

DON'T GET LOST IN TRANSLATION

AD PERFORMANCE IN THE CONTEXT OF CULTURAL DIFFERENCES

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DON'T GET LOST IN TRANSLATION

**HOW DO YOU
ANALYSE GLOBAL
ADVERTISING
CAMPAIGNS
THROUGH A
GLOBAL LENS?**

**DOES NATIONAL
CULTURE IMPACT
ADVERTISING
EFFECTIVENESS?**

**WHAT MAKES
SUCCESSFUL GLOBAL
ADVERTISEMENTS
THAT BREAK
THROUGH THE
CLUTTER?**

WHAT MAKES FOR EFFECTIVE ADVERTISING?

DVJ's approach ensures that clients' creatives are measured and evaluated against key dimensions which really matter for successful advertising

- Viewing behaviour in natural context
- Brand- and message recall
- Consumers' free associations
- Comprehensive set of direct response metrics

Gets noticed, not screened out by consumers

Refreshes and builds memory structures

Triggers relevant and distinct associations

Triggers emotional AND rational response



THE EVIDENCE AND OUR THINKING



PURCHASE DECISION INFLUENCED BY CONSUMER RATIONAL AND EMOTIONAL ATTITUDES TO ADVERTISING
(Brown and Stayman 1992)



DIFFERENT DEMOGRAPHICS RESPOND DIFFERENTLY
(i.e. older people more responsive to emotional, women process central message more elaborately and are more critical) (Mayers-Levy & Maheswaran 1991, Fung & Carstensen 2003)



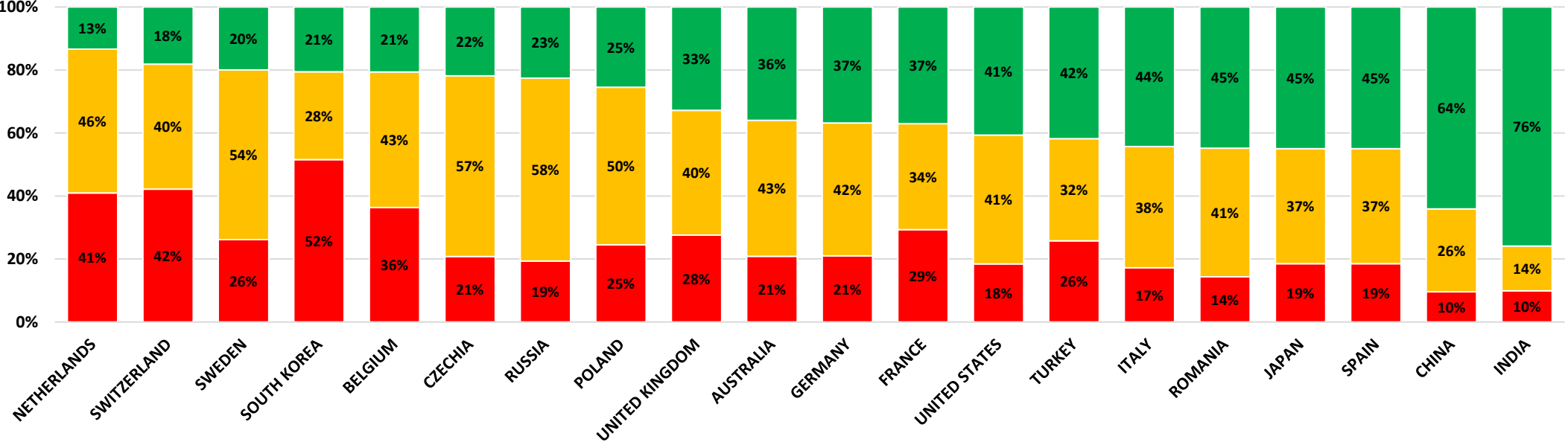
COULD NATIONAL CULTURE ALSO IMPACT ON AD EFFECTIVENESS AND IF SO, HOW?
Previous work shaped by very specific executional elements (i.e. celebrity endorsers, sexual cues) but not broader attitudes to advertising (Yoon & Yoon 2002)

WHAT IS 'NATIONAL CULTURE'
(The Hofstede Institute)

WHAT DVJ KNOWS
around national attitudes to advertising around ad likeability, willingness to watch from our pre-testing and a huge study of 27,000 people in over 30 countries

