

How Global Brands Compete

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When a brand marketed worldwide

aura of excellence
set of obligations

Introduction

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Corps should exploit the economics of simplicity

grow by selling standardized products
common packaging
communications

Global branding

saving costs
ensuring customer communications

Later on, consumers did not relate to the generic products from abroad. The respond was glocal strategies

customization

Current antiglobalization trend

Symbols in the global structure

Issue should be approached in cultural terms

much of popular culture has become global
communications evolution has integrated cultures
global culture does not imply value sharing but nobody ignore global brands anymore
mostly, global brands became benchmarking

Global consumer segments that evaluate global brands the same way

Global citizens 55%

global brands are identified as signal of innovation and quality and responsible behavior

Global dreamers 23%

Global Brands are quality-related myth

Antiglobals 13%

Skeptical about the quality of transatl's products

Global agnostics 8%

do not base purchase decisions on brand's global attributes

A word of caution

Customers still prefer brands related with countries with particular expertise (switzerland-chocolat, italy-clothing,japan-electronics)
Consumers expect global brands sells their myths from their origin places

National heritage of transnational brands is not to get rid

Transnational companies should manage globalness as well their national identities

New Opportunities, new responsibilities

global branding implies a responsibility

Brands are to be managed as global symbols

Think globalness

smooth the people's negative thinking of global

Transnationals often have a dark side

Manage the dark side

global success generates authority and message credibility

build credible myths

earn their trust is a challenge

Treat antiglobals as customers

think in sustainable terms
create value even when providing aid

Turn social responsibility into entrepreneurship

Dimensions of global brands (identified thanks to a research -12 countries)

transnational fight over the quality has impressed customers and replaced country-of-origen bias of the old fight

association with quality made a difference

quality signal

global brands aresymbols of cultural ideals

global myth

people acknowledge the influence (positive or negative) of firms on society's well being

social responsibility

three dimensions have mitigated the antiamerican feeling

consumers worldwide evaluate global brands on the following dimensions