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I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.

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Introduction

In today's competitive market, effective advertising and strategic marketing are crucial for any business aiming to increase brand visibility and drive sales. Creating a compelling advertisement and supporting it with a detailed marketing report can help businesses understand their market position, identify target audiences, and develop strategies that resonate with consumers. This document outlines the process of creating an engaging advertisement in JPEG or PDF format and provides a comprehensive marketing report to analyze the ad's impact and guide future marketing efforts.

a. Create an ad in JPEG or PDF, and a marketing report

Marketing reports offer a riches of benefits that can essentially affect a company's victory in different ways. One of the essential points of interest of showcasing reports is that they give a comprehensive investigation of a company's promoting endeavors.

These reports dive into the execution of promoting campaigns, giving profitable bits of knowledge into what methodologies are working and what might require advancement.

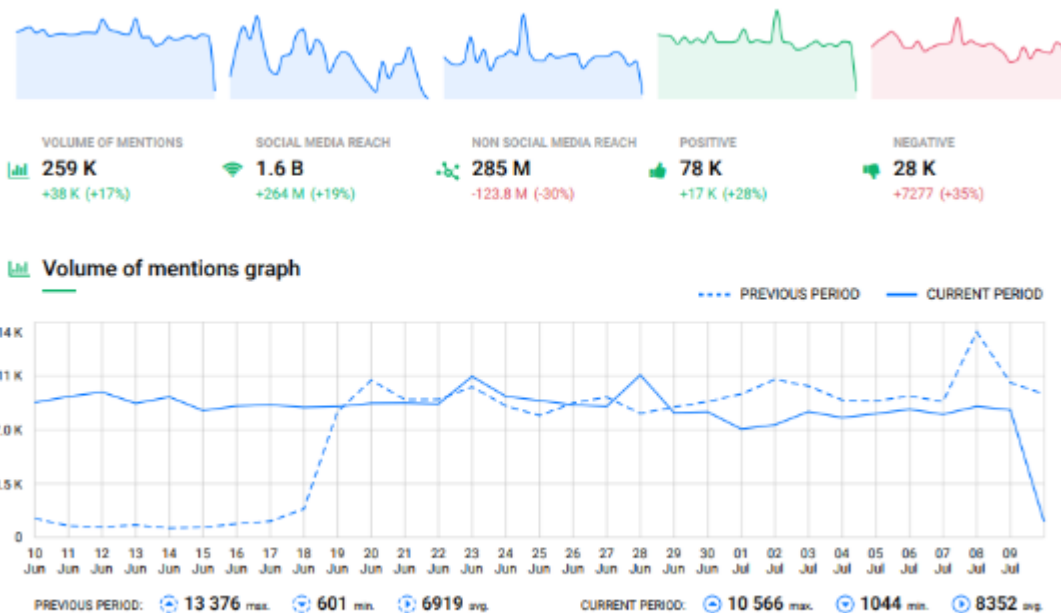
By analyzing key measurements and KPIs such as transformation rates, click-through rates, and client engagement, businesses can pick up a clear understanding of the viability of their promoting activities.

Here are a few other benefits of promoting reports:

Track and analyze client behavior

Showcasing reports give profitable information on client inclinations, buy designs, and socioeconomics.

By picking up experiences into client behavior, companies can refine their showcasing methodologies to upgrade client engagement and drive dependability.



Recognize advertise patterns and openings

By checking industry patterns and analyzing advertise information, you'll distinguish customer needs, changes in request, and potential crevices within the showcase.

Outfitted with this information, companies can proactively adjust their showcasing procedures to capitalize on unused openings and remain ahead of the competition.

b. The targeted audience of the campaign

The buying prepare is within the hands of the client, and marketers must make focused on, personalized encounters for individuals in the event that they need to be the one to seize their consideration among a ocean of brands and promoters. When marketers have a comprehensive understanding of their perfect buyer, they can make more educated choices almost media, informing, and timing. Lets take a see at precisely what a target gathering of people is, and the steps you'll be able take to discover yours:

our target gathering of people alludes to the particular gather of shoppers most likely to need your item or benefit, and thus, the gather of individuals who ought to see your advertisement campaigns. Target group of onlookers may be managed by age, sexual orientation, pay, area,

interface or a horde of other variables.

\$37 billion is squandered in advertisement spend each year from advertisements that come up short to lock in the target gathering of people. Download our white paper, *The Squander in Publicizing*, to find out more. It as it were takes 5 seconds.

Depending upon what you offer, your target group of onlookers may well be specialty or broader. For case, in case you were a shoe merchant your target group of onlookers would be wide, since men, ladies and children all wear shoes. On the other hand, maybe you particularly offer high-performance running shoes. At that point, your target group of onlookers would be more specialty â “ first class competitors between the ages of 20-40 who have communicated an intrigued in running, or have run a marathon. Either way, it is imperative to characterize and section your target gathering of people in arrange to decide the inventive informing that will resound with them, and pinpoint the channels they favor.

