

Found In Translation:

Building Global Brands



Yahoo! Creative Conference
Museum of Television and Radio
Los Angeles



Marshall McLuhan:

“Understand media/understand man”

Predicted Massive Social &
Economic Change

QuickTimeý Ç²
Video êLí£ÉvÉçÉOÉâÉÄ
Ç™Ç±ÇÃÉsÉNÉ`ÉÉÇ¾å©ÇÈÇŽÇ½Ç...ÇÕïKónÇ-Ç ÅB





*We don't know
who
discovered water,
but we're pretty
sure
it wasn't the fish.*

On the road to global brand building.

Found In Translation

FOCUS FEATURES presents an AMERICAN DREAMWORKS / BEMENTAL FILMS production "LOST IN TRANSLATION" BOB MURRAY / SCARLETT JOHNSON / GONNOR RICH / ANNA FARIS / PAMPHIL ROACH / JEFFREY PETER / JESSICA STEIN
R
"LOST IN TRANSLATION" BOB MURRAY / SCARLETT JOHNSON / GONNOR RICH / ANNA FARIS / PAMPHIL ROACH / JEFFREY PETER / JESSICA STEIN
FOCUS FEATURES
www.lost-in-translation.com

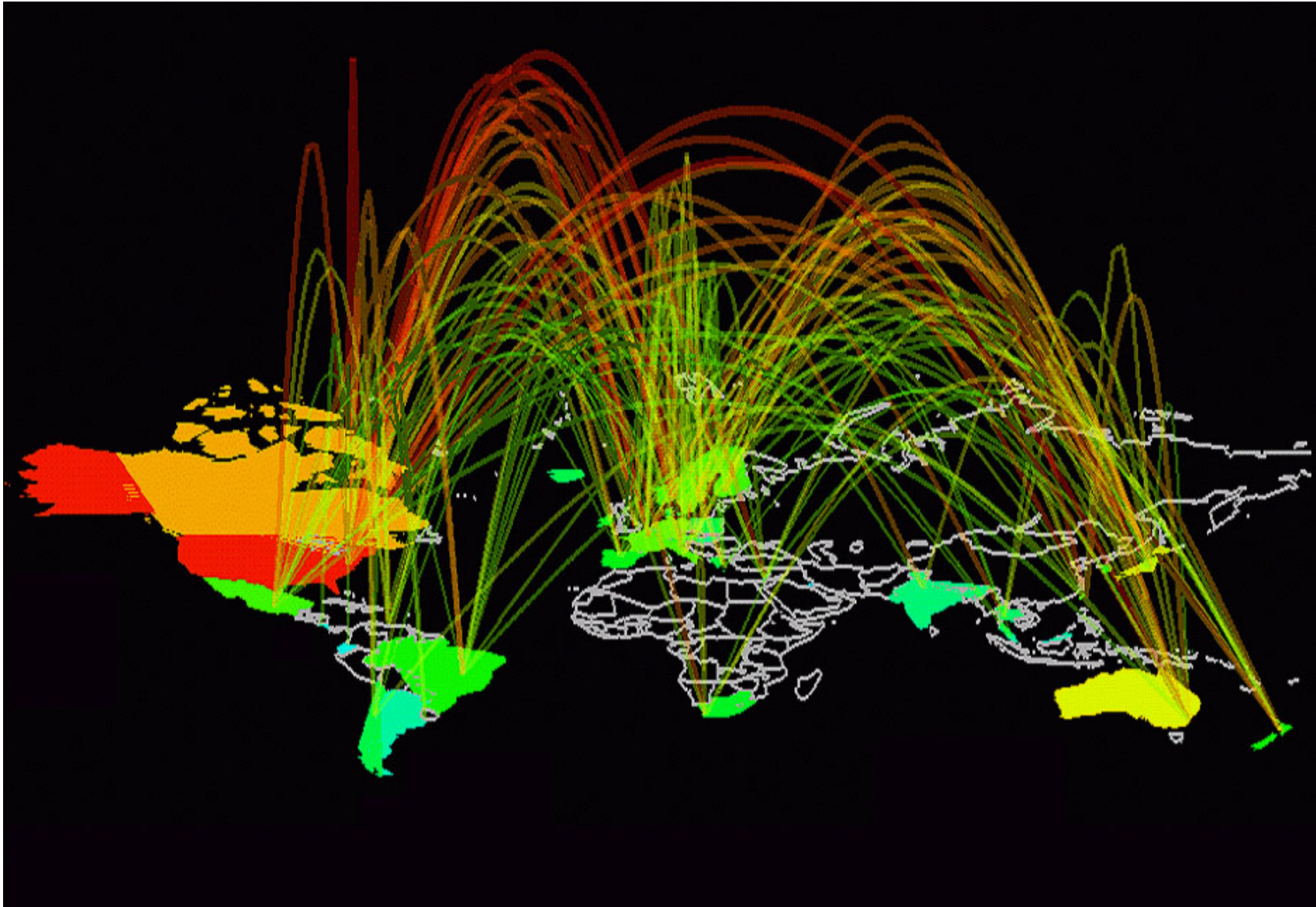
GLOBALIZATION IS OVER

It has been as important an
influence as previous ages of
Macro change

The Media Is Now Truly Globally Dispersed Supercharging Perception



Control Of Information Is More Individualized



100 People in the World

If the earth's population were a community of one hundred people:

- 57 Asians
- 21 Europeans
- 8 Africans
- 5 Americans
- 12 People who speak Mandarin Chinese as a first language
- 7 People who speak English as a first language
- 70 Non-Christians
- 30 Christians
- 6 People possessing 59% of world's wealth (all from the US)
- 70 unable to read
- 1 owning a computer



A New Intercultural Global Society

A World Where:

