

Preface

The first volume of this reader was on the subject of advertising conditions in Australia, Belgium, Finland, France, Germany, India, Japan, Russia, South Africa, Taiwan and the USA. Not forgetting Marieke de Mooij's chapter on the impact of culture on advertising.

With this second volume the title "Advertising Worldwide" becomes a little bit more true. Again other important countries are investigated with respect to their specific advertising structures. The authors of the different countries had the same briefing as in the first volume:

- What are the social, cultural or religious features of advertising and advertising practices?
- Are there any taboos?
- Which legal restrictions apply?
- What kind of advertising infrastructure is there? Are there any institutions, federations or boards of advertising?
- Which media are readily available?
- How are media data collected? What are the methods of gaining advertising data?
- How can specific target groups be addressed?
- Are there any particular preferences concerning the use of media?

Assessing the choice of countries in the two volumes of "Advertising Worldwide" one has to conclude as a first resume that it is not primarily the more theoretical question of standardization or differentiation which dominates the advertising strategy (at least for consumer goods) but the very practical necessity of adapting to the respective specific advertising conditions of each country. A standardized global, even multinational advertising campaign has to be considered the exception, rather than the rule. Thus international advertising is more a question of *effectiveness* and not of *efficiency*. The more an advertising campaign matches local needs, local infrastructures, local regulations and local habits the more likely is its acceptance.

The paradigm of Marketing is differentiation. Competitive advantages for exchangeable products can only be obtained by giving the consumer an argument why to buy this product and not the competitor's one. If the competitor's product is more or less identical – the normal case in satu-

rated markets – the argument has to be based on a factual or non-factual difference. If this is true on a national basis can it be false on an international basis?

Then what about the undeniable success of campaigns like Coca-Cola, Marlboro, Nike? How can one explain that people all over the world smoke the same cigarettes, eat the same burgers, drink the same soft-drinks and walk in the same sneakers? Looking at the different eating-habits in Asia and Europe this sounds rather unlikely.

Although considered as the exception from the rule an explanation is necessary. I offer a personal opinion. The success of global campaigns is based

- either on a uniqueness of the advertised product (Coca-Cola)
- or on a uniqueness of the communicational concept (the Marlboro Cowboy)
- or – and this is a necessary condition for the two points mentioned first – a supra-socio-cultural identification platform. Just to provoke: Would Coca-Cola, Marlboro and McDonald's be as successful if they came from France, Italy or Japan? Or is their success based on the fact that these products represent the “American Way of Life” which seems to be attractive for people in all continents?

Again in this introduction some highlights of the respective chapters:

- Until recently, in *Bulgaria* legislation limited the amount of advertising in certain TV-programs. There was not supposed to be advertising on national TV during prime-time hours – from 7 p.m. to 10 p.m. Now there are certain limitations, such as no commercials during children's programs and a maximum of 15 minutes of advertising per hour, of which not more than five minutes may be in a block.
- In the 90s, the advertising market in *China* was mainly driven by multinational advertisers and the emerging local advertisers. In recent years, the confidence and assertiveness shown by local enterprises are especially encouraging. As the local marketers have more experience in marketing, they have come out of the shadows of foreign brands. All top 10 advertising products are local brands. Together they account for 7 per cent of total advertising in China. As for foreign products, an international brand leader Coca-Cola ranked 20th among the most advertised products in 2000.
- During the economic recession 1995 in *Greece* the opacity of media buying negotiations gave rise to a big issue: the transparency of the tariffs. The debates under the self-regulation umbrella failed to result

in mutual understanding and agreement between the interested parties. As a consequence the Hellenic Ministry of Press and Mass Media enforced a law to regulate and control the advertising practices. Five years on one can trace the repercussions of the new law on advertising industry. In 1996 and 1997 the adspend as percentage of GDP falls to 1.43% and 1.00% respectively compared to 1.86% in 1995. Advertising agencies see a 15% cut to their gross income.

