GLOBALIZATION IN ADVERTISING AND PROMOTION – ANALYSIS OF PRACTICAL EXAMPLES OF GLOBAL CAMPAIGNS

2010 Mária Lehňová
GLOBALIZATION IN ADVERTISING AND PROMOTION – ANALYSIS OF PRACTICAL EXAMPLES OF GLOBAL CAMPAIGNS

Bachelor Thesis

Study program: Business Administration
Workplace: College of Management, Bratislava
Thesis advisor: Doc. Dr. Ivan Žáry, PhD.

Bratislava 2010

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Globalization in Advertising and Promotion – Analysis of Practical Examples of Global Campaigns

1. Globalization and advertising and promotion
2. Analysis of practical examples of global marketing communications campaigns
3. Recommendations for management of global marketing communications campaigns

prof. MUDr. Branislav Lichardus, DrSc., Dr.h.c.
rector
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Acknowledgement

I would like to express thanks to my advisor Doc. Dr. Ivan Žáry, PhD., for his useful comments and advices as well as for his professional approach regarding my Bachelor Thesis.

Bratislava 2010

Mária Lehňová
CHAPTER 1

INTRODUCTION AND PROBLEM STATEMENT

A process of globalization is considerably affecting all aspects of today’s life. It has significantly influenced most areas of the business world, including the marketing practices. Thanks to the globalization, advertising has become a powerful instrument that helps companies to succeed on the global market, but also to fail if not utilized properly. In order to effectively and sufficiently employ this most important marketing tool, it is necessary to understand successive evolution of the advertising and promotion. International companies have started to launch global campaigns which provide them with immense advantages and opportunities. However, there are also some problems that companies may face on the global market. Being aware of all pros and cons is the best start for the global company when considering production of global campaign. Plenty of today’s companies incline to global marketing strategy and adjust their activities according to the trends and features that have been brought into the advertising and promotion under globalization process.

Properly chosen, used and adjusted global advertising and promotion present a big challenge for companies operating on global market. Therefore, I have decided to research under which conditions the company should employ global marketing strategies and what helps a company to produce successful global campaign. I will look at the concrete examples of successful global campaigns made by well-known companies and analyze what advertising techniques and promotional activities are used in order to catch the attention of customers around the world and stay with them in closer touch. Thanks to this, I will be able to state what types of advertising and promotion are utilized by the most successful companies on the global market and how marketing is changing with the evolution of globalization.
CHAPTER 2
REVIEW OF LITERATURE

For conduction of my thesis, I have made different kind of research. I was looking for the information on the Internet, as well as in the School library, where all the books I am using for my thesis come from. The books I used provided me mostly with the theoretical information. In addition, I was also using the Internet for finding appropriate and useful articles that brought me closer to the advertising industry in the world. This study allowed me to investigate the problem of globalization in the advertising in the deeper and more up-today way.

In order to understand the concept of globalization in advertising and promotion, a clarification of the field of study connected to this problem is required. Following paragraphs explain the most essential terms connected to this topic.

2.1. Globalization

A word globalization is frequently heard term in today’s society. According to the Business Dictionary, this expression stands for the global unification and interconnection of all economic, financial, social and communicational aspects existing in all countries around the world (2008). Many people claim that due to globalization our miscellaneous world with different types of people is shrinking in one homogenous global village. However, the spread of the global companies, their products and services on the global market contributes to diminishing of cultural differences among the people and unification of their needs. Increased homogeneity of tastes, values, life styles, thoughts, and beliefs of people around the world proves this fact. Nevertheless, an extended amount of the products even enlarges the consumerism of people. Without a doubt, we are witnesses of the globalization as we all are surrounded by the global products that have become part of our daily life. People in different countries around the world use, eat, like, prefer, value and utilize very similar, if not the completely same commodities.

However, it is hard to say when the globalization has started. Some people claim that the globalization was here always; it is just developing and evolving with every enhancement of human life. Now, it is just more visible than ever before, due to a boost of the technology, especially of the Internet. However, predicting of the further evolution of this phenomenon is impossible because globalization is an event that is simply happening.
For sure, it is doubtless that it is driven by the improvement of technology, communication and transportation as well. The process of globalization leads to increase in a mobility of world population, in movement of capital, hyper competition and the overall dealing with the ecological problem (Euroekonom, n.d.).

In the business sphere, globalization provides great opportunities for business development. The entrepreneurs and companies around the world are trying to take advantage of global market and spread their activities throughout the world. Therefore, they compete with other foreign firms on the global market, where the competition is extremely high. “Foreign firms are expanding aggressively into new international markets, and home markets are no longer as rich in opportunity” (Kotler, P. & Armstrong, 2008, p. 543).

There needs to be said, that it is not valuable for all companies to be “globalized” and perform the business globally. Small companies or entrepreneurs are likely to do their business in one city or country as their strategy is to be profitable within their home country or region. On the other hand, big companies with risky strategies prefer to grab an opportunity, invest their capital and become global firm.

2.1.1 Global firm

Global firm is undertaking its activities on the global stage and perceives the world as one market. It is performing its operations “in more than one country, gains marketing, production, research and development, and financial advantages that are not available to purely domestic competitors” (Kotler & Armstrong, 2003, p. 559).

2.1.2 Global product

Increasing number of global products, which are products that are distributed and produced around the world without any substantial adaptation, are indicating uniformity of wants and needs of today customer. Global product is considered to be the one which is easily recognized around the world under the same brand name. “A global product has the advantage of economies of scale in terms of production, recognition, and packaging“ (Finance Dictionary, 2009).
2.2 Marketing

Marketing is everywhere around us. It is present in the magazines and newspapers we read while having breakfast, on the radio as we are driving to work, in our mail box when we are checking e-mails, in every mall full of products that we buy daily, on TV when we want to relax at night, on almost every web site we click on. There is no wonder, as a matter of a fact, that marketing is an important and inevitable part of every company striving for profit. Marketing is considered to be “a process of building lasting relationships through planning, executing and controlling the conception, pricing, promotion and distribution of ideas, goods and services to create mutual exchange that satisfy individual and organizational needs and objectives” (Carter, 1997, p. 168).

2.2.1 Global Marketing

Companies that are using global marketing are those that are running common marketing plan in all countries where they perform their business. Basically, they are selling the product and grabbing the attention of people the same way all around the world (Advertising Glossary, 2006).

However, marketers must think carefully which name of the brand and product to choose in order to avoid offensive reactions of people in different countries with various cultures and languages. Even though the brand or product is basically unchanged, a way the marketing is done should be adjusted to local market conditions but it is not true for every company. Therefore, global companies are either adopting marketing communication according to the country or follow standardized marketing communication everywhere.

2.2.2 Marketing Mix

Marketing Mix is “set of marketing tools that work together to satisfy customer needs and build customer relationships” (Kotler & Armstrong, 2008, p.5). It consists of everything that firms undergo in order to increase the demand for its products or services. The marketing Mix is also known as “four Ps” due to four controllable components it includes:

✓ **Product Marketing**- presents the combination of product and service offered on the market such as quality, design, features, variety, etc.
Globalization in Advertising and Promotion

✓ **Pricing** - the amount of money that customer has to sacrifice in order to buy a product or service, including discounts, allowance, credit terms, etc.

✓ **Promotion** - activities that communicate the attributes of the product and influence customer in his or her purchase

✓ **Distribution** - the means through which company distributes its products or services, as channels, transportation, locations, inventory, etc.

(Kotler & Armstrong, 2008, p.52)

These components are accommodated to the needs of the company in order to achieve customer’s satisfaction and create its profit at the same time.

### 2.2.3 Promotion

People are surrounded by different types of offers that are given from retailers. In order to grab attention of society and increase sales, the companies are promoting their products or services by using various marketing promotional tools. Promotion, as a part of marketing mix, is defined as a dissemination of information about the product or service among the public in order to grip attention to the product and service and influence people toward buying it. This information adds the special values to the product which should then attracts and enhances a person to buy that product or service. By using promotion, the company builds relationship with customers and communicates customer values (Kotler & Armstrong, 2008, p.398). Promotional tools include:

**Advertising** - is any nonpersonal communication and promotion of ideas, goods, or services by concrete person or company who pays for it (Kotler & Armstrong, 2008, p.426).

**Personal Selling** - presents a meeting of company’s sales force with the customers in order to enhance selling and build good relationship with them (Kotler & Armstrong, 2008, p.452).

**Sales Promotion** - is a short-term inducement to enhance product (or service) purchase or sale (Kotler & Armstrong, 2008, p.468).

