

# The Global Series

*“How to Brand & Market Your Business Globally”*

May 18<sup>th</sup> 2010

# Welcome!



**Anthony Mattucci**  
Moderator



**John Schwartz**  
Marketing  
Director



**Bill Johnson**  
VP of Sales  
& Marketing



**Tom Earll**  
Business  
Advisor

# Agenda

1. Introduction
2. Tom Earll- Business Advisor, Nexus Business Solutions
3. John Schwartz- Marketing Director, Aumne, inc.
4. Bill Johnson- VP of Sales and Marketing, Interpro Translation Solutions
5. Open Discussion

## Purpose of this Session

- Discuss the challenges of the global economy
- Recognize the impact that “Going Global” can have on your bottom line
- Learn proven practices on how to brand and market your business internationally
- Address your questions and concerns

# The world is a small place...

## Why Go Global?



## What do these organizations have in common?

- Zebra Technologies
- IBM
- Lions Clubs International
- Abbott Labs
- McDonald's Corporation
- Apple

They have all realized the benefits of “Going Global”...

**and so can you!**

## What is XenoRevenue?

- Revenue that a US company generates that comes from **outside the USA**
- Fortune 500 xenorevenue accounts for 20% to more than 50% of their global income\*

• IBM = 58%

Intel = 81%

HP = 69%

\*Source: Common Sense Advisory

# Tom Earll

## Business Advisor



**INTELLACORE**  
BUSINESS BEYOND BORDERS

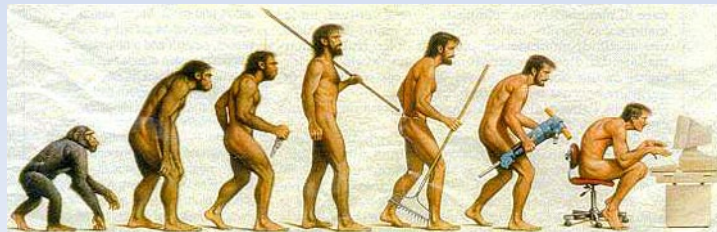




## Adapt...or Die

*“The economic landscape that lies ahead will seem foreign and forbidding to many business leaders. Those who cling to old notions of competition, who think in terms of linear value chains, and who live by yesterday’s definitions of customers will find the landscape alien indeed.”*

Source: “From Global Connection, To Global Orchestration”, Accenture

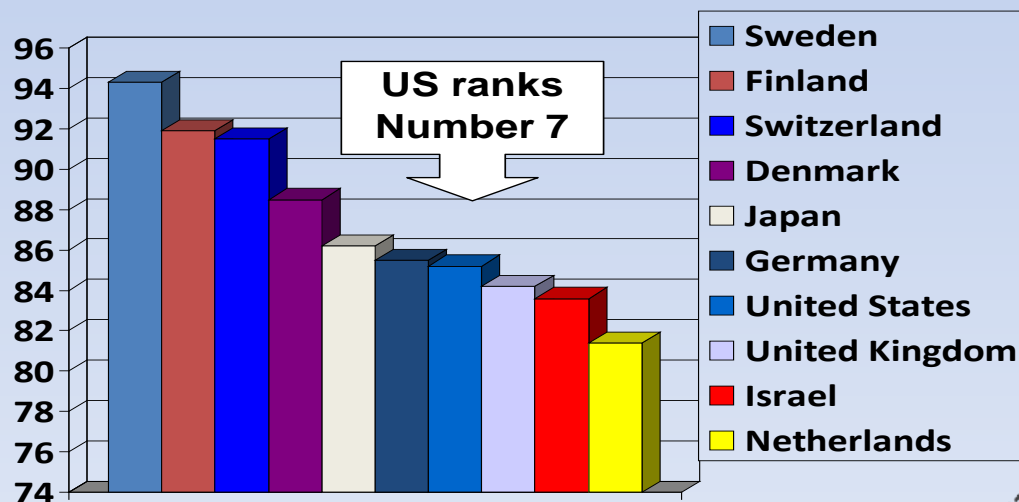




## The USA: A Leader in Innovation?

The US ranks 7<sup>th</sup> in the innovation category, an area that once was considered to be our strongest suit.

