

How does a company establish a global presence in cultures away from home?

The **GOOD,**

the **Bad**

and

the **Ugly**

of GLOBAL BRANDING

The Coca-Cola Company

BITE THE WAX TADPOLE



Coca-Cola

口啃蚪蠟 *1930s China market*

(Kou Ken Dou La)
Mouth gnaw the tadpole wax
Approximate character phonetics, terse imagery

可口可乐 *Traditional Chinese*

(Ke Kou Ke Leh)
Suit taste, suit happiness (Joyful refreshing taste)
New character phonetics less precise, better semantic appeal

可口可乐 *1980s China market
Simplified Chinese*

(Ke Kou Ke Leh)
Suit taste, suit happiness (Joyful refreshing taste)
Use same character glyphs, no reinvent brand

- In 1927, local Beijing shopkeepers worked with execs to bring Coke to China. Difficulty rendering the sound “la” in Chinese, however, led to comic results.
- The company once took responsibility for this but, some 92 years later, now blames the shopkeepers.
- Here’s how it evolved, at left.
-

BAD Braniff International

In 1987, Braniff International translated a slogan promoting its new first class leather seats "Fly in Leather" into Spanish as "Fly Naked." Later, it defended itself, saying it was 'trying' to be outrageous. Then it pulled the ad.



Kentucky Fried Chicken

EAT YOUR FINGERS OFF



- ☐ KFC is a huge hit in Asia now, but when it first entered the market it tried to translate its American slang slogan — finger-lickin' good.
- ☐ The result was a sentence that roughly meant 'EAT YOUR FINGERS OFF.'
- ☐ KFC is the No. 1 fast food brand in China right now, with more than 4,400 restaurants in 850 cities.

Clairol (US)

The Clairol MANURE Curling Iron



- ☐ US beauty giant entered Germany in 1975 with the Mist curling iron
- ☐ Mist means manure in German, colloquially

Pinto (US)

