

TRANSCREATION

BEST PRACTICE

HOW TO THRIVE ACROSS MARKETS





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ABOUT US

Creative Culture is a cross-cultural consultancy.
Our main objective is to help brands and agencies to get their cross-market messages right.
Cultures, languages and strategies are the three pillars of everything we do.

INTRODUCTION

Whether you are planning to explore new opportunities in an existing market or looking to enter a new one, this book will help you plan and understand the essentials of cross-cultural communication.
We've looked at four key stages in the strategic process, from the early steps of conceptualisation, all the way to market roll-out.

Thank you for reading this book,

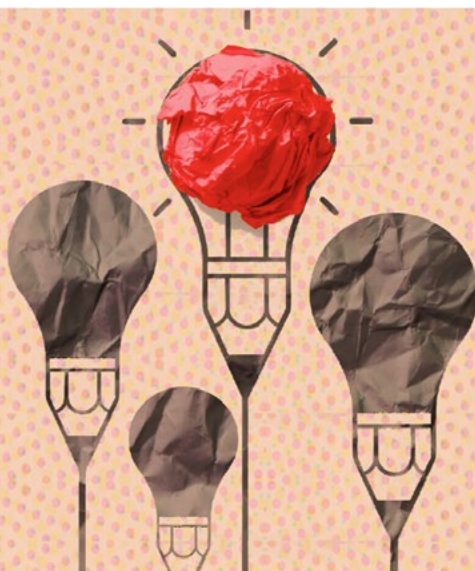
The Creative Culture Team

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LOCAL MARKET INTELLIGENCE





UNDERSTANDING THE MARKET

UNDERSTAND YOUR CUSTOMER

In a globalised world, a one-size-fits-all approach won't get you anywhere. To ensure success, you'll need to spend time getting to know your customers – their environment (social, economic and cultural), their likes and dislikes, and most importantly, how your product/ service will be utilised in the market. If you know the answers to these key questions, you'll be able to tailor your approach for each specific market.

In India and the Philippines, for example, deodorant is sometimes used to whiten armpit skin, in addition to being used as an antiperspirant. Armed with this knowledge, Sure (Rexona) catered its product offering to the market, ensuring the brand would appeal to local consumers.

DECIDE WHICH CHANNELS TO USE

By researching and understanding what's appealing to your consumers and what channels they use, you will maximise your reach. Some markets prefer online channels, while others still rely on more 'traditional' means. Understanding market preferences will help to ensure you are taking the right approach for your campaign.

MAKE YOUR IDEAS RESONATE

No matter how great your product, or how unique your selling point, you need to remember that it won't always cross borders successfully. How can you make sure that your message resonates in a different market?

CREATIVITY WORKS, BUT MAKE SURE TO GET IT RIGHT

Don't compromise on creativity, as it is proven to have high impact and add value in many markets. However, remember that what is viewed as creative, edgy or funny in one market may not be well received in others.

In 2014, Toyota targeted younger consumers across a range of Southeast Asian markets with its digitally-led 'waku-doki' campaign.

In Japanese, waku-doki is the feeling you get in your chest when you are about to do something really exciting, like bungee-jump or kiss someone for the first time.

It was an instant viral hit because the concept, visual identity and creatives were culture-specific and strongly resonated with the target audience in the region. It would be difficult to imagine the campaign harnessing the same success in Western markets.





BENCHMARKING YOURSELF AGAINST THE COMPETITION

IS THERE A DEMAND?

Is your product/ service already available in the market you want to enter? Observe how others are approaching the market and how you can distinguish yourself. Try to find a unique selling point that you can capitalise on.

WHAT IS THE COMPETITION DOING?

Take time to assess the competition's strategies. What are they offering? Don't forget to look at their comms – what sort of tone-of-voice do they use to address the customer? It's important to identify which elements of their approach are or aren't successful in order to shape your own strategy. If you are coming to market with a strategy that's already been put in place in other territories, sense-check it against the values of the market and the competition's moves.

BUILD SOME BEST PRACTICE ACROSS INDUSTRIES

Look at the current trends in advertising, marketing and comms – and don't limit your search to your industry either. By looking to other industries for inspiration, you can gather new insights into best practice for strategy, channels, types of comms, recent hot campaigns and more.

In 2006 and 2013 respectively, alcohol brands Dos Equis and Kronenbourg 1664 launched campaigns centred on an over-the-top, alpha-male character. But they were not the first brands to capitalise on this approach. In fact, they weren't even the first industry.

