life imitates ads imitate life

Tracing social differences in cross-cultural advertising

Ana Paula Quirino Simoes
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life imitates art imitates life
"All that I desire to point out is the general principle that Life imitates Art far more than Art imitates Life."

Oscar Wilde, "Intentions"
To think that the effects of advertising, such a potent environment in any industrialized country, could be limited to economics, is as absurd as assuming that the effects of a hot climate upon a culture could be limited to tropical diseases (Kuhns 1970).
Get a flatter, sexier tummy in 19 days!

Breakthrough Topical Gel
Emulsifies, Shrinks Fat on Contact

Introducing gel-a-thin™, the scientifically advanced formula that tightens your skin and melts away stubborn cellulite with ease. This breakthrough formula with natural ingredients targets and dissolves cellulite and fat deposits on hips and thighs—even that tummy pouch. When diet and exercise aren’t enough to tone those problem areas, gel-a-thin™ dissolves fat in days wherever it’s applied! It’s fast and easy!

Clinically Proven Formula
Clinical studies document that the ingredients in gel-a-thin™'s advanced formula help to reduce fat deposits on contact. Simply put, the active ingredients in gel-a-thin™ cause fat cells to essentially “melt away” and release their stored fat with every application. The evidence is conclusive, see for yourself. Gel-a-thin™ is proven to sculpt your body and reduce cellulite while firming and tightening your skin.

“Gel-a-thin™ is absolutely amazing! My thighs haven’t been this smooth and firm since I was a teenager!” - Lori B.
“I’ve never felt better in my bikini! Gel-a-thin™ worked wonders on my stomach, buttocks, and thighs. The results were quick and easy, I wish I would have tried it sooner!” - Cheryl W.

Reduce Cellulite-Affected Areas and Firm Up
Sculpt Your Body in Ways You Never Thought Possible!
Just apply gel-a-thin™ to any area of your body that you want to be slimmer, smoother, and sexier! Gel-a-thin™ works on almost any part of the body, including your buttocks, arms, chin, and neck! You can spot-reduce unwanted fat and unsightly lumps and bumps almost anywhere on your body safely and effectively without liposuction!

Emulsifies stubborn fat on contact.
Thighs, butt, and tummy, naturally, without the risk of surgery!

Call now for a risk free trial of gel-a-thin™ and ask how to get a free supply with your order!

Call now and get tomorrow’s fat-loss technology today!
1-800-335-1362
Discount Code Ext. 105
Guaranteed results for 30 days or your money back!

Reduce body fat around your hips, waist, thighs, buttocks, stomach, arms, chin, and neck.
Do ads imitate life?
Ads differ from Art:

Persuasive Nature
Ads differ from Art:

Persuasive Nature

Ads have to pay special attention to social characteristics of their target population
Advertisements depict and describe the material artifacts available for purchase at a given time. They reveal the state of technology, the current styles in clothing, furniture, and other products, and sometimes the relative prices commanded by various goods. (...) (A)dvertisements provide us with ample guidelines to the social functions (or at least the suggested uses) of various products. They can supply this information about a society without depicting either a person or a social setting, merely by displaying and describing the products themselves.

(Marchand, 1985)
If ads function like a mirror of a society, than we should expect to see several differences in the design of advertising campaigns in different cultures.
Sources of social variation

" positive/negative associations
" communication styles
" e.g. direct, ironic, logical
" Values
Cross-cultural differences in persuasive communication styles:
Glenn, Witmeyer & Stevenson, 1977
*International Journal of Intercultural Relations*

"Americans prefer persuasive communication based on inductive reasoning"

"Soviets preferred communication based on deductive logic, axiomatic reasoning,"

"Arabic subjects found affective, emotional communication style most effective"
“Mars Goes Local”

“As part of a major rebranding push for the Mars bar across Europe, Mars, Inc. has created a mixed-media campaign that pays unprecedented detail to local habits and tastes.” (from AdAge Global)
“Mars Goes Local”

“Billboard ads that run phrases that aim to trigger feelings of pleasure will differ in each market.