NATIONAL ATTITUDES TOWARDS ADVERTISING VARY

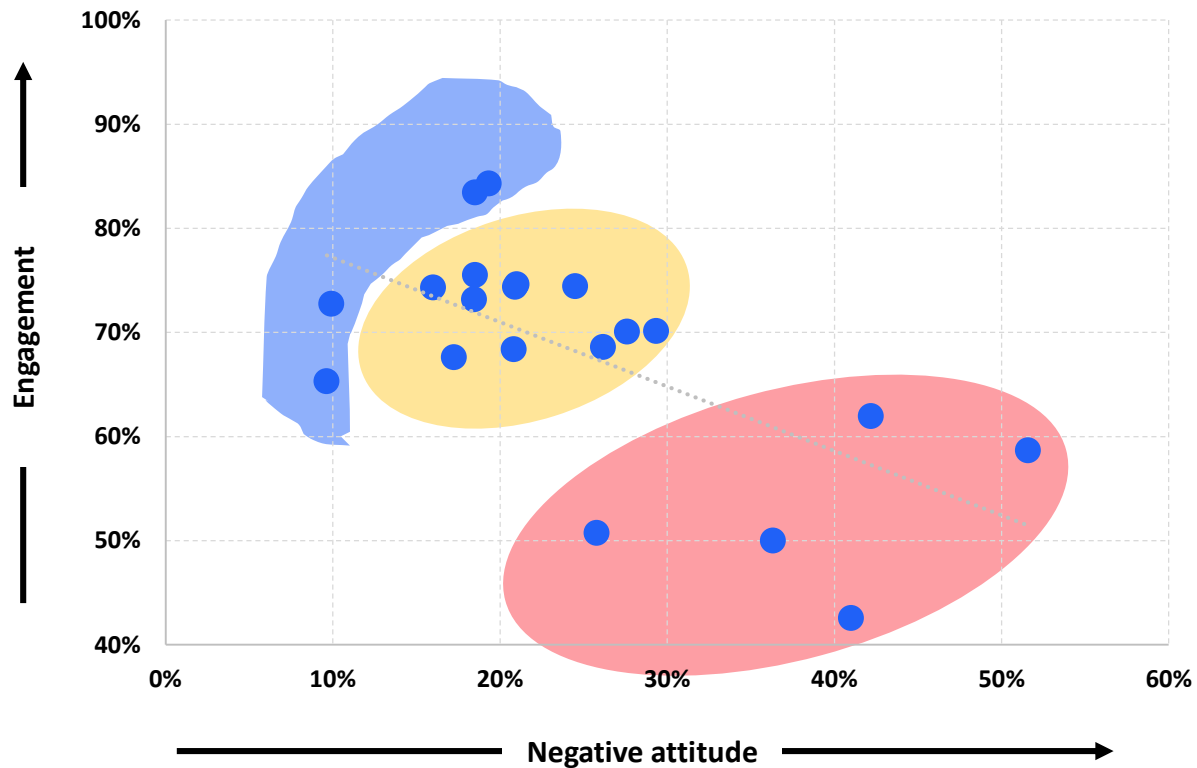
Attitude towards advertising



- I like watching advertising, and watch attentively during advertising blocks
- I don't like advertising, but I don't zap away during the advertising blocks
- I don't like advertising, and I always zap away as soon as the advertising begins

ENGAGEMENT CLUSTERS

Relation between attitude and in-survey skipping behaviour



- LOW** India, China, Russia, Spain
- MID** Germany, Poland, Romania, Czech Republic, France, Italy, Sweden, UK, US, Australia, Japan
- HIGH** Netherlands, Belgium, Switzerland, Turkey, South Korea

GEERT HOFSTEDE (1928 – 2020) CULTURAL DIMENSIONS THEORY

*“National culture cannot be changed,
but you should understand and respect it.”*

Dutch Social Psychologist Geert Hofstede is recognised internationally for having developed the first empirical model of “dimensions” of national culture

Hofstede defined culture as: ‘The programming of the human mind by which one group of people distinguishes itself from another group’.