The trend started with Old Spice, a male grooming brand, which has been creating hypermasculine adverts since the 70s.

ADAPT YOUR STRATEGY AND COMMS

You might have an excellent product/ service, but you need to know how to adjust your strategy according to your target audience. Get to know local values and customs, and watch out for unfortunate language mistakes.

It's important to remember that the population segment you are addressing may differ from one market to another, and that even when the demographics are the same in two markets, these groups might not respond to the same messages or have the same expectations.

In 2015, Disney Japan released a tweet that quoted 'A very merry unbirthday to you!' from Alice in Wonderland. On most days, this would be received light-heartedly; however, the brand failed to recognize that it was the anniversary of the Nagasaki bombing, and their tweet translated as 'Congrats on a trifling day'.





SPRITE'S BEST PRACTICE

Did you know that in 2016, Sprite Pakistan teamed up with the country's milk market leader to launch a campaign promoting the traditional Doodh Soda? Doodh Soda traditionally consists of a mix of soda water, sugar and milk, consumed during Ramadan to break the fast.



Above and right: Sprite Pakistan Twitter campaigns for Doodh Soda.

Sprite targeted young adults using a mix of social media and street marketing. This resulted in their product being chosen over the competition.



The beverage company realised that customers replace sparkling water with soda, as it is cheaper and more convenient for them. Sprite then surfed the wave of the phenomenon and launched its 'Doodh Soda' and 'Iftar ko Sprite kar' ('Have a Sprite on Iftar') campaigns.



For brands, local market intelligence and benchmarking go a long way when it comes to advertising their products and being culturally relevant.





CASE STUDY





HOW LOCAL MARKET INTELLIGENCE CAN SHAPE A STRATEGY

When Renault relaunched in the Indian market

MARKET



India

CONTEXT:

In 2011, after separating from local distributor Mahindra, Renault wanted to introduce itself to the Indian market as a brand in its own right. Vital to the success of the campaign was the effective engagement of middle-class Indian men and women, within the context of Renault's core brand values, vision, innovation and warmth.

CHALLENGE:

In a crowded and price-sensitive market, Renault needed to be confident it had a keen insight and understanding of its target audience – especially considering that India is a culturally sensitive and diverse society. This understanding could then help frame the brief that would inform and guide Renault's launch strategy, leading to standout campaigns.



SOLUTION:

The brand therefore briefed Creative Culture to deploy its in-market experts to undertake local research and gain insight into the market. This bespoke programme included assessing mobile advertising best practice and celebrity endorsement, as well as addressing local and regional culture, religious celebrations and social practice across the country.

RESULTS:

The insights Creative Culture provided allowed the brand to both develop a market-specific communications strategy and design an Indian product range that addressed the need for affordable, high-quality and relevant solutions.

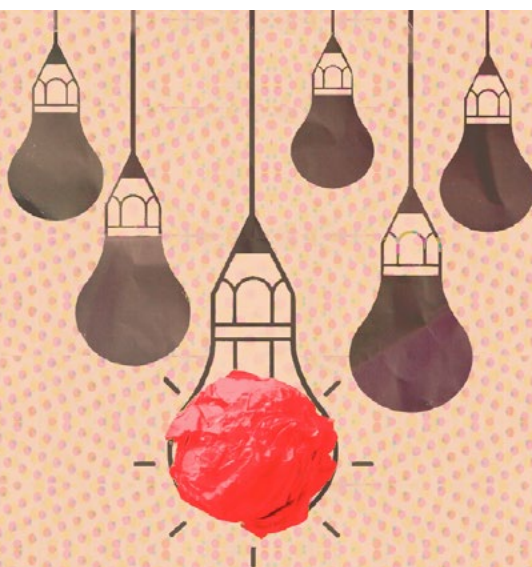
Insights provided by Creative Culture ensured Renault created campaigns suited to the regionally focused market, using friendships or family situations as creative backdrops, whilst maximising the use of celebrity endorsement, consumer competitions and religious holidays when Indians tend to spend and gift more.