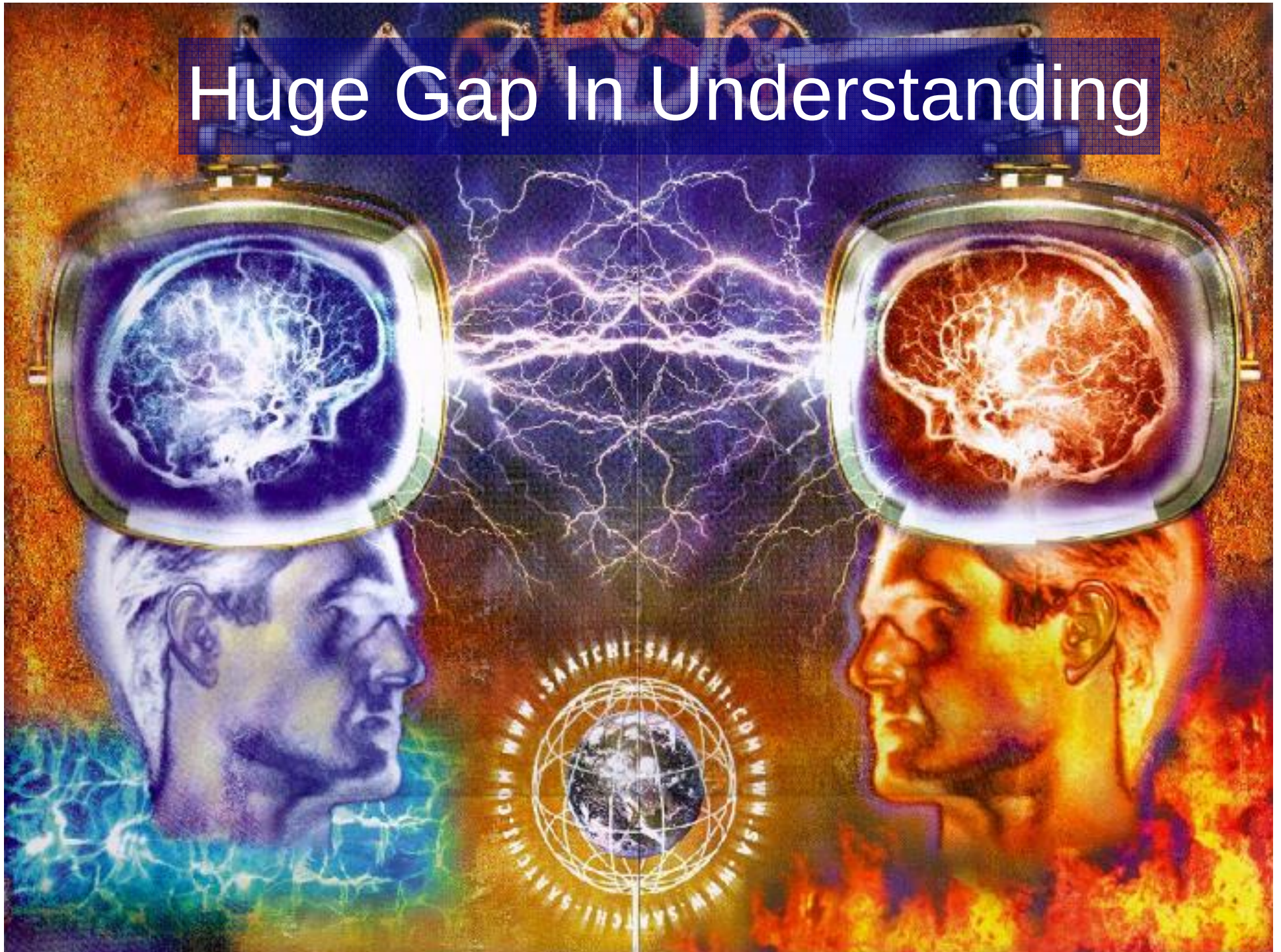
BORDERS

+

NATIONALISM

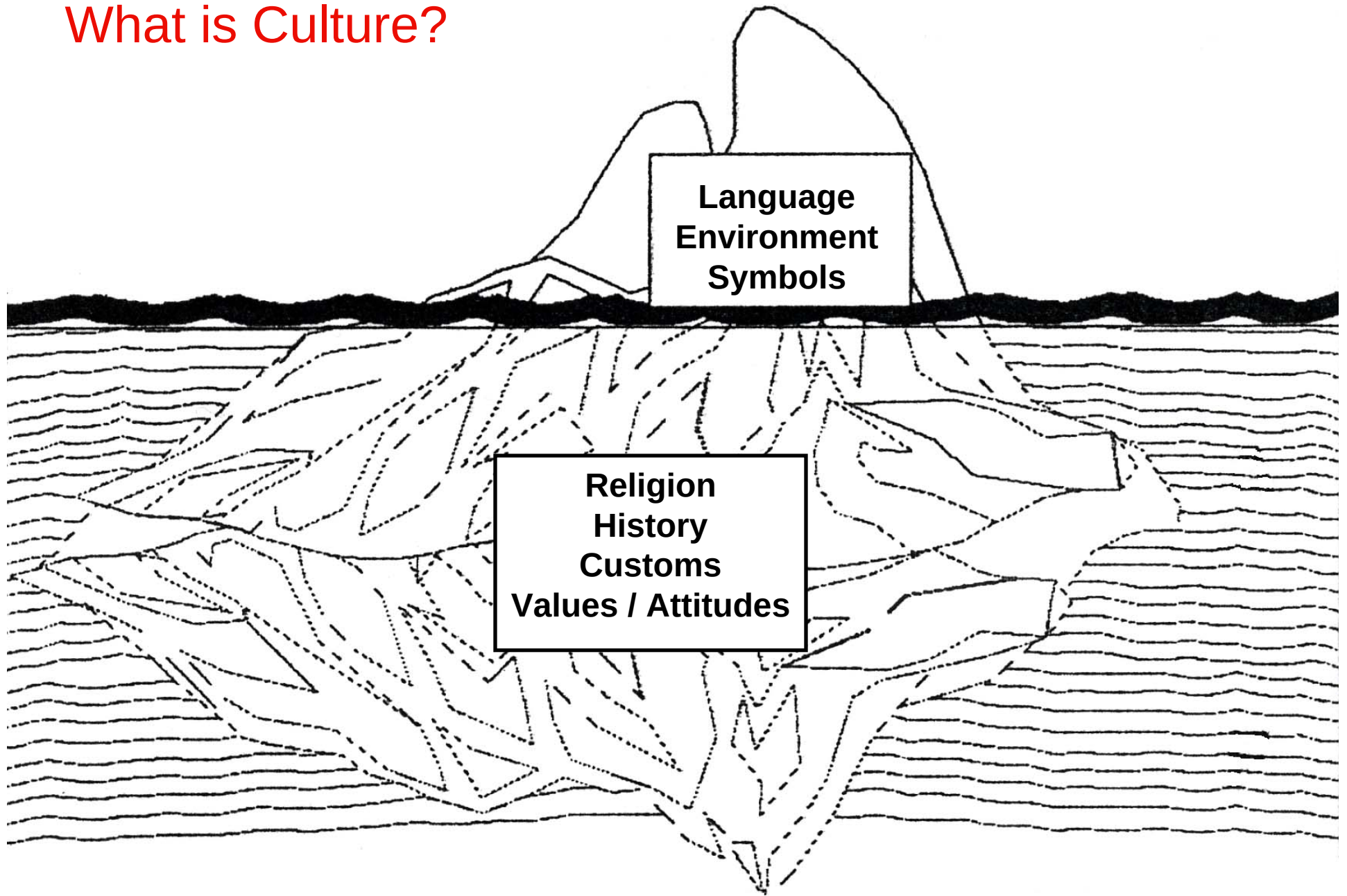
are less relevant

Huge Gap In Understanding



How to better understand
culture?

