

# Found In Translation

November 2005

By Tim Love

Thank you, Jerry. I admit, I am a little jet-lagged. I haven't recovered my bearings from the time difference in Tokyo. You get Lost in Translation when you go over there and then, you're Lost again, when you come back.

Yahoo asked me to talk about what I am seeing around the world, as I wander the planet across different cultures and time zones. I lived and worked in Europe for 6 years in the 90's. And, up until this week, I have been based in Tokyo for the last 18 months working with our largest client, Nissan. During this time, I spent about 50% of the time on the road opening up new markets for Nissan, like China, Thailand, Russia, Brazil and the Middle East.

Alison Fahey, editor of AdWeek recently called me "The Man From Nowhere." In fact, feeling like the man from nowhere, led me to a theme for what I want to talk with you about today - Found In Translation: Building Global Brands. I have found some things, that might help you, Yahoo and the industry embrace the creative future that is unfolding for marketing and advertising. It is an exciting future.

I also wanted to say it is a particular pleasure for me to be here in the Museum of Television and Radio. Back in the early 1950's, at the beginning of a new era in media technology, the Television Era, my father had his own radio

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and television repair business.

(Slide: Love Radio & Television)

That's my sister, there in 1952, next to Dad's sign. This sign stood in our front yard in Ohio where I grew up. He would really get a chuckle out my being here today, at the Museum of Television and Radio, media he was so involved in connecting people with.

We had TV's in every room of our little house and were always the first with whatever new technology was invented. I was a "child of the media", before this became a popular term.

I grew up with the excitement of new media and new ideas, the creativity of expression advertising communicates. It's ability to listen to people and ---to change the way they see the world.

For me, advertising wasn't a career. It was a calling--To help make the world a better place. It's fitting, that my first assignment in this business was a public service campaign for the Peace Corps. The idea for Peace Corps was: "Don't crawl under a rock, get into Action."

Believe me, it was impossible to "crawl under a rock" growing up with TV's in virtually every room of our little house. We had every kind of new media technology for TV before anyone else in town. My favorite one, before color TV, was - "Space Command." Great name for the first remote control device---Space Command. As a kid, holding

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this little box in my hand, I could "command space and change channels without getting up off the couch." Pretty amazing. It changed the way I saw the world.

Later, as a college art major, I became enthralled with advertising and communications. I won a national advertising contest and an invitation to go to the University of Illinois' for a Masters in Communications.

The course work at the U of I was focused on the effects communications technologies have on society. I read and absorbed all of Marshall McLuhan's writings and I wrote my final paper on his theories.

(Slide: McLuhan)

His message was clear, if we seek to understand the effects of media technology we can better understand people and how to communicate with them. McLuhan's concepts like "the media is the message" and "the global village" intrigued me. He predicted that right about now there would be massive social and economic change.

Here's the way someone thought "today" was supposed to look like, with the influx of new communications technologies affecting the world.

(Show: 1984)

1984. Wow, it is hard to believe that vision of the future is already 21 years old, now. There is no denying the effect new technologies have had on us and our industry. Fortunately, it hasn't been quite as Orwell predicted.

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This made me think—with all the new and emerging communications technologies, with Yahoo, digital, mobile, broadband and wireless and... I wondered... what will this Museum be called in the future, 20 years from now?

(Slide: Binoculars)

The Museum of Television, Radio, Internet? Or the Museum of Television, Radio, Interactive, Mobile/Wireless, Virtual WiFi, Digital, virtual and Broadband? The Museum of Digital Science? I wonder? Think about it.

Yahoo's CEO, Terry Semel, says "The great part about the internet, of all the existing mediums from before, is that it's the first one that is truly global, and its impact is massive."

So how is this media changing the landscape for marketing and advertising, globally?

It is sometimes hard to see the changes new communications technologies are having on us. Especially, globally, it is hard to see the effects, when you are fixed in one geographic location.

(Slide: Fish Bowl)

"On the issue of who discovered the water, we know for certain it wasn't the fish." (Gossage)

As we all know, the media world we are looking at today is much, much more than Television and Radio. And, the global media landscape is much different than what we see here in America.

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It is more than TV and Radio. (Maybe this Museum should be renamed the Museum of Communications or The Museum of Idea Technologies? Nah, that doesn't quite get it, either.)

Anyway, the global advertising and communications business is a Race For Ideas. As advances in communications technologies accelerate, rewards in the future will be for those who get better ideas, faster.

You can feel a little lost, when you are dealing with all the new global media technology and with all the different cultures you face internationally.

