand whereas, in African countries they use footballers for promoting their products (Karnani, 2013, p.121).

The iconic glass bottles and red disc increases the visibility of the company effectively. “Have a drink with..” campaign of Coca-Cola obtained huge success by being loved by a significant number of customers around the world. The basis of this campaign was to share a song with friend and exploiting the lyric of the song on the products of Coca-Cola. Thus, the company created its visualisation for various marketing opportunities such as A-Frame, POS, Shop Windows Stickers etc (Wang, 2015, p.22).

4.3 Standardisation degree regarding message appeal

Each company uses a core message related to their brand with specific meaning for making a better connection with their customers. This message aims to create a positive image about the company in customers’ mind. Therefore, in order to create image in consumers’ mind Coca-Cola uses same marketing message in different countries using specific regional language. Marketing through global television has earned immense success than that of print media, especially for business organisations (Collier, 2014, p.75).

Therefore, keeping it in mind, Coca-Cola focuses on delivering a marketing message to all of their customers regardless their region. As the sales rate of carbonated drinks has been reduced highly in recent time, hence, Coca-Cola has introduced a new marketing message “Taste the Feeling” over the existing message “Open Happiness”. The aim of the message is to increasing its sales rate as before was by providing new experience to the customers with their all time

favourite Coca-Cola brand. While developing message, the company also used the standardisation policy so that they can develop a simple but unique message for appealing their customers. This message has rolled out in different times in all global markets in the present year. Both of these messages were focused on emotional appeal. This has come to life through different advertising methods like over 100 campaign images, 10 television commercials, new audio signature, music anthem visual identity system, and customizable and shareable interactive digital experience. For writing and producing the song named “Taste the Feeling”, the company has signed many deals with music dealers. The song was voiced by Conrad Sewell. This audio signature is used throughout the “**one brand**” campaign. The company focused on functional and emotional message appeal to the consumers.

Coca-Cola made a partnership with Avicii in 2014 and hence, the company tapped to make a remix of “Taste the Feeling” . The new version will be used for the campaign of Rio 2016 olympic Games and UEFA EURO 2016 (Çal and Adams, 2014, p.475).

4.4 Standardisation degree regarding media vehicle

Media vehicle refers to the medium of promoting products and services of a company. Advertising is considered as the most important method of making people aware of a newly launched product or service by a company. Advertising is the way of increasing communication with existing and potential customers (Wilson *et al.* 2016, p.351).

Therefore, Bradley (2011, p.96) commented that, organisations use different mode of advertisement like global television, print media, internet etc. Among these media of advertisements, internet has become the most effective and widely used channel of promoting products and services. This is because, at present time, most of the people, especially the young generation spend a significant amount of their time in surfing internet. Hence, it becomes easier for companies to promote their products through internet bys creating blogs, websites and through different social networking sites like Facebook, Instagram, Pinterest, Twitter etc. Hence, Coca-Cola uses these advertising methods, including TV, newspaper, Facebook, Pinterest, Google+ and Twitter (Pendergrast, 2013, p.85).

The company has attracted 63 million customers in their **Facebook** page. It provided the company with a privilege that it can leave their page unattended for long time. This has helped the company to increase its awareness of their marketing campaigns. Moreover, it has some facebook apps like “When will happiness strike” (Schmidt *et al.* 2016, p.501).

In terms of using **Twitter** as a media vehicle, Coca-Cola has separate feeds for its local markets. This has also committed different pages for their different sub-brands such as Coke Zero, Diet Coke etc. It has more than 700'000 followers, who have tweeted over 75,000 times. The **Pinterest** account of Coca-Cola is also very interesting as it includes only one board that links with particular advertising campaigns of Coca-Cola. For example, "Olympic Games Moments" is a brand-related board, which contains lots of images that depict sponsorship event of Coca-Cola (Smarandescu and Shimp, 2015, p.715).

In the year 2012, Coca-Cola used a properly maintained Google+ page and they updated it regularly. However, at the end of the olympic, they did not updated the page for several months. The Google+ page of Coca-Cola attracted 800,000 followers. However, this is low as compared to their Facebook page (Wang, 2015, p.22).

