

# **A CROSS-CULTURAL STUDY OF GLOBAL BRAND'S ADVERTISING STRATEGIES IN IRAN**

By:

Mehrnoush Zeidabadi

Maryam Kahvand



# Introduction

- Our quality of life, whether at the personal or professional level, is more than anything else relevant to our ability to communicate effectively with other cultures.
- Cultural factors have an important impact on the success of a business.
- The culture determines how the world is perceived.
- All dimensions of a culture are reflected in advertising at various levels.

# Question and Hypothesis

- Q: How do cultural differences contribute to advertising strategies in Iran?
- H1: The advertising strategies of Clear, L'Oreal and Signal in Iran follow the Hall model.
- H2: The advertising strategies of Clear, L'Oreal and Signal in Iran follow the Hofstede model.

# Methodology

- A quasi-quantitative research
- Population: All billboards of beauty and personal care brands in Tehran in the first half of 2017  
Marketing and visual communication specialists
- Sample: All billboards of Clear, Signal and L'Oreal in Tehran in the first half of 2017  
10 faculty members in marketing and 10 faculty members in visual communication
- Data collection method: Questionnaire
- Validity: Face validity
- Reliability: Cronbach's alpha

# Theoretical Framework

## ■ Hall cultural theory

- High context culture
- Rely on symbols and nonverbal cues
- North America, Australia, and Western Europe
  
- Low context culture.
- Messages are expressed clearly and are often written
- Japan, China, Iran and Arabs

## ■ Hofstede cultural theory

## ■ Hall cultural dimensions

- Time
- Verbal/nonverbal communication
- Direct/Indirect
- Space
- Being/Doing
- Linear/Nonlinear