**Public relations** - includes "building of good relations with the company’s various publics by obtaining favorable publicity, building a good corporate image, and handling or heading off unfavorable rumors, stories, and events” (Kotler & Armstrong, 2008, p.414).
Globalization in Advertising and Promotion 11

There are two promotion strategies. It depends solely on a company which strategy it chooses:

**Push Strategy**

By using of this strategy, the producers are trying to “push” the products toward people by using different marketing means. Channel members who are employed by producers are moving the products toward customers through personal selling and sales promotion (Kotler & Armstrong, 2008, p.415).

**Pull Strategy**

In the case of pull strategy, the producer initiates its marketing activities, mostly advertising and consumer promotion, in order to attract the people and influence their decision about a purchase (Kotler & Armstrong, 2008, p.415).

**Analyzing of Pull and Push Promotional Strategies**

Some companies are using exclusively only one strategy. On the other hand, plenty of big companies are using mixture of both, pull and push strategy. However, recently the companies have shifted from pull oriented strategies to more push oriented strategies.

Business-to-business marketers are using pull factor more. They spend thousands of dollars on advertising, then on sales promotion followed by personal selling and finally on the public relations (Kotler & Armstrong, 2008, p.415).

On the other hand, business-to-customer marketers are utilizing the push strategy more. They put most of their money into personal selling, then sales promotion, advertising and lastly public relations. Personal selling is mostly used when the product is expensive and risky and also in the case that there are a few but large companies in the market (Kotler & Armstrong, 2008, p.415).

The stage of the product life cycle is also important in the time when the company is deciding which promotional strategy to apply. Advertising and public relations suit the best in the time when the product is just introduced. However, sales promotion is also very effective at the beginning of selling a product. “Personal selling must be used to get the trade to carry the product” (Kotler & Armstrong, 2008, p.416). Sales promotion can be eliminated right after the people got familiar with it. However, the advertising and public relations are still important. As the product becomes mature and even in the times it is
obsolete, the sales promotion is still crucial. Advertising enhances the visibility of the product on the market during all stages of product life (Kotler & Armstrong, 2008, p.416).

2.3 Advertising

Simply said, advertising is a specific action which is done to promote a product or service. It is a form of non-personal communication about a product or service paid by the company in order to gain an attention of current or potential customers. This communication is made in creative and persuasive way in order to appeal to the broad audience rather than to small amount of people (Boviée, C.L. & Arens, 1992, p. 87). This type of communication is considered as a non personal because an advertisement is transmitted through different types of mass media such as newspapers, magazines, radio, TV, or the Internet. Thanks to these channels, a single message implied in the advertising can reach a large group of people, usually at the same time. However, this communication is without a feedback as people listening to, watching or hearing this message are not able to respond to it immediately (except of direct-response advertising). Due to this important fact, it is crucial for advertiser to carefully think about a way how to approach people in order to gain positive respond to an advertisement (Belch, G. E., & Belch, M. A, 2004, p. 16).

Advertising is very important promotional tool for companies which are focusing on mass consumer markets. It has a great advantage of pervasiveness and it can be very cost-effective method for communication with the large amounts of people (Belch, G. E., & Belch, M. A, 2004, p. 17). “Advertising can be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services that are difficult to differentiate on functional attributes” (Belch, G. E., & Belch, M. A, 2004, p. 17). However, in order to achieve desirable results, companies need to select an appropriate advertising strategy.

2.3.1. Advertising Strategy

Advertising strategy is a strategy that company follows in order to reach its advertising objectives. It includes a selection of the media that will be used in the process and preparing of the message that will be sent to the audience (Kotler & Armstrong, 2008, p.428).
2.3.2 Advertising Objective

Advertising objective is particular communication task which is performed during given period of time for the purpose of reaching the attention of concrete people. Advertising objectives are sorted based on their primary purpose, whether they should provide people with some information or persuade them about something, or just recall them something (Kotler, P. & Armstrong, 2008, p.426). According to the main goal or objective, the advertisement is traditionally divided into following categories:

- **Informative Advertising** - this type of advertising informs the public about new product, service, organization, person or idea. The purpose of this advertising is to arouse people’s interest in a given product or service (Kotler & Armstrong, 2008, p. 427).

- **Persuasive Advertising** - is especially used in the time when a competition is pretty high on the market. Therefore, it is inevitable to persuade a customer and influence him in buying a product or service of that particular company. In some cases, this form of advertising is becoming comparative advertising that directly compares a product of one company with a product of the competing company (Kotler & Armstrong, 2008, p.427).

- **Reminder Advertising** - a purpose of this advertising is to stay in touch with a customer. This advertising reminds customer of a product, service, or a company itself in a case that he or she will need it in the future. Another purpose of this type of advertisement is to evoke a good feeling and a satisfaction from right decision of a customer who already purchased a product or service of a company (Kotler & Armstrong, 2008, p. 428).

2.3.3. Evolution of Advertising through Arrival of Media

People are surrounded by different forms of advertising every single day. The advertising is permanently evolving and today it presents significant marketing tool which is part of our daily life for many years already. People are facing plenty of diverse and catching advertisements simply everywhere. The evolution of the advertising is hand in hand influenced by successive enhancement in technology. Improvement of the technology
has enabled incessant progression in advertising as well as its tremendous dissemination around the world. As Tolany Roshan rightly pointed out, “to appreciate the advertising of today and visualize the advertising of tomorrow, we need to understand the origin and evolution of advertising” (n.d.)

At the beginning, advertising was very simple and straightforward. It was just a sign painted on some wall in a village or city. “The first advertisement printed in English was a handbill printed in 1472. It was primarily an announcement of a prayer book for sale” (Roshan, n.d.). The rudiment of outdoor advertising is associated with town criers who paid by merchant for praising his products were standing in the streets trying to get attention of the people passing by. Later on, in 1940, the invention of printing press by Gutenberg enabled people to produce posters and spread them among people (Roshan, n.d).

In 19th century, the company called Peras Soap launched one of the first and most successful advertising campaigns. “In the late 19th century, Thomas Barratt, whom many consider the father of modern advertising, launched a series of ads featuring children, animals, flowers, and beautiful women to promote the company’s products” (Roshan, n.d).

In Boston, in year 1841, the guy named Volnye Palmer started up the very first advertising company. The job of that company was primarily to sell advertising space in newspaper (Roshan, n.d.). “By 1861 there were 20 advertising agencies in New York City alone. Among them was J. Walter Thompson, today the oldest American advertising agency in continuous existence” (Sample, 2007). The real advertising agency which was employing advertisers who created advertisement was established in 1869 (Roshan, n.d).

Advertising became very important tool during the World War I. because it presented a great medium for propaganda within the country. In that time, the authorities of the states utilized the advertising as a form for attracting people to join a military (Roshan, n.d.).

In the middle of 1920s, the advertisement could be also heard, not only seen for the first time due to new medium- a radio. “Soap operas, music, and serial adventures populated the new medium, and as radios appeared in virtually every home in America, sales of products advertised on the air soared“ (Sample, 2007). In that time, advertisers have started to make grabby and contagious jingles, which are so popular up to now (Sample, 2007).
A great change in a sphere of advertising came with invention of a television in 1920s. This new form of commercial presented sensation for people as for the first time the advertisement had motion, sound and sight (Sample, 2007). This immense innovation had brought enormous changes to the advertising industry which rapidly grew. “Advertising agencies not only had to learn how to produce these mini movies in units of 30 and 60 seconds, they had to learn to effectively segment the audience and deliver the right commercial message to the right group of consumers“ (Sample, 2007).

In 1960s, the advertising changed into more scientific industry. In that time, an emphasis was given on creation of more intelligent and astute advertising with effort to create a message and talk to customers. The purpose of the advertising has been shifted from a product itself to the promotion of a brand and creation of its image. Because advertisers strived to be as imaginative as possible this period is considered as the period of creating the most creative advertisements (Roshan, n.d.).

Cable television even more enhanced effectiveness and utilization of TV advertising. The number of channels was increased and the variation of programs for different groups of people was enlarged as well. Therefore, advertisers were able to reach specific people with particular interests more easily. The advertising designated for the women was broadcasted in the time when soap opera was on the TV, older audience was tried to be catch during the evening news. More than that, cable television also induced different types of channels for different people like “MTV that catered to young music lovers, ESPN, for (typically) male sports fans, and the Food Network, for people who love cooking (or at least love to watch others cook)” (Sample, 2007).

As Chairman & CEO of Johnson @ Johnson, Ralph S. Larsen said in early 1990s, “the Internet is going to turn the way we do business upside down- and for the better. From the most straightforward administrative functions to operations, to marketing & sales, to supply chain relationship, to finance, to research & development, to customer relationships. No part of our business will remain untouched by this technological revolution” (Stanley, B. B. & Geoffrey, A. H., 2007, p. 156). The Internet has provided the entrepreneurs with a great opportunity to reach people around the world easily, cheaply and quickly. Advertising on the Internet is considered to be global because all people with the Internet access have a change to see advertising on the Internet. The spread of social networks on the Internet even enlarges a free dissemination of company’s advertising.
2.3.4. Evaluation of Media

Today, there are plenty of media in the world which are characterized by typical features. Based on those attributes, proper media is chosen and utilized by marketers and should help them to achieve desirable results and targeted audience. Following table evaluates positives and negatives of all media used in advertising campaigns.