*source: <https://hi.hofstede-insights.com/>



HOFSTEDE'S CULTURAL DIMENSIONS

LOW



HIGH

EGALITARIAN



EMBRACES HEIRARCHY

COLLECTIVIST



INDIVIDUALIST

COMFORTABLE WITH
UNCERTAINTY



UNCOMFORTABLE WITH
UNCERTAINTY

NURTURE IMPORTANT



POWER IMPORTANT

TRADITIONAL AND
SHORT-TERM



FUTURISTIC AND
LONG-TERM



NORMATIVE
REPRESSION



SATISFACTION IS
GOOD

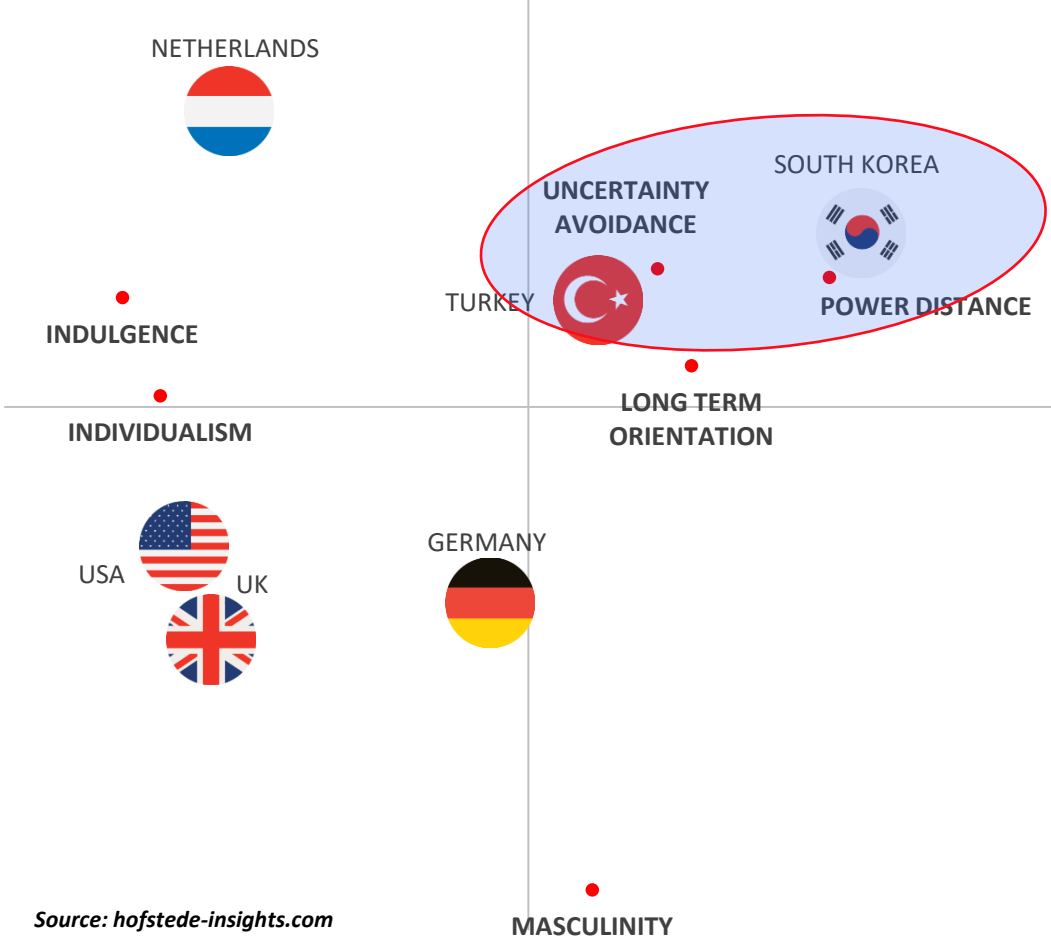
FIT BETWEEN LEADING ADVERTISING AND CULTURAL DIMENSIONS