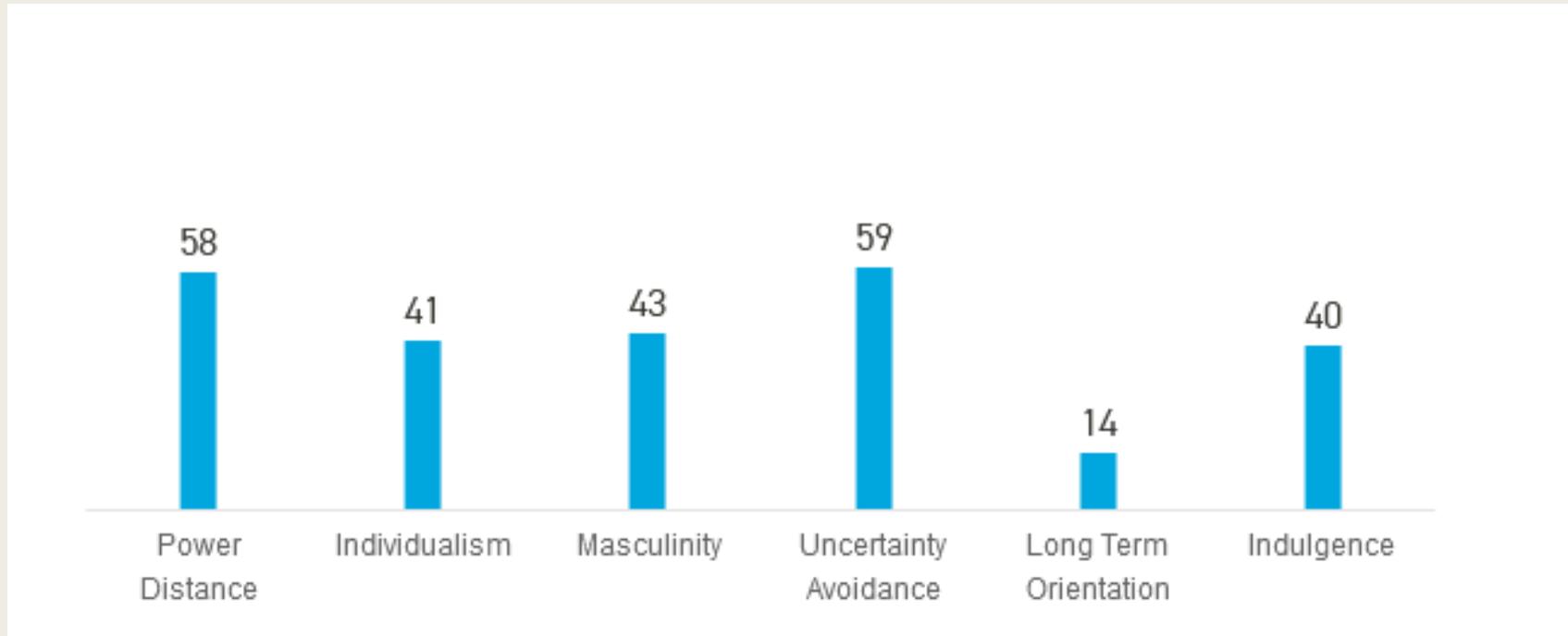
## ■ Hofstede cultural dimensions

- Individualism/Collectivism
- Power Distance
- Masculinity/Femininity
- Uncertainty avoidance
- Short /long term oriented
- Indulgence/restraint

Dimension	High context culture	Low context culture
■ Time	■ Multidimensional culture	■ Single-dimensional culture
■ Verbal/nonverbal communication	■ nonverbal cues are used ■ Flexible method based on each person	■ Verbal communication is used ■ Concentration on the job at hand
■ Direct/Indirect	■ Body language is very important ■ Indirect ■ Do many things at once	■ Direct ■ There is little scope for Do one thing at a time ■ Methods, methods, and expectations ■ People have their own privacy
■ Space	■ message is expressed directly ■ Creates a sense of privacy ■ Delay is accepted ■ Emotionally communication.	■ Delay is not accepted
■ Being/Doing	■ Being	■ Avoiding emotional speaking
■ Linear/Nonlinear	■ Details are important. ■ Wholly area is more important than what you do ■ Do things simultaneously	■ simplicity is important ■ Adaptation of action and words
	■ Focus on images more	■ Emphasis on the concept and not on the expression ■ Avoiding symbols and targeted events
	■ Advertising is often expressed indirectly and implicitly, with modest and vague terms	■ Do things individually and one after the other
		■ Emphasis on words

