How Do I Market A Product In Another Country?

Communicative Context: You are working for a company here in the United States that wants to extend its market to other countries. Your job is to research advertisements in the target culture to determine what makes an effective ad. Then, you will create an advertisement to market a product in the target culture and present the ad to your colleagues for approval.

Themes: Career Connections/Communications and Media

Essential Question: How does culture influence what people buy?

Proficiency Level: Novice High/Intermediate Low

Career Topics

Exploration of Graphic Design; Marketing; Advertising; Workplace Skills

Standards

- Interpretive Intercultural:
  - INT-C.NH.1. Identify and compare typical products and practices related to familiar, everyday life in native and other cultures to help understand perspectives.
  - INT-C.IL.1. Compare products and practices related to everyday life or personal interests to help understand perspectives in native and other cultures.
- Interpersonal Intercultural:
  - INP-C.NH.5. Express, ask about and react to simple preferences, feelings or opinions on familiar topics.
  - INP-LIT.NH.5. Select and use digital tools and resources appropriately.
  - INP-C.IL.5. Express, ask about and react with some detail to preferences, feelings or opinions on familiar topics.
  - INP-LIT.IL.5. Select and use appropriate digital tools and resources and cite accurately.
- Presentational Intercultural:
  - P-C.NH.2. Present in very familiar situations using appropriate learned behaviors to show basic cultural awareness.
  - P-C.IL.2. Present in familiar situations using appropriate learned behaviors and avoiding major social blunders, recognizing that significant differences exist among cultures.
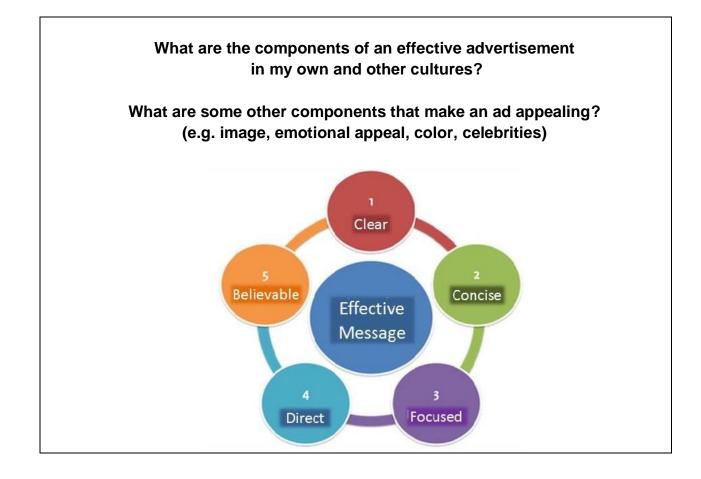
Learning Outcomes

- I can research how products are marketed in other countries.
- I can identify the characteristics of effective advertisements in the target culture.
- I can evaluate the effectiveness of an advertisement.
- I can create an advertisement to market a product in the target culture.

Preparation

1. Review the formation of commands.

2. As a class, discuss the basic components of effective advertisements in your own culture and in other cultures. Teachers can use the diagram below, or can look for a similar resource in the target language:

- English: http://tinyurl.com/h3ae4k9
- Spanish: http://tinyurl.com/hb2rqo2
- French: http://tinyurl.com/jlh6rqp
- German: https://tinyurl.com/5n8hs3bw

What are the components of an effective advertisement in my own and other cultures?

What are some other components that make an ad appealing? (e.g. image, emotional appeal, color, celebrities)

Communicative Activities

Overview: You are working for a company here in the United States that wants to extend its market to other countries. Your job is to research advertisements in the target culture to determine what makes an effective ad. Then, you will create an advertisement to market a product in the target culture and present the ad to your colleagues for approval.

Interpretive Viewing/Listening Activity: Evaluate video commercials

To begin your research of effective ads, you will watch three commercials from the target culture and evaluate their effectiveness by completing the chart below *(full handout is available at the end of this lesson)*. The commercials should show American products being advertised in the target culture.

