

## \*2-2E: RESEARCH BEFORE GOING GLOBAL



In this activity, you will apply the skills you learned in this lesson by researching about **international blunders in marketing**. You will do this by conducting preliminary research about one international blunder that you found online. You will then explain about the error in the advertisement and how it lacks cultural awareness.

### Step 1: Research Online

- **Research** international blunders marketing on various websites
- **Select** one international blunder that stands out to you from the following industries
  - Foot wear brands
  - Clothing brands
  - Departmental stores
  - Automotive manufacturers
  - Food and beverage companies

### Step 2: Copy Advertisement Image

- **Download** the advertisement as an image (JPEG) on to your device

**Step 3: Explain** the errors in the advertisement and how it lacks cultural awareness.

- Discuss the following questions.
  - What culture is this product specifically targeting?
  - What is the error in this product?
  - How does the company lack cultural awareness?

- You can share your research using
  - a write up
    - 250-300 words paragraph

OR

- presentation with video recording
  - The presentation should have a minimum of 3 slides covering all the requirements and questions specified.
  - Then, give a 1-2 minutes video recording covering all part of your presentation.

#### **Step 4: Submit**

- Follow standard Chicago formatting (see below)
  - First name, Last name of Author, "Title of Article or Page," *Title of Website*,
- Size 12, Times New Roman, Double Spaced

#### **Step 5: Success Criteria**

**Check and see if you have met all of the requirements for your international blunder paragraph:**

- I presented an in-depth research which fully and accurately explains the business culture and blunders in marketing
- I can identify blunders made by companies
- I can describe the cultural challenges companies face in international setting that are culturally different
- I used correct information and showed my understanding of the product and its lack of cultural awareness.
- I communicated the answers clearly and answered all the required questions.
- I applied my learning from the course.

See a completed model in the next page.

## EXAMPLE

Your Name

BB4M

Date

Assignment Title

### \*2-2E: Research Before Going Global (25 marks)

#### Kellogg's Corn Flake Cereal

Advertisement  
Image and  
Title



Paragraph

The Kellogg's Corn Flake Cereal is one of the biggest cereals in North America, particularly in the United States of America. Since the company experienced a great deal of increase in the 1990's they wanted to expand. However, the company expanded without properly conducting research. Due to their lack of cultural awareness the company not only did not attract consumers but had made little to no sales. The company decided to expand in India. Firstly, Indians have a light breakfast. A typical Indian breakfast consists of hot vegetables which many other brands offered. Also, the company did not consider that most Indian populations produced middle to low income. Therefore, the cereal was not affordable. Also, it was only later in the decade did the company think about modifying their product by adding Masala spices. This was done in an attempt to appeal to the Indian audience. Had Kellogg's researched about the Indian breakfast lifestyle and incomes they could have avoided this marketing issue.

Khanna, Sarang. “4 Foreign Businesses That Failed In India and Lessons To be Learnt From Them”, *Pleaders: Intelligent Legal Solutions*.

**Review & Submit**