HOFSTEDE CULTURAL DIMENSIONS

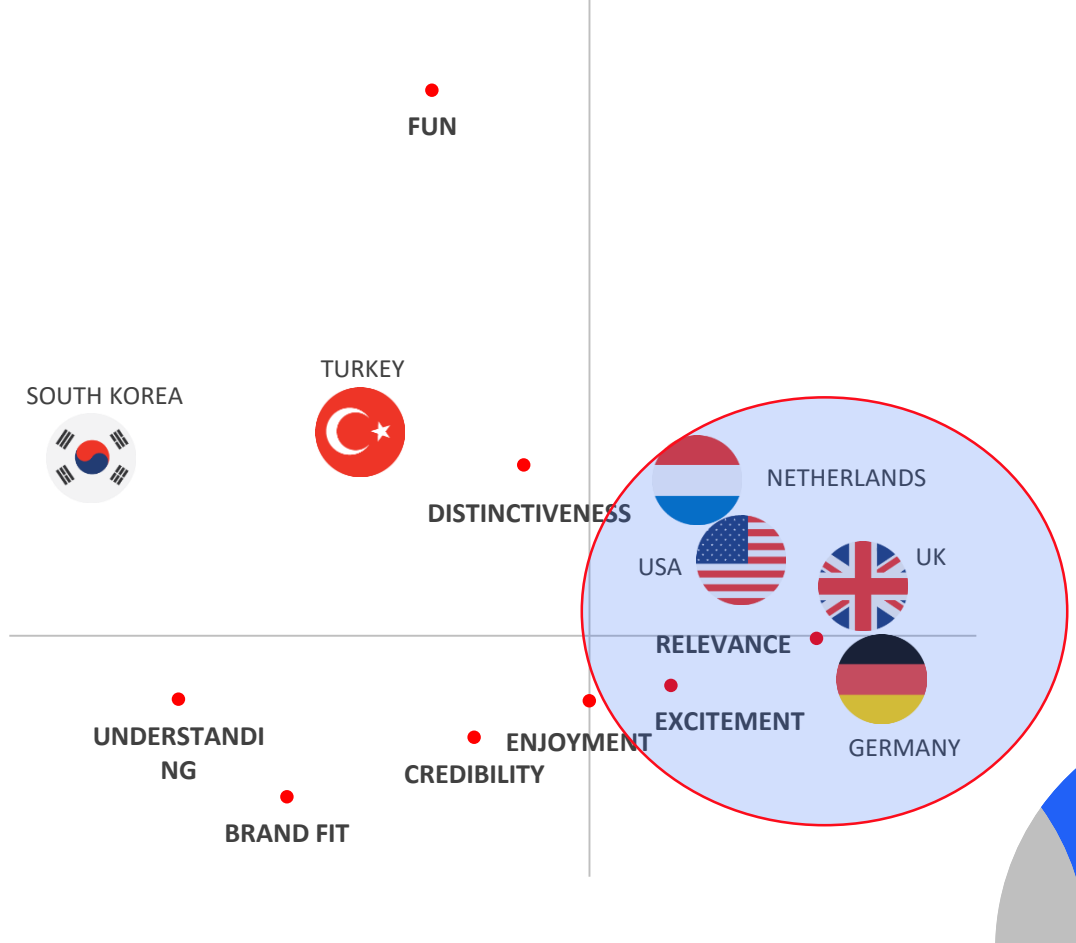
ADVERTISEMENT-ATTITUDE DIMENSIONS	DIMENSION	POWER DISTANCE	INDIVIDUALISM	MASCULINITY	UNCERTAINTY AVOIDANCE	LONG TERM ORIENTATION	INDULGENCE
	EXCITEMENT	IMPORTANT		LESS IMPORTANT		IMPORTANT	VERY IMPORTANT 
	BRAND FIT		LESS IMPORTANT				
	CREDIBILITY		LESS IMPORTANT	IMPORTANT			
	RELEVANCE	IMPORTANT	VERY IMPORTANT 	LESS IMPORTANT			LESS IMPORTANT