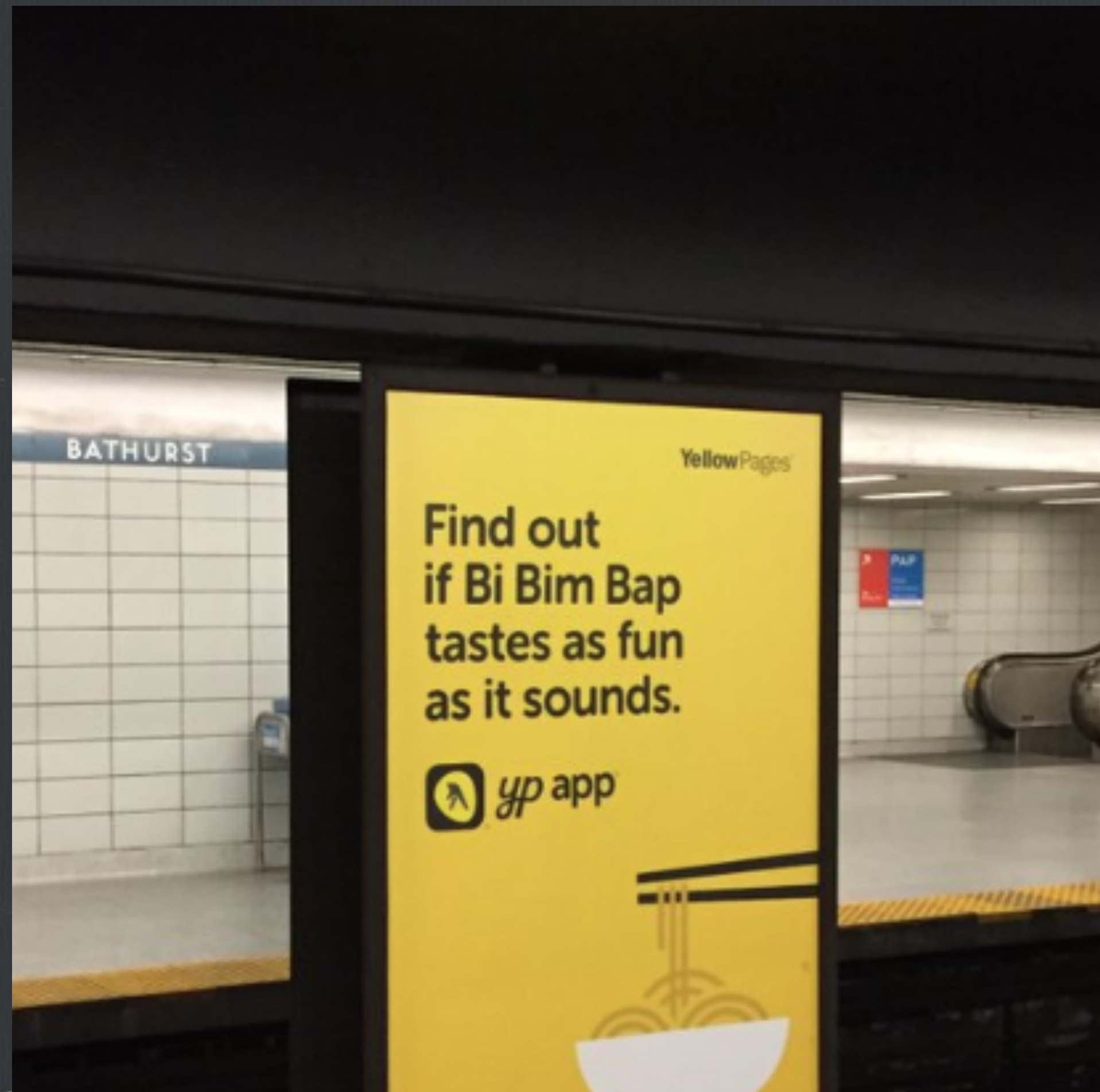
For men with small genitals



- ☐ Pinto is a Spanish word for a type of small spotted horse, also called a paint horse.
- ☐ But the carmaker neglected to notice that the word is also an idiom for small male genitals

Yellow Pages (YP.com)

BI BIM BAP



- ☐ BiBimBop billboard in major city subways around the United States showed chopsticks with noodles.
- ☐ This Korean dish is rice-based!
- ☐ Response was swift, honest..

☐

Schweppes TOILET WATER



- ☐ Schweppes makes a popular tonic water product.
- ☐ But it translated 'tonic water' as 'toilet water' when it first entered the Italian market.
- ☐ It quickly changed the name.

PAXAM (Iran)

BARF DETERGENT



- ☐ Paxam is an Iranian consumer goods company that markets laundry soap using the Farsi word for “snow.
- ☐ But in the UK, the direct translation was rendered BARF.
- ☐ In English, the word ‘barf’ is colloquial for ‘vomit.’

VEMSI (Czech Republic)

You will puke in Lithuania



- ☐ VEMSI cakes, cookies and bars is a Czech Republic brand that entered Lithuania.
- ☐ But “vemsi” means ‘You will puke’ in Lithuanian.

Super (Finland) SUPER PISS!



- ❑ This Finnish firm offered a de-icer in the United States by the name Super-Piss.
- ❑ Super has the same meaning in Finland as it does in English. But the 'piss' is named after the jets where the windshield fluid comes from, called pissapoika.

PERRIER

Pschitt!



- ☐ PSCHITT is a French soda launched by sparkling water vendor Perrier in 1954 and is one of France's oldest lemon/lime soft drinks.
- ☐ The name is supposed to resemble the sound of opening a bottle.
- ☐ In English, the word isn't so ... flattering.

COORS Beer (U.S.)

Get Diarrhea!



- ☐ 'Turn it loose' is this American beer's slogan.
- ☐ But in Mexico, it was translated into 'Suelto con Coors.'
- ☐ That roughly means 'Get diarrhea with Coors.'

Nike (U.S.)



- ☐ In 2017, Nike ran a series of video and magazine ads showing women exercising alone.
- ☐ Outrage resulted in Saudi Arabia and Egypt
- ☐ But the advertisement worked fine in Dubai ...

Sun-Maid (U.S.)



- ☐ SUN-MAID entered the UK with a slogan “TOSS them over your cereal.”
- ☐ In the UK, toss is an idiom for ‘masturbate.’

□

Frank Purdue Chicken (U.S.)

It takes a sexy man to get affectionate with a chicken!



- ☐ Frank Purdue Chicken's slogan in the USA is 'It takes a tough man to make a tender chicken'
- ☐ But in Spanish, the translation came out as "it takes a sexually aroused man to make a chicken get affectionate"

Gerber Baby Food (U.S)



- ☐ GERBER launched its baby food line in a number of African countries
- ☐ The firm didn't realise that in Africa, food jars generally represent a picture of what's inside, due to low literacy rates!

