

B.VII.13

Case studies – applying your skills to find solutions

Establishing a product in the global market – A case study on international advertisement

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Werbung umgibt uns beinahe überall und die Werbeindustrie setzt mit dem Ziel, Verbraucher zum Kauf von Produkten und Dienstleistungen anzuregen, Milliarden um. Werbung wird heutzutage meist für einen globalen Einsatz konzipiert. Die Herausforderung dabei ist, die Werbung so zu gestalten, dass sie international eingesetzt werden kann und lokal die gewünschte Wirkung erzielt. In dieser Unterrichtseinheit lernen Schülerinnen und Schüler, was eine erfolgreiche Werbekampagne ausmacht und wenden ihr Wissen direkt in der Planung und Umsetzung einer internationalen Werbung an.

KOMPETENZPROFIL

Modul: 31

Dauer: 6–8 Unterrichtsstunden (LEK möglich)

Kompetenzen: 1. Leseverstehen: Sach- bzw. Informationstexten relevante Informationen entnehmen; 2. Sprechkompetenz: Ergebnisse adressatengerecht darstellen und präsentieren; 3. Schreibkompetenz: eigene Werbeideen und -strategien verschriftlichen; 3. Sozialkompetenz: Arbeit in Gruppen und Evaluation von Arbeitsergebnissen

Thematische Bereiche: *(global) advertisement, marketing, company/market analyses*

Medien: Sach-/Informationstexte, Video, Printwerbungen, *case study*

Zusatzmaterialien: Vokabelliste, Differenzierungsmaterialien, Musterwerbeplan

Auf einen Blick

1./2. Stunde

Thema:	International advertising – an introduction
M 1	Globalisation – internationalisation of products / einen Einführungscontext in Globalisierung und internationale Produktvermarktung lesen
M 2	“You’re not you when you’re hungry” – an example of international advertising / Merkmale von (internationaler) Werbung erarbeiten
M 3	International advertising means local adaptations – problems of advertisers / Hauptprobleme internationaler Werbung herausarbeiten und verstehen
Benötigt:	<input type="checkbox"/> OHP, Beamer/Smartboard, Dokumentenkamera <input type="checkbox"/> Folienkopie, Worddatei, Ausdruck von M 2 <input type="checkbox"/> Karteikarten oder digitale Alternative zur Ergebnissicherung von M 3

3./4. Stunde

Thema:	Case study – analysing different markets
M 4	Case study – “Bunnings Incorporated” / die case study erarbeiten, auf der der folgende Unterrichtsaufbau
M 5	Germany, Japan, Australia and Co. – analysing different markets / eine Mindmap erstellen, die die Charakteristika verschiedener Märkte darstellt; Konsequenzen für die Werbung erarbeiten
M 6	Well done! – Feedback sheet / kriteriengeleitet Feedback geben
Benötigt:	Beamer/Smartboard, Dokumentenkamera

5.–8. Stunde

Thema:	Step by step – planning the advertising campaign
M 7	Case study: Where to start – how to develop and plan a campaign / auf Basis verschiedener Materialien einen Werbeplan entwickeln
M 8	Advertising plan – the concept for our campaign / vorbereiteter Werbeplan für leistungsschwächere Lernende zur Strukturierung der Erarbeitungsphase
M 9	Case study: And action! – How to create your advertisement / auf Basis verschiedener Materialien eine Werbung planen und umsetzen
Benötigt:	<input type="checkbox"/> OHP, Beamer/Smartboard, Dokumentenkamera <input type="checkbox"/> Plakate, Stifte, Folien, Laptops, Tablets, Smartphones und Kameras

Zusatzmaterialien auf der CD 36 bzw. in der ZIP-Datei

ZMMindmapM5	vorbereitete Mindmap von M 5 für leistungsschwächere Lernende
ZMAdvertisingPlanM7	beispielhafter Werbeplan von M 7 für leistungsschwächere Schüler
ZMVocabularyList	Vokabelliste