COUNTRIES V HOFSTEDE AND V ADVERTISING ATTRIBUTES

COUNTRIES V HOFSTEDE



COUNTRIES V ADVERTISING ATTRIBUTES





AD PERFORMANCE IN THE CONTEXT OF CULTURAL DIFFERENCES



DVJ PRE-TEST METHODS COMBINES IN-CONTEXT AND FULL EXPOSURE

IN-CONTEXT EXPOSURE & BEHAVIOUR



- The pre-test starts with an in-context exposure
- Context is adapted for each channel; Reel of 8 TV ads (random order)
- Possibility to zap away to the next ad
- Registration of zapping behavior to identify drop-off moments
- Stronger predictive validity on breakthrough performance

FULL EXPOSURE & DIAGNOSTICS



- Full exposure to the ad
- Ad evaluation based on a set of validated statements
- Free associations to capture unbiased consumer response
- Open ended questions and moment-to-moment to pinpoint key areas of optimization

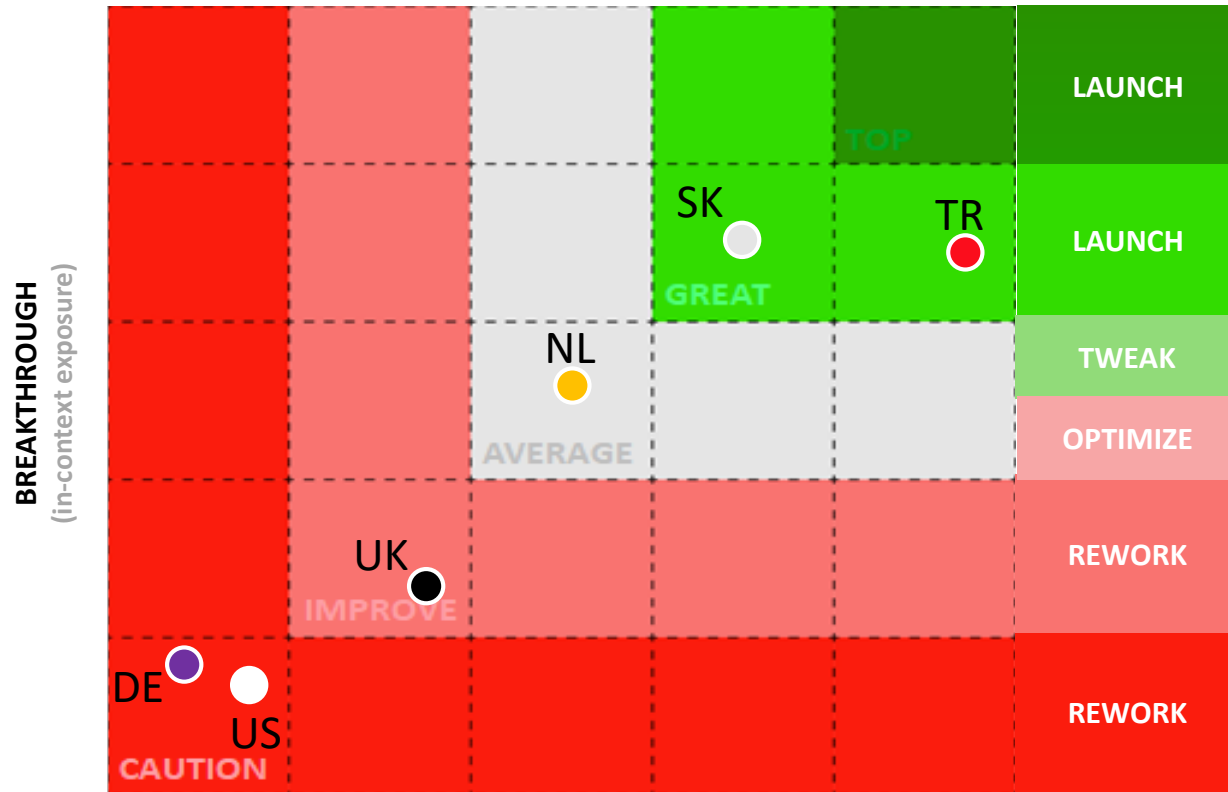
APPLE iPhone A15



APPLE iPhone A15

Performance summary

Breakthrough & Response Performance



In order of performance:
 TR – Turkey
 SK – South Korea
 NL – Netherlands
 UK – United Kingdom
 US – United States
 DE – Germany

* Response score (and matrix) based on Brand interest, positive associations and distinctiveness. Purchase intent overview score included based on custom request for this project.



APPLE iPhone A15

KEY METRICS	UK	DE	NL	TR	US	SK
BREAKTHROUGH <i>(in-context exposure)</i>						
COMPLETELY WATCHED	97	94	134	124	86	115
UNAIDED BRAND RECALL	62	57	64	61	58	125
MESSAGE RECALL	87	80	104	113	87	104
RESPONSE <i>(full exposure)</i>						
POSITIVE ASSOCIATIONS	100	79	106	114	87	106
EXCITEMENT	119	76	118	125	72	98
BRAND APPEAL	77	66	95	123	83	116
RELEVANCE	103	70	141	110	80	117