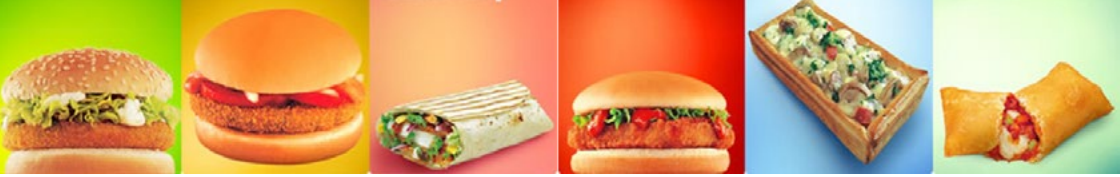
Creative Culture's primary research and local intelligence informed yet another client in a challenging cultural environment, maximising marketing campaign effectiveness and sales performance.





CROSS-CULTURAL AUDITS





IS ‘LOCAL’ IMPORTANT?

Ensuring your campaigns are ‘locally’ relevant involves more than just the written content. There are many aspects you can explore to maximise your effectiveness in a new market. For instance, think about local celebrations, cultural preferences, user experience and digital trends. Here are a few handy tips to get you started.

CHECK THE VISUAL & AESTHETIC STANDARDS

Check the visuals you’re planning to use, as well as the colours, designs and copy. Think of changing the visuals to target your audience. For instance, if you’re a European beauty brand targeting the Asian market, consider changing the visuals on your packaging to include local models, which will increase your brand’s relevance.

ASSESS THE MEANING OF COLOURS & SYMBOLS

Make sure that you’re not using anything that would make your customers turn away. Did you know, for instance, that in China the number 4 is extremely unlucky? So unlucky, in fact, that some buildings don’t have any floors containing the number (i.e. buildings go from floor 39 to 50). Colours are important, too. In Thailand, purple is a colour of mourning, whereas it is considered a royal shade in Western countries.

IS YOUR BRAND TONE-OF-VOICE RELEVANT?

Did you know that there are three levels of formality in Japan? The correct level to use depends on the addressee and the subject matter involved. In other languages, the channel you use might influence the form of address you employ, despite communicating with the same audience. And let’s not forget that brand experience expectations will differ from one culture to the other. So remember: always check first!





HOW THEY DID IT RIGHT

ADJUSTING TO CULTURAL NUANCES

OLAY

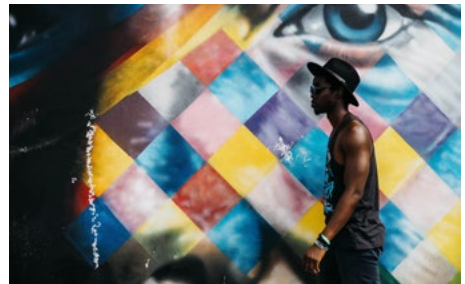
For their campaign in Saudi Arabia and the UAE, beauty brand Olay really tailored their approach to the target market. In Saudi Arabia, advertising laws make it illegal to reveal any skin in print/ outdoor adverts, and in some cases, this rule can apply to digital campaigns. In order to ensure that their campaign was totally inclusive, Olay held a beauty contest that was centred solely on eyes. Called the 'Most beautiful eyes in Arabia', the competition allowed online entries from women wearing veils – and if they didn't want to participate, they could also vote.



BLENDING INTO THE LOCAL CULTURE

GUINNESS

Guinness put local influences and heritage at the forefront of their campaign. In an effort to tie the product into specific aspects of African culture, particularly dance and music, they created a certain 'attitude' that represents both their product and the lifestyle of African youth. By presenting the product as a means of expression, the campaign conveys the idea that Guinness is an integral part of African millennials' culture.





THE DEVIL'S IN THE DETAIL

GETTING THE TIMING RIGHT

NIKE: UNITED KINGDOM

In 2008, athletic brand Nike was forced to withdraw their limited-edition Air Stab line of trainers, due to the rise in knife-related deaths in London. The brand explained that the name of the trainers, originally launched in 1988, was actually short for 'Air Stability', and did not in any way condone knife violence. Instead, it boiled down to an 'unfortunate coincidence timing-wise given current problems'.



YOU CAN'T ALWAYS SAY IT WITH FLOWERS

UNITED AIRLINES: HONG KONG

To commemorate their first flights from Hong Kong, United Airlines passed out white carnations to passengers. Unfortunately, the American airline provider failed to realise that for many Asians, the flowers are actually a symbol of death and/ or bad luck.