4.5 Standardisation of adaptation

The different advertising campaigns of Coca-Cola have been adapted and preferred highly by the people of different countries. Coca-Cola spread the message that drinking Coca-Cola can make every moment special. Hence, the campaign carried out in **Paris** was highly successful. In this campaign, the company extended the global equity by uniting all Coca-Cola family under the brand. They inspired people to share their experience with Coca-Cola and the little moment they enjoyed with it. Consumers were allowed to choose the Coca-Cola that matches their taste, diet and lifestyle (Eagle, 2015, p.78).

In **Singapore**, the Coca-Cola Happiness Machine was greatly adapted by lots of people. The machine dish out various treats like pizza, drink, sandwiches and flowers. Some were given away the free samples whereas, some required to do a particular action for earning the reward. For example, people were required to give a hug for having a free drink (Collier, 2014, p.79).

In the year 2012 in **London**, guiding principle of Coca-Cola "liquid and linked" for olympic Coke targeted the teenagers using the advantage of the social values of olympic games that bring the whole world together. Thus, the company acquired huge population and Coke was the second most interesting topic among viewers to talk during games. It earned 546,000 impression on Beat TV and YouTube, 39 million impression on facebook and 21,000 Twitter followers (Wilson *et al.* 2016, p.353) .

4.6 Discussion and justification of advertisement 1

As per the viewpoint of Viswanathan and Dickson (2007, p.46), standardisation has become one of the most effective marketing strategies that can provide considerable profit to the business organisation. Standardisation provides immense advantages to business while they operate internationally. The manufactured products can be rationalised using this policy, which can increase positive brand image and reputation of the company among customers. It also helps to reduce the risk of wasting products as it is exported to different countries with same quality.

“Taste the feeling” advertising campaign of Coca-Cola increased equity in all over the world, where people shared their good times and experience with their friends while enjoying Coke. In the eve of olympic games, the Happiness Machine increased its popularity to the highest level among the viewers of olympic games, who have come from different parts of the world. Moreover, for making their advertising campaign successful, Coca-Cola distributed free sample of their products that helped them to increase their fan following in different social networking sites (Çal and Adams, 2014, p.478).

5. Advertisement 2- Adidas

5.1 Standardisation degree regarding copy

Adidas applies standardisation policy on all their factories for maintaining quality of products and safety. They use these policies in their supplier factories and sites for covering health and safety of their employees. Adidas focuses on the strategies that are concerned with major international sport markets, women's market. Turner (2015, p.127) pointed out three distinct strategies of Adidas include their product division, pricing strategies and distribution. It makes them distinct from all other companies and their competitors like Nike, Puma etc. However, it is not difficult for other organisations to imitate or copy the styles and designs of sport accessories of Adidas. For making their products and strategies inimitable, Adidas makes partnership with national federation, individual players, clubs and football associations. Apart from football, the company is also inclined to increase their visibility in Basketball. The major markets of the company for basketball are in China, Europe and North America. Moreover, the company maintains an effective value chain that is also hard to copy, which is used for moving their un assembled products and raw materials in the company. Their outbound logistic chain is very fast, efficient and timely. It helps them to fulfil the needs of the customers very quickly. The company carried out a campaign named “**I'm Here to Create**” that is a storytelling copy, where sport

celebrities are encouraged to share their stories of their experience with everyone for inspiring them in their lives.

5.2 Standardisation degree regarding visualisation

Adidas carries out various marketing campaigns in different countries for increasing their visibility and brand image across the world. One of such campaigns include **“I’m Here to Create”**, which mainly focuses on female athletes. It urged female athletes to select their own way. This global campaign was a part of Sport16 plan and followed **“Create Your Own”**. This campaign was aired internationally in 50 countries during popular events like Oscars, Grammys etc. All the spot denotes a distinct female sport icon such as tennis star Caroline Wozniacki, Karlie Kloss, a supermodel etc. They have share their experience and creative moments while involving in different activities like boxing surfing, mothering and mediating when hanged in the traffic on a median. They use their advertising campaigns by dubbing them in different languages for different countries. Thus, they apply the standardisation policy by incorporating technologies in the sport shoes, that helps runners to run faster wearing the shoes. The company increased their visualisation by celebrating the victory of those athletes, who has reshaped the conventional views of sports by creativity. For increasing their visualisation and making it distinct, Adidas engaged an incredible squad of women athletes with a different storyline groups those are related to all other athletes (Rudolph, 2016, p.96).