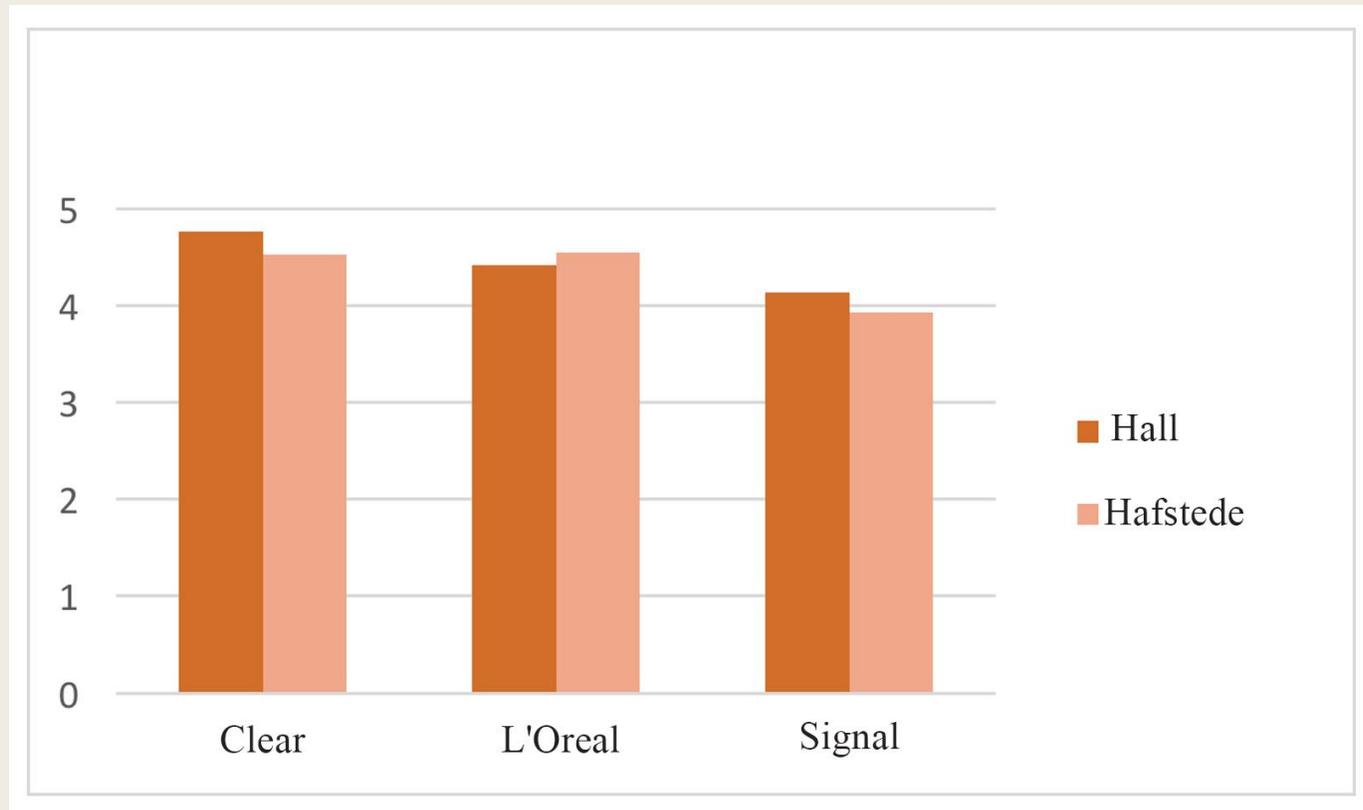
Dimension	Features	Collectivism
■ Individualism	■ Individualism	■ Attention to the group and take aside of the group
■ Power distance	■ High power distance Concentration is common	■ Low power distance The value of equality of individuals
■ Masculinity	■ Masculine	■ Feminine Looking for group goals
■ Uncertainty avoidance	■ High degree of uncertainty Hierarchical order is accepted in social family Low resistance to changes.	■ Ambiguity Maintain personal bonds
■ Long-term orientation	■ Long termness and material reward Do not afraid of the future	■ Hierarchy Hierarchical order is not accepted Fears of the future
■ Indulgence	■ Value of saving and social gender roles are clearly distinct Indulgence	■ Acceptance Cooperation
	■ Free relationships Focus on material success	■ Short term Virtuoso
	■ A high level of happiness is reserved for people who seek joy and frenetic activities without feeling guilty	■ Resistant to dramatic overlaps social obligations Suppress life pleasures
		■ Strict social norms
		■ Constrained by social laws and prohibitions