CASE STUDY





DRIVING CULTURAL AWARENESS FOR SUCCESSFUL AND CONSISTENT CAMPAIGNS

Global launch campaign for the Nokia Lumia

MARKETS



Brazil
China
India
Spain
US

CONTEXT:

In 2011, Nokia launched its first smartphone range: the Lumia. The global launch campaign was key to its success and the challenge was to ensure the campaign messages were relevant, engaging and motivating to local audiences. As part of a truly integrated strategy, one specific activation consisted of an experiential campaign focused around dropping hats on the seats of various

commuter trains. The brand invited users to wear them, and take creative and fun selfies with their Nokia Lumia devices during their commute to and from work.

CHALLENGE:

Nokia and its creative agency needed to be sure this concept, as well as all other executions across channels, worked in a wide range of markets including Brazil, China, India, Spain and the US before committing considerable investment and brand equity into such a key launch campaign.



SOLUTION:

Therefore, Nokia asked Creative Culture to undertake a thorough cultural, linguistic and strategic assessment of the campaign across channels: digital, experiential, print, retail and TVC in local markets. The expertise and experience Creative Culture have from working with over 170 brands worldwide allowed for quick, accurate and actionable insight for the brand and creative team, saving time and money, and improving effectiveness.

RESULTS:

Across two significant markets, invaluable insight was gained, including the following few snippets relating to the experiential campaign:

China: Avoiding using army helmets is strongly recommended as they can carry sensitive political connotations, and they also resemble the hats worn by the Japanese military in WWII.

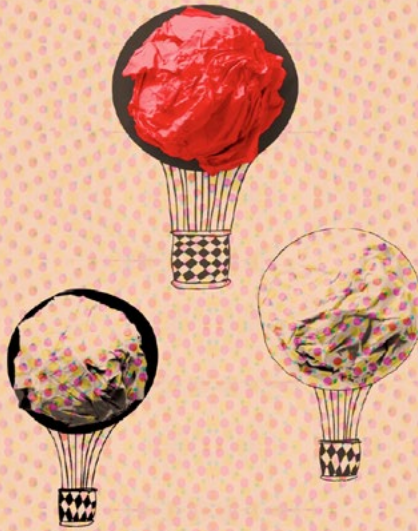
India: Although this is a good experiential concept, the location may need to be changed. Due to the high incidences of terror attacks on Indian public transport systems such as trains and buses, passengers have been strictly instructed to report any unclaimed items on trains and buses, such as suitcases, bundles, etc. So Indians might look at these items with suspicion and even fear.

By undertaking a cross-cultural audit on the brand's priority markets, Nokia was able to roll out a strong, consistent campaign across markets, avoiding costly and damaging mistakes.





GLOBAL CONTENT SOLUTIONS





TRANSCREATION VS. TRANSLATION

Your campaign produced great results and you're ready to take the plunge internationally, but the copy needs to be made available to a completely different culture, and in an entirely different language. You're thinking of translating the content, but will it be enough to create messages that resonate with your target audience and convince them to engage with your brand? Read on to find out what the differences are between transcreation and translation, and how you can best reach your target audience!

1. TRANSLATION DELIVERS WORDS, BUT TRANSCREATION BRINGS THEM TO LIFE

Is simple translation enough to succeed in a new market? Not everything that worked in one market will work in another – a 'good' adaptation is about more than just grammar; the copy may be grammatically perfect, but if it fails to consider cultural nuances, it won't have much success resonating with the target audience. The meaning needs to reflect current market expectations and trends, while ensuring that elements like references or idioms have been amended for local relevancy. If you need a powerful, emotional statement that will appeal to your audience, transcreation is the real solution. A good example of successful transcreation is the English version of the *Astérix* comics. In the original French version, all of the characters' names are puns. As these puns are dependent on the French language, simply translating them wouldn't work and the humour would be lost on the English reader. Instead, they were recreated. For example, Obélix's dog is named Idéfix, a play on the phrase 'une idée fixe' ('an obsession').

In the English version, he is called Dogmatix, reflecting his dogmatic personality and the simple fact that he is a dog! For many of the characters, the transcreator was able to hint at character traits, adding an extra level of subtlety. This just goes to show that transcreating doesn't necessarily mean finding an equivalent to the original, it's about finding a solution that will resonate in the target language, while still honouring the original intent.

[...]