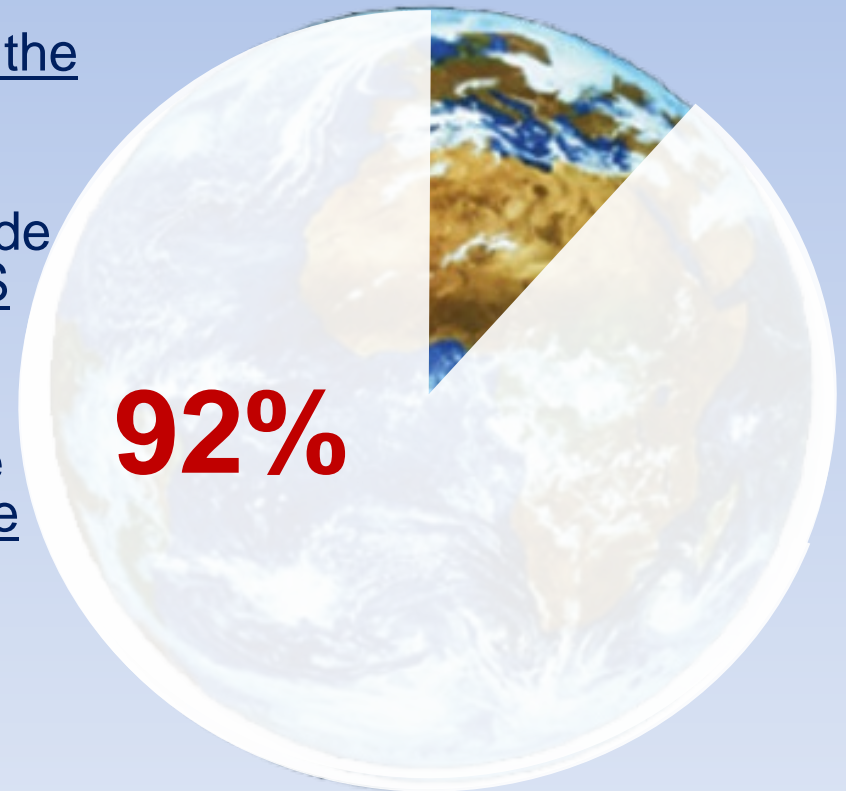
Innovation Index





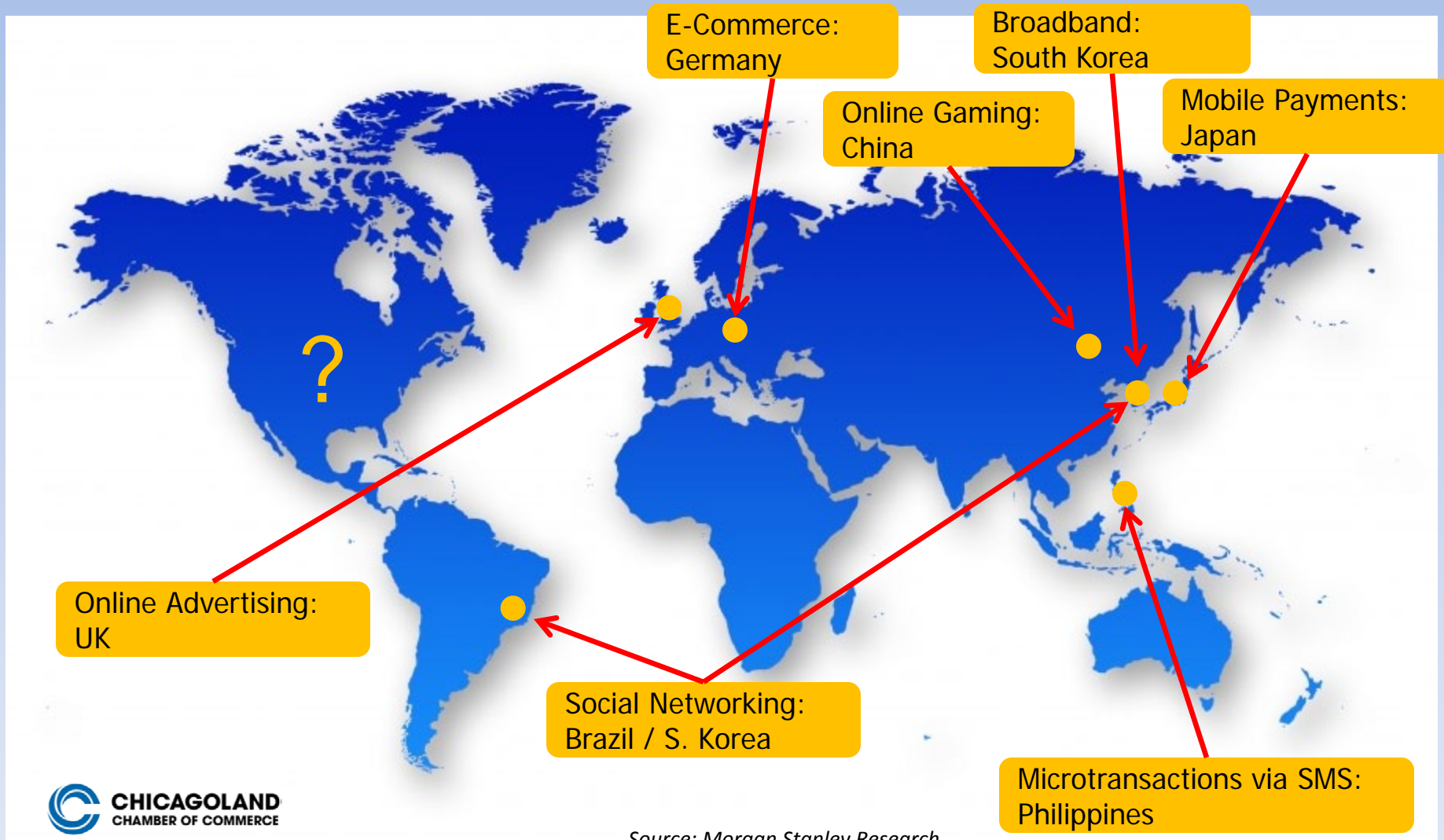
## Emerging Markets are Pacing The Next Wave Of Technology Adoption

