

Exercise walk-through

3.5

International Marketing and Culture

GAC Business

You must be able to

- distinguish standardisation from adaptation
- explain localisation beyond direct translation
- justify a marketing decision using local customer evidence

1

The method

Method — Keep the promise; adapt the route

A safety-light company keeps the same tested safety standard in every market. This is **standardisation** 标准化. It changes instructions into clear local language and accepts a local payment method. This is **adaptation** 本地化调整. It pilots the advert with local cyclists. Research is better evidence than an assumption about a whole culture.

2

Practice

Practice 2.1 ■ 1 mark

Define adaptation in international marketing.

Solution 2.1

Worked steps

- Changing an offer or marketing approach for local needs. **B1**

Practice 2.2 ■ 1 mark

State one item, other than words, that may need localisation.

Solution 2.2

Worked steps

- Images, colours, dates, symbols, payment methods, packaging, or promotion channels. **B1**

Practice 2.3 ■ 2 marks

Explain one benefit of testing an advert with local customers before a wide launch.

Solution 2.3

Method: Keep the promise; adapt the route — p.4

Worked steps

- It can find a confusing or unsuitable message early. **B1**
- The business can change it before it harms trust or wastes a large campaign budget. **A1**

3

Exam-style

Exam-style 3.1 ■ 4 marks

A sports-drink company wants to use the same advert in a new country. Explain one benefit and one drawback of standardisation.

Solution 3.1

Method: Keep the promise; adapt the route — p.4

Worked steps

- Standardisation can keep a consistent brand and reduce design costs. **B1** **A1**
- However, the advert may not match local language, values, or customer habits. **B1**
- This may reduce interest or make the message ineffective. **A1**

Exam-style 3.2 ■ 4 marks

Recommend one adaptation for the company's launch and justify it using customer needs.

Solution 3.2

Method: Keep the promise; adapt the route — p.4

Worked steps

- Adapt the advert's language and imagery after testing it with the target customer segment. **B1**
- Customers can understand the benefit more naturally. **A1**
- Local feedback provides evidence about what works rather than relying on stereotypes. **A1**
- This makes the launch more relevant while the core product promise can remain the same. **B1**