

International Advertising in Multiple Cultures: A Review

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International advertising entails dissemination of a commercial message to target audiences in more than one country. International advertising can, therefore, be viewed as a communication process that takes place in multiple cultures that differ in terms of values, communication styles, and consumption patterns. International advertising is also a business activity involving advertisers and the advertising agencies that create ads and buy media in different countries. In some cases the advertising message relates to the firm and its activities like its corporate image. In other cases, the message relates to a specific product or service marketed by the firm. Target audiences differ from country to country in terms of how they perceive or interpret symbols or stimuli, respond to humor or emotional appeals, as well as in levels of literacy and languages spoken. Based on these differences in target audiences firms or the advertising agencies need to consider different degrees of two types of advertising strategies, standardization and adaptation.

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