5.3 Standardisation degree regarding message appeal

Through the campaign of **“I’m Here to Create”**, Adidas disbursed a message for all women athletes that they should select their own way to walk on and reach their destinations. The marketing message of this campaign mainly target the women athletes. The aim of the campaign message provided by Adidas to acquire a position of the most inspirational athletic footwear and sport apparel brand. In order to translate this aim into a meaningful and unique message they used the TBWA and 180 advertising agencies, those can help them to share their message successfully (Seitz, 2015, p.50).

Mohammadian and Karimpour (2014, p.69) stated that the company, which use rational marketing have struggled enough to attract a large number of customers. Hence, Adidas is focused on carrying out emotional marketing by providing more attention to the underlying value of the products those can fulfil the demand of the users adequately. The company focuses on the differentiation and emotion of the brand. However, Goodnow and Fayerweather (2011,

p.111) stated that, it is also very critical to identify the benefits of emotive message appeal as the company has to talk about both the brand emotion and the benefits of the products. Therefore, Adidas is concerned with calling out their product benefits and maintaining the emotion.

5.4 Standardisation degree regarding media vehicle

In the words of Sheth (2011, p.166), using standardisation in advertising medium is important for promoting products and services effectively and attracting a lots of customers. With the decreasing value of conventional promotional strategies, importance of social media marketing has been increased significantly in recent years. Therefore, almost all business organisations those want to increase their customer base in the international market are investing in this contemporary marketing mode. Similarly, Adidas has also acquired a strong customer base through their activities in social media marketing. 13 millions fans of Adidas follow them in Facebook. Apart from that, the company has 138k fans on Twitter.

Adidas has is focused on finding the sites, where their customers spend most of their times for hang out. After identifying those sites, the company became engaged with their customers on those sites by opening their own blogs and mantang them properly. In these sites, the company provides suitable access to their customers so that they do not have to go anywhere else for purchasing their desired products. The social media strategies used by Adidas have provide them significant success. The credit goes to the head of the digital strategy of the company Lia Vakoutis. Adidas maintained a strong presence on social media in order to promote their products successfully. They have done this by developing a clear objective, identifying their key customers and creating an appealing story that can help them to connect with their customers emotionally. The latest shoes of Adidas helps to live chats with their athlete partners. They are aimed at making the fans' experience such a brand that would not be found anywhere else (Krüger *et al.* 2012, p.161).

5.5 Standardisation of adaptation

The advertisement campaigns carried out by Adidas in different countries have gained high level of preferences from its customers. In 2012, Adidas was focused on olympic and the company was the only winner among the sponsors. Thus, in **Britain**, the company earned huge acceptance and popularity.

In **London** the Adidas logo became a part of the iconography in 2012. It paid £100 for privilege and hence, acquired the attraction of the viewers during olympic. The company has obtained it

by carrying out the most hard-working and broadest marketing event. The company did not limit their marketing activities to the celebrities of the show, but it also invited the local people of London for participating in the online documentaries and encouraged them to share their unique stories. Furthermore, the company installed multi-sport outdoor spots across UK, known as “adizones” for stimulating people to be a part of the sport. Thus, advertising campaign of Adidas named “**I’m Here to Create**” was carried out by using the standardisation policy effectively (Rudolph, 2016, p.78).

5.6 Discussion and justification of advertisement 1

The “**I’m Here to Create**” carried out by Adidas was effective in increasing their brand awareness and brand image among the people around the world through the athlete stars. According to Turner (2015, p.128), standardisation is such a policy that helps company not just to increase their sales but also can increase their visibility and appearance among customers. Hence, the standardised strategy used by them in terms of copy, delivering message and using advertising mediums. Beside celebrities, the company also encouraged general people to share their distinct experience. Involving general people in the campaign has provided them immense benefits by increasing their visibility. Moreover, the celebrities used in the campaign inspired their fans to be connected. While delivering message of the campaign, Adidas maintained both the rational and emotive appealing. Thus, they have gained high popularity and significant profit.

6. Overall discussion

International marketing is highly depended on the effectiveness of the communication carried by multinational companies while promoting their products and services. **Shannon’s model of communication** developed in 1948 helped to enhance the communication process greatly. This model includes four steps of communication including **source, encode, decode** and **receiver**.