Cases of a Target Group of onlookers

Target gatherings of people center around a particular gather of individuals. These can be men, ladies, youngsters, or children. They for the most part share an intrigued such as perusing, running, or soccer. Personas can offer assistance promoters explore pertinent magazine titles or industry distributions.

The Benefits of Knowing Your Target Group of onlookers

As a advertiser, understanding your target group of onlookers is crucial. This data will characterize each showcasing arrange and strategy you execute. Airing an advertisement amid the Super Bowl might appear like a great way to be seen by as numerous individuals as conceivable, but it is additionally costly. Moreover, as it were a quarter of the watchers would actually be curious about your item. Knowing that your target audience reads a certain distribution or observes a certain show means that your advertisement will be seen by less individuals, but the proper individuals. For illustration in the event that you offer running shoes, advertisements in running magazines may be distant better; a much better; a higher; a stronger; an improved">a distant better fit for your target group of onlookers. Selecting the proper media is fundamental for accomplishing showcasing ROI on your endeavors.

c. Choose three countries that the ad will run.

AMERICA .ISLAND .CHINE

In expansion to expanding ROI, understanding your target advertise permits you to construct connections and superior communicate with buyers. You'll be able create imaginative that talks to particular personas, and create brands that coincide with the interface and values of those most likely to purchase the item. Usually particularly vital at a time where customers anticipate each ad to be personalized and exceedingly focused on. In truth, 80 percent of buyers say they are more likely to do trade with a brand that provides personalized intelligent.

Understanding the Parts of Your Target Group of onlookers

An imperative step in understanding your target gathering of people is to go beyond learning their statistic data, and get it what part they play within the way to buy. These roles can frequently be separated into the taking after categories:

The Choice Creator: This is the individual who eventually makes the buy choice. In a few cases, the decision-maker is the same as the supporter, but in other cases they are diverse. When distinctive, you must recognize this and equip advertisements to the choice- producer. Take, for case, the change of the Ancient Zest brand in 2010. The brand needed to redo their item to request to a younger era. Whereas inquiring about, the group found that whereas men may eventually wear their item, ladies were making the buys, driving their imaginative group to focus on this target gathering of people.

The Supporter: The supporter may not have the control to create the choice, but they will have a overwhelming impact on whether or not an thing gets bought. For example, a child may not straightforwardly make a buy, but in case they need something for Christmas, they impact that choice. Usually why it is imperative to create informing that talks to buyers in both of these parts.

d. Explanation of why you believe that the ad will be successful in your chosen countries.

Formulating a successful marketing plan requires a combination of strategic marketing plan

preparation, research, and analysis. It is not an easy task, but it is necessary to give companies a competitive advantage in their niche market.

The first step in building a professional marketing plan is setting marketing goals. Goals must be specific, measurable, feasible, relevant and timely. Once goals are set, the next step is to develop strategies to achieve them. This means researching the market and competitors, understanding consumer behavior, and identifying target audiences. In addition, it is important to analyze the company's strengths and weaknesses and identify any opportunities or threats. This will be achieved in the three countries due to the widespread creativity in the areas of promotion in those countries

e. The chosen media for the add.

Advertising media selection is the process of analyzing and choosing the most cost-effective media for advertising and promotions campaign. It is generally challenging because of the multiplicity of alternatives, the variations in objectives, and the budgetary limits of organizations. Hence, developing a media selection within the framework of a decision-making procedure is a vital function of advertising. Most of the traditional media selection procedures could be simply placed in two categories: (1) models based on judgment of decision makers who have not enough ability to consider the very large number of media combinations; (2) or quantitative models which could not incorporate imprecise, uncertain and subjective criteria.

g. The cost for running the ad:

maybe you particularly offer high-performance running shoes. At that point, your target group of onlookers would be more specialty “ tip top competitors between the ages of 20-40 who have communicated an intrigued in running, or have run a marathon. Either way, it is vital to characterize and section your target group of onlookers in arrange to decide the imaginative informing that will resound with them, and pinpoint the channels they incline toward.

Illustrations of a Target Group of onlookers

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h. Three marketing strategies that you will use to create an effective add.

Promoting Procedure #1: Mastery

The primary frame of common strategy is cost dominance. To implement this dominance technique within the SBU (Vital Commerce Unit), you would like to discover the most excellent ways to decrease generation costs on a expansive scale all through the generation chain, but without being imitated by the competition.

Showcasing Procedure #2: Separation

The so-called nonexclusive separation procedure is created by advertising completely diverse offerings from the competition. Separation methodologies go either through advancement
For this sort of non specific procedure to be suitable, companies must offer items with a reasonable commerce demonstrate in terms of generation volume and fetched.

Promoting Methodology #3: The Center

This non specific procedure known as center is almost concentrating on items advertised in exceptionally contract advertise sections where companies are certain to break the competition without coordinate struggle.