Astérix®





Another great example: Haribo. The world over, everyone knows the Haribo jingle. But did you know that it was also transcreated for use in various European countries? The transcreators had a tough task; as the music was going to stay the same in each market, they had to maintain both the message and the rhyme of 'Kids and grown-ups love it so, the happy world of Haribo'. Did they manage it? Yes, and they did an extremely good job!

The English tagline itself is actually a transcreation from the German: 'Haribo macht Kinder froh und Erwachsene ebenso' ('Haribo makes children happy, and adults as well'), and has since been transcreated into other languages. Have you heard the French version: 'Haribo c'est beau la vie, pour les grands and les petits' ('Haribo, life is beautiful, for grown-ups and kids')? How about the Spanish tagline: 'Vive un sabor mágico, ven al mundo Haribo' ('Experience a magical taste, come to the world of Haribo')? Thanks to these transcreations, the brand was able to slightly alter its tagline around Europe, while staying true to the original positioning.

2. TRANSCREATION HELPS TO AVOID CULTURAL BLUNDERS

Understanding what works and what doesn't in a certain country is one of the main advantages of transcreation, because the transcreator is someone who is familiar with the reality of the market and understands the target culture inside and out. A number of brands have gone so far as to change their names when launching in a new country. In China, there are two options: find a phonetically similar word, or use a word that may sound completely different, but conveys the attributes of the brand. French company Carrefour hit the jackpot, choosing '家乐福' (Jiālèfú) as its Chinese name, whose individual characters mean 'family/ happy/ fortunate'. The name is not just a transliteration, it also relays the message the brand wants to send. Marriott, on the other hand, uses '万豪' (Wànháo), meaning 'ten thousand wealthy elites', therefore clearly setting the tone for its high-end hospitality experience. Tailoring their names ensures that brands are specifically targeting local consumers, helping to ensure their success in the market.

[...]





“

Of Blending singularities into uniqueness
Deciphering the codes of majesty
Hermits, Wizards, Alchemists,
Virtuous few, masters of history

Que de marier des singularités dans l'unicité
Que de déchiffrer les codes de la majesté
Ermites, magiciens, alchimistes
Et rares virtuoses, maîtres du passé

”

3. TRANSLATORS ARE LINGUISTS, TRANSCREATOR ARE WRITERS

Have you ever read a book in its original language only to come across a bad translation later? Direct translations don't always sound natural or fit the context, as part of the meaning can get left behind. Most importantly, they don't communicate the story of your brand.

While translators are competent in preserving the literal meanings of words and ensuring terminology is perfectly accurate, they might not be as creative as transcreators. They don't always have the necessary marketing knowledge to write a persuasive text, and are not used to adapting cultural nuances in the same way.

Transcreators have marketing experience and implement a little more 'artistic license'; they are experienced in copywriting, have an in-depth understanding of the culture and can easily catch linguistic subtleties.

If you understand French, take a look at a poem we transcreated for a luxury spirits brand (above) and see what you think. The art is in the detail and the spin on meaning and rhythm.

**So, when should you use a transcreator rather than a translator?
When style, tone-of-voice and cultural adaptation are at the core of your message!**





HOW THEY DID IT RIGHT

ADAPTING ENGLISH FOR LOCAL AUDIENCES

AMERICAN EAGLE OUTFITTERS

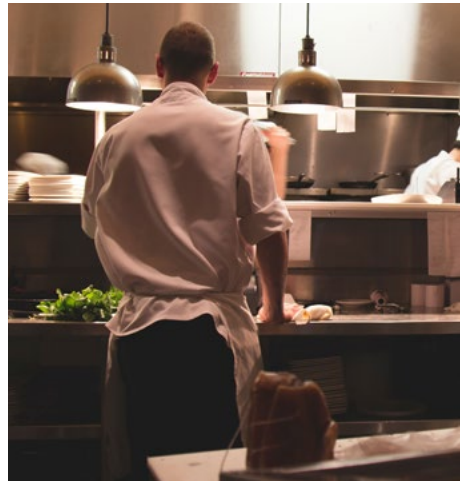
Given the number of English dialects spoken in the Anglophone world, great attention should be paid when launching content in English-speaking markets. American Eagle Outfitters provides a perfect example of how to do it right. The clothing brand adjusted the terminology they used when launching their website in the UK, changing 'sweaters' to 'jumpers' and 'pants' to 'trousers'. By doing so, they not only became more relatable to consumers, but they also avoided any potential cultural blunders.