# Iran From Cultural Dimensions of hofstede

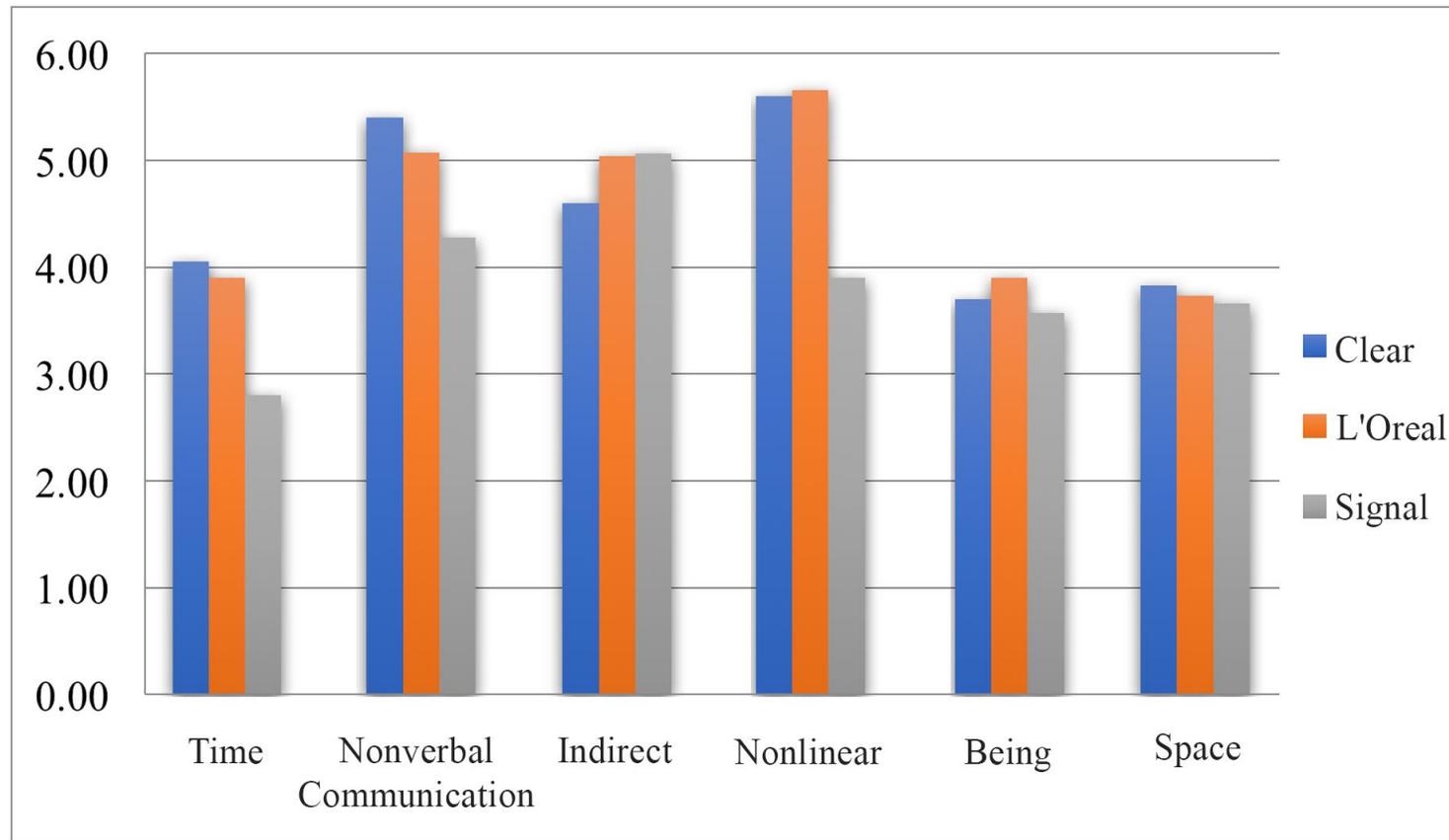


# Key Findings