- **70%** of the global PC sales are outside of the US, growing at 5x the US rate.
- **86%** of internet users are outside of the US, growing at 10x the US rate.
- **92%** of mobile phone users are outside the US, growing at 3x the US rate.





## Non-US Markets Lead In Usage Penetration





## Your customers are active in the global, internet marketplace:

- Is your technology shrinking the world for you?
- Can they find your products and services?
- Are you finding them?
- Are they finding you?
- What's your competition doing?



## From Experts: Top 3 Reasons to Export

- Exporting companies average **10%** higher growth rates in employment, output and productivity and **33%** less failure rates.
- Nationwide, about **one in every five** manufacturing jobs depends on exports.
- In 2008, exports represented over **11%** of the U.S. Gross Domestic Product (GDP), up from only **9.6%** in 2002.



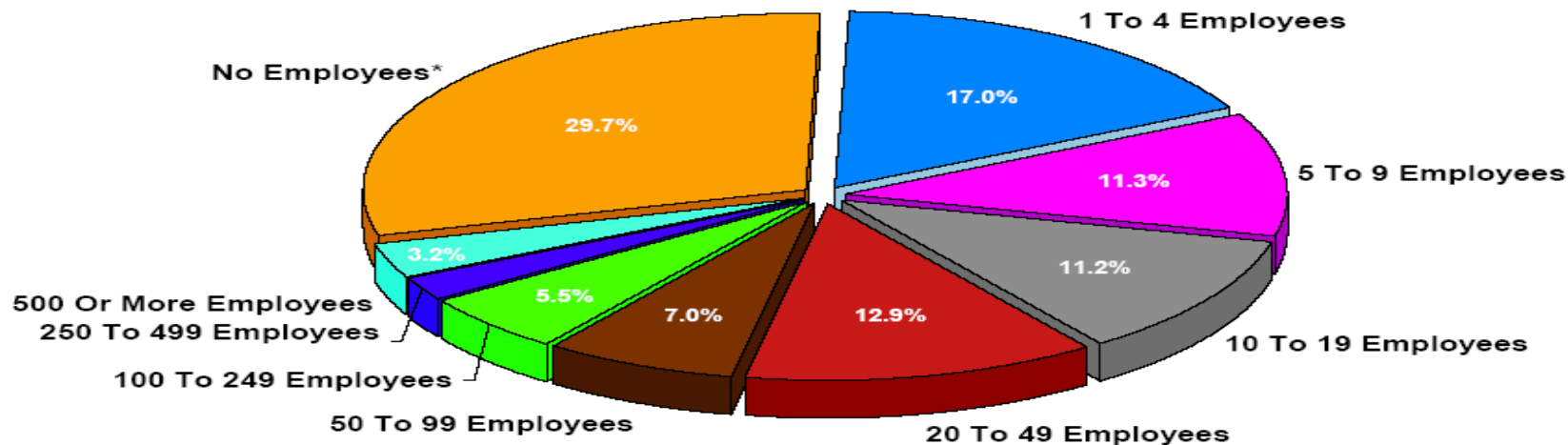
**The Global Village has Arrived**



## Who is Going Global?

### MORE THAN TWO-THIRDS OF U.S. EXPORTERS HAVE FEWER THAN 20 EMPLOYEES

Percent of U.S. Exporting Firms in 2001 with:



238,284 Companies Exported Goods from the U.S. in 2001

Note: "No Employees" includes sole proprietorships, start-ups, and firms that rely exclusively on temporary or seasonal help.  
Source: U.S. Department of Commerce, Exporter Data Base.