In UK: “Saturday 3 pm”

refers to soccer kick-off time for weekend game
“Mars Goes Local”

“Billboard ads that run phrases that aim to trigger feelings of pleasure will differ in each market.

- In UK: “Saturday 3 pm”
  - refers to soccer kick-off time for weekend games
- In France: “August”
  - refers to summer vacation month
“Mars Goes Local”

“Billboard ads that run phrases that aim to trigger feelings of pleasure will differ in each market.

- In UK: “Saturday 3 pm”
  - refers to soccer kick-off time for weekend games
- In France: “August”
  - refers to summer vacation month
- In Germany: “The last parking space”
Il meglio, o quasi, di un uomo.
Scheiben putzen ist Männersache. Bis 42 mm Durchmesser.


IWC
Seit 1868.
Und solange es noch Männer gibt.

Defend your youth.

RoC® Anti-Wrinkle Daily Moisturizing Treatment
with pure, active Retinol has been dermatologist tested
and works deep within the skin's surface to visibly
reduce wrinkles.

Guaranteed, in a clinical trial,
most women saw a visible improvement in
2 weeks.

WE KEEP OUR PROMISES.
Q 10

ENERGIA PURA PER IL TUO VISO.

NUOVA

CREMA Q10 RIVITALIZZANTE:
Il trattamento quotidiano per la pelle dell'uomo.

L'innovativa formula con Coenzima Q10
- rivitalizza, rinforza e protegge la pelle eliminando i segni dello stress,
- combatte il precoce invecchiamento cutaneo,
- si assorbe rapidamente e dona un'immediata sensazione di benessere.

NIVEA FOR MEN. TUTTA LA CURA PER LA PELLE DELL'UOMO.

www.NIVEA.it
Le tre leggi della godura.
FRESCHEZZA, QUALITÀ, SICUREZZA. Le Nazioni World Ranking,ahun, 1932. Mentre non sapere che, dietro a molta goduria, ci sono desideri di controlli, si ignora, molte persone e tuttora, è un grande riserbo. Per esempio, i panini, dopo 10 minuti dalla preparazione, non vengono più serviti. Non lo faremo anche voler essere il pane e gli ingredienti, ogni giorno. In Italia, 100,000 panini, da accettare. SUCCEDE SOLO DA MCDONALD'S.
Case Study

Interview with Douglas Porter (Executive Vice President and Worldwide Management Director-McDonald's at Leo Burnett U.S.A.).

Topics include the relationships between culture and commodity, and questions of globalism and localism.
Case Study

We have to move beyond thinking of McDonald's as American because I think just to be an American company today may have some positives and may also have some negatives. So what we want the people to say is, "I understand it's an American company but it fits my lifestyle. It fits the Philippine culture" or whatever country you happen to be in.
Case Study

DP: This is an example?this is running in Argentina today. (...) It is a promotion. One of the big things for me is that it is fresh and contemporary, it is what we can talk about that's topical. So this is a whole take off on Survivor.

AA: That's international?

DP: Oh yes. And it was real big down there. Now the paradigm shift here is, instead of doing your best to stay in and win the million dollars, you try to get kicked off so you can go to McDonald's.

AA: Very clever.

DP: So this is an example where we have to reshoot it if it went to the Philippines.
In May 1985, the National Parliament of Papua New Guinea passed the Commercial Advertising Act, initiated by Ted Diro. According to this act, all commercial advertising in Papua New Guinea must be locally produced by local agencies employing local talent-designers, artists, models, and so forth. Infractions are to be treated as criminal rather than civil offenses.
"Do you have 2 minutes for your Health, the Environment and our Future?"
Haben Sie 2 Minuten Zeit für Ihre Gesundheit, die Umwelt und unsere Zukunft?  Heinz Kettler, Unternehmer

Sie wollen etwas für Ihre Gesundheit tun?