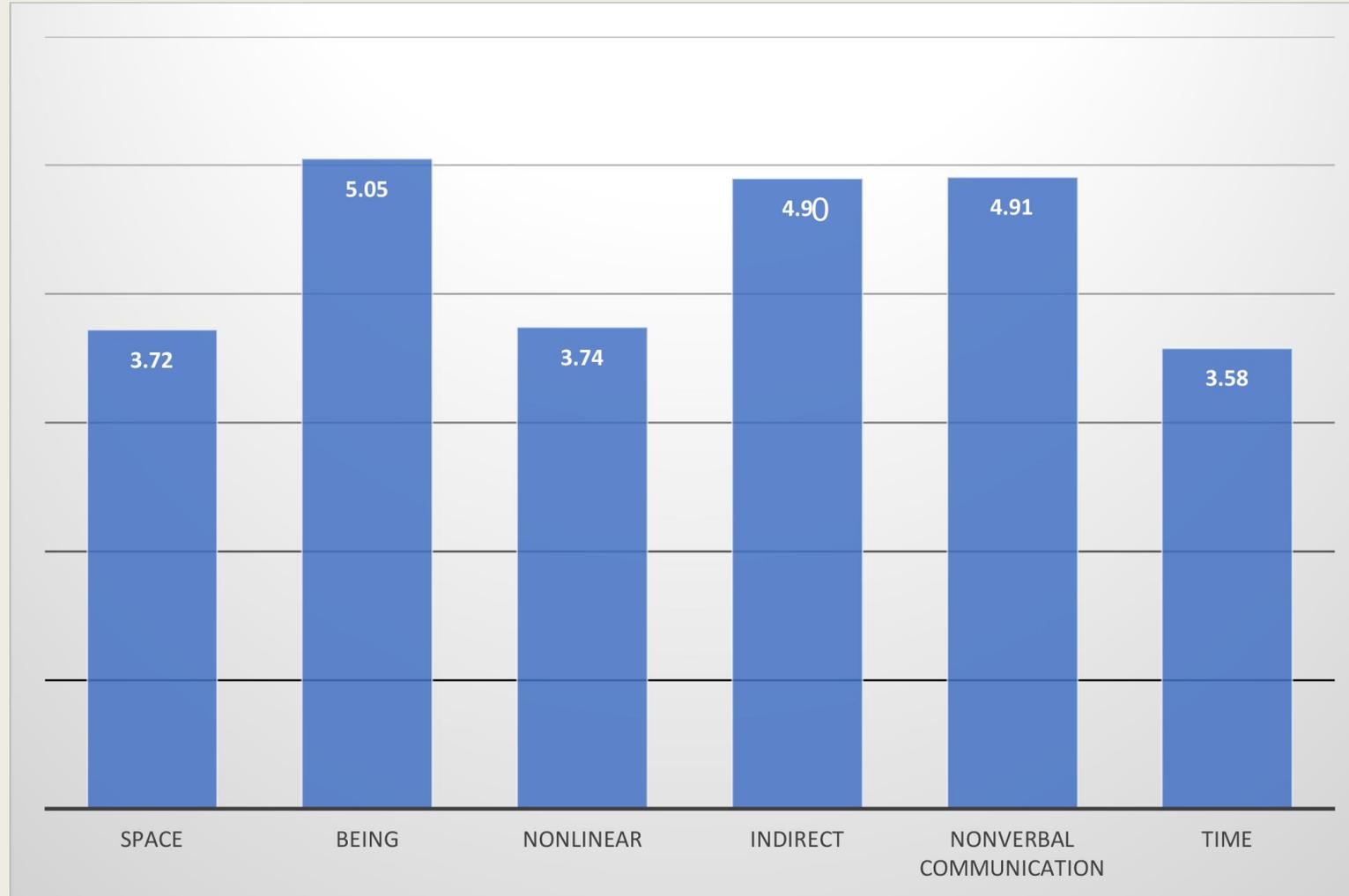
The value obtained for 3 brands on Hall and Hofstede models