<table>
<thead>
<tr>
<th>Type of Media</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>-mass coverage</td>
<td>-low selectivity</td>
</tr>
<tr>
<td></td>
<td>-high reach</td>
<td>-short message life</td>
</tr>
<tr>
<td></td>
<td>-impact of sight, sound, emotion</td>
<td>-high absolute cost</td>
</tr>
<tr>
<td></td>
<td>-high prestige, favorable image</td>
<td>-high production cost</td>
</tr>
<tr>
<td></td>
<td>-low cost per exposure</td>
<td>-clutter</td>
</tr>
<tr>
<td></td>
<td>-attention getting</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>-low coverage, low cost</td>
<td>-audio only</td>
</tr>
<tr>
<td></td>
<td>-high frequency</td>
<td>-clutter</td>
</tr>
<tr>
<td></td>
<td>-flexible</td>
<td>-low attention getting</td>
</tr>
<tr>
<td></td>
<td>-low production cost</td>
<td>-fleeting message</td>
</tr>
<tr>
<td></td>
<td>-well-segmented audience</td>
<td></td>
</tr>
<tr>
<td>Outdoor Advertising</td>
<td>-location specific</td>
<td>-short exposure time requires short advertising</td>
</tr>
<tr>
<td></td>
<td>-high repetition</td>
<td>-poor image</td>
</tr>
<tr>
<td></td>
<td>-easily noticed</td>
<td>-local restrictions</td>
</tr>
<tr>
<td>Internet and Interactive Media</td>
<td>-user selects production information</td>
<td>-limited creative capabilities</td>
</tr>
<tr>
<td></td>
<td>-user attention and involvement</td>
<td>-Websnarl (crowded access)</td>
</tr>
<tr>
<td></td>
<td>-interactive relationship</td>
<td>-technology limitations</td>
</tr>
<tr>
<td></td>
<td>-direct selling potential</td>
<td>-few valid measurement techniques</td>
</tr>
<tr>
<td></td>
<td>-flexible message platform</td>
<td>-limited reach</td>
</tr>
<tr>
<td>Magazines</td>
<td>-segmentation potential</td>
<td>-long lead time for ad placement</td>
</tr>
<tr>
<td></td>
<td>-quality reproduction</td>
<td>-visual only</td>
</tr>
<tr>
<td></td>
<td>-high information content</td>
<td>-lack of flexibility</td>
</tr>
<tr>
<td></td>
<td>-longevity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-multiple readers</td>
<td></td>
</tr>
<tr>
<td>Newspapers</td>
<td>-high coverage, low cost</td>
<td>-short life</td>
</tr>
<tr>
<td></td>
<td>-short lead time for placing ads</td>
<td>-clutter</td>
</tr>
<tr>
<td></td>
<td>-ads can be placed in interest sections</td>
<td>-low attention-getting capabilities</td>
</tr>
<tr>
<td></td>
<td>-timely (current ads)</td>
<td>-poor reproduction quality</td>
</tr>
<tr>
<td></td>
<td>-reader controls exposure</td>
<td>-selective reader exposure</td>
</tr>
<tr>
<td></td>
<td>-can be used for coupons</td>
<td></td>
</tr>
<tr>
<td>Direct Mail</td>
<td>-high selectivity</td>
<td>-high cost/contact</td>
</tr>
<tr>
<td></td>
<td>-reader controls exposure</td>
<td>-poor image (junk mail)</td>
</tr>
<tr>
<td></td>
<td>-high information content</td>
<td>-clutter</td>
</tr>
<tr>
<td></td>
<td>-opportunities for repeat exposures</td>
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</table>

An appropriate media for the advertisement is selected according to the preferences of customers living in different locations around the world. Therefore, it is very important to analyze the market and be aware of the conditions that are prevailing there.

2.4. Advertising appeals

As the years are passing by, the advertisers are adjusting and modifying the approaches that are used in a production of advertising. Increasing freedom of people, decreasing taboo on various topics, and free showing of people’s diversity, nudity, success or fail, wealth or poverty are fully utilized in the advertisement content or picture. There are seven major advertising appeals that are frequently used in advertising industry as they best guarantee the success of the advertisement. These appeals are following:

Simply said, advertisers use **fear appeal** because it works very well. “Fear increases both the viewer’s interest in an advertisement and the persuasiveness of the ad” (Baack, 2007, p.171). However, the level of fear that is shown in the advertisement should be carefully considered. The low level of fear may not be convincing enough and contrary strong, scaring message can cause that the viewer may want to avoid watching an advertisement. Therefore, the moderate level used to work the best. This type of advertising suits best to products and services that may diminish the problems and threats that torture people. The good example is the advertising for life insurance, where advertisement tries to warn people about what would happen in case of injury or death.

Using **humor** in advertisements is probably the best way how to grab and keep attention of the viewers. The success of this appeal is etched in the principle that it makes people watching the advertisement, laugh about it and remember it. “Humor is used in about 24% of prime television advertisements and 35% of radio ads” (Baack, 2007, p.174). Sixty-two percent of advertisers that won the awards at the International Advertising Festival at Cannes use this appeal in their advertisements (Baack, 2007, p.174). However, the appropriate level of humor utilization is again very important. If fun and humor overpower the concrete message of the company, it happens that the viewers do not remember or do not notice the mane of a brand or a product. It needs to be emphasizes that humor is very sensitive and what is funny in one country may not be funny in another country with different culture.
Today all people around the world are exposed to the number of advertisements with visual sexual themes more than ever before. Even though nudity and sexual approaches are very common, sex no more attracts and sells the same way it used to decades before. Today children grow up in the world full of sex; therefore there is nothing appalling about it. According to the study, "sexually explicit advertising has lost its potency. Young people of today are more interested in traditional family values and wholesome ad message that the flash of a nipple to sell shampoo" (Baack, 2007, p.180).

An appropriateness and acceptability of sexual appeals in the advertising depends on the country. “Religions, cultures, values systems determine the levels of nudity, sexual references, and gender-specific issues that are permitted in a country” (Baack, 2007, p.180). Naturally, in Muslim countries, any form of displaying of woman body is prohibited. Even advertisements for contraceptives, hygiene products and undergarments are not allowed. On the other hand, Muslim states are not the only ones. States like Spain, Ireland, South Africa, Mexico and Philippines have the similar prohibitions. On the contrary, in France, the sex is almost everywhere (Baack, 2007, p.180). Definitely, the majority of states allow a usage of female beauty, male handsomeness and attractiveness, and uncovered bodies in the advertisements. We are surrounded by plenty of advertisements with attractive and sexy models because they almost always guarantee the success of the advertisement.

**Music** is the other factor that plays a significant role in the world of advertising and promotion. People make plenty of associations with pleasant or annoying sounds. By using the music in the promotional campaigns, the marketers can evoke emotions, memories, or experiences of the people. Based on the music, people used to remember the advertising, like it, love it, or sometimes even hate it. However, some sounds used to induce the exact product in the mind of customers. The great advantage of the musical appeal is that it can be used in most media like TV, radio, or Internet excluded print media, of course.

Today’s companies are trying to achieve their recognition by using famous singers for producing of the song, theme or just a tune that will be typical for a brand. However, they usually create their own, new tunes and do not use that which are already popular, because using well-known song sang by popular signer is extremely expensive. “The average price for the rights to an established song is $ 250 000, but for example Microsoft paid about $ 12 million for “Start Me Up” (Baack, 2007, p.180).
Using **rational appeals** in advertisement is most frequent in print media ads. This is true mainly because print media gives enough time for the viewer to understand and accept the advertising message, which in this case requires active processing of the information that is presented (Baack, 2007, p.183). Rational advertising is best suited for complex products and for the advertisement that requires high involvement of people. This form of advertising is efficient when viewers are paying attention to its message because content of the advertisement is considerably important for them. Therefore, this advertising is effective in the case that people are interested in the specific type of the products or the company itself. This appeal works better than any other in situation when company wants to change or establish the relationship of the people toward the brand (Baack, 2007, p.184).

