

International Marketing

Marketing

Standardise or adapt, and what actually has to change.

Standardise

- Economies of scale in production
- Consistent global brand assets
- Cheaper creative and packaging
- Simpler management
- Suits global segments

Adapt

- Language and idiom
- Regulatory and labelling rules
- Local price points and pack sizes
- Channel structure and payment norms
- Cultural meanings of colour and symbol

THE DIFFERENCE THAT MATTERS

The usual answer is standardised positioning with adapted execution — the same idea, expressed locally.

Direct translation of a tagline is the classic failure. Idiom and connotation rarely survive the crossing.