(Slide: Found In Translation Visual)

This is why I chose the title for this talk today—Found in Translation. Like Bill Murray in the movie, I have been feeling a bit lost from getting a new view of the world. Nonetheless, I have found some things that should help you create more effective ideas and content, to help you create more effective global brands.

(Slide: Globalization is Over)

To start, I want to declare that globalization is over. Globalization was as important as any prior age of macro change, like the Renaissance, the Reformation or the Industrial Revolution. Globalization was fueled by expansion of brands and services into new distribution geographies. Globalization was more about standardization

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and logistics, rather than individual customization and dialogue with consumers.

Friedman says the world is flat. All I can say is whether you think it is flat or round, it is certainly interconnected like never before, by the host of new communications technologies that are making this the global village McLuhan predicted.

Let's stop talking about globalization. It's happened already.

Instead, Let's talk about marketing as understanding consumers better, every individual one of them, and celebrating cultural diversity.

(Slide: Media is globally dispersed)

The media is now truly globally dispersed. The village McLuhan predicted is here.

(Slide: Control of Information/Individualized)

Information being transmitted in the media is more individualized and more individually controlled than ever before. We can TiVo it, store it, replay it, revise and redirect it and opt out of it.

This interconnected global media environment has brought the world closer together. In fact, if the global village were a community of 100 people, this is how it would look.

(Slide: 100 People in the World- Chart)

Topline insights from this are: the composition of the global village is about 60% Asians, 20% Europeans and only 5% Americans.

In the village, Mandarin is the predominant language, over English and 6 people possess about 60% of all the village's wealth—all Americans. (Paints an interesting picture of the "haves" and the "have-nots.") And what is really a concern for those of us in the communications business is 70% of the village cannot read. In Afganistan the mean age is 17 and the literacy rate for men is about 30 %, while for the women in that country it is only about 20%. Egypt's literacy rate is about 51%, with the literacy rate for women less than this figure. So, this global village is much different than what it looks like from our fishbowl here in America.

What we are looking at is a very different world emerging.

(Slide: New Intercultural Society)

It is a new intercultural global society.

This is also a world where Borders...

(Slide: Borders and Nations less Relevant)

and Nations are less relevant than they were before, rendered less dominant by free trade, consolidation of industries across the planet and, importantly, the ubiquity of media, directly connecting us into a global community.

(Slide: Gaps in Understanding)

This is a world where there are hug gaps in understanding. These gaps in understanding are the tensions that cause problems. We hear this from a political standpoint in the news. I cannot speak about this, as this is not my area of expertise. But, I can speak about the gaps in understanding between cultures from the area of

expertise I have spent my life working at-creating and understanding how ideas effect people's perceptions.

(Slide: How better understand Culture?)

How do we better understand culture? This is a critically important for marketers attempting to build global brands.

What is Culture?

(Slide: Iceberg Graphic)

Culture is comprised of many factors—Language, Religion, History, environment, etc. Some of these factors are very obvious, while some, like the iceberg graphic, here, are more subtle and lie beneath the surface. They are not so easy to see and address.

Let's take a look at one of the most obvious differences between cultures—Language.

Here is a diagram of the typical conversation pattern between two people in four different languages. Can you guess which languages these diagrams represent?

(Slide: 4 Languages Demonstration)

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Well, the first is Japanese, the second is German, the third one is English and the last one is Latin languages, like Spanish, Italian and French. No wonder, cultures cans sometimes clash. It helps explain why there is so much room for misunderstanding in the world.

The key reason for these differences is the importance of the verb in any language. The verb gives direction, action and context to the nouns and subjects people observe and communicate. So, in any culture, we tend to wait for the verb, to decifer and consider the meaning of content.

In Japanese, the verb is at the end of the sentence. Much of German also has the verb at the end of the sentence. In English, the verb tends to be in the middle and in Latin languages, the verb is often at the beginning of the sentence.

These differences make a huge difference in understanding cultures. And, while we may think we are talking to someone in English, one has to stop and consider what language the person we are communicating with--- IS THINKING IN?

For example if I ask a Japanese business person-- "How's your business? Is it up or down? I mean, just generally is it good?" I have actually asked them three separate questions and they have not had the time to absorb, retrofit the questions in the language they think in and to respond.

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You know what happens to most human beings when they are bombarded by questions? They either shut down and get quiet, or they get angry. Language is a huge issue for global cultural understanding and for communicating ideas about your brands globally. Considering what language someone THINKS in, is just one factor of many in translating ideas into understanding.

I would like to share THREE IDEAS which can help you have enlightened cultural understanding for the emerging world your ideas must compete in.

( Slide: 3 Considerations- Cultural Understandg)

First. Communications technologies have changed the environment brands or any other organizing concept functions. Actions, ideas and behaviors can no longer remain isolated from being perceived.