Sie wollen etwas für die Umwelt tun?
Wie könnten Sie der Umwelt besser helfen, als Ihr Auto mal stehen zu lassen und mit einem KETTLER Alu-Rad zu fahren – umweltfreundlich und ganz ohne schädliche Abgase! Darüberhinaus bringt Sie das KETTLER Alu-Rad sicher ans Ziel.

Sie wollen etwas für unsere gemeinsame Zukunft tun?
Dann fahren Sie ein KETTLER Alu-Rad, denn bei uns gibt es noch Qualität made in Germany. Von bis zu 3000 Einzelteilen je nach Fahrradtyp werden mehr als drei Viertel in Deutschland bzw. Europa gefertigt! Sicher auch Sie Arbeitsplätze in Deutschland.

Fit sein, Spaß haben, KETTLER Alu-Rad fahren.
Sie können stolz sein auf Ihr KETTLER Alu-Rad – dem ersten Alu-Fahrrad. Wir sind das Original.
"The recipe of our Love?
To enjoy it with passion!"
Das Rezept
Unserer Liebe?
Mit Leidenschaft
Geniessen.

Weitere Infos erhalten Sie unter www.cma.de oder direkt bei der CMA Centrale Marketing-Gesellschaft
der deutschen Agrarwirtschaft mbH, Kohlenzer Straße 148, 53177 Bonn.
"Yo no temo.
Siempre hay alguien con nosotros."

Ese alguien se ocupa para que nos sintamos seguros en cualquier parte, en cualquier lugar.
"Yo no temo.
Siempre hay alguien con nosotros."

Ese alguien se ocupa para que nos sintamos seguros en cualquier parte, en cualquier lugar.

Para seguir construyendo un México mejor, presenta tu Declaración Anual de Impuestos.

Si eres Persona Moral, el plazo vence el 31 de marzo.
Si eres Persona Física, el plazo vence el 30 de abril.

*El que nada debe, nada teme.*

www.sat.gob.mx

*Poniendo a México al día y a la vanguardia*
Nationalism can also sell!
A Forum convida o país a vestir uma camisa.

De Fé, Respeito, Honestidade, Esperança e Luta.

Vivemos um momento histórico de união pelo social. Vista essa camisa e ajude quem não tem o que vestir. Lucro 100% revertido para o Projeto Brasil Sem Frio.

WE KNOW YOU WANT TO HEAR ABOUT OUR LATEST GENE SEQUENCING FACILITIES AND NEWEST CYTOPLASMIC REPLACEMENT TECHNOLOGY.

BUT DOLLY INSISTS ON TOP BILLING.

Dolly was the first sheep cloned from an adult cell, fulfilling the popular belief that cells from adult mammals could not be used to regenerate a whole animal.

Breed: Dolly the Sheep, a Merino with cells from a 7-year-old terminal oocyte provided in Scotland by Arthur Crisanti, the head of the team.

She came to life in July 1996 near Edinburgh with a visit from her breeder and a whole host of her colleagues at the Roslin Institute’s Fertile Technologies.

Dolly the Sheep was born in Scotland, but her fame is international. And she’s just one example of Scotland’s thriving and inventive biotech industry.

Scotland currently produces over 30 percent of the United Kingdom’s postgraduates in genetics. It’s the reason we have one of the largest biotechnology communities, as well as the largest concentration of pharmaceutical support organisations, in Europe. A list that includes companies such as Quintiles, BioReliance, Q-One Biotech and Inveresk Research.

Scottish Development International is a government-funded organisation that has a network of offices around the world that can help your biotech business tap into Scotland’s key strengths in knowledge, high-level skills, technology and innovation.

Global companies are always looking for ways to gain a competitive advantage. Scottish Development International will help you find that expertise in Scotland. Find out more about bringing your business to Scotland. Or Scotland to your business.

Visit www.scottishdevelopmentinternational.org for more information.