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ACHIEVE GLOBAL SUCCESS:

**ENSURE YOUR BRAND CLICKS
ACROSS BORDERS.**




2024

THE IMPORTANCE OF ENSURING YOUR BRAND CONNECTS GLOBALLY.

For any brand looking beyond its home turf, the journey into foreign territories is more than a step – it's a giant leap – filled with both potential rewards and a set of unique challenges.

In this global playground, one truth stands out: understanding and embracing cultural differences is not just beneficial, it's absolutely crucial. Every market is composed of distinct habits, tastes, and expectations. What works in one country could potentially fall flat in another. It's a bit like designing a universal remote – it needs to work seamlessly across different systems and standards.

But don't worry, because we're here to guide you through this exciting but complex landscape. Whether you're eyeing the historic streets of Europe or the complex markets of Asia, knowing how to tune your brand's voice to resonate with diverse audiences is key. Join us as we unpack the secrets to making your brand truly understood and embraced, globally.



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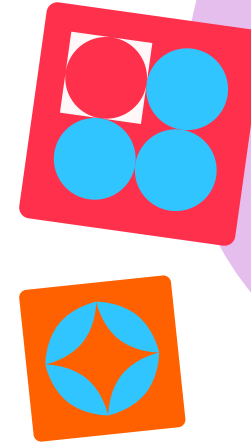
**SECTION
#1**

THE UNIQUE LANDSCAPE OF MARKETING TO THE UK.

UNDERSTANDING THE UK MARKET'S UNIQUE CHARACTERISTICS.

At NU Creative, we've got our finger on the pulse of various global markets, and let's just say, the UK market is a fascinating one.

It's a mix of history, tradition, and modernity, making it quite distinct from other countries, especially when you compare it to our friends across the pond in the US.



One of the first things to note about the UK is the cultural nuances. Brits, for instance, are often perceived as more reserved and understated compared to the more outspoken and bold nature of Americans. **This isn't just about stereotypes;** it translates into consumer behaviour and expectations. A marketing approach that's direct and assertive in the US might need to be more nuanced and subtle in the UK.

Understanding these subtleties is crucial. It's about speaking their language, both literally and culturally. For instance, humour in the UK has its own flavour – it's often dry, witty, and a bit self-deprecating. So, if humour is part of your brand voice, it needs to adapt to this style to really connect with a British audience.

But it's **not just about tweaking the tone.** The entire brand proposition might need rethinking. What your brand stands for, the values it communicates, and how it interacts with consumers should feel at home in the UK's unique cultural landscape. This could mean adjusting your messaging, rethinking your visual identity, or even reconsidering the channels you use to reach out to your audience.

We believe that getting this right is more than just good marketing; it's about building genuine, lasting connections with your audience. When you tailor your brand's proposition and strategies to align with the UK market, you're not just selling a product or a service – you're becoming a part of their world. And that's what makes all the difference.

OBSERVATION

OUR INSIGHTS FROM THE WORLD TRAVEL MARKET (WTM).

During our time at the World Travel Market (WTM), an eye-opening event for anyone in the travel and tourism industry, we had the chance to deep dive into the specific challenges and opportunities faced by travel companies and Destination Management Companies (DMCs) when marketing to a UK audience.

COMMON CHALLENGES IN THE TRAVEL INDUSTRY

One of the recurring themes we encountered was the difficulty in creating messages that truly resonate with the UK audience. Many travel brands, especially those new to the market, struggled with understanding the nuances of British preferences and expectations. There's a fine line between an engaging campaign and one that misses the mark, and finding that balance is key.

For example, while a straightforward, value-driven approach might work well in other markets, in the UK, it's often about creating a narrative – a story that captures the imagination and speaks to the experiences and adventures that await. British consumers tend to look for authenticity and uniqueness in travel experiences, something that goes beyond just the price point or the destination.

THE IMPORTANCE OF MARKET ANALYSIS AND EFFECTIVE COMMUNICATION

Effective communication and thorough market analysis emerged as crucial factors. It's not enough to simply translate your existing strategy into a British context; it needs to be reimagined and restructured. This involves understanding local trends, consumer behaviour, and even the subtle differences in language usage.

Our interactions at the WTM highlighted the importance of investing in local market research. Understanding the economic, social, and even political landscape can give you insights into what drives and motivates the UK audience. Moreover, adapting your brand's voice to suit the UK's more reserved and nuanced communication style can make a significant difference.

Through tailored social media strategies, targeted content marketing, and carefully chosen imagery and messaging, travel brands can more effectively engage with the UK market. It's about creating a dialogue that's not only appealing but feels familiar and relatable to a British audience.