DUNKIN' DONUTS

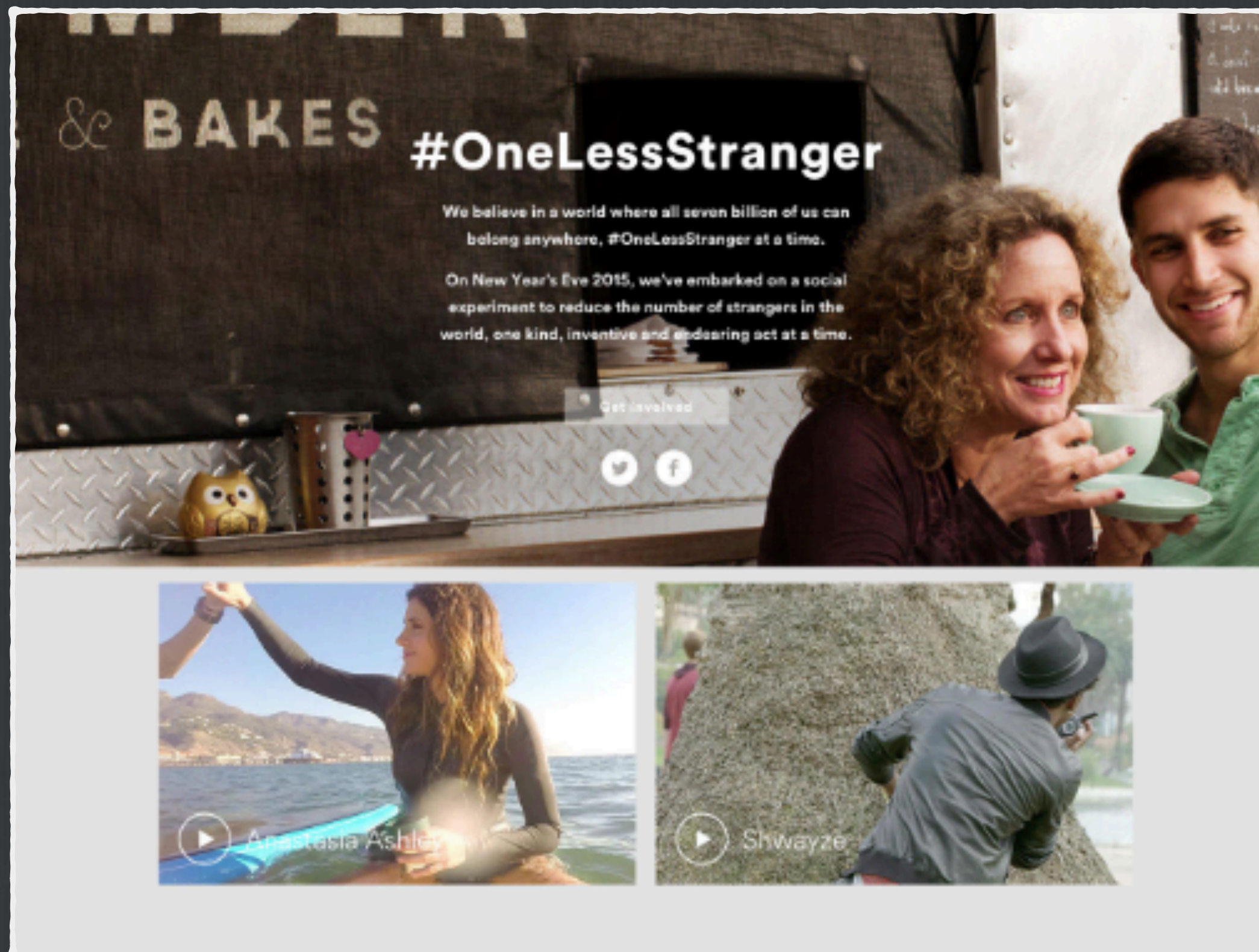


□ Dunkin' Donuts successfully entered China and a dozen other countries with precisely targeted donut flavors.

□ It now has 3200 stores in 36 countries and is growing ...