Commercials can be found by searching YouTube or Google in the target language. Sample commercials are here:

- o Spanish – World Cup: http://tinyurl.com/gm6gckh
- o Spanish – Coke: http://tinyurl.com/zj7wkzr
- o Spanish – Pepsi: http://tinyurl.com/jt7t9pn
- o French – Toyota, Coke, Volkswagen: http://tinyurl.com/j2829fm
- o French – Burger King: http://tinyurl.com/j7yxbfx
- o German – McDonald's Happy Meal: http://tinyurl.com/go3483j

Commercial Product	What makes this commercial effective?	What would you change?
#1		
#2		
#3		

Interpersonal Activity: Discuss the effectiveness of video commercials

In small groups, use your chart to describe the characteristics of the commercials that you watched. Discuss if these commercials are effective and give evidence from the videos to support your opinions. Be prepared to share your conclusions with the entire class:

- Is the commercial clear? Concise? Focused? Direct? Believable?
- Does it attract and hold the interest of the audience?
- What other components make the commercial effective?
- Would you change anything? Why or why not?
- Explain which is more important – the images or the words? Why?
- How would this product be marketed differently in the U.S.?

Interpretive Reading Activity: Evaluate print or web advertisements

To continue your research of effective ads, you will look at four print or internet advertisements from the target culture and evaluate their effectiveness by completing the chart below *(full handout is available at the end of this lesson)*. The ads should show American products being advertised in the target culture.

Advertisements can be found by searching Google Images in the target language:

- http://Google.es → anuncios publicitarios
- http://Google.fr → publicités
- http://Google.de → Reklame

Advertised Product	What makes this ad effective?	What would you change?
#1		
#2		
#3		
#4		

Example:

Interpersonal Activity: Discuss the effectiveness of print or web advertisements

In small groups, use your chart to describe the characteristics of at least three print or internet advertisements. Discuss if these ads are effective and give evidence from the ads to support your opinions. Be prepared to share your conclusions with the entire class:

- Is the ad clear? Concise? Focused? Direct? Believable?

- Does it attract and hold the interest of the audience?

- What other components make the ad effective?

- Would you change anything? Why or why not?

- Explain which is more important – the images or the words? Why?

- How would this product be marketed differently in the U.S.?

Presentational Activity: Create an advertisement

Option #1 - Presentational Writing Activity:
You are working for a company here in the United States that wants to extend its market to other countries. Working independently or collaborating with two to three people:

    a. Choose an American product that you want to market in the target culture. It can be a product that already exists or it can be a new product that you create.

    b. Design a visual advertisement for this product:
- Include the product name, an image, a tag line and concise text.
- Keep in mind the components of effective advertising in the target culture.

    c. Present the advertisement to your colleagues (classmates).

Option #2 - Presentational Speaking Activity:
You are working for a company here in the United States that wants to extend its market to other countries. Working independently or collaborating with two to three people:

    a. Choose an American product that you want to market in the target culture. It can be a product that already exists or it can be a new product that you create.

    b. Create a two to three minute commercial for this product:
- Include a scenario or context for this product.
- Include a tagline and concise narration or dialogue.
- Keep in mind the components of effective advertising in the target culture.

    d. Present the commercial to your colleagues (classmates), either live or as a video.

Follow-up Activities:

    a. As a class, discuss what made each ad or commercial effective.

    b. Self-Reflection: In groups of two to three people, discuss if you would change your ad or commercial in any way. Justify your decision to change or not change components of your ad or commercial.

    c. Elaboration:
- Use Google Street View to find billboards or ads in the target language. Analyze the effective components of these advertisements.

Time needed for this lesson:
- Four to five 45-minute class periods
- 15-20 minutes a day over a five to seven day period

Evaluation of Video Commercials

Commercial Product	What makes this commercial effective?	What would you change?
#1		
#2		
#3		

Evaluation of Print or Internet Advertisements

Advertised Product	What makes this ad effective?	What would you change?
#1		
#2		
#3		
#4		