Position ought to permit you to form a benefit, in spite of an inalienably tight advertise. This methodology is frequently befuddled with a specialty strategy

i. Three multicultural issues that may arise due to running the same add in multiple countries

counting officials, commerce pioneers, working environment directors, and workers. In arrange to create aptitudes as communicators, we must pick up commonsense information of the variables that make communication over societies succeed or come up short.

Agreeing to specialists within the field, a few of those components incorporate:

Social character

Racial personality

Ethnic character

Sex parts

Person identities

Social lesson

Age

Parts identity

This article may be a exceptionally essential dialog of how these eight variables work together that impact cross-cultural communication. For a more in-depth ponder of your authoritative components, get in touch with us at info@prime-inst.com.

Social Character

Culture can be characterized as the learned conduct of values, demeanors, thought designs and ways of doing things that a individual brings with them from a specific put where they were brought up as a child. These values and states of mind can have an affect on communication over societies since each person's standards and hones will regularly be different and may conceivably clash with those of co-workers brought up totally different parts of the world.

Racial Personality

Racial personality alludes to how one's membership to a specific race influences how they interact with co-workers of diverse races.

Agreeing to an editorial by Teacher Daniel Velasco, distributed within the 2013 Asian

Conference on Dialect Learning Conference Procedures, there are exercises for intercultural preparing that inquires members to portray, decipher, and assess an equivocal question or photo. "In case one is reaching to embrace the repulsive objective of revealing basic bigotry in arrange to memorize how to superior communicate with other cultures," Velasco writes, "it is vital to lock in in exercises that stand up to prejudice head-on." His strategy, called E.A.D., inquires members to dispassionately portray what they see to begin with and assess what they see. "By moving in reverse through the . . . handle, we are ready to stand up to basic bigotry, which can ideally clear the way for self-awareness, social regard, and successful intercultural communication."

Ethnic Character

Ethnic character highlights the part ethnicity plays in how two co-workers from distinctive societies connected with one another. Within the Joined together States, white European and Americans are less likely to require their ethnicity into consideration when communicating, which as it were highlights the significance of tending to different ethnicities in a working environment as a way of educating all co-workers to the dynamics that will emerge between individuals of the same or distinctive ethnic bunches.

So what is the contrast between race and ethnicity? Concurring to specialists from PBS, "Whereas race and ethnicity share an belief system of common family line, they vary in a few ways. To begin with of all, race is fundamentally unitary. You'll as it were have one race, whereas you'll be able claim numerous ethnic affiliations. You'll distinguish ethnically as Irish and Clean, but you have got to be basically either dark or white."

Sexual orientation Parts

Another calculate that impacts intercultural communication is sex. This implies that communication between individuals of diverse societies is influenced by how diverse social orders see the parts of men and ladies. For case, a Westerner's response to rules that require ladies in Saudi Arabia to cover themselves and only travel in open when went with by a male family part as severe and corrupting. Typically looking at the world through a Western focal point. Saudi ladies generally view themselves as secured and regarded. When examining sexual orientation character in Saudi Arabia it is vital that we see the Saudi culture through a Saudi focal point. Ladies within the West by and large battle with these conventional generalizations, whereas ladies in Saudi Arabia grasp their social parts.

Person Personality

The person character figure is the fifth figure that impacts cross-cultural communication. This implies that how a individual communicates with others from other societies depends on their claim one of a kind identity characteristics and how they regard themselves. Fair as a culture can be depicted in wide terms as "open" or "conventional," an individual from a culture can moreover be watched to be "open-minded" or "preservationist." These contrasts will have an impact on the way that numerous people from the same culture communicate with other people.

Social Class

A 6th figure which influences intercultural communication is the social personality figure. The social personality calculate alludes to the level of society that individual was born into or references when deciding whom they need to be and how they will act appropriately.

Concurring to teachers Judith N. Martin and Thomas K. Nakayama, creators of Intercultural Communication in Settings (McGraw-Hill), "researchers have appeared that lesson frequently plays an critical part in forming our responses to and elucidations of culture. For case, French humanist Pierre Bourdieu (1987) examined the various responses to craftsmanship, sports, and other social exercises of individuals completely different French social classes. Agreeing to Bourdieu, working-class individuals incline toward to observe soccer while upper-class people like tennis or golf and middle-class individuals favor photographic craftsmanship though upper-class people support less representational craftsmanship. As these discoveries uncover, course distinctions are genuine and can be connected to genuine behavioral hones and preferences."

Conclusion

In conclusion, the combination of a well-crafted advertisement and a thorough marketing report has positioned XYZ Smartwatch for continued success in the competitive smartwatch market. By leveraging the insights gained, we can refine our strategies, enhance our product offerings, and better meet the needs of our customers. As we move forward, our commitment to innovation, quality, and customer satisfaction will remain at the forefront of our marketing

efforts, ensuring sustained growth and market leadership.

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