In essence, the key takeaway from our experience at the WTM is this: for travel companies and DMCs aiming to capture the hearts of UK travellers, a deep understanding of the local culture and consumer mindset is essential. Creating messages that resonate requires a blend of creativity, cultural sensitivity, and strategic thinking, areas where NU Creative excels in guiding and supporting our clients.



THE ART OF LOCALISING BRAND COMMUNICATION.

**SECTION
#2**

Achieve global success

CREATING MESSAGES THAT RESONATE ACROSS CULTURES.

In today's interconnected world, the ability to effectively localise brand communication is an art. It involves finely tuning your brand's voice and messaging to fit into the diverse web of global cultures. This is particularly crucial when you consider the vast differences in how audiences across the world interact with and perceive brands.



ADAPTING TO DIFFERENT CULTURAL CONTEXTS

Let's start with social media, marketing, and content strategy. The key here is to understand that **each culture has its unique set of values, humour, and communication style**. For instance, a social media campaign that does well in Italy might not have the same effect in Japan. The secret lies in researching and understanding these cultural nuances. It's about knowing the audience – what they like, what they value, and how they communicate.

In adapting your strategy, consider the platforms that are popular in each market, the type of content that resonates, and even the times when people are most active online. For example, visual content may be more effective in markets that are highly responsive to imagery, like Instagram-heavy cultures, while in-depth, informative content might work better in markets that favour platforms like LinkedIn.



TONE OF VOICE AND BRAND PROPOSITION

The tone of voice is another critical aspect. It's not just **what you say**, but **how you say it**. In the UK market, for example, a tone that balances wit with professionalism often strikes the right chord. It's a market that appreciates clever, understated humour, and brands that come across as too brash or direct might not resonate as well.

Your **brand proposition** also needs to speak to the local audience. In the UK, this could mean focusing on quality, heritage, or innovation, depending on your brand and product. It's about aligning your brand's values and messaging with what's important to your audience in that specific region.



CHOOSING THE RIGHT CHANNELS AND ASSETS

Lastly, the choice of channels and assets you use for communication is crucial. In the UK, a mix of traditional and digital media might be effective, but the balance would depend on your specific audience. Digital channels like Facebook, Instagram, and Google Ads might work well for a younger, tech-savvy audience, while more traditional media, like TV and newspapers, could be better for reaching an older demographic.

Additionally, assets like images, videos, and infographics need to be culturally relevant and appealing. They should reflect the local culture and ethos to create a deeper connection with the audience.

**SECTION
#3**

LEARNING FROM GLOBAL MARKETING SUCCESSES.

Achieve global success

HOW BIG BRANDS SUCCEED IN LOCAL MARKETS.

When it comes to global marketing, some brands have set brilliant examples of how to effectively connect with local markets. These successes offer valuable insights into the power of localisation and its impact on a brand's global strategy.

COCA-COLA'S 2011 "SHARE A COKE" CAMPAIGN.

A classic example is Coca-Cola's 2011 "Share a Coke" campaign.

This campaign replaced the iconic Coca-Cola logo on bottles with popular local names in **over 70 countries**. This simple yet ingenious idea created a personal connection with consumers, encouraging them to find bottles with their names or those of friends and family. The result? A notable increase in sales, including a **2% rise in sales after a decade of decline**. This campaign demonstrated the effectiveness of personalisation and cultural relevance in marketing.



IMPACT OF MARKETING LOCALISATION.

The impact of marketing localisation can be seen in various statistics and examples.

For instance, localised Facebook campaigns have shown significant improvements in engagement rates. One study revealed that ads with localised copy saw **up to 22% higher click-through rates among women** and **an impressive 87% among men**. This highlights the importance of tailoring content to resonate with specific cultural and regional contexts.

Furthermore, companies that invest in localisation services tend to see substantial financial returns. Businesses using these strategies report making **1.5 times more revenue** than those who don't. This isn't just about language translation; it's about adapting messaging, visuals, and overall strategy to align with local tastes and preferences.

GEO-TARGETING AND LOCALISED SOCIAL MEDIA CONTENT.

Geo-targeting plays a vital role in ensuring that your marketing efforts reach the most relevant audience.

For instance, posts that are geo-targeted tend to perform significantly better than those broadcasted globally. This approach allows brands to tailor their messages based on the specific location of their audience, making the content more relevant and engaging.