ADAPTING TO CULTURES

NIKON

For their 'I am' campaign in 2010, camera brand Nikon chose to localise their adverts. Featuring local sceneries and cultural references, the images and phrases used in the adverts resonated with market consumers. For Brazil, one advert read 'eu sou Brasil' ('I am Brazil') and showed a man in front of Christ the Redeemer, mimicking the statue's stance. While the advert worked well in the country, it wouldn't have received the same levels of engagement elsewhere. But the brand also employed transcreation techniques to ensure that some images could be used in multiple markets. For example, one advert featured chef Jamie Oliver and read, 'I am Jamie Oliver'. At the time, the culinary celebrity was not well known in France, so the copy was adapted as 'Je suis un grand chef cuisinier' ('I am a big/ talented chef') instead.





THE DEVIL'S IN THE DETAIL

SIMPLE TYPO, LASTING EFFECT

ADIDAS: COLOMBIA

In 2016, as the Copa América was celebrating its 100th anniversary, adidas came under the spotlight for all the wrong reasons.

The sportswear manufacturer, also the official sponsor for the Colombian national team, designed a print advertising campaign featuring an egregious typo. adidas mistook 'Colombia' for 'Columbia', a spelling mistake that sparked outrage among the Colombian community and resulted in negative coverage for the brand from all over the world.



REBRANDING PERCEPTIONS

MCDONALD'S: CHINA

Following the sale of a controlling stake in McDonald's China and Hong Kong operations to financial conglomerates in early 2017, the company changed its official business name in China. Formerly known by its phonetic name, 'Maidanglao', the company decided to rebrand its name as 'Jingongmen' - a transliteration meaning Golden Arches. Unfortunately, the choice was not well received by Chinese customers, who considered the name outdated - some of them even went so far as to say it sounded unsophisticated.





BEYOND GOOGLE

In an era when customers spend hours searching for product information, customer reviews and social content, how do you raise your brand to the top of internet search results? It's not an easy battle – Google indexes as many as 60 trillion websites, which makes content marketing a challenge. However, if it's done right, it can be very fruitful. Before you even finish reading this sentence, 2.3 million Google searches will have happened, showing that the power of search engines is not to be overlooked. You need to know what your customers are after, offer them solutions to their search questions and be flexible in adapting to your audience's local markets.

IT'S NOT ALL ABOUT GOOGLE

Keyword research opens the door to other markets. Apart from Western search engines, such as Google and Bing, you can also compete for the attention of users on Baidu in China or Yandex in Russia. Just remember to do your research – search volumes might differ depending on the keywords and search engines used.

KEYWORDS THAT ARE NATIVE TO A MARKET

It's not as easy as taking the keywords in one language and simply translating them into another. The language needs to be 'human', feature idioms, colloquialisms and local dialects, as well as expressions. Think about it – when you are searching for something online, you type it into the search bar the same way you would say it, not as it is described in the dictionary.

Another important aspect to keep in mind is language variation: British English differs from American English, and the German used in Germany is different to that which is used in Switzerland or Austria.

LONG-TAIL KEYWORDS

Don't forget: ranking for short-tail keywords might not be as effective as trying to rank for long-tail keywords. Test it yourself... let's assume you work for a travel agency that wants to increase its online presence. If you optimise your agency's web page with a keyword like 'holidays', it is rather unlikely to come up at the top – a simple search will show the dictionary definitions, news, well-established websites, etc. And the competition here is huge!

However, if you try to be a little more specific, like 'affordable, all-inclusive holiday destinations in Italy 2018', you'll have less competition and you're more likely to find a customer who has already made up their mind.

Every month, the number of voice searches increases and longer keywords are more likely to be used in speech.

[...]





HAVE LINGUISTICALLY & CULTURALLY POLISHED CONTENT

Everybody can have a great SEO strategy and keyword acquisition, but at the end of the day, what the user will remember is where they ended up: your website. Give those who come across your website something they'll stay for. Make sure that the content is adapted for the market. From cultural consciousness to local trending topics, the pieces you offer to your readers need to be linguistically and culturally polished. This is where transcreation and cultural adaptation come into play.

CUSTOMERS FIRST: SWAP KEYWORDS FOR GREAT COPY

Don't just stuff your page with meaningless keywords – customers will get frustrated, and search engines will pick up on it as well! Black hat SEO (aggressive techniques to push your site to the top of the search results) will result in being banned by search engines sooner or later, and sometimes there is no way to re-enter the engine, even after amending your online content. Prepare pieces that will cover the latest trends and appeal to your target audience, increasing your keyword density naturally as you tell your story with the content you create.

