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Opinion

The Communication Process of Becoming A Global Brand

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African businesses have become more present in the global marketplace. I lead an annual research as part of the Global Executive Program conducted at the Harvard Faculty Club (since the year 2003 <https://hcglobalex.com/>) "Building Competitive Advantage in the Global Market" is the framework of this annual Executive Program where the number of African Businesses have increased during the last 5 years. Last program edition took place in May 2019 at the Harvard Campus and 10 African Companies from the Agribusiness Sector and from the Sub-Saharan Africa Area participated at the Program with one main purpose: *to enhance their brands to increase their customer base and sales*. I designed and conducted a survey research to be able to identify the following agenda among our 10 African Companies from the Agribusiness Sector resulting the following conclusions and recommendations for a future further research.

AGENDA:

- 1- Introduction to Brands
- 2- Global Brands
- 3- Global B2B Brands
- 4- Three Questions
- 5- The Global Manager: Keys to Success

Part I: Introduction to Brands

What is A Brand?

A Brand is Not.....

- Just a Name
- Just a Visual Identity
- Just a Tag Line

A Brand Is....

- A Promise (Delivered): Consumer Insights- Brand Promise-Delivery (Experience)
- A Club: Owned by its members-Who Co-Create the Brand Meaning

Building Brands: From Function to Emotion:

Stage 1: Functional Product Quality Roots and Heritage

Stage 2: User and Usage Imagery

Stage 3: Values and Emotional Bonds

So Why do Brands Exist?

- Convenience
- Assurance
- Differentiation
- Satisfaction
- Affiliation

Part II: Global Brands:

The Importance of Brands:

- Has Increased
- Is Increasing
- Will Increase Further
- Thanks to Globalization

Globalization Drives Global Brands:

- Economic Integration, Comparative Advantage
- Mobility of Capital, Goods, People
- Technology Without Borders
- Aspirations and Standards
- Competition, Choice and Brand Clutter

Benefits of Global Brands:

- Consumer Benefits: Why do consumers pay more for Global Brands?
 - Superior Quality and Innovativeness
 - Connections to the Global Village: emotionally involving, aspirational products, used in public
 - High Standards of Corporate Social Responsibility
- Cost Benefits:
 - Lower marketing communications costs (e.g. Brand Design, Trademark Registration)
 - Procurement and supply chain efficiencies
 - Leverage of Event Sponsorships
 - Less Administrative Complexity
 - Lower Costs of New Market Entry
 - Faster Distribution Access for new products
- Corporate Culture Benefits:
 - Common purpose motivating teamwork throughout the worldwide organization
 - Swift idea transfer and reverse learning
 - Sense of history and continuity
 - Employee Recruitment, pride and retention

Global Brands reduce risk:

- Consumer, channel and employee recruitment and retention
- Long-Term investment perspective
- Broader shareholder base

- Brand equity is good Insurance

Common features of Global Brands:

- Strenght in Home Market
- Consistent Positioning
- Appeal to Universal Values
- Solve Important Problems
- Set High Standards
- Own a product category
- Have a corporate name that is also the Brand Name

Why GOOGLE Became Number One

- Ambitious Mission
- Search is Important
- GOOGLE is Simply Better
- Easy Trial, Easy Comparison, Zero Cost
- GOOGLE is Cool, Does No Evil
- GOOGLE Owns One Word = Search

Part III: Global B2B Brands: Two Types

- Purist
 - No sales to end consumers
 - Build Brand Consideration among multiple customer prospects
 - Improve receptivity of customer employees
 - Link with celebrity endorser to reinforce Brand promise
- Hybrid
 - Minority of sales to end consumers helps understand emerging opportunities
 - Brand building addresses large and growing small Business segment ("solutions for a small planet")

Not All Succeed: "We don't make the products you use. We make the products you use better"

B2B Ingredient Brands: Key to Success:

- Consumers' Perceived Risk
- Consumers' Perceived Importance of the Ingredient
- Consumers' Perceived Differentiation of the Brand

Global B2B Brands: The Common Threads:

- Global B2B Brands Solve Important Problems
- Global B2B Brands Make A Positive Difference in the World

Part IV: Three Questions

- A Single Global Brand? Can One Global Brand Do it All?
 - Sometimes, You Cannot cover all Price points with One Brand
 - But Strong Global Brands are surprisingly Stretchable
- Adapting To Country Differences? Can a Global Brand Respond to Local Differences?
 - Some Global Brands serve mainly Global Customers Who Want/Expect The Same Solutions Worldwide
 - Others Serve a Mix of Global and Local Customers
 - Adaptation: Do Differences require marketing adaptation?
 - Weigh extra costs (including delays) against Resulting extra margin/volumen

- Cluster Markets by Stage of the Brand and Category Development

* Great Global Brands are Great Local Brands

- Adapt Local products lines
- Work with Local Partners
- Develop Local Executives
- Source Local Raw Materials
- Acquire Local Brands
- Sign Local Endorsers
- Be Good Local Citizens

• Global Brand Assets Require:

- Reputation Risk Management
- Global Quality and Service Standards
- Crisis Management Protocols

But Investments in Brand Equity Can Protect the Brand.

Part V: The Global Manager: Keys to Success

- Multitasking
- Appreciation of Diversity
- High Self-Confidence
- Presentation Skills

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