## Path to Success

*“Innovation is the Profitable Implementation of ideas”*

Business leadership need the right expertise and resources for their company so that company staff focus on what they do best.

For a company to be **globally competitive...**

- They need the right **Information**
- They need to meet the right **People**
- They need to use the right **Resources**





## Path to Success

*“Innovation is the Profitable Implementation of ideas”*

**People – Identify:** Enter target markets and identify the right people and companies with whom to do business.

**People – Qualify and Due Diligence:** Systematic procedure and rigorous process to qualify who is worth your time.

**People – Engage:** Initiate contact, develop the relationship, and negotiate the business relationship.



## Path to Success

*“Innovation is the Profitable Implementation of ideas”*

**Resources – Assessment:** Evaluate your Internet and Communications Technology (ICT) for company

**Resources – Selection:** Determine appropriate ICT services to enable company to achieve its business objectives

**Resources – Deploy:** How ICT services should be used, when to implement them, and make sure staff are trained on best practices.



## Path to Success

### Global Competitiveness



### Build Networks Around Business Geographic, Online

(Distributors, Suppliers, Vendors and  
Allies)



### Develop Markets

(Domestically, Internationally,  
virtually)



### Result:

Company grows revenue, increases  
profitability, and is sustainable in today's  
Global, Internet Marketplace



# John Schwartz Marketing Director





## Presentation Outline

- Branding Fundamentals
- Understanding International Audiences
- Adapting the Message
- Unfortunate Mistakes
- Localize Materials Effectively
- Other Considerations
- Summary



Every lasting brand has gone through years of planning and great execution. When building an international identity, you should take into consideration the following characteristics:

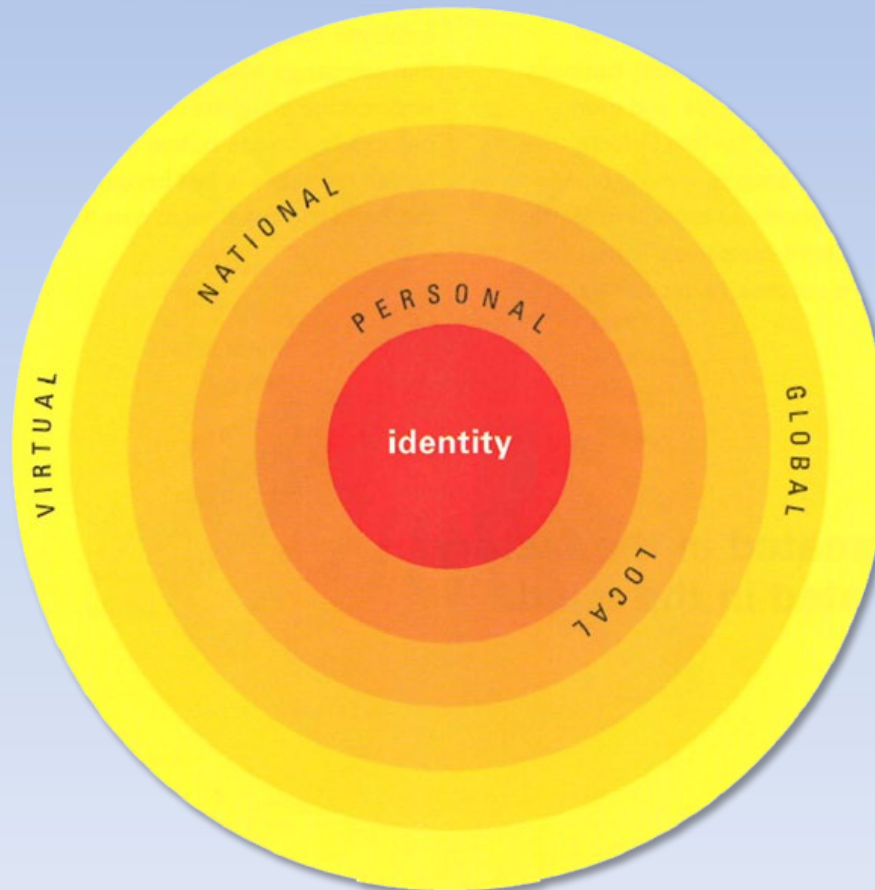
- Energy
- Longevity
- Consistency
- Differentiation
- Manageability
- **Extensibility**



Sony Ericsson



## Branding From the Epicenter





## Branding Touch Points







When we hear the term “global brand,” we instantly picture the world's largest conglomerates. While the internet has made every organization global, the best brands pay attention to cultural differences.