What is Culture?



Language: How people communicate

Japanese

I

QuickTimeý Ç²
TIFFÅià `èkÇ»ÇµÅj êLÍÉvÉçÉOÉâÉÄ
Ç™Ç±ÇÃÉsÉNE`ÉÉÇ¾¼å©ÇÈÇŽÇ½Ç...ÇÖïKónÇ-Ç ÅB

German

II

QuickTimeý Ç²
TIFFÅià `èkÇ»ÇµÅj êLÍÉvÉçÉOÉâÉÄ
Ç™Ç±ÇÃÉsÉNE`ÉÉÇ¾¼å©ÇÈÇŽÇ½Ç...ÇÖïKónÇ-Ç ÅB

English

III

QuickTimeý Ç²
TIFFÅià `èkÇ»ÇµÅj êLÍÉvÉçÉOÉâÉÄ
Ç™Ç±ÇÃÉsÉNE`ÉÉÇ¾¼å©ÇÈÇŽÇ½Ç...ÇÖïKónÇ-Ç ÅB

“Latin”

IV

QuickTimeý Ç²
TIFFÅià `èkÇ»ÇµÅj êLÍÉvÉçÉOÉâÉÄ
Ç™Ç±ÇÃÉsÉNE`ÉÉÇ¾¼å©ÇÈÇŽÇ½Ç...ÇÖïKónÇ-Ç ÅB

Three Ideas for cultural understanding



I. 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.



“SECOND-HAND CULTURE”

“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.”

McLuhan

Unobjective Frame Of Reference





- Only 18% of Americans have a passport
- 86% traveled to Mexico & Canada

US Bureau of Transportation Services

“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.”

Martin Luther King



Yahoo! and other new media are
creating:

A global economy of
inclusion,
not exclusion



II. The developing markets are predominantly a “Youth Culture” where Word of Mouth, the most persuasive media ever, is being fueled by new media technologies.



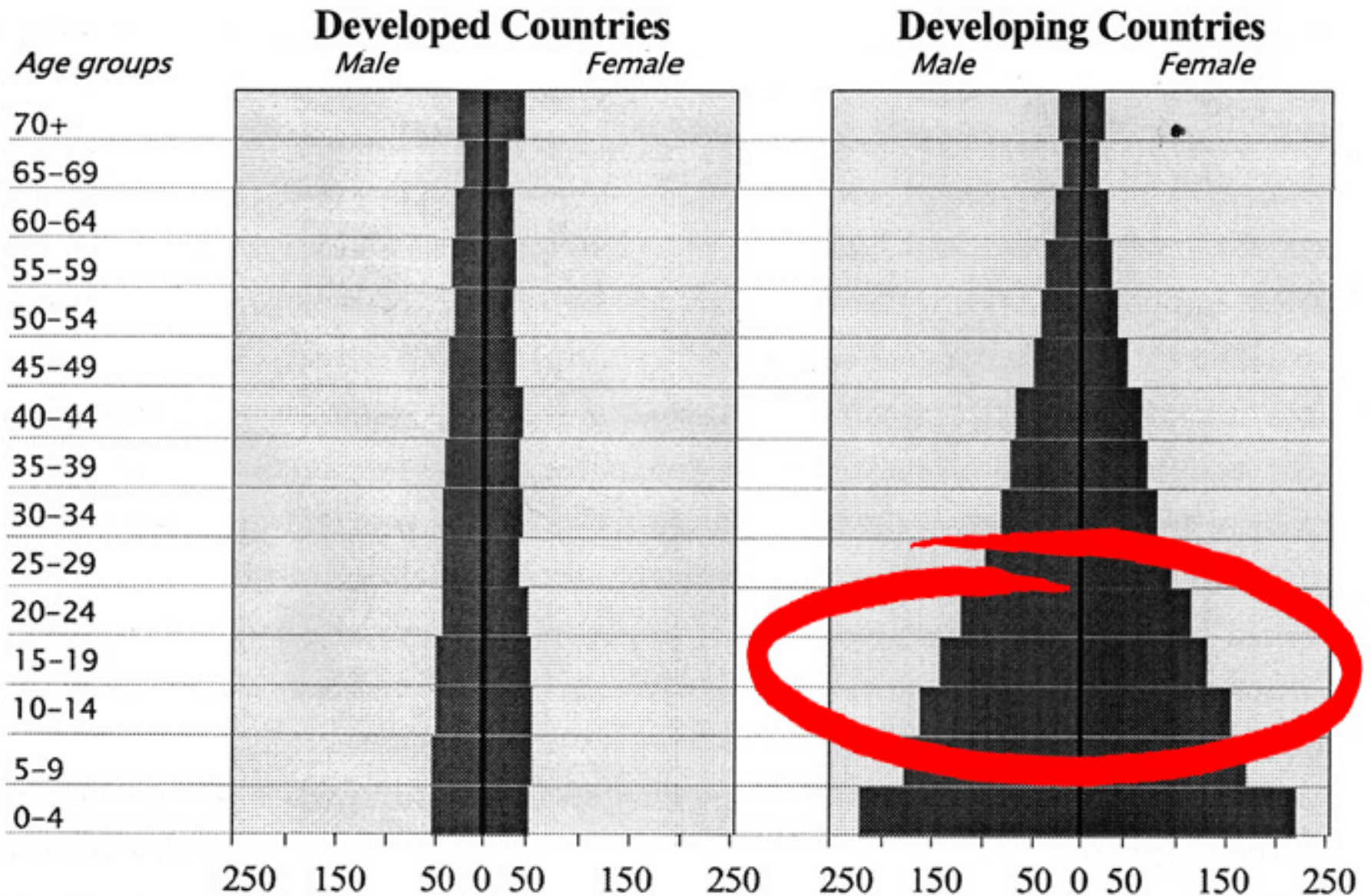
The Youth Gap: Developing & Developed World