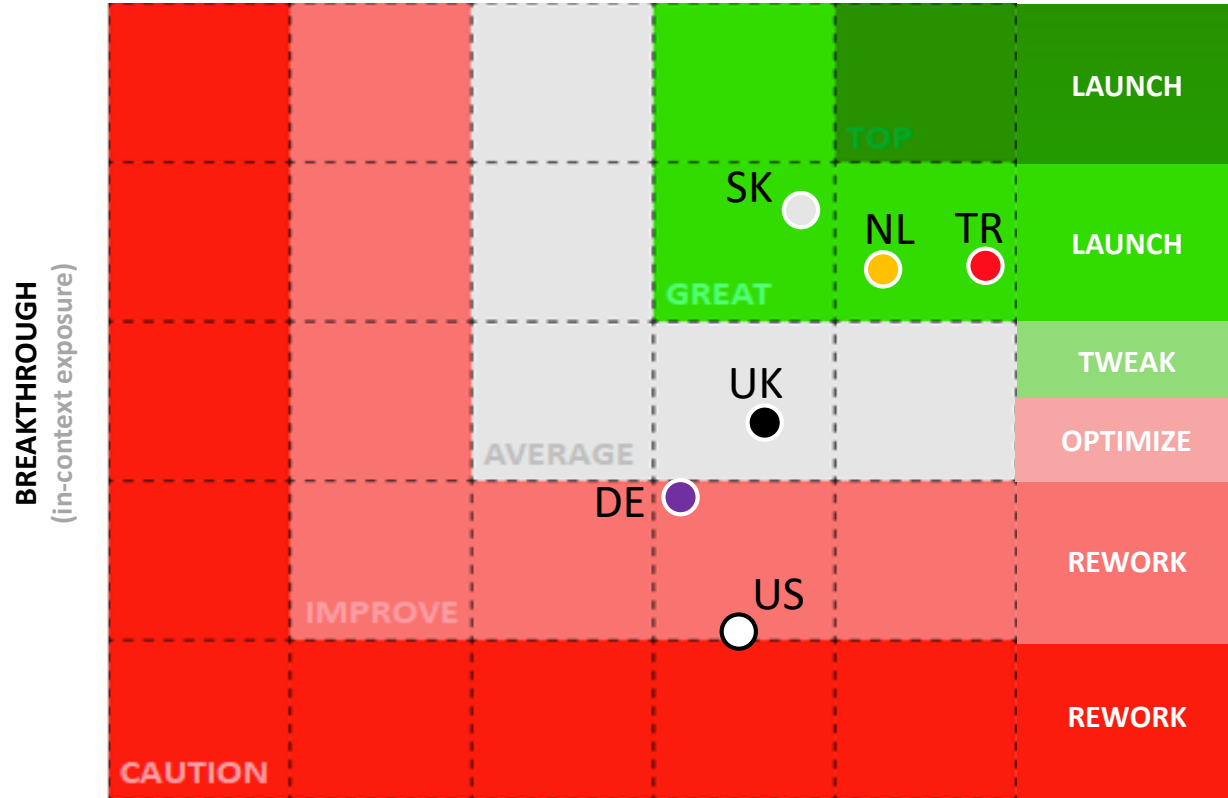
100 = Benchmark Average

HEINEKEN AD



HEINEKEN AD

Performance summary
Breakthrough & Response Performance



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HEINEKEN AD

KEY METRICS	UK	DE	NL	TR	US	SK
BREAKTHROUGH <i>(in-context exposure)</i>						
COMPLETELY WATCHED	99	95	117	118	73	109
UNAIDED BRAND RECALL	87	90	94	103	75	150
MESSAGE RECALL	108	99	128	98	98	104
RESPONSE <i>(full exposure)</i>						
POSITIVE ASSOCIATIONS	120	102	135	109	104	109
EXCITEMENT	143	101	172	134	107	120
BRAND APPEAL	110	108	131	128	114	105
RELEVANCE	144	94	152	120	101	125

100 = Benchmark Average

HEINEKEN AD: EMOTIONAL & RATIONAL RESPONSE

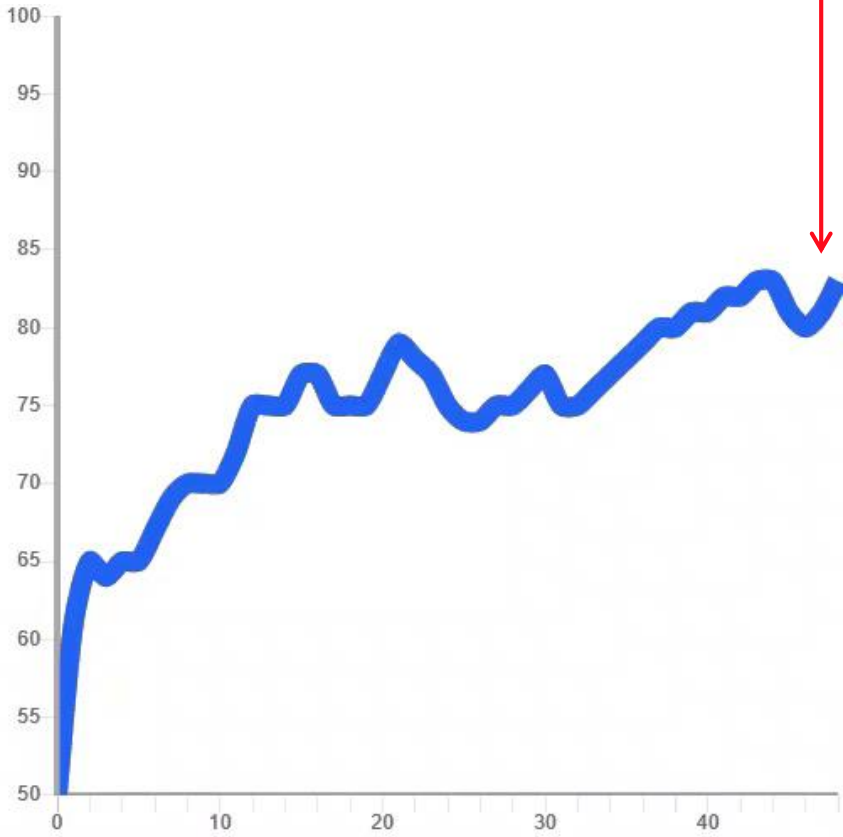
	UK	DE	NL	TR	US	SK
EMOTIONAL RESPONSE						
ENJOYMENT	135	103	174	134	113	147
EXCITEMENT	143	101	172	121	107	120
WILLINGNESS TO SHARE	214	127	160	104	129	131
DISTINCTIVENESS	119	127	151	122	105	143
RATIONAL RESPONSE						
CREDIBILITY	108	105	128	115	110	98
RELEVANCE	144	94	152	120	101	125
BRAND FIT	91	92	115	108	99	114
UNDERSTANDING	100	98	107	104	104	122