Marketers are using **emotions** in order to capture attention and devotion of customers to a brand. Emotional advertising is utilized in the process of building of customer’s brand loyalty. The visual part of the advertising is very important as pictures evoke different feelings in hearts of people and there is no doubt that emotions influence the purchase decision of customers. This type of advertising has been spreading recently. “In the past, only 5 percent to 10 percent of all business-to-business ads had emotional appeals. Today, the figure is around25 percent” (Baack, 2007, p.185). The television is considered to be the best media for the spreading of emotional advertisements as it offers usage of both, sound and sight in expression of emotions. For this type of advertising, the advertisers are using common people as “actors” because they impress the audience by their naturalness and that way the advertisement get closer to the audience.

Special offers and price discounts use **scarce appeal** and are very frequent these days. During them, companies are attracting people with Christmas, summer, winter and many other different types of sales. In order to catch attention of the society and make them aware of the offer, marketers use scarcity appeal. They try to push customers toward buying of the product because of limited amount of the product or limited time of the offer. This way, the product or service is becoming even more valuable and people are more curious about its purchase. Scarcity appeals are frequent in more marketing promotional tools such as advertisements and sales promotion.

Each of these appeals is utilized in advertising according to the objective of the advertisement, but also according to the type of the product the advertising is selling, personal preferences and wants of the customers. It is also the matter of the type of the
advertisement for which an appeal should be used (Baack, 2007, p. 189). However, to find and use the most appropriate and apt appeal is not that easy and straightforward action.

2.5. Geographical Evolution of Advertising and Promotion

As I have already said, the process of globalization has changed the way marketing is done and all its elements, including advertising and promotion. In the following part I will discuss the process of evolution of advertising, from the time the advertisement was only local until now, when the world is facing global advertisement, as a respond to the process of globalization.

**Retail/Local Advertising**- this form of advertising is done for the purpose of attracting and encouraging potential customers to visit a shop and perform purchase, or use the service provided in that locality. The purpose of this advertising is also to inform people about special offers, operating hours, type of assortment or service (Belch, G. E., & Belch, M. A, 2004, p. 17).

**National Advertising**- this type of advertising is typical for large companies which are promoting their products in most parts of the country or on a national basis. Successful companies are usually utilizing broadcasting of advertisements on national or regional TV. The main purpose of this type of advertising is to remind a brand or a company to customers and remain or enhance their attachment or loyalty. Company’s advertising also informs them about the advantages, benefits and specialties that are connected with the purchasing of firm’s product or service (Belch, G. E., & Belch, M. A, 2004, p. 17).

**International Advertising**- This type of advertising reflects the spreading of ads across different nations and cultures. The first international advertisements were just translations of domestic advertising. However, due to simple translations that were done, many offensive and inappropriate translations occurred. Therefore, international advertisers of today pay attention to translation process and care about awareness of local cultures (Semenik, 2009, p. 306).

**Global Advertising**– The global advertising has been significantly increasing during last years as companies are informing worldwide consumer about their brand, image and products. “For global advertisers, there are four, potentially competing, business objectives that must be balanced when developing worldwide advertising: building a brand while speaking with one voice, developing economies of scale in the creative process,
maximizing local effectiveness of ads, and increasing the company’s speed of implementation” (Advertising and Marketing, n.d.)

2.6. Advertising Research

It is crucial for international as well as global advertisers to conduct careful marketing and advertising research in order to become familiar with the market and better understand the needs and perceptions of people living there. In order to conduct effective and efficient promotional program in foreign country, the companies should gather following information about the market:

- Provide testing of different types of ad appeals and executions in order to determine the reactions of people (Belch, G. E., & Belch, M. A, 2004, p. 682).

2.7. Growth of advertising and promotion around the World

During the years, the amount of money that companies spent on the advertising has been increasing. Nevertheless, the process of globalization is significantly contributing to the change in size of advertising budget. According to Belch, G. E., & Belch, M. A., thirty years ago, in year 1980, the amount spent on the advertising in the United States was $53 billion and $49 billion on sales promotions methods, including various samples of the product, sweepstakes, coupons, contests, different forms of rebates. Twenty-two years later, the expenditures for advertising and promotion rapidly increased. The sum spent on local and national advertising was in year 2002 almost 5 times bigger than in 1980, as almost $240 billion was disbursed in the U.S. on advertising. The expenses on promotion went up too. In the same year, companies in the U.S. paid off more than $250 billion on sales promotion programs (2004, p. 5). When looking at the situation on international
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markets, results are similar to previous. In 1980, $55 billion was spent on advertising outside the U.S., compares to $214 billion paid off in 2002 (Belch, G. E., & Belch, M. A, 2004, p. 5).

The increasing number in expenditures for advertising and promotion testifies that the business world, starting with small retailers and continuing to big companies and corporations, realizes the necessity as well as benefits of the advertising and promotion.

2.7.1. Global Advertising Spend Growth around the world

<table>
<thead>
<tr>
<th></th>
<th>2008 (%)</th>
<th>2009 (%)</th>
<th>Forecast 2010 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>1.1</td>
<td>-9.8</td>
<td>1.0</td>
</tr>
<tr>
<td>USA</td>
<td>-1.8</td>
<td>-16.3</td>
<td>-2.6</td>
</tr>
<tr>
<td>Canada</td>
<td>-7.0</td>
<td>-2.7</td>
<td>1.7</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>5.4</td>
<td>-0.3</td>
<td>4.6</td>
</tr>
<tr>
<td>Japan</td>
<td>-4.2</td>
<td>-5.5</td>
<td>0.0</td>
</tr>
<tr>
<td>China</td>
<td>18.9</td>
<td>6.9</td>
<td>9.0</td>
</tr>
<tr>
<td>Australia</td>
<td>3.7</td>
<td>-6.5</td>
<td>0.0</td>
</tr>
<tr>
<td>Western Europe</td>
<td>-2.6</td>
<td>-11.0</td>
<td>-0.3</td>
</tr>
<tr>
<td>UK</td>
<td>-3.2</td>
<td>-11.7</td>
<td>1.4</td>
</tr>
<tr>
<td>Germany</td>
<td>-2.0</td>
<td>-7.0</td>
<td>-2.3</td>
</tr>
<tr>
<td>France</td>
<td>-2.6</td>
<td>-7.1</td>
<td>1.0</td>
</tr>
<tr>
<td>Italy</td>
<td>-1.9</td>
<td>-12.4</td>
<td>-1.0</td>
</tr>
<tr>
<td>Spain</td>
<td>-13.1</td>
<td>-19.0</td>
<td>-2.0</td>
</tr>
<tr>
<td>Nordics</td>
<td>1.9</td>
<td>-19.2</td>
<td>-1.1</td>
</tr>
<tr>
<td>Central &amp; Eastern Europe</td>
<td>12.3</td>
<td>-18.4</td>
<td>3.3</td>
</tr>
<tr>
<td>Russia</td>
<td>16.6</td>
<td>-21.9</td>
<td>1.5</td>
</tr>
</tbody>
</table>

(Aegis, 2009)

2.7.2. Global Advertising Spend Growth Based on Media at Current Prices

<table>
<thead>
<tr>
<th></th>
<th>2008 (%)</th>
<th>2009 (%)</th>
<th>Estimation 2010 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>4.9</td>
<td>-6.3</td>
<td>2.2</td>
</tr>
<tr>
<td>Newspaper</td>
<td>-5.9</td>
<td>-16.7</td>
<td>-2.7</td>
</tr>
<tr>
<td>Magazines</td>
<td>-5.1</td>
<td>-17.1</td>
<td>-3.3</td>
</tr>
<tr>
<td>Radio</td>
<td>-3.5</td>
<td>-12.4</td>
<td>-0.2</td>
</tr>
<tr>
<td>Cinema</td>
<td>4.9</td>
<td>-3.2</td>
<td>1.7</td>
</tr>
<tr>
<td>Outdoor</td>
<td>0.7</td>
<td>-6.7</td>
<td>2.4</td>
</tr>
<tr>
<td>Internet</td>
<td>16.4</td>
<td>1.0</td>
<td>8.3</td>
</tr>
</tbody>
</table>

(Aegis, 2009)
However, the financial crisis, which deepened in year 2008, influenced all kind of businesses around the world. The companies have started to reconsider all it expenses, what was also reflected in their marketing expenditures. Marketers have started to significantly shrink budgets for the advertising and promotions. Global advertising growth faced the most serious decrease in 2009. “Although global spending for 2009 has been cut back considerably, predictions remain for a slight return to growth in 2010, at 1.0% globally, driven by much more stable conditions in the West and recovery in developing markets, particularly China” (Aegis, 2009). As the world is step by step recovering from the financial crisis, so should the advertising industry. According to the predictions, in year 2010, the global advertising spend should grow by 1% which is significant progress compare to a decrease (-9.8%) in 2009 (Aegis, 2009).