Cultural insight is critical to anyone who is building a brand. Creative teams need to pay close attention to subtle cultural differences when developing name, logo design, image development, color schemes, and key messages.





## Market Theme: A Good Place to Start



Our first product roll out uses the phrase Your Mobile World Imagined. A campaign theme like this allows your core logo mark to stay intact while your target message can be updated or refreshed regularly. Done right, it will act as a guide for the brand. Examples of past successful consumer campaign themes include: Just Do It and Always Coca-Cola.



## International Brand Strategies

### Straight Extension

The firm adopts the same brand policy used in its home market.

### Brand Adaptation

The company caters to the needs and wants of its foreign customers.

### Brand Innovation

The firm designs a new brand from scratch for foreign customers.

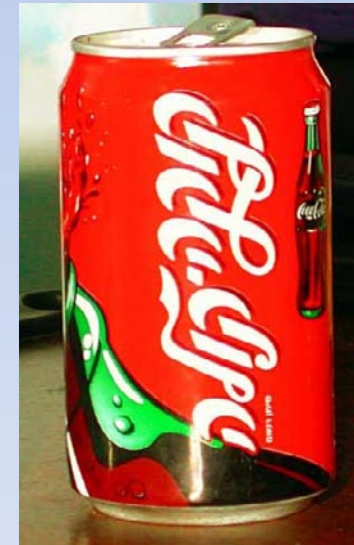


## Business Logic Abroad

- Although the products sold abroad generally are not identical to their domestic counterparts, there is always a core of expertise that the firm can carry abroad.
- Principle" All Business is local."



ل'اوجلا





## Reasons for Brand/Product Adaptation

- Climate — Technology Restraints
- Skill level of users
- National consumer habits
- Government regulations on products, packaging, and labels.
- Company history and operations (subsidiaries)

Brand localization occurs when a logo design conforms to a central strategy but is modified or adapted locally.

The principal offer remains the same but is more tailored to local tastes.



## Even Large Companies Stumble in International Markets

The name Coca-Cola in China was first rendered as Ke-kou-ke-la. Unfortunately, the Coke company did not discover until after thousands of signs had been printed that the phrase means "bite the wax tadpole" or "female horse stuffed with wax" depending on the dialect.

Coke then researched 40,000 Chinese characters and found a close phonetic equivalent, "ko-kou-ko-le," which can be loosely translated as "happiness in the mouth."

In Taiwan, the translation of the Pepsi slogan "Come alive with the Pepsi Generation" came out as "Pepsi will bring your ancestors back from the dead."

Also in Chinese, the Kentucky Fried Chicken slogan "finger-lickin' good" came out as "eat your fingers off."

When General Motors introduced the Chevy Nova in South America, it was apparently unaware that "no va" means "it won't go." After the company figured out why it wasn't selling any cars, it renamed the car in its Spanish markets to the Caribe.



## The Meaning of **TZEE**

Our explanation of our company name: Tzee is a new word to the global communication vocabulary referring to **Privacy and Ease of Use**.

The unfortunate phonetic translation in Arabic: “My Behind”



## Powered by “My behind”

All our white label implementations were set to include the “Powered by Tzee” phrase at the bottom of the login screen.







## Strategy, Tactics, & Tasks for International Branding

- Conduct market research.
- Prioritize tasks and create “punch lists.”
- Get all the necessary inputs.
- Budget accordingly for an international launch.





## Language Translations: Optimizing results

- Do not translate document files until the English version has gone through all of its edits.
- Find a vendor who uses local talent in the region you are selling into. They will pay closer attention to language dialect and other minute details.
- Plan for translation: build your publishing files to allow for multiple languages. Keep text in graphics editable, allow for extra space for character gain. Use external language files that can be imported into your website to make changes less volatile.



## International Brand Names and Trademarks

- Evaluate each market/brand whether to seek protection.
- Brand piracy: counter local imitation or deliberate registration of product names and URLs.