100 = Benchmark Average

HEINEKEN AD – ENGAGEMENT BUILDS

Peak

The message and the logo is shown to the viewer



Example taken from Turkey



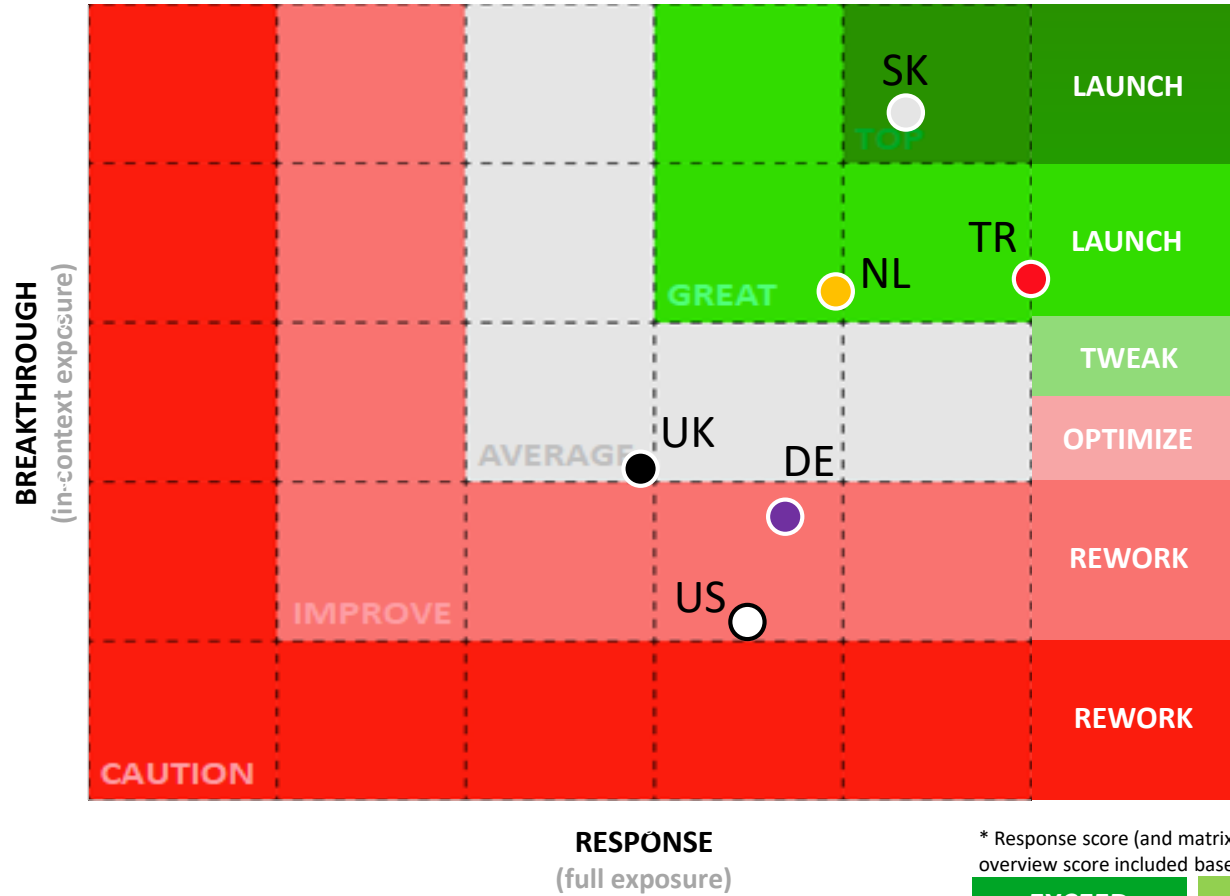
KIA AD



KIA AD

Performance summary

Breakthrough & Response Performance



In order of performance:
SK – South Korea
TR – Turkey
NL – Netherlands
UK – United Kingdom
DE – Germany
US – United States

* Response score (and matrix) based on Brand interest, positive associations and distinctiveness. Purchase intent overview score included based on custom request for this project.



KIA AD

KEY METRICS	UK	DE	NL	TR	US	SK
BREAKTHROUGH <i>(in-context exposure)</i>						
COMPLETELY WATCHED	103	99	136	129	89	115
UNAIDED BRAND RECALL	80	94	104	101	89	230
MESSAGE RECALL	93	86	103	91	86	118
RESPONSE <i>(full exposure)</i>						
POSITIVE ASSOCIATIONS	113	109	132	113	113	120
EXCITEMENT	128	122	136	130	109	117
BRAND APPEAL	92	107	119	128	109	117
RELEVANCE	100	94	122	124	99	105