Creating localised content for social media isn't just about changing the language; it's about reflecting the local culture, trends, and nuances. This approach can dramatically improve organic performance – in some cases, by **as much as 2500%**. Additionally, **84% of marketers** have reported that content localisation has helped grow their revenue, highlighting its significance in global marketing strategies.

In essence, these examples and statistics make a crucial point: understanding and adapting to local markets is a necessity for global success. Big brands like Coca-Cola have shown that with thoughtful localisation, it's possible to resonate deeply with consumers around the world, turning global audiences into local fans.

Understanding and adapting to local markets is a necessity for global success.

MARKETING TRANSLATION FAILS.

Marketing translations can sometimes lead to humorous or embarrassing situations when brands fail to consider linguistic nuances and cultural contexts. Here are some notable examples:

KFC IN CHINA

KFC's famous slogan "Finger Licking Good" was translated into Chinese as something akin to cannibalism, creating an unintended and somewhat macabre message.

MITSUBISHI IN EUROPE

The Mitsubishi Pajero faced a similar issue in Spanish-speaking markets, as "Pajero" translates to "wanker" in Spanish, an unintended and inappropriate association.

NOKIA

The launch of Nokia's 'Lumia' phone line was problematic in Spanish-speaking countries, where "Lumia" translates to "prostitute".

COORS IN SPAIN

The American beer maker's "Turn it loose" campaign, when translated into Spanish, came across as "suffer from diarrhoea," a far cry from its intended message.

PEPSODENT IN SOUTHEAST ASIA

Pepsodent's campaign highlighting the toothpaste's whitening effect failed in areas where blackened teeth were culturally desirable, showing a lack of cultural awareness.

FORD IN BRAZIL

The Ford Pinto retained its English name in Brazil, where "Pinto" is a colloquial term for "small genitals," leading to an awkward branding mishap.

IKEA

IKEA's "Fartfull" workbench was meant to imply "full speed" in Swedish, but in the UK, it brought chuckles due to its unintended connotations.

PARKER PEN IN MEXICO

Parker Pen's slogan, "It won't leak in your pocket and embarrass you," was translated in Mexico to "It won't leak in your pocket and impregnate you," due to a mistranslation of "embarrass" to "embarazar," which means "to impregnate".

PAXAM IN ENGLISH-SPEAKING MARKETS

An Iranian company, Paxam, faced a translation issue with its laundry soap called 'snow' in Farsi, which was mistranslated as 'barf' in English.

HSBC BANK

Their "Assume nothing" slogan was unfortunately translated as "Do nothing" in overseas markets, necessitating a costly correction.

#FAIL

AMERICAN DAIRY ASSOCIATION IN SPANISH-SPEAKING MARKETS

The "Got Milk?" Campaign was translated to "Are you lactating?" in Spanish, altering the campaign's message significantly.

MERCEDES BENZ IN CHINA

The brand name 'Benz' was translated as 'Bensi,' meaning 'Rush to die' in Chinese, quite the opposite of luxury and safety.

PEPSI IN CHINA

#FAIL

Pepsi's slogan "Pepsi Brings you Back to Life" was translated in China to mean "Pepsi Brings Your Ancestors Back from the Grave," a far more supernatural claim than intended.

BRANIFF AIRLINES IN LATIN AMERICA

Their slogan "Fly in leather" translated to "Fly naked" in Mexican Spanish, a surprising message for an airline.

VICKS IN GERMANY

The brand name 'Vicks' sounded like a German expletive when pronounced with the German 'v' sound, leading to a rebranding to 'Wicks' for German-speaking markets.

These examples show us the importance of understanding both the linguistic and cultural nuances when translating marketing materials for international audiences.

In summary, successful global marketing hinges on **understanding and respecting cultural differences**. From the nuanced approach needed in the UK market to the lessons learned from Coca-Cola's "Share a Coke" campaign, it's clear that localising brand communication is key. Brands looking to thrive in diverse markets should invest in thorough market analysis and localisation strategies. By doing so, they can ensure their messages resonate across cultures, turning global reach into local success.

At NU Creative, we go deep into the heart of your communications and marketing strategies, meticulously unpicking and reconstructing every element to ensure it aligns perfectly with the UK market. This intricate process involves refining your social media approach, marketing tactics, and content strategy, along with adjusting the tone of voice, brand value proposition, assets, and channels. Our goal is to tailor your brand in a way that it doesn't just enter but resonates strongly within the UK's unique market.

Ready to make a significant impact in one of the world's most lucrative consumer markets?

Find out how NU Creative can help **your brand succeed** in the UK market today.

TOGETHER,
WE CAN *rewrite*
THE POSSIBLE.

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