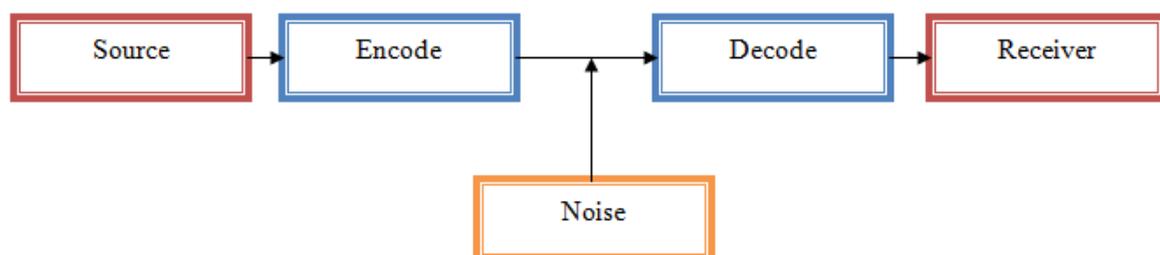


Figure 1: Shannon’s model of communication

(Source: Smith and Zook, 2011, p.102)

In this model, the source refers to an individual, who delivers a message via transmitter. The transmitter can be any equipment like computer, mobiles or any other devices. Depending on the device through which the message is sent the signal can differ. In the model there is a box called noise, which is considered as the signal that can interfere with the message is to be delivered. It is also related to the communication method. Receiver refers to the instrument or the person, who receives the message (Smith and Zook, 2011, p.103). Hence, using the steps of the model, the communication techniques used by Coca-Cola and Adidas can be understood properly. For example, Coca-Cola and Adidas are the sender or source of their marketing message. The medium they use for communicating their message to their customers are computers, phones etc. Customers receive the message via Facebook, Twitter and other social networking sites, TV, newspaper etc.

The first element of **marketing mix** is **product**. Coca-Cola has the largest portfolio in the beverages industry that contains more than 3300 products. During the “one brand” campaign Coca-Cola mainly focused on four products those were Coca-Cola, Diet Coke, Coca-Cola Life, Coca-Cola Zero and ring them under one brand of Coca-Cola. Thus, the company increased its brand presence in more than 200 countries across the world. They had allocated the **price** of the products based on their geographic location and market segment. They developed their pricing strategy considering the pricing strategy of its key competitors like Pepsi. In terms of **place**, the “one brand” campaign mainly targeted the views of the olympic and the teenagers. It earned immense attraction of the customers during the games. For **promoting** their campaign they used TV channels and social networking sites, where the features of each coca-cola were highlighted adequately so that all people can identify their benefits. Thus, the company succeeded in increasing their sales and market share significantly (Çal and Adams, 2014, p.125).

Adidas comprises four main subsidiaries and their products are sport footwear, outdoor footwears, sport accessories, apparels, golfing clothes and equipments. During the global ad campaign “I’m Here to Create”, the company focused on female athletes and the fans of the athletes stars. In terms of pricing, the company uses skimming prices and competitive pricing considering the pricing strategy of its competitors like Nike, Puma etc. The company was focused on promoting their products in London during the event of olympic. Here, it gained the attraction of all the viewers and it was the most talked brand. The products were available in the multi brand showrooms of the company. For promoting their marketing campaign it uses TV as communication channels and updated information in their official Facebook page. Thus, they earned huge preferences from people for involving athlete celebrities in their ad campaign like tennis stars Ana Ivanovic, Caroline Wozniacki; entrepreneur plus supermodel Karlie Kloss; DJ

Hannah Bronfman; Morgan Brian, a soccer prodigy; street athlete Robin Arzon; WNBA All-Star Candace Parker and Nicole Winhoffer, who is a fitness artist (Krüger *et al.* 2012, p.161).

7. Recommendations

From the above discussion, it can be said that both the company should increase their focus on making their future marketing campaigns stronger and more effective as competition is continuous to increase. There is very small barriers in terms of entering in the market, therefore, newcomers can come up with new ideas, those can give tough competition to them. Hence, Coca-Cola and Adidas both need to increase their focus on innovation and creativity that can help them to sustain their competitiveness in future. Moreover, both the company should increase their investment in R&D so that they can incorporate such features in their products and marketing management, those can become inimitable by their competitors and other companies.

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