CHAPTER 3

METHODOLOGIES AND PROCEDURES USED IN THE STUDY

Previous information regarding the globalization in advertising and promotion has deepened my knowledge and perspective. Now I can look more closely at the concrete global campaigns produced in the world. For my research, I will use the evaluation methodology. I will focus on global campaigns which were made by big companies and analyze the advertisements and promotional activities that were included in their campaigns. This analysis can help me to identify how global companies utilize global campaigns and which approaches they use the most in order to get attention and devotion of their customers. Thanks to this study, I will be able to state what tricks, appeals, and types of advertisement are utilized the most in today world of advertising and promotion.

CHAPTER 4

RESULTS

Thanks to the globalization, people around the world share universal needs, fads, lifestyles, and fashion as well. This fact allows companies to produce global products that are easily sold on global market. As company decides to operate globally, the whole functioning, including marketing, needs to be adjusted to this decision. This change in the
strategy provides the company with plenty of advantages rising with the installing of the global advertising and promotion.

4.1. Advantages of Global Advertising and Promotion

- “Lower advertising costs as a result of reduction in planning and control” (Belch, G. E., & Belch, M. A., 2004, p. 669)
- “Ability to exploit good ideas on a worldwide basis and introduce products quickly into various world markets” (Belch, G. E., & Belch, M. A., 2004, p. 669)
- “A consistent international brand and company image” (Belch, G. E., & Belch, M. A., 2004, p. 669)
- “Simplification of coordination and control of marketing and promotional programs” (Belch, G. E., & Belch, M. A., 2004, p. 669)

Producing of global advertising saves thousands of company’s money. Many advertisers utilize “buying in bulk” so they buy an advertisement in global media, which is distributed to or broadcasted in many countries around the world. Companies save plenty of time and money as the advertisement is seen by many people in different countries. This form of advertising posses an appealing advantage to the marketers as it maximizes spillover effect, which means that unintended audience is exposed to the advertisement transmit through various media (Unger, 1996).

The global advertising is best suited for the global products which are universal and used by all people around the world without some big adjustments. In year 2009, the best global brand was Coca-cola, followed by IBM and Microsoft. Nokia, Mc Donald, Marlboro, Toyota, Apple, Nike, Gillette, and HP are other foremost global companies that are operating on the global basis (Interbrand, 2009). In order to evaluate global brand’s goodness the following criteria needs to be fulfilled and evaluated:

- ✓ “There must be substantial publicly available financial data”
✓ “The brand must have at least one-third of revenues outside of its country-of-origin”
✓ “The brand must be a market-facing brand”
✓ “The Economic Value Added (EVA) must be positive”
✓ “The brand must not have a purely B2B single audience with no wider public profile and awareness” (Interband, 2009).

4.2. Problems rising with Global Advertising

On the other hand, producing of global advertising is not an easy work. People around the world still significantly differ, even though the globalization has reduced a plenty of cultural differences that used to prevail between the nations. As some products need to be technically or physically adjusted to the specific consumer in a given country, the same is true for the advertising. Images and symbols used in the advertising and promotion, which are working good in one country, does not have to be necessarily accepted and treated the same way in other countries. Therefore, in order to achieve a success of advertisement in the foreign country, the company has to considerably think about following problems:

- Cultural differences (language, religion, beliefs, traditions, values)
- Market diversity
- Different economic conditions and income of people (especially low developed countries)
- Various customer’s needs, wants, and usage habits
- Different media coverage in worldwide countries (lack of media variation)
- Legal regulations and restrictions


It can be seen that even though the global advertising and promotion brings about many advantages to the company, to produce an effective, efficient and working global advertising is still a hard process. However, marketers have discovered which brands and products are suitable for global advertising and promotion. Following criteria should be considered:
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- “Brands or messages that can be adapted for a visual appeal, avoiding the problems of trying to translate words into dozens of languages” (Belch, G. E., & Belch, M. A., 2004, p. 672)
- “Brands that are promoted with the image campaigns that play universal appeals such as sex or wealth” (Belch, G. E., & Belch, M. A., 2004, p. 670)
- “High-tech products and new products coming to the world for the first time, not steeped in the cultural heritage of the country”
- “Products with nationalistic flavor if the country has a reputation in the field” (Belch, G. E., & Belch, M. A., 2004, p. 670)
- “Products that appeal to a market segment with universally similar tastes, interests, needs, and values” (Belch, G. E., & Belch, M. A., 2004, p. 670)
- Luxury Products

4.3. Standardized versus Localized Marketing Strategy

In terms of marketing, global company usually uses standardized global advertising strategy everywhere in the world. Nevertheless, there needs to be said that, even in highly standardized advertising different kinds of small adjustments (like language) are necessary. Standardized campaigns are almost the same in different countries; utilize the same concept, organization, theme and appeal. However, in order to approach people closer, more precisely and accurately, the advertising and promotion requires some level of localization. Therefore, the companies apply standardized promotion strategy but localized advertising. However, the general meaning of the message that the advertising is carrying remains unchanged.

Many advertisers assume that the best approach in production of global advertising is to “think globally, act locally” (Kotler, P. & Armstrong, 2008, p. 674). Even though many companies do only little changes in their advertising and promotion around the world, there are also companies that follow so called pattern advertising. It means that the advertising’s spirit is the same, but themes, copy and maybe visual part of the advertisement is modified to reflect the market variations (Kotler, P. & Armstrong, 2008, p. 674).
4.4. Practical examples

In the following part, I would like to examine the global campaigns of well-known global brands. First of all, I would like to investigate the most important global campaign of McDonald’s Company called “Rolling Energy”, which helped company to increase its sales and better approach the young generation. This campaign is an example of how the company changed its traditional marketing for the new marketing, which focuses on creating of universal global campaign. The company has started to use global standardized marketing and approach people around the world the same way, even though a few adjustments were done in some countries.

Afterwards, I would like to research the global campaigns of Coca-Cola Company, which has been awarded as the best global brand for last ten years. I want to show how this company is performing its marketing activities on the global stage. Coca-Cola is another great example of the company, which contrary, abandoned the global standardized marketing strategy and adopted new strategy where advertising and promotion are localized and reflect the local conditions of the market.

4.4.1. Analyzing of the Global Campaign of McDonald’s

McDonald’s is increasingly popular fast food chain originated in the U.S. It has approximately 30,000 restaurants in more than 100 countries around the world. However, in year 2003, “for the first time in the McDonald’s history, the fast-food giant faced the losses of $343.8 million” (Wharton, 2003). This situation was caused by decrease in the sales but also by the visible drop of company’s share prices. In order to change the situation and work the problems out, McDonald’s launched a new global marketing strategy with broader marketing approach.

4.4.1.1. Campaign “Rolling Energy”

The company McDonald’s started to run its first global campaign called “Rolling Energy” with the well-known slogan “i’m lovin’ it”. McDonald’s Company believed that “this approach will revitalize the brand in the entire world, unify its messages and integrate all its marketing moves” (Wharton, 2003). The slogan “i’m lovin' it” was launched in 2003 and has become part of McDonald’s “advertising, promotions, public relations, restaurant merchandising and overall brand communications initiatives“ (Goliath, 2003). The
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Advertisements that were created run in more than 110 countries, where McDonald’s has its restaurants. However, the local agencies were also used for adaptation of the campaigns to local markets (Campaign, 2004).

**Goals of the Campaign**
- Boost image, relevance, and revitalize the brand around the world
- Provides brand with new attitude and direction
- Increase the loyalty of the customers
- Change positioning from targeting family and children to young adult
- Upgrade the advertising and reflect to the world conditions and changes in marketing
- Unify the message and integrate marketing movements
(Wharton, 2003).

This standardized advertising campaign around the world has saved huge amounts of money that McDonald’s would spend on the campaigns otherwise. According to the analyst Santiago Marin, “to create a campaign of this sort, which is not individualized for each country and each market and which is going to use the same slogan, presumes a terrific cost savings that could have an impact on (McDonald’s) accounting results” (Wharton, 2003).

However, the campaign was somewhere purely global but somewhere locally adjusted. In each market, the advertisement reflected “the culture, the lifestyles and the attitudes of McDonald’s customers throughout the world” (Wharton, 2003). For the first time, the company involved the foreign advertising agencies into the process of creation of campaign. The five TV spots were made in Germany, translated in 12 languages and broadcasted to completely different locations around the world like Czech Republic, Brazil, Malaysia or South Africa. “The spots include three brand versions (young adult, families and general), one featuring McDonald’s World Famous Fries and one starring Ronald McDonald “, who is clown and mascot of the company (Goliath, 2003). These five advertisements were trying to “boost the brand by focusing on youth and sports, with a hip hop rhythm” (Wharton, 2003).
4.4.1.1. Commercial “I’m lovin’ it”

The commercial in which Justin Timberlake sings vocals is one minute video. The video starts with the pictures of young people who are eating the hamburgers from McDonald’s. Then, the commercial shows young people of different colors with various styles who are enjoying the life full of fun connected with music, sport and dance. This commercial emphasizes the happiness of people living in the world of McDonald’s. Singer, Justin Timberlake, shown in the picture below, who in that time won three MTV prizes, sang the vocals for the English language commercials. More than that, Justin Timberlake made also cameo appearance for McDonald’s campaign. He also helped company to better approach young people and improve the relationship of youth with the company. As a reward, McDonald’s sponsored the European Tour of Justin Timberlake in year 2003 (Goliath, 2003). The purpose of these activities was to make young people feel that McDonald’s belongs to their lifestyle. The company also believes that today’s young generation has very similar values; therefore it is possible to create the global campaign that will be accepted by almost all young people around the world (Wharton, 2003).

