**Global Business Plan Project**

**13. Planning a Global Promotion Strategy**

**Learning Goals**

1. To identify promotional goals for global business activities
2. To recommend promotional strategies for international operations

**Purpose**

International communications create some of the most interesting and difficult aspects of global business activities. In this module, your goal is to plan various elements of an international promotional plan.

**Resources**

Web links:

* Global Edge CyberSite: <http://globaledge.msu.edu/>
* Business Around the World Atlas: <https://highered.mcgraw-hill.com/sites/0078137217/student_view0/business_around_the_world.html>

**Conduct Research**

Based on the country (or countries) you are analyzing for your global business enterprise, research information related to the following areas:

1. PROMOTIONAL GOALS

Identify specific objectives related to the promotion of your global business operations and product (or service). (Promotional goals vary. Some organizations need to create awareness of their product’s benefits compared to competitors. Other promotional goals may involve communicating new uses for an item, or informing customers of lower prices.)

1. BUSINESS ENVIRONMENT

Discuss cultural and legal factors that might influence promotional decisions. (In some countries, certain information is required in television commercials selling products aimed at children.)

1. MEDIA PLAN

Analyze media availability in the country to determine cost-efficient methods of communicating with potential customers. (While television, radio, newspapers, magazines, and the Internet may be common in industrialized countries, developing economies may require other different media. In some countries, advertising messages are broadcast through large speakers mounted on moving trucks.)

1. PROMOTIONAL STRATEGY

Compare the benefits of push and pull promotions for your global business operations. (A pull strategy is aimed at the end-user of consumer goods and services. A push strategy is aimed at intermediaries, such as retailers, and is more common among firms selling industrial products or services.)

**Supplementary Activity**

Design a storyboard, video commercial, or print advertisement for a product or service intended to be sold in a foreign market. This presentation should reflect economic, cultural, and legal influences of the country’s business environment.

**E-Commerce Application**

Conduct an online analysis of advertising used on various web sites. Analyze how these promotions are used to attract viewers to the site, to generate advertising revenue, to motivate online buying, or for other promotional goals.

**Prepare Summary**

In a separate Word document, prepare a summary report consisting of the following components:

1. An overview of promotional goals for the proposed global business venture.
2. A description of the economic, cultural, and political-legal environment that might affect promotional messages and media.
3. Recommend a promotional strategy for your planned global enterprise. Suggest company actions related to promotional goals, needed adaptations due to cultural or legal factors, and a media plan. Provide evidence to support your proposal.

**View Sample Report**

The following project segments are EXAMPLES and SAMPLE MATERIALS. Please note:

1. These samples were selected from several student team projects at one school and are not intended to represent a particular level of quality, and DO NOT represent a complete project.
2. The accuracy of content, data, and clarity of writing are NOT guaranteed; and
3. These samples may NOT BE DUPLICATED.

The marketing plan will access corporate marketing programs. This will provide materials such as signs, displays, and promotions. We have planned to utilize this as much as possible due to the fact that there is not financial outlay. We have realized, however, that it would be to our advantage to have our own marketing plan that would take into account the cultural differences that corporate SUBWAY may have missed.

Our advertising plan will consist of radio ads, newspaper ads, Internet ads, coupon flyers, and signs in heavily populated areas. We have constructed a strategic alliance with a sign company that has resulted in great deals for advertisements. We feel very confident in the fact that we will have a very sound advertisement plan. Our manager will play a major role in our advertising so that we can tailor our ads to the culture of Brazil. We are also prepared to contract out to advertisement agencies for help in our advertising department.

To better market our exciting business we have chosen a promotional plan offering the SUBWAY sandwich stamps used around the world. We will, however, add giveaways and promotional deals from time to time to attract new business and to show our appreciation of existing customers. We have thought of having promotions that take advantage of customs or culture. An example would be having all vegetarian and fish subs half price on Friday. This would show our customer that we are interested in making them happy because we are supporting their Catholic beliefs as well as helping them save money.

Finally, our marketing plan will rely heavily upon the Internet. We plan on having ads on high traffic sites. Our web page will also play a major role because we are planning to offer discounted prices for online ordering. We believe that the Internet will be able to help us make our business much more efficient. We want to be seen as a fresh, healthy, and fun establishment, and we plan to market ourselves in this way.

