

International

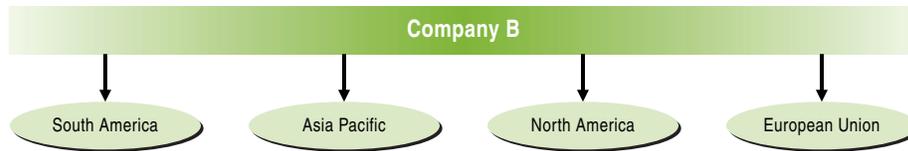


Figure 1.3

An **international** organization sets up marketing and/or distribution centres in foreign markets. The staff in each of these centres is usually fluent in the language of the host country, and many are native to the area. The foreign office analyzes the buying habits and customs of the local consumers and designs a marketing campaign that can respond to those variables. For example, an advertisement in India for saris (a traditional form of dress worn by women in India and Pakistan) contains the headline “A Chance to Look as Divine as Draupadi in Mahabharat!”

In the Hindu epic *Mahabharat*, Draupadi is a bride who is given a beautiful sari by Lord Krishna. While this kind of campaign may appeal to an Indian market, it may be less successful in a Canadian market. Likewise, a Canadian clothing company hoping to market products to consumers in India would benefit from establishing a marketing office in that country and hiring staff familiar with Indian cultural traditions and customs.

Brand

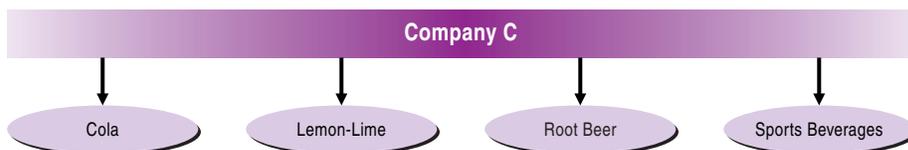


Figure 1.4

Brand management is the most common method of organizing marketing activities, especially for companies that sell a wide variety of products. Proctor and Gamble (Tide, Pringles, Crest, Pampers, etc.), Kellogg’s (Corn Flakes, Rice Krispies, Frosted Flakes, Vector, etc.), and Campbell’s (Campbell’s soups, Pepperidge Farm, V8, Prego Spaghetti Sauce, etc.) are examples of companies that have diverse products and markets. A brand management organizational structure assigns one or more of the company’s major brands to a marketing manager who then develops a marketing plan specifically for that brand.



Proctor and Gamble produces a variety of brands to meet a range of consumers' needs.