From the times when the campaign with the slogan “I’m lovin’ it” was launched, the company started to look at the different ways how to attract young people. The company has realized that the traditional media does not work as well they used before; therefore spending for TV advertisements has been decreased by more than 60%. The expenses that were spent on TV have started to be invested in the outdoor advertisement,
radio and newspaper ads, and ads on the Internet as well as in the stores (Hicks, 2004). In addition to that, McDonald’s is trying to use old media in new way. For example, in France, the company bought a huge billboard and let sprayed it with trains in Hong Kong with graffiti saying “I’m lovin’ it” (Campaign, 2004). For outdoor advertising, McDonald’s is also using special technology called LED. It is the most popular outdoor technology used for the purpose of creating video screens in the very frequent and big cities like Chicago or New York. It creates static and visual message (Baack, 2007, p. 249).

4.4.1.2. McDonald’s Promotion and Advertising in the World

McDonald’s has been using different advertising and sales promotions in its marketing activities. The company uses various discount coupons and buy-one-get-one-free sales promotions. It also provides student discount, collectable toys, and it is also frequent that McDonald’s gives its customers various gifts for free if a customer buys a product. Additionally, McDonald’s make promotional schemes in the schools, sponsor school event and support learning programs (The Issues, n.d.).

McDonald’s also uses scarcity appeal in its promotion as it offers part of its products just for some limited period of time. The offers are always changing but never repeating, therefore customers have to hurry in order to catch the offer and try special type of sandwich or different kind of food or desserts (Baack, 2007, p. 186).

Sponsoring is very important part of McDonald’s marketing. McDonald’s is frequent sponsor of different sport events like FIFA World Cup 2010 (picture on the side), Olympic Games but also sport events happening just between the teams coming from one country.

In 2009, McDonald’s has also announced partnership with Academy-Award winning director James Cameron and Twentieth Century Fox in revolutionary movie Avatar as part of its global promotional work. McDonald’s Global Chief Marketing Officer Mary Dillon said, “we’re engaging consumers around the world with one of the most unique digital experiences we’ve ever created to share James Cameron’s vision for AVATAR. McDonald’s partnership with AVATAR gives us the opportunity to bring this adventure alive in our restaurants and
online with innovative technology and creativity, all at the value customers expect from us” (AboutMcDonald’s, 2009a). For this promotion, McDonald’s also prepared special interactive toys that featured characters from the movie and those toys are given to customers with every purchase of Happy Meal menu.

In order to approach people closer, not only by using of entertaining forms of promotion but also through sorrows of daily lives, McDonald’s was also the important donator of money for people who were hit by earthquake that happened in Haiti. Even though the company is not operating there, it provided Haiti with the sum of approximately one million of US dollars. According to Chief Executive Officer, Jim Skinner, “McDonald’s has a long legacy of being a dependable corporate neighbor in times of need, and helping the people of Haiti during this crisis is absolutely the right thing to do, our contribution reflects our commitment to people all over the world” (AboutMcDonald’s, 2009b).

The company uses various types of advertising: outdoor advertisement including billboards in the streets, next to roads, at bus stations and so on. McDonald’s also produces different TV commercials with well-known people around the world who are supporting McDonald’s activities. The one of great examples is an advertising for campaign “it’s what i eat and what i do ... i’m lovin’ it”. This campaign was created for the purpose of supporting people around the world to eat healthy food and exercise. The campaign was presented and advocated by celebrities like tennis sisters Serena and Venus Williams (shown in the picture beside) or singer Blu Cantrel (McDonald’s, Slovenská republika, 2010).

As Internet is inseparable part of today’s people lives, McDonald’s has its own web page in various languages for every country it is operating in. The customers from around the world can check current menu that they can find in the restaurant within the country
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they live. The web pages of the company also contain eye-catching pictures of McDonald’s food, information about company, as well as its special events and activities in which McDonald’s is participating. Because company understands that there has to be some impulse and motivation for customer to visit the web page or directly go to the McDonald’s restaurant, the company also uses different advertising throughout the Internet. Advertising of McDonald’s is part of today’s very successful and popular social network called Facebook. Under the name “McDonald’s”, the search engine can find around 12 000 results and the numbers of different groups with thousands of members celebrating this food chain. According to McDonalds CMO Mary Dillon, “we know that by using social media, not to try to sway it, but to let it evolve, more people will know about our food and our ingredients. There's a powerful opportunity for us to convey that more authentically to people in the future, and frankly it's not a high investment one“ (Marketing Shift, 2009).

4.4.1.3. McDonald’s and Olympic Games

McDonald’s is official sponsor of Olympic Games since the Summer Olympics took place in Montreal in year 1976. The position of global sponsor of these important events offers McDonald’s prominent position and opportunity to spread its commercial campaigns worldwide. Recently, the company was main sponsor of Winter Olympic Games in Turin in 2006, then in 2008, it financed Summer Olympic Games in Beijing and afterwards in 2010, it was also the important sponsor of Winter Olympic Games in Vancouver as well. McDonald’s will be also one of primary sponsors of the following Summer Olympic Games in London in year 2012. Until 2012, McDonald's will be an exclusive brand that will be supplying food service and use the symbol of Olympic Games in its advertising (shown in the picture beside). However, for this kind of promotion, McDonald's has to disburse significant amount of money as four-year contract of global sponsor costs company at least 65 million of U.S. dollars (SME, 2004).
As it was already mentioned, McDonald’s was also important sponsor of recent Olympics in Vancouver. For this event it has prepared different promotions and advertisements. For its advertisements the company used famous sport people. For example, Canadian figure ice-skater Patric Chan is star in one TV advertisement which takes a place in the restaurant of McDonald’s. Young cute girl comes to ice-skater and asks whether he can put his autograph on her special Olympics sport water bottle with logo of McDonald’s. This bottle is just part of the Olympics campaign of McDonald’s. The company also adjusted its menu according to Olympics and in countries like Sweden, Denmark, Finland and Norway, McDonald’s was selling special addition of Chicken McNuggets under the slogan “Share the Gold” (Olympic-Commercials, 2010). Packaging items were also adjusted and covered by the pictures of different winter athletes like J.R. Celski (men's speed skating), Halsted (alpine skiing) or Kelly Clark (women's snowboard) (Brook, 2010).

4.4.1.4. McDonald’s in Slovakia

In Slovakia, McDonald’s uses different promotional tools in order to increase its sales and build long-term customer relationship. Currently, it provides the customers with special 1 euro offer, so a customer can choose from 11 different products starting from burgers and ending with beverages or deserts. The company also uses limited time offers, for example deserts and ice creams with one special flavor or special kinds of hamburger in limited edition connected with some special event occurring in the world like Olympic games (McDonald's Slovenská republika, 2010).

To show up the sympathy and concern with all people, McDonald’s also support charity projects in Slovakia. World Children's Day, which is happening around the world, is also supported by McDonald’s in Slovakia. All money that company earns during that important day, it gives up for incensement of custody of orphaned children and for buying of new technology for pediatrics division in the hospitals. The second, it sponsors the project called “Children Rooms”, in which company finances reconstruction of above standard hospital rooms for children, as it has already happened in Bratislava’s Kramáre Hospital (McDonald's Slovenská republika, 2010).
In order to come closer to children, McDonald’s is arranging birthday’s parties for kids in its restaurants. It is also the sponsor of special sport event – football match for pupils of primary school called McDonald’s Cup Slovakia (as it can be seen in the picture) (McDonald's Slovenská republika, 2010).

4.4.2. Analyzing of the Global Campaign of Coca-Cola Company

The first syrup for Coca-Cola was produced by a pharmacist Dr. John Stith Pemberton in Atlanta in 1886. In that time, Coca-Cola was firstly sold for 5 cents per glass. Due to its delicious taste and refreshing effects this beverage has become very popular and favorite among people (Coca-Cola, 2009).