(Stop and Obliviously Light Cigar)

Does my cigar smoke bother anyone? Well sure, that's the point. We've come to understand the

concept of second hand smoke. But this has evolved in this interconnect media world to the concept of...

(Slide: Second Hand Culture)

second hand culture.

To the media content providers, the idea people and the communications specialists of all the media, our

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conversations and messaging are accessible in a far more transparent world. Like the concept of second-hand smoke, we need to become more sensitive to the concept of second-hand culture. Just like the cigar smoke it can go where we don't intend it to go, and it can leave a bad smell.

McLuhan told us that an over-dominating influx of information can result in people seeing information as propaganda. He said: " When our identity is in danger, we feel certain that we have a mandate for war. The old image must be recovered at any cost."

One of the key issues we must realize is the relatively unobjective frame of reference we have right here in the United States:

(Slide: Unobjective/18% have passport )

According to the Bureau of Transportation Services, only 18% of Americans have a passport and 86% have been to Canada and Mexico. Coupled with our US-centric entertainment and news media, this hardly has the US perceiving much of anything about the rest of the world out there. We are relatively ill-informed about other cultures, especially since the Post-WWII United States Information Agency was disbanded in 1999.

So, there is a whole world out there in the global village being created by the growth of new media technologies. It is a more transparent world where people increasingly can see what the "haves" have and what the "have-nots" are missing out on.

Martin Luther King warned us about this kind of imbalance in the 1960's when he said:

(Slide: MLK Quote)

"There is nothing more dangerous than to build a society with a large segment of people in that society who feel that they have no stake in it, who feel that they have nothing to lose."

"People who have a stake in their society protect that society, but when they don't have it, they unconsciously want to destroy it.

(Slide: Yahoo Creating Economy Inclusion)

Yahoo and other new media technologies are creating a global economy that is more inclusive, not exclusive. This will increasingly effect how we communicate and how economies and businesses address the needs and desires of consumers.

(Slide: Developing Mkts are Youth Culture)

The Second idea is: The developing markets are predominantly a youth culture, where word-of-mouth, the most persuasive media ever, is being fueled by new technologies.

There is a huge emerging youth culture, globally and it tends to be in the developing world, rather than in the markets we are used to dealing with. In the developing world, the mean

age is 24 years old, whereas in the developed markets the mean age is 37 - this is a gigantic difference.

(Slide: Youth Development Gap)

This next chart shows the gap between the developed world like the US, France, UK, Japan and Germany and the developing world where the bulk of the

planet's population exists and where the markets today (and for tomorrow) are forming brand perceptions.

(Slide: Hour-glass comparison)

Yahoo our OMD media partner company recently joined forces to understand the emerging global youth culture.

According to the Yahoo/OMD study, in the 1960's, TV and FM radio launched a generation of youth bent on creating new forms of community and self-expression, forcing advertisers to adapt.

In Yahoo/OMD's recent in-depth study of 13-24 year olds in 11 countries, youth's use of interactive and wireless technologies has created a global generation highly accustomed to personalizing their experiences with interactive media. This so-called "My Media Generation" is driven by a desire to personalize their media. It is giving rise to very different attitudes and responses toward advertising and messages.

The "My Media Generation" is highly motivated by the need for community and self-expression. A separate study by

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the Stanford Institute on the Quality of Life shows that 27% of heavy internet users are spending less time talking to friends and family over the telephone and 15% spend less time talking face to face with friends and loved ones. Pretty lonely.

Here's the bottom line conclusion Yahoo and OMD made regarding the "My Media Generation" of global youth.

(Slide: Yahoo/OMD Global Research)

"The global My Media Generation, the first to grow up with an array of interactive and wireless technology at its fingertips, has seized these tools to cope with the pressure of youth and

fulfill the basic needs for community, self-expression and personalization."

One of this Era's..

(Show: Word of Mouth Chart)

biggest marketing trends is the growth in importance for Word-of-Mouth.

From the standpoint of advertising, the most persuasive and powerful medium of all time is "Word-of-Mouth." Personal testimony.

It has always been the way people check ideas, through other people's first-hand experience.

Today, word-of-mouth is carried by a much faster and more pervasive means. It is the collision of new communications

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technologies like Broadband, Internet, digital, mobile phone, text messaging and satellite. More than ever before in human history, an idea, is more transmittable, more broadly perceivable, more able to be benchmarked with other opinion/word-of-mouth, or imitated. Mobile technology isn't a cell phone, it is a word of mouth medium. Internet isn't a web, it is a word of mouth medium.

