Research on Global Advertising Standardization and Global Brand Consistency

Tingyan Song[(✉)]

University of Southampton, Southampton, UK
1280538273@qq.com

Abstract. In the context of globalization, it is an urgent problem for transnational corporations to establish and maintain a global brand with a unique image that can be widely accepted by markets in different countries through global advertising strategies. Under the premise of comprehensive consideration of internal and external factors of the enterprise, through the standardization of strategy, implementation and language to different degrees, global advertising can shape the identification and image of global brands, thus achieving the consistency of global brand personality, culture, positioning and value, and ultimately promoting the positive, awareness and loyalty of global brands. In the research process, firstly, this paper analyzes the connotation and influencing factors of global advertising standardization. Secondly, this paper analyzes the connotation and value of global brands. Finally, this paper studies the relationship between global advertising standardization and global brand consistency. Through the research, this paper hopes to provide reference for related research.

Keywords: Global Advertising · Standardization · Global Brands · Consistency

1 Introduction

In the context of globalization, it is extremely important for transnational corporations to have a properly positioned and widely recognized global brand. The global brand is regarded by consumers as a symbol of quality, which also indicates the global ideal and social responsibility of enterprises. Therefore, in the era of rapid information development and sharp changes in consumer preferences, how to create a consistent global brand image and improve brand performance has become the focus of scholars and business people. The use of highly standardized advertising information, images and media can enhance the opportunity to create a consistent positive brand image globally and achieve advertising strategies in different markets.

Therefore, along the context of the relationship between global advertising standardization and global brand consistency, this paper tries to clarify the connotation and influencing factors of global advertising standardization, and sort out the connotation, consistency and value of global brands. On this basis, it analyzes the relationship between global advertising standardization and global brand consistency. It emphasizes that the standardization of different dimensions of global advertising is the key to achieving

global brand consistency and thus improving global brand performance. In addition, this study has important implications for multinational companies on how to create a consistent brand image in the global market.

2 Connotation and Influencing Factors of Global Advertising Standardization

2.1 Connotation of Global Advertising Standardization

Levitt (1983) believes that consumers around the world, faced with the same products and brands, cultivated similar tastes and lifestyles, and formed a global consumption culture [1]. Standardized products and marketing programs can achieve low-cost competitive advantages through economies of scale. The similarity of the extensive standardization strategy can reflect more convenience and economy in practical operation. Standardized advertising helps maintain the company's unified global strategy and image, maximize the company's cost advantage and meet the consistent needs of global customers. Other scholars believe that differences in culture, language, history, religion, social economy and other aspects of different countries will affect the understanding of advertising information by different consumers, which will hinder the effective dissemination of global standardized advertising in other countries [2]. Therefore, adaptive strategies are more effective.

At the same time, many scholars took a neutral position and believed that the choice should be made according to the actual situation. The generally accepted view is that the standardization and adaptability of global advertising are regarded as the two ends of a continuum. In a word, the choice of global advertising standardization or adaptability has gradually evolved from the initial exclusive choice to a combination of both. The difference lies in which strategy is more suitable for different levels of advertising content.

When exploring the issue of global advertising standardization, we should focus on what factors in advertising can be standardized and when. Duncan and Ramapraad (1995) pointed out that advertising consists of three elements (strategy, execution and language) [3]. When it comes to advertising standardization, at least one of the three elements is the same. The strategy creates the sales proposition, the implementation involves the realization elements and structure of advertising, and the language reflects the advertising appeal. It can be seen from this that when discussing advertising standardization, we should distinguish between strategy, execution and language elements. The standardization of product advertising in global sales is mostly reflected in strategy, followed by execution, and less in language.

2.2 Influential Factors of Global Advertising Standardization

After going beyond the debate on whether global advertising should be standardized, current scholars are more interested in the influencing factors of the degree of global advertising standardization and the applicable scenarios of standardization. These influencing factors can be basically divided into two categories, namely, the external environment of advertising implementation and the internal strategy, organizational structure and product characteristics of the enterprise.

The similarity of different countries' environments will affect the degree of advertising standardization selected by transnational corporations. These environmental factors include culture and language (Onkvisit and Shaw, 1999) [5]. Advertising is more or less based on the unified and predictable culture, subculture or marketing segmentation given by the audience, so the formulation of advertising should adapt to the cultural characteristics of different countries. As far as the external environment is concerned, scholars also mentioned other influencing factors, such as market similarity, advertising infrastructure, law, politics, economy, market competition, etc.