- Median age Dvlp-ing countries -24 yrs
Dvlp-ed countries -37 yrs.
- Dvlp-ing countries had “youth bulges”--15-29 yrs are more than 50% of adults

Source: UN Population Fund and US Census

Business for Diplomatic Action

Population in Millions



Source: Learning to Hate Americans



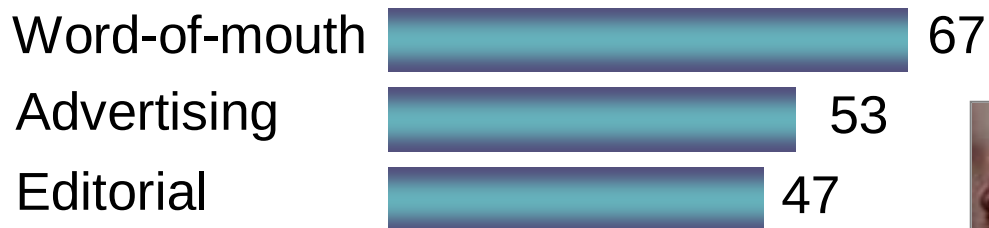
The Race For Ideas.

Yahoo! and OMD global research:

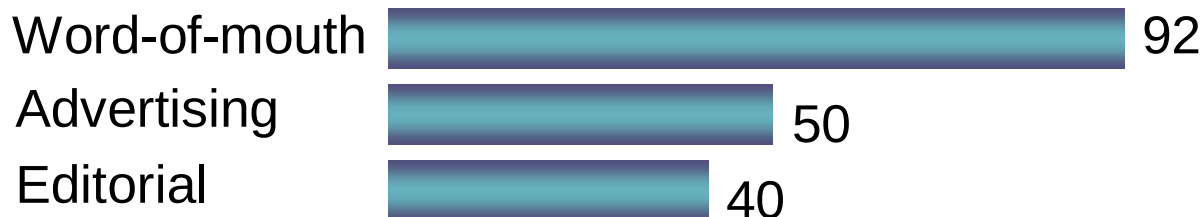
*“The **Global My Media Generation**, the first to grow up with an array of interactive and wireless technology at its fingertips, has seized these tools to cope with the pressure of youth and fulfill the basic needs for community, self-expression and personalization.”*

One Of This Era's Key Marketing Trends

1977: Word-of-mouth valued somewhat more



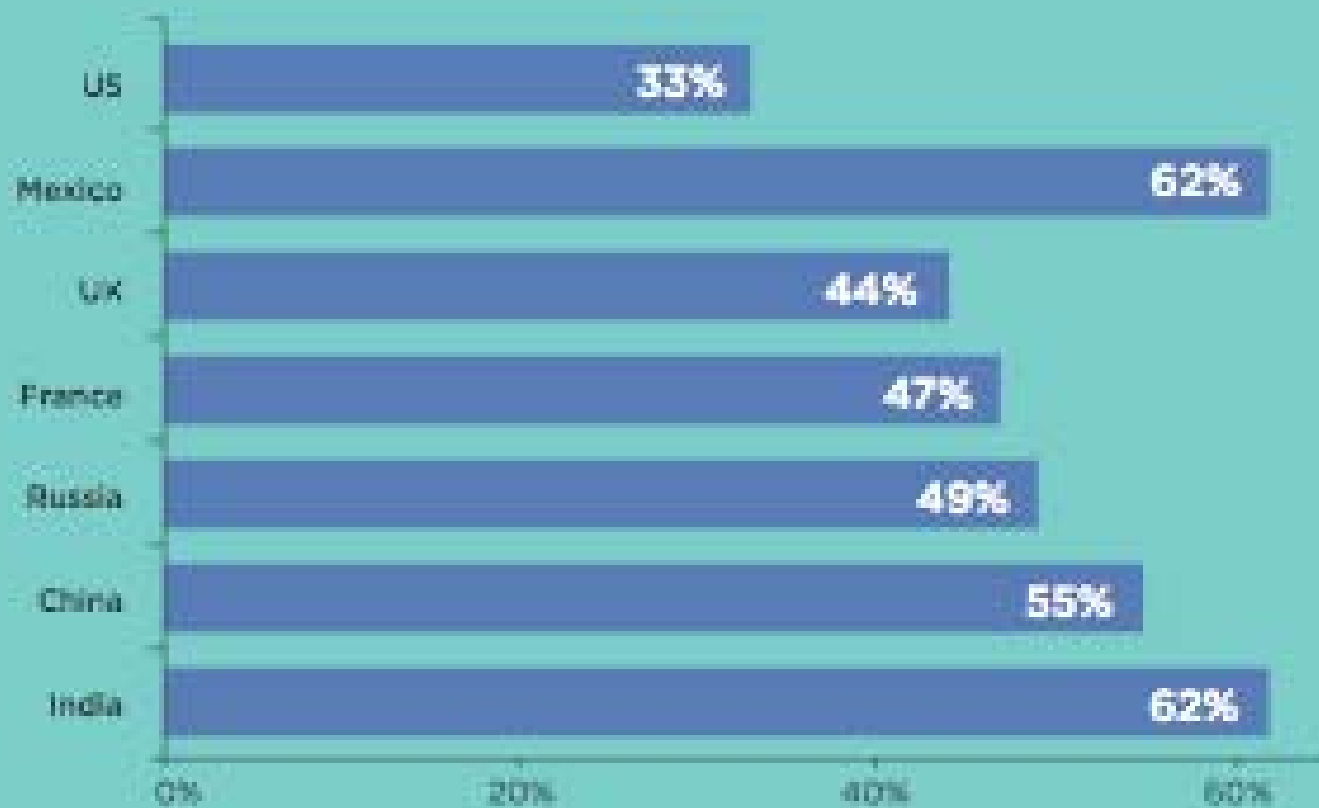
2003: Word-of-mouth valued far more



OVERALL, THE INTERNET IS THE MOST ESSENTIAL MEDIUM FOR YOUTH ACROSS MOST COUNTRIES
WHICH ONE DO YOU THINK YOU COULDN'T LIVE WITHOUT?