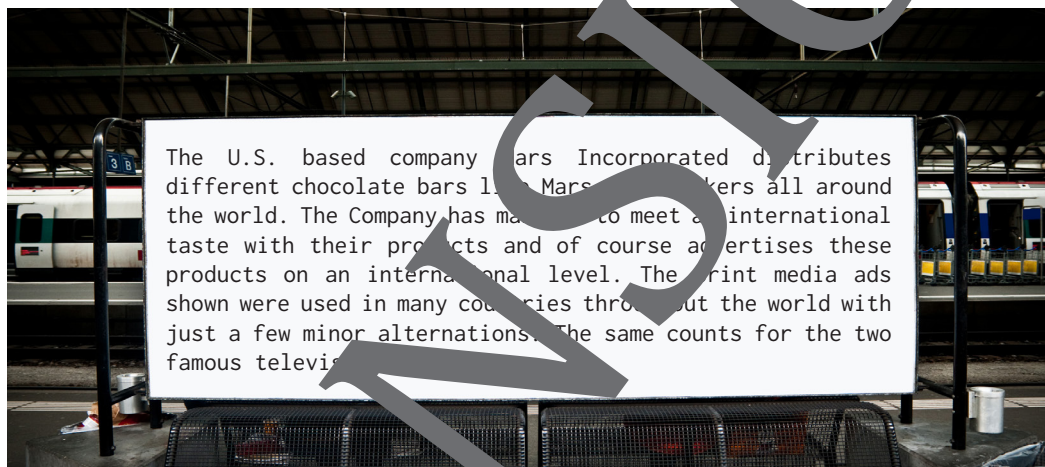
M 2

“You’re not you when you’re hungry”² – an example of international advertising

Find out about the features of successful international advertisement.

Tasks

1. Look at the print ads of “Snickers” below. Explain why many people consider it funny.
2. Discuss. Why was the advertising campaign “You are not you when you are hungry” successful in many countries?
3. Make a list of features which are essential to advertisements in general as well as a good international advertising campaign. Do not only consider the “Snickers” ads but also the Coca-Cola ad (https://raabe.click/en_adcola [last access: 23/07/2020]) and your personal experiences.



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© Mars Inc. (2018)

- ▶ https://raabe.click/en_adSnickers1
[last access: 29/07/2020]



© Mars Inc. (2018)

- ▶ https://raabe.click/en_adSnickers
[last access: 29/07/2020]



² Advertising slogan by the brand „SNICKERS“

M 4

Case study – “Burgers Incorporated”

The following fictitious case study illustrates the challenges a fast food company has when launching international and national advertising campaigns. The case study guides you through the process of developing an international advertising campaign. It includes the following steps:



Steps to a successful advertising campaign	
Aim: Make up a global advertising campaign for “Burgers Incorporated”	
Step 1	Analyse the company profile, products and the market situation (=actual state ¹) <ul style="list-style-type: none"> – relevant aspects of the company – information that helps the international success of the company
Step 2	Analyse the interesting markets in different countries (=actual state) <ul style="list-style-type: none"> – relevant aspects of target markets – consequences for advertisement campaign
Step 3	Develop a concept for the campaign and an advertising plan (=target state ²).
Step 4	Plan the advertisement.
Step 5	Realise the advertisement.

1 **actual state:** der IST Zustand – 2 **target state:** der SOLL-Zustand

Step 1: Analyse the company profile the products and the market situation

Task

Read the information about your company carefully. Name the features, which could be important in an international advertising campaign. Compare your features with your partner.



The company

“Burgers Incorporated” is an U.S. based fast food chain, which sells burgers and wraps in its currently 208 restaurants in the U.S. and Canada. The head office is located in Raleigh, North Carolina and employs 200 people. As the company acts as a franchisor¹ who permits entrepreneurs² to operate its restaurants, the actual restaurant staff does not count as company staff. Nevertheless, “Burgers Incorporated” stands for fair wages and working conditions of its own staff members and the employees of the restaurants. The franchisee³ has to pay a fee for the licence at the beginning of the partnership and also has to pay a certain percentage of his turnover⁴ each month. “Burgers Incorporated” provides the franchisee with recipes and directions on how to prepare the food and leases out⁵ the restaurant buildings along with the equipment and interior decoration from kitchen to gas stove. They also have strict rules on where a restaurant can be located. Additionally, “Burgers Incorporated” is responsible for the advertisement.

The company was founded in 1952 and gradually spread through the whole U.S. In 2017, the owners decided to implement their concept in markets outside the U.S. and started to offer franchise contracts. The first franchise-restaurants in Europe, Asia and Australia were accepted by the 15 customers and proved that the decision of the owners to step into the global market was right.

Malaysia

Malaysian people like western-style fast food very much. That's why many fast food restaurants are to be found even in small towns in rural areas. Poverty is a problem in Malaysia. About 20 percent of the population cannot afford to eat in a western-style restaurant but has to stick to home-cooking or the traditional cook shops which are usually more affordable. About more than six percent of the population are Hindu which means that they regard cows as holy creatures and of course do not eat them. About 60 percent of the population is Islamic which means that they do not eat pork. Billboard advertising is commonly used as well as TV advertising and new media.

Japan

Tradition plays an important role in Japan and this can be observed on the fast food market. People over 30 usually have a problem with western-style fast food and prefer food from local restaurants or cook shops. The younger people often have problems affording western-style fast food regularly. Beef, pork and chicken are a part of traditional Japanese cooking and thus there are no problems concerning the use of meat. Beef is not very popular with people over 30, they prefer traditional noodles or rice. In rural areas there are almost no western-style fast food restaurants because the typical customer usually lives in urban areas. There are no preferences regarding a soft drink brand. Advertising reaches Japanese people best through social media and billboards.