For a specific product category, there is a global market view. Therefore, under specific conditions, global advertising is suitable for some products. Katz and Lee (1992) [6] found that products (not cultural environment) affect global advertising, and the use of advertising information depends less on cultural values and more on product types. In order to maintain the image of the company or product, multinational companies with well-known and global image tend to standardize their advertising. If consumers' perceptions of the brands they buy are similar in different countries, multinational companies will take a higher level of control to ensure the standardization of advertising. Solberg (2000) believed that in the international market, the headquarters' local market knowledge and its control and influence over subsidiaries were two important factors related to the degree of standardization [7]. He suggested that the standardization strategy could be strengthened through continuous learning and control through cooperation with local agencies, and proposed that the degree of control of transnational corporations over their branches positively affected the level of advertising standardization. The higher the degree of authorization of the headquarters to the branches, the larger the economic scale of the branches, and the higher the development maturity, the less likely the advertising standardization will occur. In addition, the global orientation and international experience of transnational corporations can also play a positive role in promoting the standardization of advertising.

To sum up, although different students draw different influencing factors of global advertising standardization from their own concerns, on the whole, they will be affected by both external environmental factors and internal conditions of the enterprise. In different organizations and different market environments, these factors have different effects on global advertising standardization. Therefore, the standardization degree should be selected according to the enterprise's own conditions and the specific external environment.

3   Connotation and Value of Global Brand

3.1   Connotation of Global Brand

In order to coordinate global marketing activities, enterprises increasingly adopt global brand strategy. A global brand means reflecting a consistent value system in the global market and developing resources conducive to stimulating the subconscious of global customers. Medina and Duffy (1998. Global brands are designed for the global market, covering different national or regional markets and multiple product lines that are not mutually exclusive [8]. The core connotation of a global brand represents the consistent understanding of a brand's core value and image by global customers from different

countries, cultures, values and purchasing behaviors, as well as the consistent positioning choice, demand satisfaction and consumption experience provided by products for global customers under the brand logo.

Cateora, from the perspective of producers, believes that global brands are consistent products or services sold in different countries, and are names, terms, symbols, logos, designs or their collections used worldwide [9]. Global brands can distinguish a seller from competitors and enable consumers to choose their own products or services. From the perspective of consumers, Steenkamp defines global brands as global brands that exist in consumers' ideas, also known as perceived brand globalization [10]. A global brand is defined as a single brand that is sold in various markets around the world with the same market positioning and similar marketing mix under the guidance of a unified global marketing strategy.

Considering the building of global brand consistency from the perspective of the relationship between transnational corporations and global customers, it is bound to focus on the consistency between global brand identity and global brand image. As a brand facing global customers, if the consistency between brand identity and brand image can be achieved, it means that brand consistency has been achieved globally. Global brands can benefit from the world's only perceived image through their consistent positioning. Therefore, many multinational companies have designed, implemented or improved their global brand identity in order to achieve the goal of building a consistent global brand image. The four core elements that truly reflect brand consistency are brand personality, brand culture, brand positioning and brand value. When transnational corporations enter the global market, a series of important strategic elements, such as brand positioning and brand culture, that constitute the brand must maintain a high degree of consistency. This is an important factor that multinational companies should consider when implementing global brand strategy.

3.2   Value of Global Brand

The reason why global brands have attracted great attention from industry and theorists is that they can bring international growth impetus and competitive advantages to enterprises. Global brand is not only conducive to the cost saving of enterprises, but also conducive to the identification of brand value in the process of globalization. When global brands successfully reflect the local culture of different countries and regions, multinational enterprises will be more likely to develop their customer relationships in different countries and regions. Johansson and Ronkainen (2005) believed that, for producers, global brands mainly provide the advantage of economies of scope; For consumers, global brands mainly provide higher product perceived quality, which together constitute the advantages of global brands [11].

The value brought by global brands can be understood from two aspects: on the one hand, global brands help improve the internal production efficiency of enterprises, for example, global brands improve the effect of economies of scale and scope in the production and R&D process, and improve the efficiency of marketing execution; On the other hand, global brands can help enterprises obtain various external capital, including the expansion of customer relationship value, the improvement of customer perception quality, and the improvement of brand image.

4   Research on the Relationship Between Global Advertising Standardization and Global Brand Consistency

Although global brands have an important impact on transnational corporations and can bring many competitive advantages, not all transnational corporations can successfully establish global brands, which is related to the brand building ability of transnational corporations, including the ability to understand global consumers, develop and launch new products in the global market, promote and promote brands in the global market, and provide high-quality customer service. Multinational companies with widely accepted global brands are those that tend to use standardized advertising. When transnational corporations have strong brand building capabilities, they are more likely to recognize the trend of interdependence and mutual needs of the global market, so they will use global advertising to build their brands.

Global brand identity represents the state that multinational companies want their brands to achieve. It is the brand meaning, goal and mission that enterprises as information disseminators expect to express. The global brand image is the reflection of the actual performance of the brand in the minds of consumers, and is the information receiver's inference of the brand meaning and understanding of the symbol. Therefore, multinationals should focus on building a consistent global brand image. Building a consistent global brand image needs to ensure that customers in the global market also feel their efforts around the brand. Integrated marketing communication helps to establish the consistency between brand identity and brand image. Only when the global brand identity is truly transformed into the brand image in the eyes of consumers through the integrated communication tool based on advertising, can enterprises truly achieve success in building a global brand. Multinational companies often use global advertising to establish a consistent brand image, and a consistent brand image can promote a brand to become a global brand and increase its attractiveness.