PERCENTAGE AGREE THEY HAVE FRIENDS IN DIFFERENT CITIES OR COUNTRIES BECAUSE OF THE INTERNET



wireless is word of mouth

Enormous reach
with the precision of
1-1 interaction

Great frequency -
used throughout the day



Highly personal,
action-oriented

market snapshot

Mobile in America



Mobile phones in the united states
of **ALL** US households
of the population over 10 years old

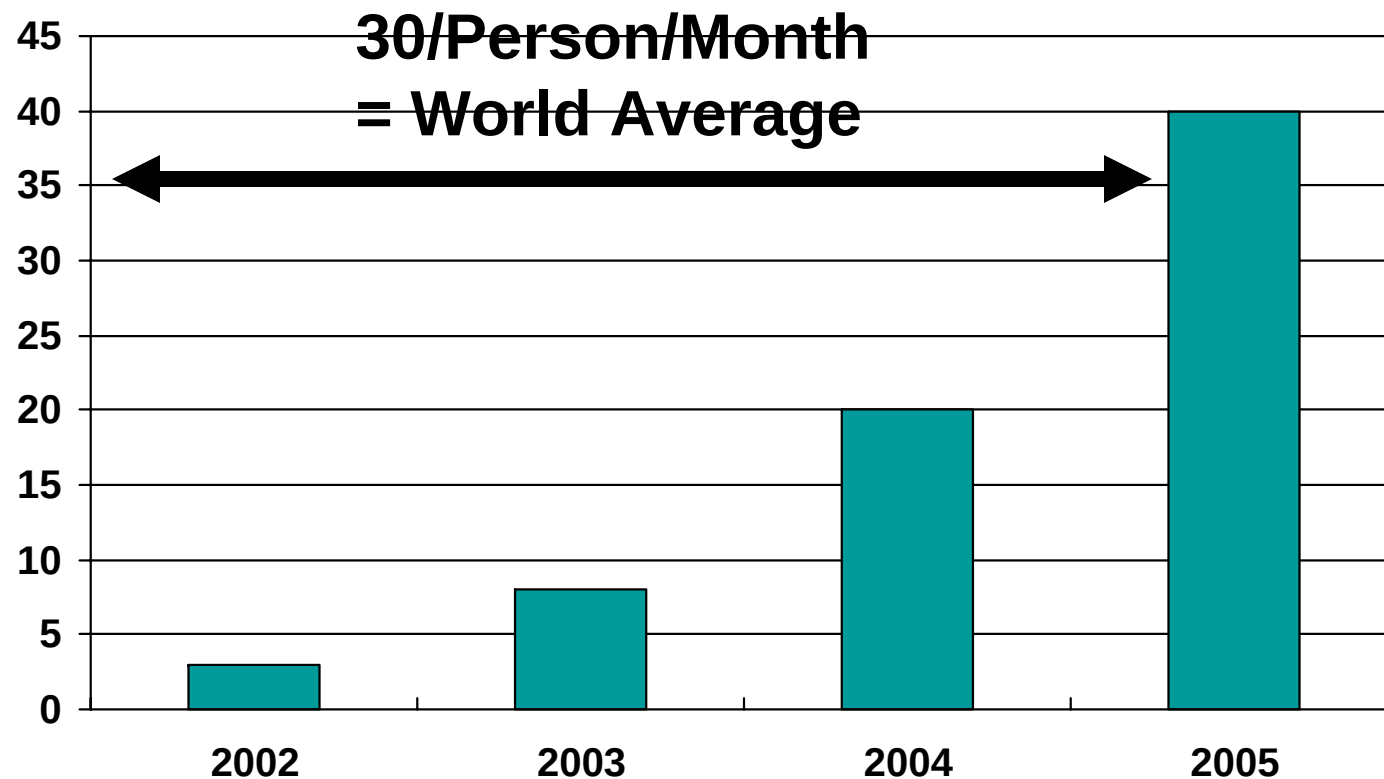
100 MILLION of these people use text messaging!

And the trend keeps growing:

- US Phones sent 3 Billion text messages in Nov 2004 – Up 3x vs YrAgo

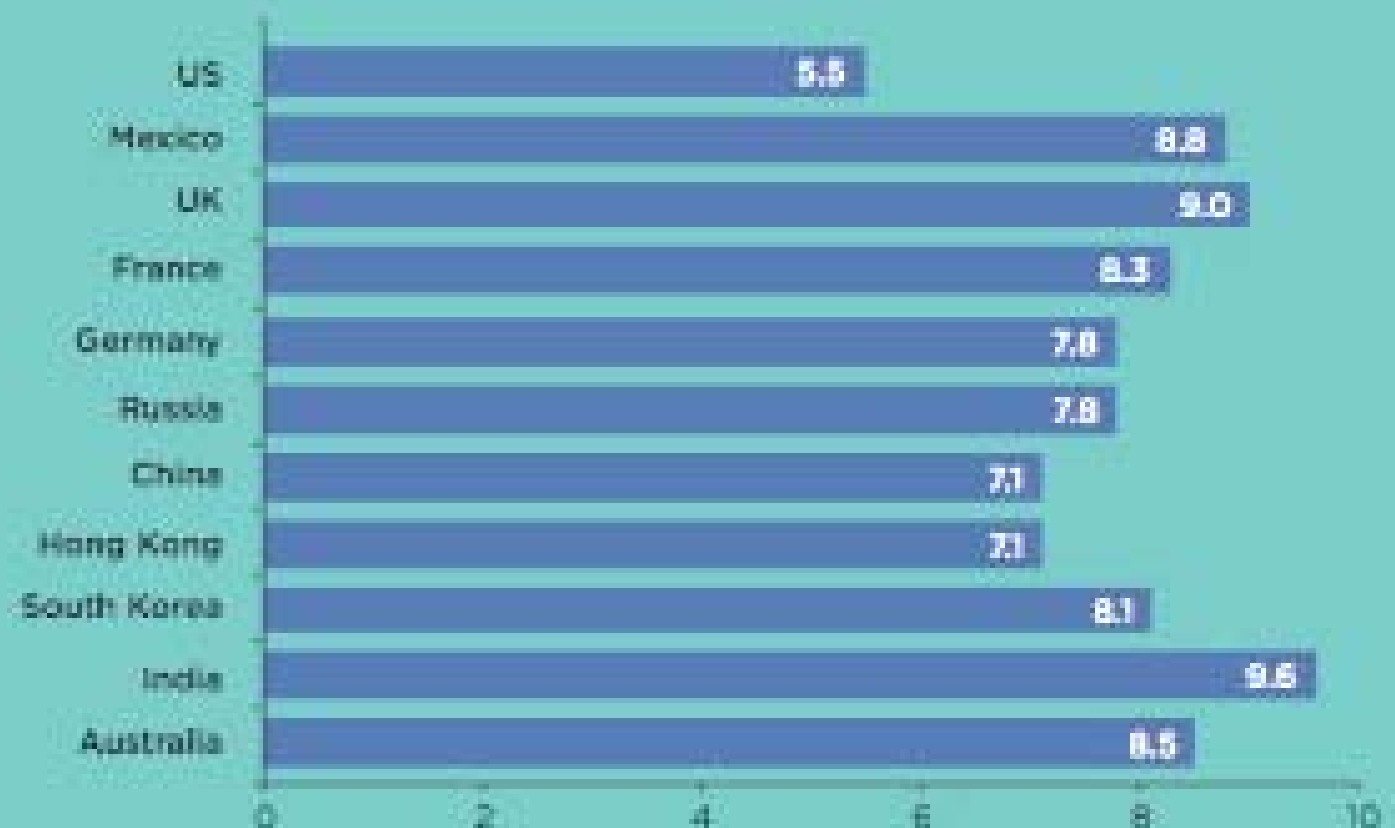
SMS is fastest growing channel

N.A. tracking Europe 2 Years Later



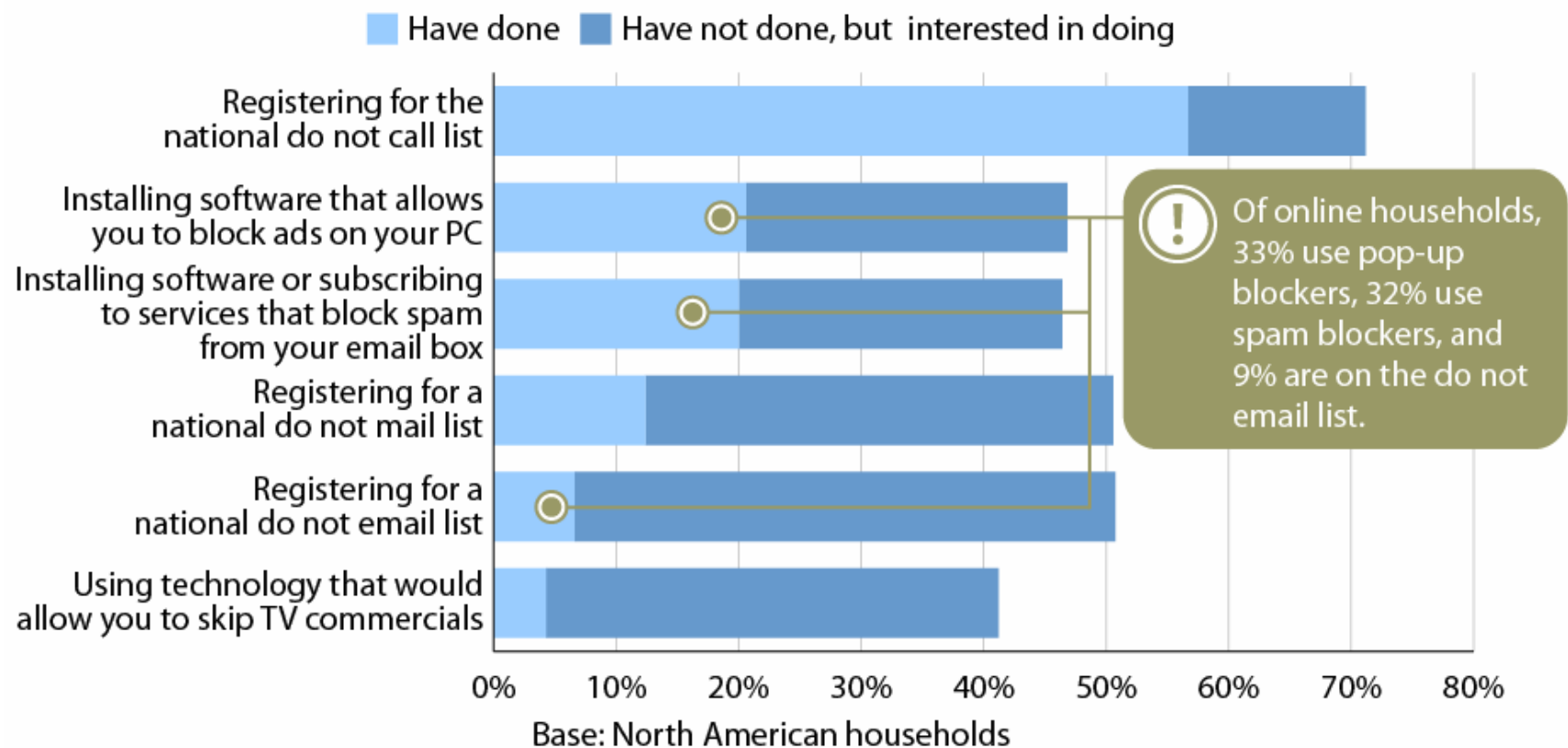
**US YOUTHS USE AN AVERAGE OF 5.5 FUNCTIONS ON THEIR PHONES,
WHILE THEIR GLOBAL COUNTERPARTS USE 7-9**

MEAN NUMBER OF MOBILE PHONE FUNCTIONS USED



Consumers are turning off advertising

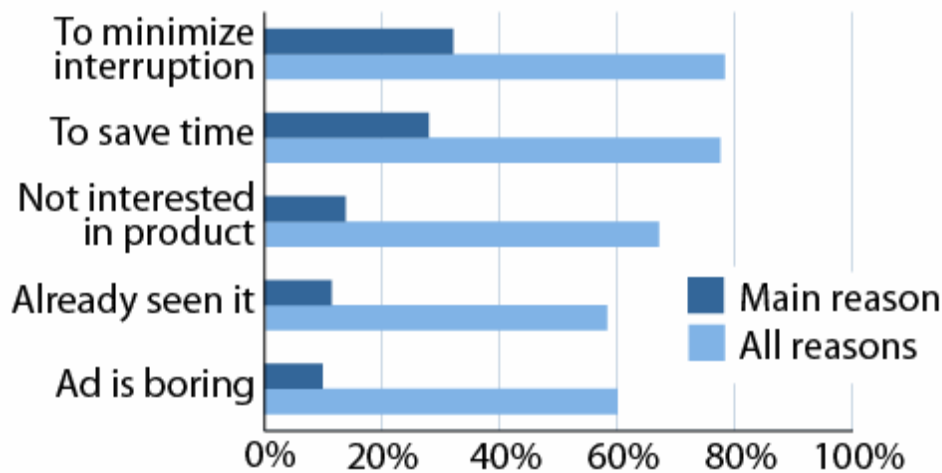
"Which of the following activities have you done? Which are you interested in doing?"



