This is not your father’s advertising agency

**Global advertising is old way of thinking**

**AL MOFFATT** is president/CEO of Worldwide Partners, Inc., a network of independent marketing communications companies with 95 partner agencies in 50 countries. Over the course of his career, Moffatt has guided national and international advertising programs for companies such as 3M, Bank of America, Rockwell International, and Xerox among other well known national and international brands.

Expansion of the global marketplace has necessitated a rethinking of the definition of global brands, said Al Moffatt, speaking at the International Executive Roundtable. Although multinational companies and their agencies strive to develop global brands -- names that arouse the desire of consumers wherever in the world they happen to be, “There is no such thing as a global brand because there are very few brands that mean the same thing to all people in all countries,” Moffatt said.

There are, however, global businesses. “A global business markets its products/services to local hamlets globally connected.” The distinction is important, he said, in order to avoid the one-size-fits-all marketing mentality in which messages are devised at the top and distributed around the world with the only differences being the identity and language of the country’s advertising media.

The global business understands that, regardless of the brand, marketing a detergent to consumers who have washing machines is entirely different from marketing to consumers who wash their clothes by hand or in the local waterway.

“These consumers will not be swayed by a brand name but rather by the relevancy of the message to their needs and lifestyle,” said Moffatt.

Happy people are more receptive to advertising messages than unhappy people. Therefore, marketers need to be aware of the prevailing attitudes in each country/region.

For example, “In China there is unbridled optimism and an incredible work ethic.” They would be more apt to believe claims about a particular product. “In Russia, older consumers over 40 don’t smile; they tend to be pessimistic, cynical.” They would be less likely to accept advertising claims without question.

“But this gives agencies an opportunity to overcome cynicism with straightforward messages from real people,” said Moffatt.

“Business is now about culture and societies, taking into account issues of sustainability and corporate responsibility,” said Moffatt.

What does this mean to educators? “Rather than teaching students to think in terms of geography, teach them to think in terms of the attitudes and life stages of each type of market, be it emerging, developed or somewhere in between,” said Moffatt.