By using global advertising, a multinational company can improve its global brand performance and establish a competitive advantage in the global market. Global brand performance refers to a brand's global popularity, positive unified image among consumers, and consumer loyalty in the global market. When transnational corporations coordinate the planning and implementation of advertising activities on a global scale, they need to ensure the consistency and positivity of brand positioning in product or service advertising, and ensure that they bring greater consumer awareness and positive brand image. In addition, when transnational corporations try to integrate the goals and strategies of advertising activities in different countries, they should ensure that advertising has clear goals and strategies in different countries, which will help them achieve their global goals.

5   Conclusion

With the increasingly prominent role of global advertising in the international market, more and more multinational companies use global advertising strategies to establish a unified brand image. The globalization of economic, cultural and other factors has promoted the growth of the global consumer market. With the wide application of new

advertising media, standardized advertising strategies have become more feasible than before. This trend meets the needs of global branding. Therefore, more and more companies emphasize to build global brands through global advertising. It can be seen from the relevant literature that there is an inevitable relationship between global advertising standardization and global brand consistency. Under the influence and constraints of the external environment and internal conditions, transnational corporations can formulate advertising strategies, execution and language with different levels of standardization to realize the identification of global brands and the shaping of global brand images. Then it can achieve the consistency of global brand personality, culture, positioning and value, and ultimately promote the improvement of global brand recognition, positivity and loyalty.

In the process of implementing global advertising, transnational corporations should, on the one hand, strive to create and maintain a consistent global brand image to fully obtain the benefits it brings; On the other hand, it is necessary to maximize the effect of advertising strategies on brand building in different national markets. Based on the relationship model in this paper and the international environment in which multinational companies are located, we can draw the following management inspiration:

First, when formulating global advertising strategies, transnational corporations need to make clear the importance of consistent global brand image for the long-term development of enterprises, and take it as the basis for marketing decisions. For global advertising strategy elements closely related to brand consistency, the strategy and implementation framework of global advertising standardization should be designed based on standardization, and appropriate adjustments should be made according to the actual situation.

Second, transnational corporations should attach importance to the role of global advertising communication, especially the new media such as the Internet. Due to the unlimited global reach of online advertising, advertisers have gradually increased the use rate of online advertising. The global reach potential of the Internet not only provides new advertising opportunities, but also challenges the standardization of global advertising. Therefore, we should pay attention to the role of new media when formulating standardized global advertising to create a consistent image of global brands.

Third, advertising is actually an important part of integrated marketing, which can effectively communicate with brands and consumers. Therefore, transnational corporations need to integrate marketing communication strategies to ensure the consistency of brand information, make the communication of brand information more effective and accurate, and provide all-round guarantee for global brand consistency.

References

1. Chen Shujie. Analysis of International Advertising Communication Strategy and Its Influencing Factors [J]. Journal of Chongqing Industrial and Commercial University (Social Science Edition), 2011, 28 (05): 131–135.
2. Guo Xinxin Research on the Characteristics and Problems of Brand Communication in the Context of Digital Advertising [D]. Chengdu University of Technology, 2018.
3. Hu Xiurui. Strategic Transformation of Globalization and Localization Advertising [J]. Academic Exchange, 2003 (12): 142–144+157.

4. Lin Shengdong, Paul van den Houwen, Zhang Yiqiong. The sinicization of global advertising at the beginning of the 20th century: a semiotic study (English) [J]. Symbols and Media, 2018 (01): 84–107.
5. Lu L., Navas J. Advertising and Quality Improving Strategies in a Supply Chain When Facing Potential Crises[J]. European Journal of Operational Research, 2020.
6. Naji A. Diversity of design methods for global competitive advertising[J]. Baghdad University, 2021: 100.
7. Sabri N, Kashyap R, Weber I. Examining Global Mobile Diffusion and Mobile Gender Gaps through Facebook's Advertising Data. 2021.
8. The global advertising expenditure is conservative, and digital media continues to make efforts [J]. Successful Marketing, 2017 (Z3): 56–57.
9. Wang Jianli. International Advertising and Cultural Exchange [J]. Modern Economic Information, 2009 (18): 344+346.
10. Wang Tao. Global Thinking, Localization Action -- On International Advertising and Its Translation [J]. China Science and Technology Translation, 2004 (02): 36-38.
11. Wei Ran A summary of the frontier theory of international advertising in the context of the Internet: an analysis of the dual impact of online media on the globalization and localization of international advertising [J]. Journalism University, 2016 (02): 69–75+149–150.