- The fact that a mixture of English and Chinese is still the dominant form of language used reflects *Hong Kong* consumers' language habits. Therefore, a mixture of languages is the unique character of Hong Kong advertising and it enhances the association of the Hong Kong local audiences with the content of the ads.
- *Hungary* has a quite well developed advertising industry with sophisticated media research information systems and expenditure monitoring systems. But there is no official information for the total advertising industry.
- The issue of 'overspill' media, principally from its nearest neighbor, the United Kingdom has also had a profound effect on the *Irish* media market. It is increasingly common for advertisers and agencies to plan advertising campaigns on an All-Ireland basis which includes both the Republic of Ireland and Northern Ireland.
- Almost a uniquely *Korean* characteristic is the presence of The Korean Advertising Broadcasting Company (KOBACO) that was founded in 1981 by the Korean government. Its perhaps most controversial role is that it acts as an exclusive agent for the sale and placement of broadcast advertising space. For this role it receives a commission that varies depending on the type of agency (in-house versus independent agency) that buys media placement from KOBACO.
- In the Republic of *Latvia* approximately 70% of the whole advertising investments consist of resources of foreign companies for advertising goods and services. It is very hard for the local producers to compete with the foreign companies. The foreign companies are more technologically advanced and the prime cost of goods and services is lower than for producers of goods and services in Latvia. Wherewith foreign enterprises can afford to waste considerably more money for advancement of their goods and services in the market, while the local companies cannot.
- In *Malaysia*, scenes of an amorous, intimate or suggestive nature are forbidden on television. Also not permitted are commercials for pork and pork products, liquor and alcoholic beverages since they are forbidden in Islam. In addition, provocative scenes that show naked or scantily clad models are also not allowed to be shown. Recent changes

in the code of advertising include forbidding certain advertisements such as those that highlight western values and project and promote inspirational lifestyles as well as advertisements on feminine napkins.

- One of the particularities of advertising in *Spain* is the fact that non-classical media is as important as classical media.
- The existence of three main races in *Singapore*, Chinese, Malay and Indian makes it a challenge for advertising to have national appeal.
- A major consideration for everyone who is going to advertise in *Switzerland* is that there are not only four written languages (German, French, Italian and Rhaeto-Romanic), but in addition many dialects of the Swiss German, which may be considered a fifth language. This means that although the other elements of the marketing mix may remain the same, at least the advertising mix has to be changed if a large share of people in Switzerland is not to be ignored.
- In the UK the amount of advertising air time permitted on the Independent Television Authority ITV, Channel 4, and Channel 5 is strictly regulated at seven minutes per clock hour during the day and seven point five minutes per hour peak time. Air time is sold in a pre-emptive auction system which tends to maximize the yield for the station. The permissible EU average of nine minutes is allowed to satellite and cable services and there is an active debate as to whether terrestrial stations should be allowed this level of advertising. It might in fact lead to a weakening of price achieved and an increase in clutter.

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Ingomar Kloss

Contents

Preface	V
Multicultural Management Insights	1
<i>Jürgen Rothlauf</i>	
Advertising in Bulgaria	19
<i>Brad Thompson</i>	
Advertising in China	32
<i>Stella Lai Man So</i>	
Advertising in Greece	64
<i>Betty Tsakarestou</i>	
Internet Advertising in Greece	80
<i>George Frigkas</i>	
Advertising in Hong Kong	85
<i>Stella Lai Man So</i>	
Advertising in Hungary	102
<i>Tamás D. Szabo</i>	
Advertising in Ireland	116
<i>Tony Meenaghan</i>	
Advertising in Latvia	135
<i>Anda Batraga</i>	
Advertising in Malaysia	159
<i>Iskandar Abdullah</i>	

Advertising in Singapore	182
<i>May O. Lwin, Martin Lee</i>	
Advertising in South Korea	216
<i>Dae Ryun Chang</i>	
Advertising in Spain	238
<i>Cristina Etayo</i>	
Advertising in Switzerland	270
<i>Maurizio Vanetti, Ulrich Dimigen, Carlo Mondada</i>	
Advertising in the United Kingdom	299
<i>Paul O' Sullivan</i>	
Case Study: Barclaycard International	326
<i>Ron Boddy</i>	
The Authors	339