Today, Coca-Cola is one of the most well-known brands which sell beverages around the world. Started to build global network in 1920s, today, Coca-Cola is overpowering the global market by operating in more than 200 countries. It sells almost 450 carbonated soft beverages and non-carbonated soft drinks like Coca-Cola, Diet Coke, Fanta and Sprite. Coca-Cola’s production and distribution system is the most sophisticated and pervasive around the globe. The company is working under the formula: “provide a moment of refreshment for a very small amount of money - a billion times a day“ (Coca-Cola, 2009).

Nevertheless, due to the selling of huge range of products, Coca-Cola faced troubles during recent years. “Market saturation and economic downturns in both emerging and mature markets caused sales growth to stall for more than a decade“ (Adbrands, n.d.). However, from 2006, the company has noticed its blossoming again. According to magazine Advertising Age, Coca-Cola’s global advertising expenditures in year 2008 were around 2.7 billion of US dollars. This fact ranked Coca-Cola as the sixth biggest advertiser in the world (Adbrands, n.d.).
4.4.2.1. From Global to Local

In year 2001, Coca-Cola Company has decided to change the way of doing their advertising and promotion. Instead of doing uniform global campaigns, the company started to create campaigns that fit more to local markets. Simply said, Coca-Cola has launched the approach “think locally, act locally”. In 2001, Coca-Cola launched the biggest marketing campaign of all times under a slogan “Coca-Cola Enjoy”. In order to ensure that the global theme will be rightly delivered to the foreign markets and regions, the company hired local advertising agencies. During next year, the company continued in its local strategy and made up another slogan: “Life tastes good”, “which celebrates the positive values of the brand in stories of everyday life” (Belch, G. E., & Belch, M. A., 2004, p. 676). In order to create effective marketing campaign, marketing directors from 13 countries around the world were involved in the process of creation of thirty TV commercials. For example, only for Brazil, four different commercials were created, based on the preferences of people in different regions (Belch, G. E., & Belch, M. A., 2004, p. 676).

4.4.2.2. Coca-Cola in China- "Think Local, Act Local"

China belongs to the countries where Coca-Cola has established its business as well as marketing strategies. Under the approach, “think local, act local”, the company faced many challenges after coming to the Asian market. “Asia is an important test case, as the diversity of cultures and income levels does not provide a unified consumer base“ (Weisert, 2001). Due to huge differences in the Chinese market, Coca-Cola rather gave local managers a power to control adverting and promotion in the country.

Coca-Cola produced different types of commercials for Chinese audience, including the usage of Spring Festival couplets or Chinese 12 zodiac animals that can be seen in the picture. “The company also devoted significant funding to advertising, spending
$26.1 million in China in 2000-more than any other foreign company and 20th overall, according to a survey by AC Nielson Media International" (Weisert, 2001). However, these spending were worthy as Coca-Cola has become the most popular brand, selling soft drinks in China. Coca-Cola was also the first foreign company whose advertising was broadcasted in China's central-government television (Weisert, 2001).

As a part of its promotion, in order to become more famous among the Chinese, Coca-Cola initiated co-operation with neighborhood committee in Shanghai. The role of those people was to spread out the information about Coca-Cola Company and sell the products. Even though it did not boost the sales significantly, it presented a good way of promotion (Weisert, 2001).

4.4.2.3. Coca-Cola in India

Under new marketing strategy “think local, act local”, locally relevant executions were necessary for growing and supporting of Coca-Cola’s awareness in India in 2001. In order to make successful and working strategy, the company had to realize that India’s population is divided in urban and rural India, where people’s preferences significantly differ. Therefore, Coca-Cola had to create unique marketing strategies, the one in urban part that Coca-Cola called India A, and different one in rural part which was named India B.

India A: Promotion and advertising in large towns and metropolises, which represent approximately 4 percent of India’s population, were running under the slogan “Life ho to aisi”. This slogan, which literally means “life as it should be”, was very apt and appropriate for advertising designated to this segment, as these people live carefree lives and enjoy great social and economic freedom (Coca-Cola India, 2004).

India B: Contrary, small towns and rural parts, which stand for the rest 96 percent of population of India, presented the place for second type of promotion of Coca-Cola. The most important need of those people was “out-of-home thirst-quenching”. In those parts of India, Coca-Cola had to make people acquaint with soft drinks, which were completely unknown among rural people (Coca-Cola India, 2004). The promotion and advertising were adjusted to reflect the local conditions in the sense of language and idiomatic expressions. Coca-Cola’s slogan for India B was “Thanda Matlab Coca-Cola”, where the single word “Thanda” means cool or cold. The whole slogan can be translated as “Coke
means refreshment”. “This phrase directly addressed both the primary need of this segment for cold refreshment while at the same time positioning Coke as a “Thanda” or generic cold beverage just like tea or lemonade” (Coca-Cola India, 2004). This strategy and approach of Coca-Cola has turned out as very successful. In year 2003, the Coca-Cola won an Indian Advertising Competition and become Advertiser of the Year with Campaign of the Year (Coca-Cola India, 2004).

As a form of promotion in India, Coca-Cola has started to make posters, calendars, cinema tickets, glow sign board, and radio commercials as well. Coca-Cola uses mostly TV commercials as it was proven that TV advertisements influence the buying decisions of Indian customers the most. Therefore, the company is spending big amounts of money for TV advertising and support of film industry.

However, Coca-Cola has to take into account the fact that only around 40 percent of rural population, contrary to 80 percent of urban population has TV. Famous people have become necessary part of advertising and promotion in India. In 2002, the company hired popular actor Amir Khan (shown in the picture) for the advertising designated to rural segment of the country. In that advertising, Amir Khan emphasizes reduction that Coca-Cola made in its price and new 200ml package of the beverage. This actor was also used in following year for other three different advertisements. In one he represents shop assistant who sales Coke and makes connection between word “Thanda” and Coca-Cola. In the second advertising, he is a farmer who asks three young girls if they want “Thanda” and offers them Coca-Cola. In the third one, the actor pretends that he is street smart who makes link between “Thanda” and Coca-Cola. There were also other Indian famous actors like Akshay Kumar and Hritik Roshan who promoted Coca-Cola products. All those people are depicted in very good mood, smiling and holding the bottle of Coca-Cola in their hands which make them so optimistic.
As a part of sales promotion in India, Coca-Cola has been using push and pull strategy, too. In order to push customers to buy Coca-Cola products, the company was offering free bottles of the beverage to retailers and distributors. As pull strategy, company spread out different cell phone accessories like mobile hangers or holders, various stickers and glasses with logo of Coca-Cola (Sri Sharada Institute of Indian management, 2008).

Coca-Cola is also a sponsor of the cricket in India because this game is the most popular one there. “Coca-Cola realized the fact that cricket is very strong element by which it can reach its customers by showing cricket stars endorsing and complimenting Coca-Cola brand” (Sri Sharada Institute of Indian management, 2008). For that purpose, Coca-Cola produced three special TV advertisements that are broadcasting on the national network in the time when cricket is transmitted.

4.4.2.4. Coca-Cola in Slovakia

The company tried to help Slovakia in renewal of the mountains High Tatras, which were hit and damaged by the storm and wind. Right after this disaster happened, Coca-Cola was distributing its beverages for free to Slovak army and all saving teams that were working in those parts of the country. Coca-Cola also provided financial aid to health resort Vyšné Hágy, which was used for its reconstructing. In terms of Slovak nature, Coca-Cola also sponsored the project called “Dunajská Iniciatíva” with the purpose of cleaning Danube’s coasts (Coca-Cola Slovensko, 2010).

In order to approach youth, Coca-Cola is the main organizer of Football match Coca-Cola. This tournament is meant for boys and girls studying primary and secondary school. This project has become very popular and is also supported by Ministry of Education (Coca-Cola Slovensko, 2010).

A very popular and rather traditional advertising in Slovakia is Christmas advertising of Coca-Cola. The TV advertisement is changing during the years, but the idea remains the same. In that advertising, a man is looking out the window and notices the sledge with Santa in the sky. The recent advertising, for Christmas 2009, is presenting electrician who is responsible for lightening in the city. When he sees the truck of Coca-Cola which is fully alight, it evokes in his mind that the Christmas is coming. Therefore, he turns the Christmas lights in the city on and the whole metropolis is suddenly bright and people are happy about it. As part of Christmas promotion, Coca-Cola uses the track from
its TV advertising and visits approximately 15 Slovak cities every year (the track could be seen on the picture below) (The Coca-Cola Company Slovenská Republika, 2009).

The company also runs competition on the Internet. The customers are collecting caps with codes from the Coca-Cola’s bottle, which they can redeem for points and afterwards for other prizes. Using the points, people can win valuable electronics, order clothing with the logo of Coca-Cola, send SMS for free or download videos and music on Coca-Cola web page. However, this competition is played also in other countries, not only in Slovakia.