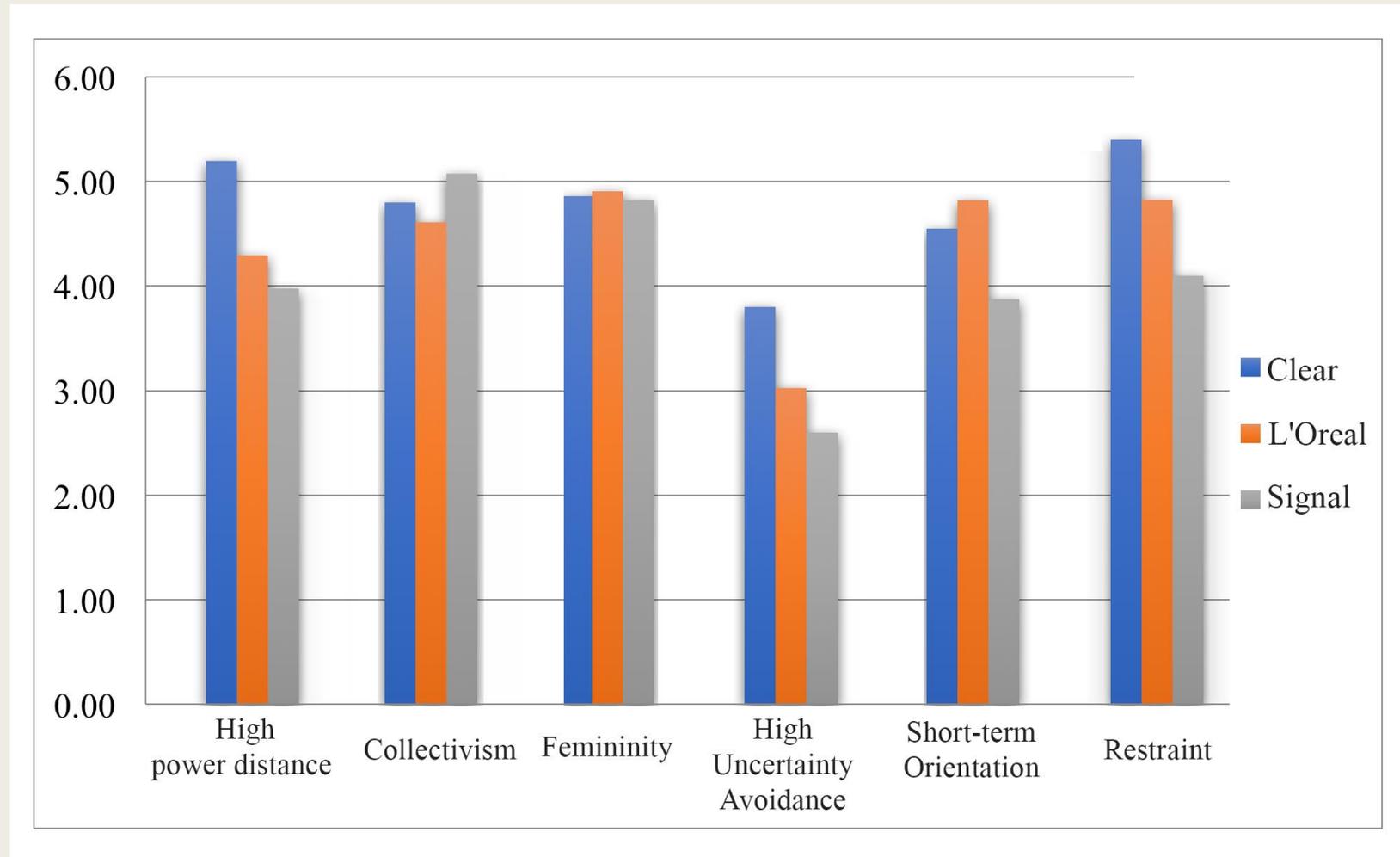
## The average status of brands based on Hall's cultural indicators