Source: Forrester's Consumer Technographics® June 2004 North American Study

Why they turn us off and why they watch

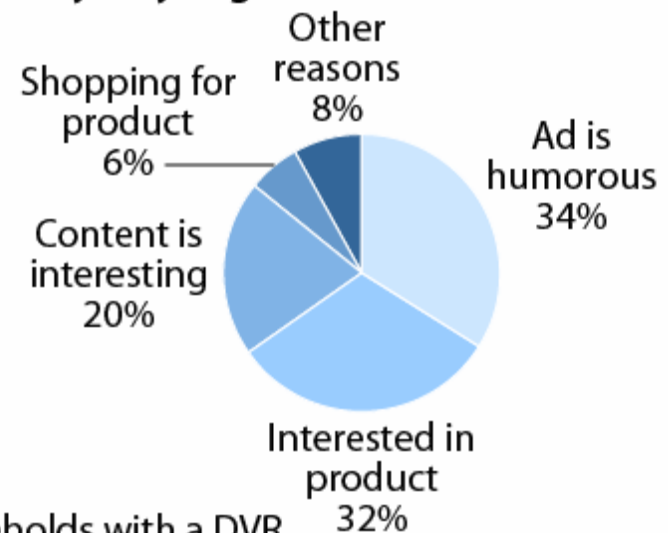
"Why do you skip ads?"



Base: US online households with a DVR

Source: Forrester's 2004 DVR Online Study

"Why do you go back and watch an ad?"



The Knowledge Economy

The Attention Economy

III. We need a new frame-of-reference for global brand-building



WHAT WE'VE BEEN DOING

“Think Global – Act Local”

“Act Global – Think Local”

- Helped get us to see the importance of **looking outside** our own borders
- However, it's a **geographic** concept, does not provide an ideal perspective for brand-building globally today





A New Frame of Reference
To Assure More Relevance

Culture Language Labor Religion Gender
Local Competition Nationalism Values
Politics Race Trade restrictions



Think Like The Sun



Act Like The Moon



Why Think Like The Sun, Act Like The Moon?

Because...

- effect media is having on brands globally
- requires us to focus on brands, markets and to act as global citizens
- Multiculturalism: Where global brand-building is headed



SHIFT_ Perspective

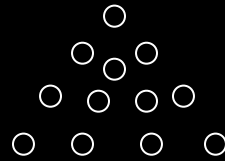


Think like the Sun, Act like the Moon

The next 10 slides will illustrate -

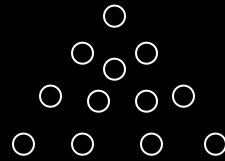
Let's say there are two people in the same place are looking at the moon.



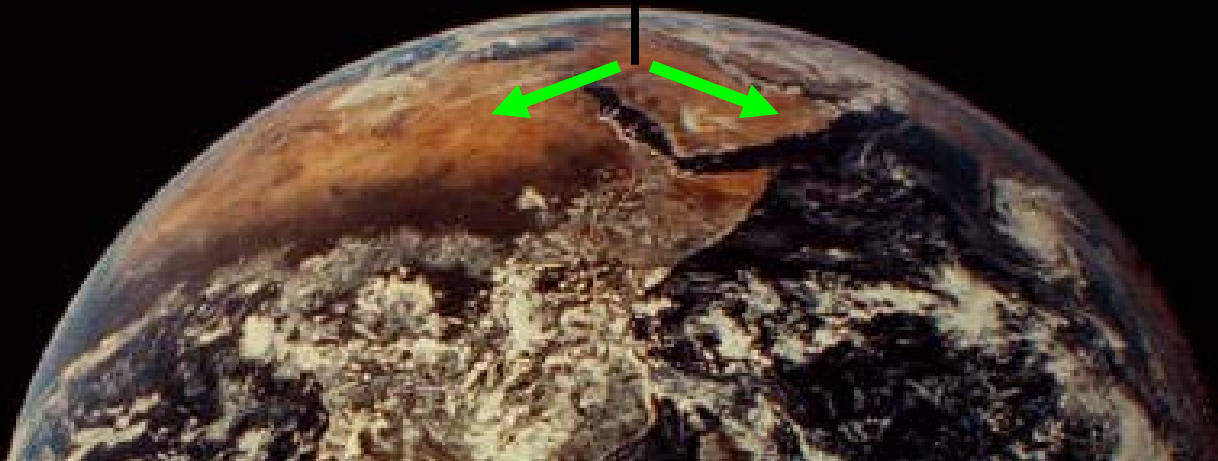


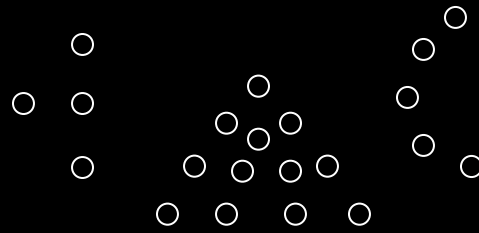
Since they share the same
reference point, they both see
the moon against the same
background of stars