Promotion and advertising now play the role of communicator between the company and the consumers (D’Andrea and Quelch 141). For Whirlpool’s new hotel to be successful, extensive advertising will be a crucial part of the marketing plan. Whirlpool’s revenues will come from the foreign tourists it attracts to its Costa Rican hotel—no tourists, no revenue. Whirlpool’s basic advertising objectives are to inform potential customers about the new resort and to persuade them to give Whirlpool their business. Jellyfish Consulting recommends that Whirlpool Corporation contract Marriott to handle advertising and promotional efforts, in addition to managing the hotel. Marriott has an advertising agency in New York, Lintas and Partners, which handles all work targeting the leisure market. Ultimately, Whirlpool would like to participate in a joint effort where representatives from both Whirlpool and Marriott coordinate the advertising campaign together. Before Whirlpool can begin advertising, however, they need to identify their target markets.

The ad campaign will strive to communicate to potential customers the comforts of this luxury hotel and the beauty of the tropical landscape and wildlife in Costa Rica. Whirlpool wants its advertisements to convey the look and feel of a full-service resort in a tranquil paradise where an individual can relax, enjoy nature, and experience a new culture.

Jellyfish Consulting suggests that Whirlpool arrange in the management contract the right to use “Marriott” in the hotel’s name. Marriott is a strong and recognizable name throughout the world that people associate with high quality and comfort. Customers will also then be able to link to Whirlpool’s hotel from the Marriott homepage to learn more information and make reservations. Jellyfish Consulting also recommends that the hotel name include words that trigger the image of a tropical paradise and relaxing haven when a tourist hears or reads the name. As of now, Marriott and Whirlpool have come to a tentative agreement for a hotel name: Marriott’s Tropical Retreat.

Jellyfish Consulting recommends that Whirlpool Corporation advertise the hotel in U.S. travel magazines, as well as contact and negotiate deals with travel agencies in large U.S. metropolitan areas to promote the new Costa Rican resort. Some popular travel magazines that Whirlpool is currently looking into for advertising space include *Travel and Leisure, Conde Nast Traveler*, and *Resorts and Great Hotels*.

Jellyfish Consulting also recommends that Whirlpool Corporation create promotional packages and offer incentives to companies who send individuals to Costa Rica for business, trade fairs, conferences, etc. to stay at the Marriott’s Tropical Retreat. The incentives could range from discounted room rates, to free dinner vouchers to eat in one of the two hotel restaurants. Whirlpool is currently researching what U.S. multinational corporations are located in Costa Rica, because these companies would be sending business executives from the States to the country to engage in business. Whirlpool hopes that they can capture this business by either offering these business travelers a place to stay or encouraging them to hold meetings in one of the hotel’s two conference rooms.

*E-COMMERCE POTENTIAL*

Currently, the infrastructure in Latin America is not yet strong enough to be supporting e-commerce activities. “There were 8.7 million Internet users in the region in 1999, most of them in Brazil (41%), Mexico (21%), and Argentina (10%)” (Info World). In Bolivia, only 18,000 people use the Internet on a regular basis. That is less than 1% of the entire population (Info World). It is expected that by the year 2003, there will be 29.6 million Internet users in Latin America (Jupiter Communications). Latin America is seeing a trend in ISP carriers offering free Internet service. El Coche Libro will benefit from this Internet expansion. In 2000, we will be developing our web site so that by the year 2003, we will be ahead of other companies and our service will be steps ahead of our competition!

The Happy Harbor Company will promote the harbors and entertainment facilities through different communication channels. The first form will be through the website that can be located at [www.happyharborcompany.com](http://www.happyharborcompany.com). On this website, the Happy Harbor Company will provide information on the services that the company will offer. The website will in turn develop word of mouth and name recognition for the Happy Harbor Company. Another form of promotional material that the Happy Harbor Company will provide are pamphlets sent to target governments emphasizing the services that the company offers. Finally, the Happy Harbor Company will hire personnel to lobby to the governments for support of the harbors and entertainment sectors.