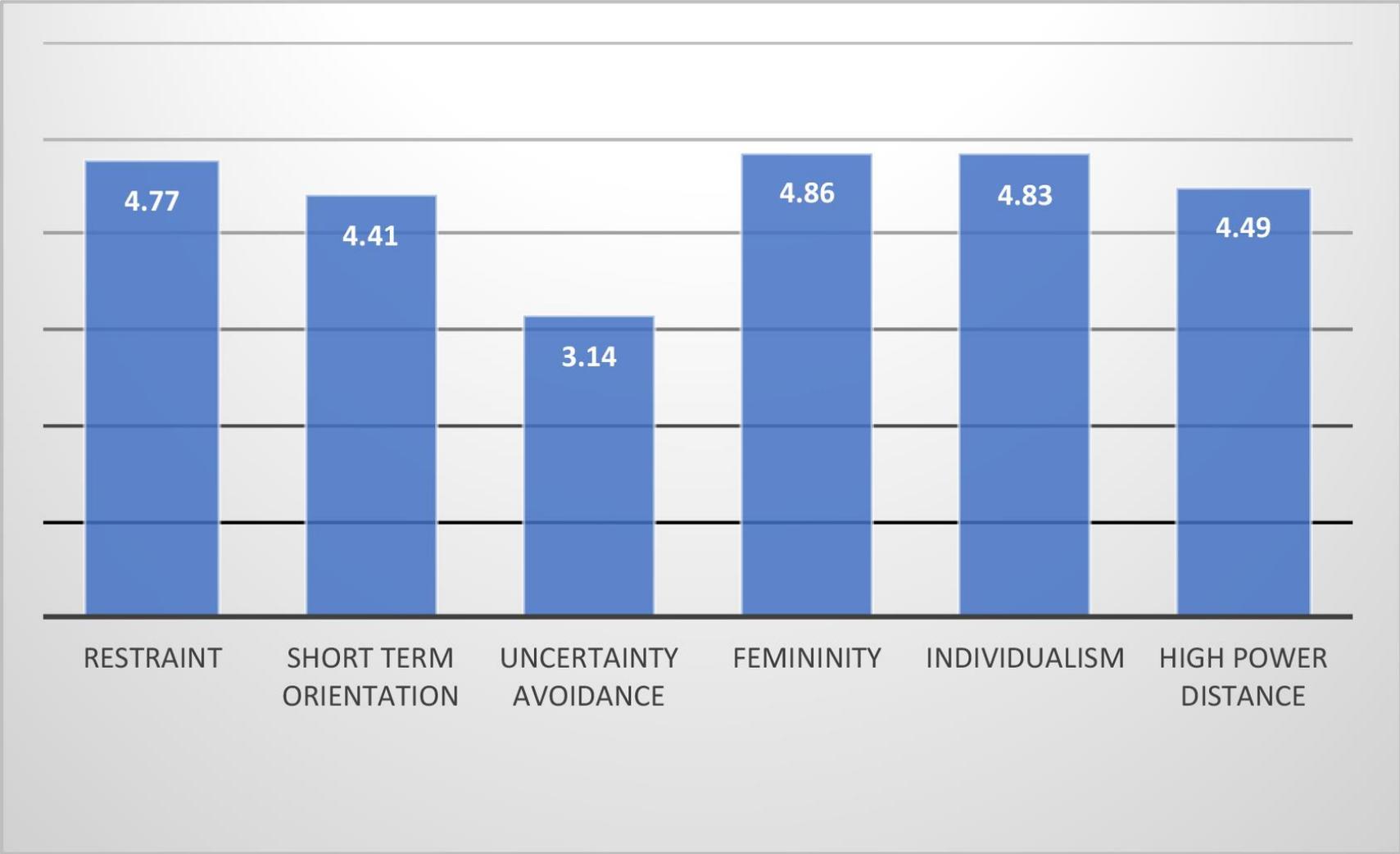
## The average status of brands based on Hall's cultural indicators



## The average status of brands based on Hofstede's cultural indicators



# The average status of brands based on Hofstede's cultural indicators



# Conclusion

- “Clear” in the "Indulgence" and "power distance" indicators of the Hofstede model and "nonverbal communication" indicator of the Hall model had a score higher than 5.
- L'Oreal had the highest score of 5.66 in the Hall model of "nonverbal communication.”
- Signal, was able to score 5.08 and 5.06 in Hofstede's dimension of "collectivism" and Hall's dimension of "indirectness", respectively.
- “Clear” adapts itself more to the Hall and Hofstede model.
- The index of femininity was considered more and uncertainty avoidance less than other indicators in advertising of three brands.
- Being index obtained the highest and Time index the lowest score by Clear, L'Oreal and Signal.

Thank You