(Slide: Internet Most Essential)

The Yahoo/OMD study shows that the internet is clearly the most essential medium for youth across most countries.

Also, according to the Yahoo/OMD study, we learn that the internet allows the youth to feel connected to a global community. This chart shows the percentage of youth in the study who communicate with friends in different cities and countries because of the internet.

(Slide: Internet connections friends/outsiders)

Note the figures for America lag other geographies.

Interestingly, mobile devices ...

(Slide: Mobile Phones Picture)

are the lynchpin of connectedness for youth, and despite the development in the US...

(Slide: Market Snapshot)

(Slide: Text Messaging)

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American youths are less developed in their mobile messaging than global counterparts.

(Slide: Phone Functions Used)

US youths use an average of 5.5 functions on their mobile phones, whereas their global counterparts use between 7 to 9 functions. The internet is clearly the most essential medium for youth across most countries.

We need to crossover from thinking of the internet as a medium, and instead embrace it as a catalyst for all media. Looking at it this way, will help us make the leap from the science of technology to the art of creative communication and accountability we are seeking to achieve for our clients.

Another key thing to consider with the control consumers are obtaining with the new media technology is that they can turn off advertising.

( Slide: Turning off to Advertising)

This chart explains why they turn off and why they like to watch an ad.

There is some good news here.

(Slide: Why watch an Ad)

All this means, there has been a shift from The

Knowledge Economy of the first 25 years of the internet, to The

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Attention Economy of converging communications technologies.

(Slide: Knowledge/Attention Economy)

A recent study by Bellweather Leadership puts all this in perspective. It said that "The connectedness of consumers means that they move information faster than traditional advertising techniques allow. Consumers know whether something is good or not, before the advertising can convince them. The challenge is to plan at consumer velocity."

The THIRD IDEA is, we need a New Frame of Reference for Global Brand-Building. The secret to global brand building is the frame-of-reference one adopts to inform their strategic decisions. "Think Global/Act Local was a stage in the evolving science of the marketing process. It helped global marketers address newly opened trade borders created by the expansion of communications technologies and the socio-political and economic differences in markets like Russia, the Middle East, India and China. However, this frame-of-reference has become obsolete. It assumes marketing communication borders that no longer exist.

Instead, I recommend a frame of reference I call "Think Like the Sun, Act Like the Moon."

The world changed at the commencement of the new millennium. The first truly global brand experience was Y2K. This event marked the end of globalization and set the stage for a new age of marketing. There was great anticipation

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and concern prior to Y2K, which touched more consumers on the planet, than any prior event in the history of mankind.

As Y2K dawned with the Sun on an island east of New Zealand, advanced communications technologies transmitted the experience to the world's consumers--live. A great sense of awe grew across the planet, with each new celebration. As daylight evolved, it became a day unlike any consumers had experienced before. The next hyper- global "perception" experiences were, unfortunately, "911" and tragedies since, like the Tsunami in Southeast Asia or Hurricane Katrina. A key difference was more people experienced Y2K, first hand, beyond observing it in the media.

We know, the Sun actually does not rise and set. It is we here on earth that revolve. In this increasingly smaller, interconnected communications marketplace, consumer perceptions are more borderless. The result is a word-of-mouth community. To anticipate the needs of a world of consumers who are more in touch with each other, "Think Like The Sun/Act Like the Moon" offers a more objective frame-of-reference for building brands.

All these ideas prove the point---

(Slide: Global Vision Image)

An idea is not an idea, unless it changes someone's perception of the world.

With the next 10 slides, I will illustrate what I mean about

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having a new frame of reference. Here is what happens, when you Think Like the Sun/Act Like the Moon with your brand creative ideas.

(Show: Think/Act Demo 10 Slides)

And, now, I'd like to show some examples of ideas that work across cultures and have this frame of reference for communicating in The Attention Economy we have been considering today.

(Show: Nissan Shift

Sony Playstation  
Adidas Ali's  
iPod Graphic  
Absolute Mobile

The future is bright in this Race for Ideas. If we follow our creative heritage for harnessing new communications technologies. By working closely with evolving leaders like Yahoo, we will create Ideas that change the way people, see the world.

It is a DIFFERENT way to THINK, than the media model of the last 10 years.

(Video: Think Different)

Think Different. Keep thinking different. There has never been a more exciting time to be in this business. The impact you have here will be huge, globally..

(Slide: Eisenhower Quote)

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That's what I Found in Translation-

(Slide: Found in Translation)

And, by the way, I did have an idea for what this Museum should be called in the future ----YOU are creating?

(Slide: Love: Media Arts)

BECAUSE WHAT WE DO IS MORE ART THAN SCIENCE.

--- Thank you ---