Australia

Burgers, fries and barbecue are loved very much among the Australian people. Although younger people eat this kind of food more often, the age group over 50 visits fast food restaurants often as well. Australians prefer beef but also consume pork. There is high competition in the fast food market. The classic chains face competition from a high number of small restaurants which do not belong to a chain and serve burgers as well. In recent years the trend has moved to handcrafted burgers. TV and billboard advertising reaches most people because outside the big cities there are still problems connecting to the Internet.

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TIP-Box: You can consider these consequences

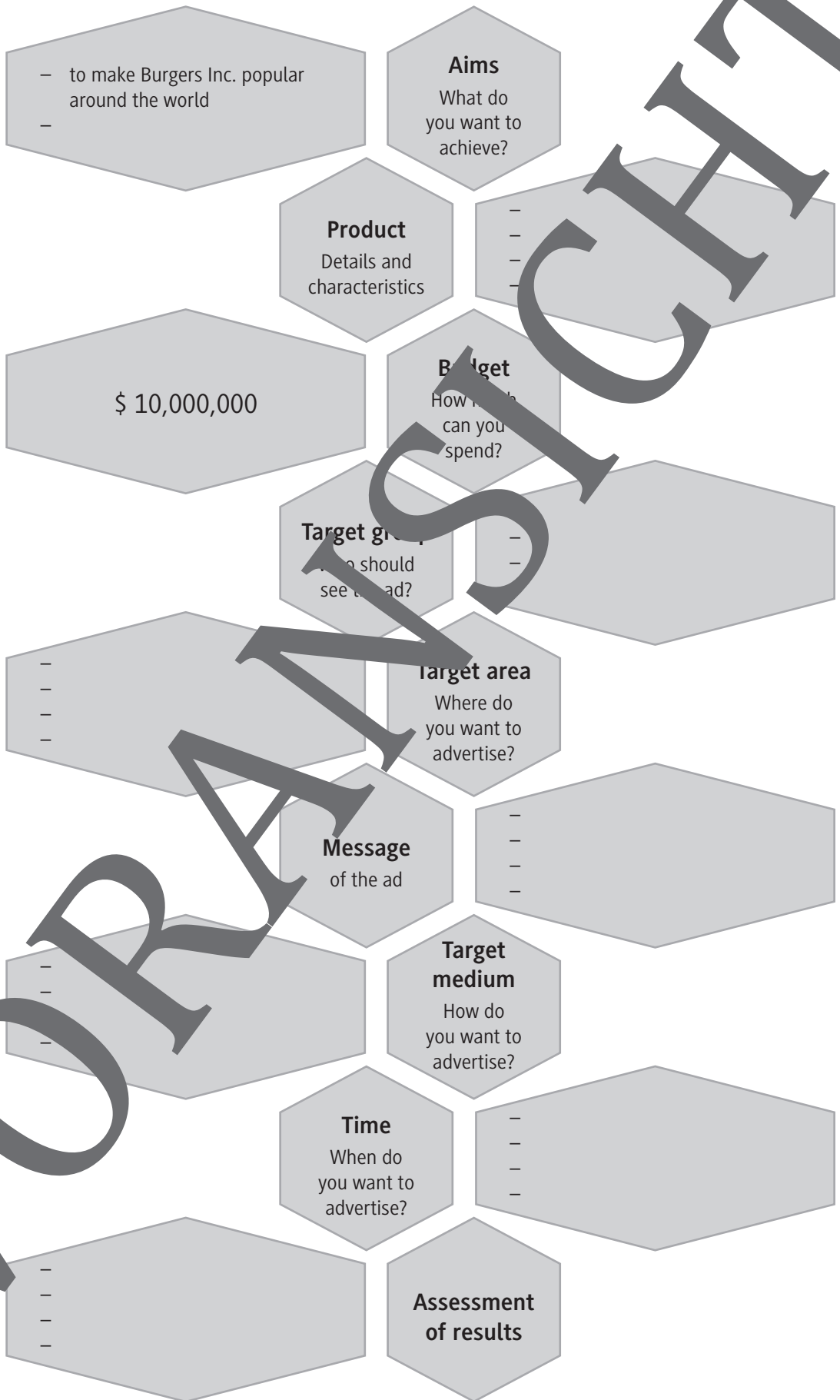
- language adaptations
- consequences from local food preferences and religious characteristics
- consequences for the product range
- consequences for the target group
- consequences for target media
- consequences for locations



M 8



Advertising plan – the concept for our campaign



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