

Solutions

2.1

- Changing an offer or marketing approach for local needs.

2.2

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

2.3

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

3.1

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

3.2

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