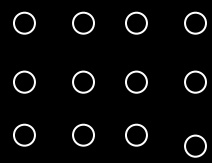
But as they move
away from each other



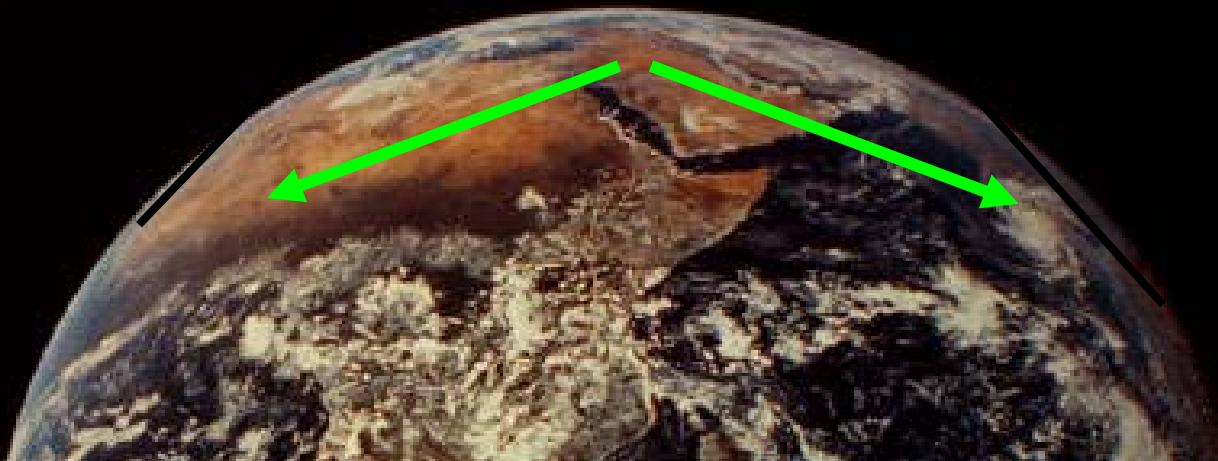
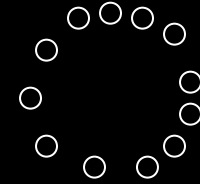


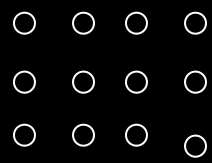
New patterns
start to emerge



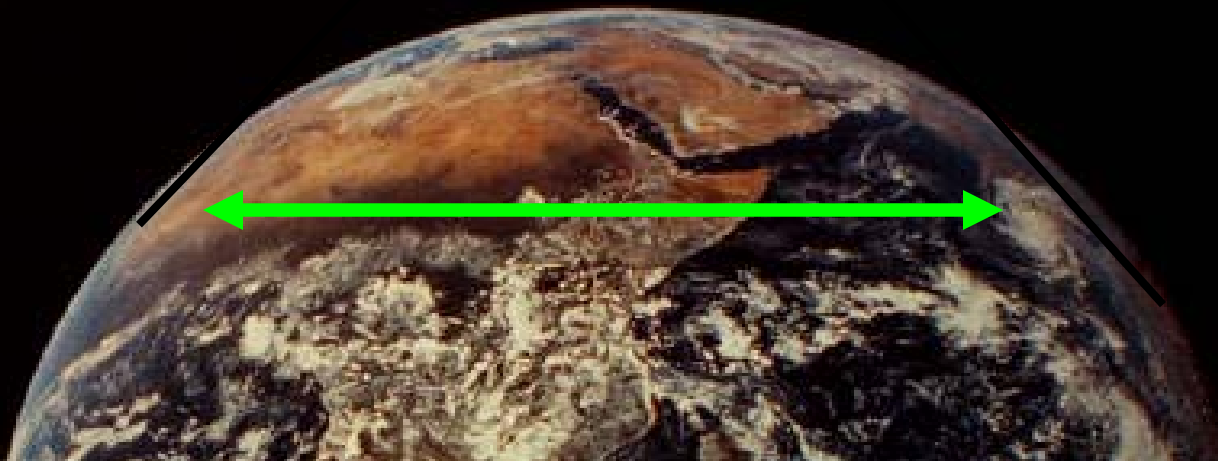
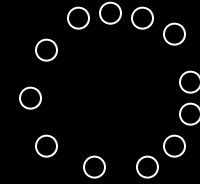


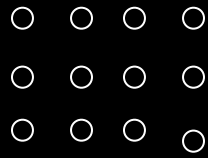
Eventually they will see the
same moon against
dramatically different
backgrounds



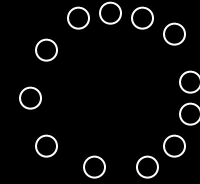


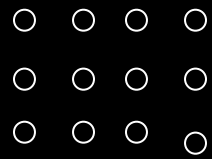
The longer the separation, the
larger the difference in
background



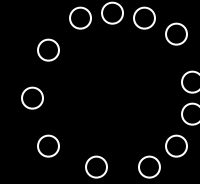


So how can this illustration
help us understand global
brands?





By translating it into
marketing terms, we get a
clear picture of global brand
dynamics



The backgrounds transform
into the local landscapes
consumers perceive our
brands against



Nissan JPN SHIFT_

QuickTime™ and a
H.261 decompressor
are needed to see this picture.

SONY PLAYSTATION

QuickTime? Sorenson Video 3

©™±ÃÉsÉÑÉ`ÉÉ¾å©ÇÈÇŽÇ½Ç...ÇÕïKónÇ-Ç ÅB

QuickTime and a
Sorenson Video 3 decompressor
are needed to see this picture.

Apple iPod

Welcome to the digital music revolution. 7,500 songs* in your pocket.

Works with Mac® or PC. Over a million sold. The new iPod.

TM & © 2003 Apple Computer, Inc. All rights reserved. *128GB model only. 4 min./song @ 128Kbps AAC or MP3 encoding, 1.6MB/s. APPLE, iPod and apple.com are trademarks of Apple Computer, Inc., registered in the U.S. and other countries. All other marks are the property of their respective owners.

Absolutely ipsh!



- ☐ Text in to VODKA (86352) from Anywhere!
- ☐ Choose your favorite (Raspberry, Vanilla, Peach, Citron, Mandarin)
- ☐ Receive Absolut ringtones and wallpapers themed to drink

Apple “Think different”
QuickTime™ and a
YUV420 codec decompressor
are needed to see this picture.

“Whatever America hopes to
come to pass in this world must
first happen in the heart of
America.”

President Dwight D. Eisenhower

On the road to global brand building.

Found In Translation

FOCUS FEATURES presents an AMERICAN DREAMWORKS / BEMENTAL FILMS production "LOST IN TRANSLATION" BOB MURRAY / SCARLETT JOHANSSON / GONNUN RIBS / ANNA FARIS / PHILIPPO NERESI / JEFFREY PETERSON / JESSICA STEINER
R
"LOST IN TRANSLATION" BOB MURRAY / SCARLETT JOHANSSON / GONNUN RIBS / ANNA FARIS / PHILIPPO NERESI / JEFFREY PETERSON / JESSICA STEINER
FOCUS FEATURES
www.lost-in-translation.com

Museum of ...