### 4.4.2.5. Coca-Cola’s Promotion and Advertising in the World

As it was already mentioned, Coca-Cola uses various advertising and promotion in different countries in order to better tailor its marketing activities to every market. A great example is Coca-Cola’s TV advertising called “Mean Joe“. In that advertising, exhausted football star meets young boy who offers him a bottle of Coca-Cola after a match. Firstly, sportsman refuses but finally he accepts fan’s offer and drinks Coca-Cola. As a reward, young boy gets a jersey from football player. This advertising was broadcasted in many countries; however, football player was adjusted according to the country where TV commercial was transmitted. For example, in South America, a hero of the advertising was soccer player- Maradona or in Asia, the Thai soccer named Niat (Pearson Education, 2010).

In different countries, Coca-Cola places its beverages in advertisements that reflect local habits and traditions the best. For example, “in Spain, Coke has been used as a mixer with wine; in Italy, Coke is served with meals in place of wine or cappuccino; in China, the beverage is served at special government occasions“ (Pearson Education, 2010).

As almost every global brand, the company tries to be as visible and reachable as possible. Therefore, Coca-Cola also promotes its products on the Internet. The company has interactive web page and by clicking on the web page, the customer can easily get to Coca-Cola’s page for almost whichever country he or she is interested in. There are 34
countries and pages for Europe, 4 for North America, 18 for Latin America, 30 for Eurasia, 46 for Africa and 9 for Asia Pacific, make it total of 141 countries.

The popularity of Coca-Cola is also spreading among social networks as well. Logos and advertisements of the company can be found on Twitter, Myspace, Flickr, or YouTube. On the most popular social network, called Facebook, someone can find over 3 100 results after typing “Coca-Cola” in search engine. There are thousands of users who want to show their commitment to the brand and group themselves in the groups. Overall, Facebook page for Coca-Cola has the third highest member of fans, incredible 5 200 000 users joined this group called “Coca-Cola”.

Coca-Cola tries to be as close to people as possible, therefore it is also sponsoring different types of thrilling events. It is sponsor of cricket matches, concerts and numbers of sport events. The company is long-term partner of Fédération Internationale de Football Association (FIFA), started from 1978 and contracted until year 2021 (Coca-Cola Slovensko, 2010). Coca-Cola is also the longest continues partner of the Olympic Games since 1928, where the games took place in Amsterdam (shown in the picture above). “As an organization, The Coca-Cola Company shares the Olympic Values, which embody the discovery of one’s abilities, the spirit of competition, the pursuit of excellence, a sense of fair play and the building of a better and more-peaceful world” (The Coca-Cola Company, 2009). Coca-Cola also sponsors collages and school cafes, sport events, and other school activities that are happening within the countries.

For advertising and promotion of the brand and the products, Coca-Cola uses singers, sport stars and different celebrities that are well-known around the world or famous people from the country where the advertising or promotion takes a place. Coca-Cola also distributes so called display items to its retailers. The items like Coca-Cola fridges, glasses, display bottles and posters are delivered to the stores for the purpose of enhancement of sales and awareness.
CHAPTER 5

DISCUSSIONS, CONCLUSIONS, RECOMMENDATIONS

Even though I have independently chosen two companies for my study, I have come to the conclusion that McDonald’s and Coca-Cola use very similar approaches and appeals in their advertising and almost identical promotional strategies. Both companies are utilizing TV commercials in which they present their products as part of human life which contributes to happiness, satisfaction and joy. McDonald’s as well as Coca-Cola are trying to get attention of especially young people, as young generation can be easily influenced, as all young people want to be involved in modern trends and fashion. In promotional activities, both global companies are trying to be involved in every special event that is happening in the world, like Olympic Games. This way, McDonald’s and Coca-Cola are always on the eyes of people and remind people their products.

Under the globalization process, the advertising has shifted from promotion of a single product to more corporate advertising, which purpose is to build up public awareness of the company and its brand image. For that reason, global companies are sponsoring different international events, provide financial aid for those who need it and organize various social events. Due to these activities, the logo of the company is exposed to thousands of people and the slogan of the firm is heard by many people. This endeavor and involvement of the company contributes to fostering of the good relationship between customer and company, which then results in customer devotion.

Enhancement of technologies and arrival of the Internet revolution caused that the advertising can be easily spread to all corners of the world. Since many people are in daily touch with the Internet, for global companies offering the same or very similar products around the globe, it is crucial to approach people through the Internet, especially through social networks, which are celebrating enormous spread during last few years. The Internet is very effective medium, as advertising which is on the Internet can be seen by people in all places around the world. Today’s global advertisers rely on the media which send the advertising message to as many parts of the world as company desires. Therefore, also TV commercials are still considered to be those most frequent advertisements of the companies.
Due to globalization of advertising, which caused huge enhancement in competition, the creativity of advertisers and marketers has been significantly increased. Famous actors, sport people, musicians, models are necessary part of today global campaign. There is not any wonder. These people are well known around the world, therefore they can easily influence purchase decisions and attitudes of people toward the company, especially young generation.

Advertising is significantly contributing to the consumerism that is so present among today’s society. The promoting of different types of products from around the world increase the wants and desires of people, who are more and more willing to try and buy various tempting products. Therefore, it is inevitable to create eye-catching and apt advertising of the product if the company that wants to be successful and profitable.

Due to globalization and penetration of global campaigns to all corners of the world, the small businesses have to adjust the marketing and the way advertising is done to those of global companies. Global advertising of successful and famous companies are ruling and dominating the market most of the time. Therefore, advertising of small company that has lower quality can just hardly compete to other global advertisers.

Global advertising and uniform marketing communication works well when the product is same around the world and only the language and some small features need to be changed in the campaign according to local conditions. However, cultural factors need to be suppressed in order to increase global impact and produce successful global advertising. The message that is send to the audience has to be straightforward and catchy like in case of McDonald’s- “I’m lovin it”. Thanks to this approach, the company’s global advertisement and promotion will become successful and fulfill the expectations of the company.
GLOBALIZATION IN ADVERTISING AND PROMOTION – ANALYSIS OF PRACTICAL EXAMPLES OF GLOBAL CAMPAIGNS

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**Bibliography**


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Appendices

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ABSTRACT (English Language)

Topic: Globalization in Advertising and Promotion – Analysis of Practical Examples of Global Campaigns

Key words: globalization, advertising, promotion, global campaign

Student: Mária Lehňová
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In my Bachelor thesis I tried to focus on the problem of globalization and its impact on marketing with the focus on advertising and promotion. My work is divided in five main Chapters. The first Chapter presents a topic to which my work is devoted- Globalization in advertising and promotion. In the second Chapter, I am focusing on specification and clarification of terms which are in close relation to my topic. This Chapter in detail analyses and explains process and attributes of globalization as well as consequences which this phenomenon brought into today's business. The second Chapter also explains all characteristics and parts of marketing practices with a focus on advertising and promotion. This Chapter depicts the evolution of advertising, evaluates the media that are used for advertising, and explains methods and advertising appeals that are frequently used by advertisers. The third, shortest Chapter describes the way I was doing my study for which I used evaluation methodology. The fourth Chapter is dealing with the consequences that globalization brought to advertising and promotion. The first part explains the advantages of global advertising provided to companies. This part also contains a list of the most successful global companies as well as attributes that are necessary for a brand to become officially global. Further, it sketches possible problems that companies may face when deciding for global campaign, such as cultural differences, economical and market differences, or restrictions and regulations in a country. This Chapter also includes main characteristics of a product that has potential to become global and effectively utilize global advertising. Overwhelming part of this Chapter deals with the analysis of two global companies and their campaigns. I have randomly chosen the company McDonald's and Coca-Cola based on the fact that one utilizes standardized marketing and another adjusts its advertising and promotion according to local conditions prevailing on the market.

Concluding fifth Chapter depicts the conclusions to which I came to based on my study. Even though the main marketing strategy of the companies is different, the way how today's most successful and popular global brands are trying to reach people's attention and devotion could be considered the same. Global companies are aware of the necessity of being as close to people as possible and in the attention of the media. Therefore, they are attending and sponsoring important world events of different kind. As world's companies see a great potential for a success of their products in young generation, global brands are striving for their devotion by organizing of sport events and sponsoring of schools. Famous people have also become an inevitable part of today's advertising and promotion. Celebrities significantly appeal to young people and influence the public opinion about the company as well as demand for the firm's products. Today’s brands also fully utilize the broad opportunities of Internet advertising and try to be the part of well-known social networks, which present a wonderful form of advertising for global companies.

2010

Mária Lehňová
ABSTRAKT (Slovenský jazyk)

Téma: Globalizácia v Reklame a Podpore Predaja. Analýza Praktických Príkladov Globálnych Kampaní
Kľúčové slová: globalizácia, reklama, podpora predaja, globálna kampaň

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