AirBNB

#OneLessStranger

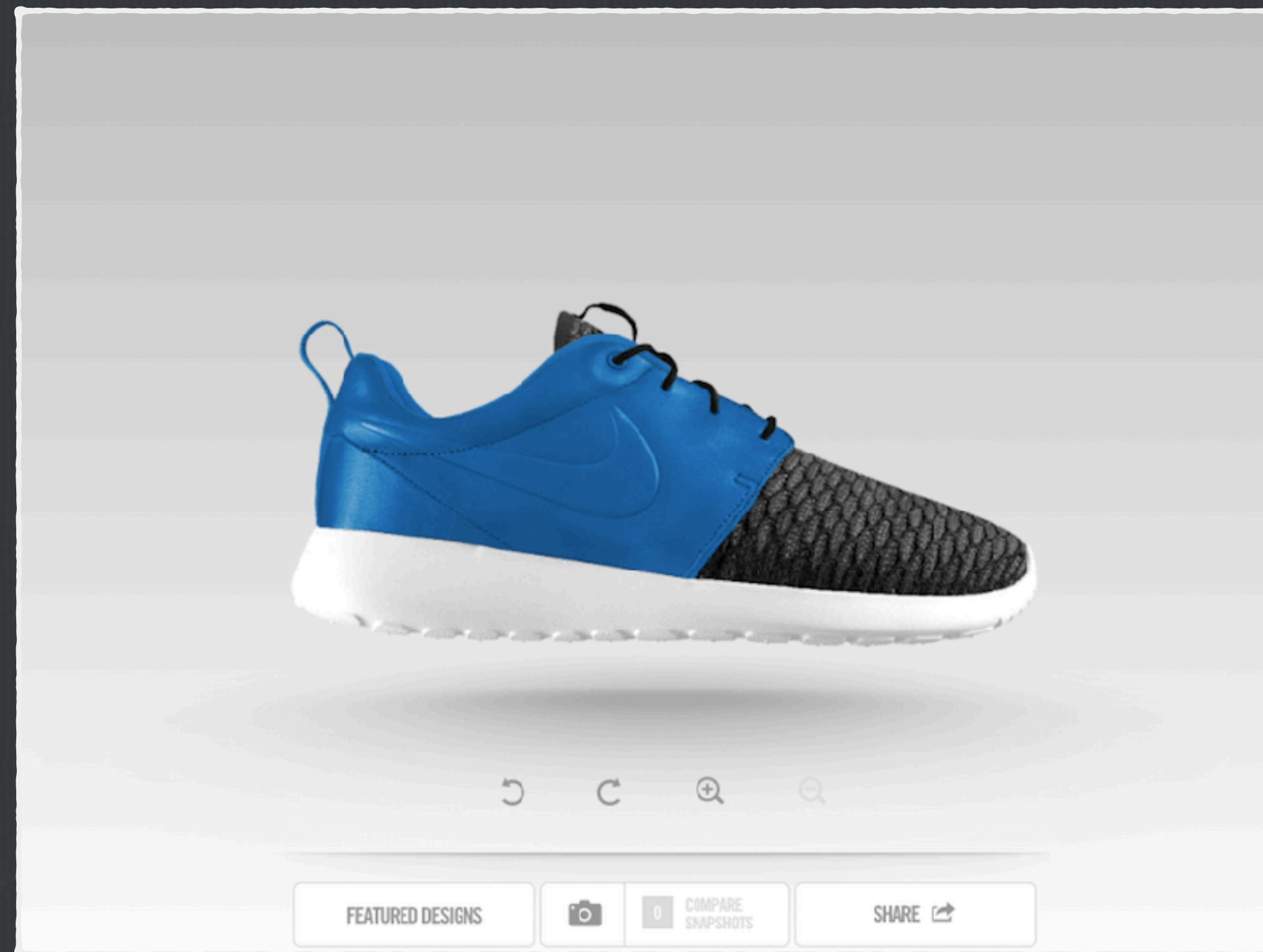


Airbnb in 2015 launched a #OneLessStranger campaign as a 'global social experiment'

It asked people to perform 'random acts of hospitality' for strangers and share it online.

- The firm has 1.5M listings in 34K cities.

NIKE



NIKE has a build your own shoe campaign for international markets that is extremely popular

Its events strategy and sponsorships put it on the field in hundreds of cities and markets, ie Manchester United.

COCA-COLA



- Coca-Cola focuses on small community programs and invests a lot of time and money in small-scale charity efforts
- In Egypt, Coca-Cola has built 650 clean water installations in the rural village of Beni Suef and sponsors Ramadan meals for children across the Middle East.
- In India, the brand sponsors the Support My School initiative to improve facilities at local schools.
- Coke now has 3200 stores in 36 countries and is growing ...

1. Revise the strategy to reflect not just language, values and aesthetics, but also political and legal differences.

2. Watch that first impression. Research suggests you have eight seconds to establish trustworthiness with image based ads.

3. CONTENT! Invest in great videos, articles, podcasts and infographics where possible.

4. The backbone of your message should be evocative and, wherever possible, elicit universal emotions.