ALGORITHMS SECOND: PREPARE METATAGS

You've prepared top-notch content for your customers; now you need to give search engines even more opportunities to see what's on your page. You'll do that with meta-descriptions. Almost everything can be optimised for SEO, but pay attention to specific meta-descriptions for each page of your website. Given that crawlers (the bots that follow links online and search websites, categorising their content) can't understand videos and pictures the way humans do, you also need to make sure that you attribute media with adequate meta-descriptions and alternative keywords.





CASE STUDY





USING LOCAL INTELLIGENCE TO MAXIMISE YOUR BRAND MESSAGE

The development of a US campaign focused on Cointreau core values

MARKET



US

CONTEXT:

Premium liqueur brand, Cointreau, was in the process of developing advertising visuals and copy for the world's largest cocktail market, the United States. Key to the success of this new campaign was a clear understanding of what would resonate with the US market and the brand's core target audience of young, stylish women who are independent and identify with the iconic brand ambassador Dita Von Teese.

CHALLENGE:

The brand focuses on eight well-defined core values. The challenge was to identify the three that were most relevant to the US market. Once identified, communications tailored to these core values would be constructed with the aim of stimulating and resonating with the target audience, all while ensuring continuity with brand terminology and consistency across all campaign elements.



SOLUTION:

Cointreau asked Creative Culture to organise and manage a team of specialist copywriters and linguists to identify the top three values and produce creative copy (headlines and taglines) that would correspond with the visual communications. After undertaking a semantic analysis of all Cointreau brand terminology, we chose the strongest and most relevant terminology, maximising the efficacy and effectiveness of campaign materials for this demanding and sophisticated target market.

RESULTS:

The results were stunning – so much so that the brand has embarked on a long-term relationship with Creative Culture. The success and effectiveness of these campaigns – through maximising relevance to the target market – built a platform for campaigns in the US, as well as in other international English-speaking markets in subsequent years. As the client put it: *"The collaboration between Cointreau and Creative Culture has always been characterised by efficiency, expertise and quality. Following our first successful experience (in record time!), our collaboration has diversified and expanded. Thanks to their know-how and drive for perfection, Creative Culture has become an essential partner for Cointreau and other brands of the Rémy Cointreau group."* Maud Rabin, Global Communications and Image Director, Rémy Cointreau.

By setting dedicated teams of industry-focused experts and a bespoke methodology for every project, Creative Culture delivers long-term benefits for international brands across the board.





LOCAL ENGAGEMENT





BUILDING A LOCAL FANBASE

IT'S ALL ABOUT ENGAGEMENT

In this day and age, it's all about how a brand can converse directly with its customers, presenting themselves as accessible, engaging and locally relevant. So how can you find your way through this minefield of cultures and ever-evolving local trends?

USE THE INSIGHTS YOU GATHERED...

... during your research. Create accounts on the social networks that proved to be the most important and try to reach out to your customers via these platforms. Effectively, you want customers to become followers! Prepare an editorial calendar to make use of local celebrations, and look at examples of what worked (and what didn't) in the market.

UNDERSTAND THE LIFESTYLE...

... you'd like to associate with your brand. If you're planning to target millennials in Cameroon, for example, try to understand what they want, what they believe in, and what their favourite activities are. Then, try to associate your brand with these findings.

Have you heard of the Bidoung challenge? Mr. Bidoung, Cameroon's Sports Minister, became the namesake of a leading social media trend in the country in December 2016, following a nearly athletic bow to President Paul Biya.

It went viral and the Bidoung challenge came to be: users all over the Web posted photos demonstrating their best Bidoung bow.

LOOK AT THE DATA

Once you start, look at your social media metrics to optimise your content: how often you post, when, and what topics you should be covering. You might consider using special social listening tools to measure your performance. Listen to your audience and spice up the topics of your posts and your website/ blog content.





SOCIAL MEDIA AROUND THE WORLD

When you're planning to launch online, it is essential to consider different social media platforms. Across the world, websites enjoy a varied level of popularity; to ensure your efforts don't go unnoticed, you need to know where to be present. Let's look at a few interesting examples from around the world.