# Načini instaliranja aplikacije Indigo SMS

- Indigo SMS se veoma lako instalira čak i ako mobilni pretplatnik ima minimum tehničkog znanja.

- Instaliranje obično traje približno pet minuta.
- Veličina fizičke memorije koja je potrebna za instalaciju aplikacije Indigo SMS varira u zavisnosti od platforme: kreće se u rasponu od oko 800 KB do 1,2 MB.

## 1 Direktno (OTA) Na telefon pretplatnika



## 2 Posredno Sa računara pomoću kablja za prenos podataka ili Bluetooth bežične veze



## 3 Pristupanjem memorijskoj kartici Sa unapred učitanim instalacionim datotekama



## Početni ekran

- Osnovni meni aplikacije  
Indigo može da se prikaže kao tabela ili kao praktična lista.



# Bill Johnson

## VP of Sales and Marketing



## Business Context

### Translation

The process of *converting written text or spoken words* to another language

### Localization – L10N

The process of *adapting product or services* for a specific region or market by adding locale-specific components and translating text

### Internationalization – I18N

The process of *designing an application* so that it can be adapted to various languages and regions without engineering changes

### Globalization

The process of *integrating localization* throughout a company, after proper internationalization and product design, as well as marketing, sales and other enterprise decisions necessary to facilitate international business.

## Why localize your online presence?

- Asia has **2x** the number of Internet users than North America (3x predicted by 2012)
- More than **1/2** of Google's searches originate from outside the US
- **72.4%** of users said they were **more likely** to buy from a website that is translated into their native language



**Can't I just use Google Translate?**



**Would you risk your company's brand and reputation with a poor translation?**



'no va' means "it doesn't go" in Spanish

**1969 Chevy Nova**

## A Poor Translation:

- Overall **hurts the image** and branding of your company
- May **negatively impact** any possible chance for a sale in this foreign market
- Potential to **offend** a culture and its values

## The Localization Industry:

90% of companies worldwide outsource some/all of their translation and localization work

Localization expertise is a hard resource to find internally. You must understand:

- **Content** – market relevance; language pairs, pedagogical methods, level of literacy
- **Technology** – adaptation or re-engineering; desktop publishing, audio, video, integration & testing, QA (linguistic and functional)
- **Language** – target market, audience and language
- **Culture** – local knowledge; metaphors, ethnicity, role & gender models, age, behavioral norms, graphics, icons, color

## The importance of **Colors** in Culture



## Proven Practices to Avoid Challenges

- There is a trend with best-of-breed companies to move from a decentralized in-country model for globalization to managing the process centrally.
- Ideally, Web globalization planning takes place alongside product planning, so that all localized deliverables are budgeted for, such as documentation, marketing collateral and websites.

## Proven Practices to Avoid Challenges

- Most companies do not have coordinated Web localization efforts. Too many departmental and regional offices operate independently of one another, leading to:
  - inefficiencies
  - poor budget management
  - loss of time-to-market
  - loss of revenue
  - a less-than-ideal user experience.
- While internationalization and localization are distinct processes with different aims, they are interrelated and complementary. A system designed with a framework for supporting multiple countries (i.e., one that has been internationalized) will be much easier to localize.

## Proven Practices to Avoid Challenges

### Business Process Localization

Setting up business processes to ensure smooth operation in varying locales.

- A completely centralized management structure could be used to govern all operations across the world.
  - where economies of scale warrant a central approach, and where central control would ensure global consistency.
- Local branches could be set up to manage operations in each locale.
  - those where local control allows precise tailoring to local market requirements and more rapid response to changes.

## Proven Practices to Avoid Challenges

- Content should be written for a global audience, follow an international style guide, and be stored centrally.
- Identify which parts of the site can be translated and which parts must be rewritten specifically for a target country – local content versus global content.
- A content management system (CMS) is very helpful for version control and updates.



## Proven Practices to Avoid Challenges

- Create a folder structure or database architecture that clearly separates generic content from language-specific content with language folders and a navigation system.
- Your site should support Unicode or foreign character sets, particularly for multi-byte languages.
- Allow for local formatting conventions, such as address formats, date/time formats, currencies, telephone and fax numbers, etc.

## Conclusion

- In the long term, targeting overseas markets and communicating with them in their native languages will enhance your brand reach
- Properly translating content will ultimately increase your market share,  
**add to your revenue stream**, and foster goodwill within new markets
- Do your homework...be selective and take the time to do proper research
- **Adapt** or die
- Establish a “**Path to Success**” with the right information and resources

# Open Discussion

# Contact Information



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