RUSSIA: VKONTAKTE & ODNOKLASSNIKI

Although the popular social networks are present in this country, the ones built locally are the most commonly used. VKontakte, which works similarly to Facebook, has over 300 million registered users, 60 million of whom are based in Russia (compared to 10 million Russian Facebook users); therefore, it might be your best digital entry into that social market. Another very popular service is Odnoklassniki, a social media networking site that allows people to reach out to their school and uni colleagues. The only difference is the age of the active users: while VKontakte is a good platform to reach out to younger users, Odnoklassniki is more relevant for reaching 30+ audiences.



BRAZIL: TWITTER & FACEBOOK

Latin Americans are avid social media users. Did you know that the average Brazilian spends as much as five hours a day on social media? Moreover, Brazil accounts for 10% of the total time spent on social media networks globally, second only to the US. Limiting your campaigns to social networks like Twitter (which grew so quickly that the company had to open an operations division in São Paulo) and Facebook is enough, especially if you tune in during football matches. And always remember to provide top-tier customer service: as many as 94% of Brazilians would like to be provided with assistance over social media.





CHINA: SINA WEIBO & WECHAT

With the likes of Facebook, Instagram and Twitter being blocked in mainland China, you need to revert to marketing on local social media platforms. There are a broad range of services that provide similar functionalities to Western ones. Sina Weibo is a microblogging service, which is very similar to Twitter. The most commonly shared content includes jokes, images and videos – and with over 60,000 brand/ celebrity accounts, there is a huge space for marketing.



WeChat is a very popular instant messaging service. One of its remarkable features is allowing one-to-one communication with the customer – if you're ready to set up a skilled customer service team to handle speaking to your audience. As users can also opt to pay via WeChat Pay, it's common practice to advertise special offers on the service.



JAPAN: TWITTER

In early 2016, the Wall Street Journal reported that in Japan, Twitter has more users than Facebook, with a total of 35 million accounts. And it's far less limiting in Japanese, because 140 characters can express much more than in other languages.





CASE STUDY





MANAGING INTERNATIONAL PANELS TO DEVELOP RELEVANT COMMS TOOLS

How Connecting Nurses created effective communications to engage patients

MARKETS



Canada
France
Germany
UK
US

CONTEXT:

Leading global nursing community, Connecting Nurses, needed to develop a suite of communication tools that allowed nurses to better train their peers, as well as inform and engage patients. These tools are especially important following diagnosis of chronic diseases that require self-injection on the part of the patient. Operating across diverse markets including

Canada, the UK and the US, Connecting Nurses was looking to add to their innovative platform, where nurses can access best practice comms tools, available in a range of formats (videos, print, digital, etc.).

CHALLENGE:

The primary challenge of this project was how to integrate insight from both nurse and patient perspectives, across various countries, and interpret the information to create a set of communication tools. The differences in regulations and cultural perspectives from country to country added an additional layer of complexity to the task at hand.



SOLUTION:

To address this brief, Creative Culture coordinated various expert teams to generate insight, conduct research, organise and moderate focus groups, copywrite content, as well as produce video and communication tools. Focus groups were organised over a six-month period to help gather the necessary intelligence to create relevant comms tools. To ensure equal representation of the target markets, focus groups were composed of both patients and nurses, which allowed us to collect

invaluable insights regarding differences in cultural understandings of healthcare systems and professionals. Our global approach allowed us to develop comprehensive and relevant communication tools for nurses and patients that satisfied all key elements of the brief.

RESULTS:

With the added value and flexibility of our team of experts, we delivered technical solutions and comms tools of exceptional quality to both the nursing and patient communities. As Sylvie Coumel, Stakeholder and Advocacy Director, Connecting Nurses, said: *"Our collaboration with Creative Culture enabled us to create communication and educational tools around the topic of self-injection. The added value of their methodology, and the excellent moderation skills during the focus groups helped us reach our objectives."*

Another illustration of solid cultural intelligence being used to deliver relevant communication tools, focused on two different target audiences and resulted in improved patient welfare.





INTERESTED IN KNOWING MORE?

WHAT WE STAND FOR

Did you know that 95% of 100 top global corporations' senior executives feel the cultures of their markets can make or break their success?

At Creative Culture, we make global happen, bridging the gap between your global vision and the reality of your markets in order to increase local buy-in.

We believe we can make a difference because our unique approach to culture and strategy is fully integrated: targeted insights, highly specialised experts and tailor-made solutions are what you get with Creative Culture.

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we make global happen