100 = Benchmark Average

KIA AD : POSITIVE AND NEGATIVE ASSOCIATIONS



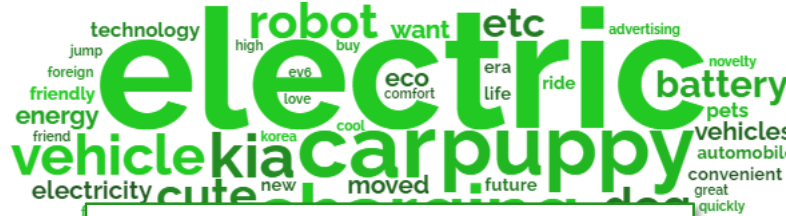
72% POSITIVE



- Loved the dog
- Cute robot, funny



80% POSITIVE



- Electric vehicle is convenient and simple
- Convenience of charging



80% POSITIVE



- Electric cars are good in the city
- Electro protects the environment



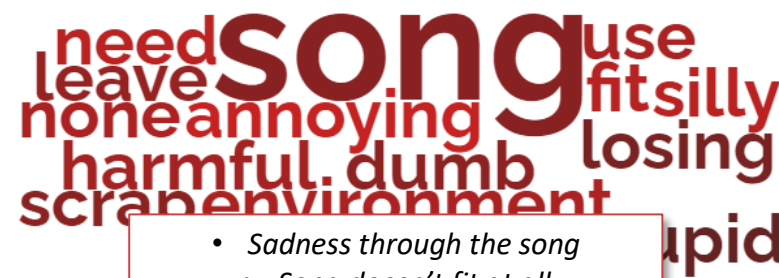
15% NEGATIVE



- Futuristic with crazy dead dog
- Pathetic



9% NEGATIVE



- Sadness through the song
- Song doesn't fit at all

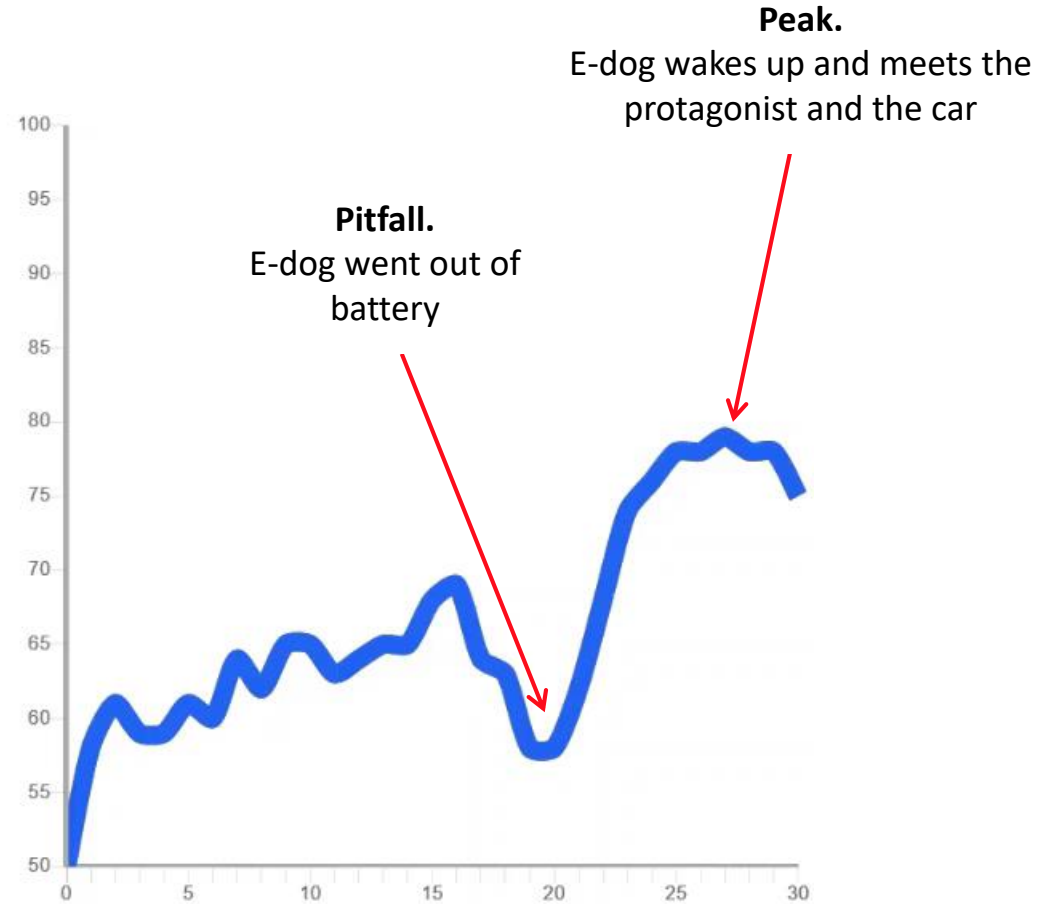
KIA AD – EMOTIONAL & RATIONAL RESPONSE

	UK	DE	NL	TR	US	SK
EMOTIONAL RESPONSE						
ENJOYMENT	129	97	157	130	110	135
EXCITEMENT	128	122	136	126	109	117
WILLINGNESS TO SHARE	170	125	149	103	97	110
DISTINCTIVENESS	108	106	135	126	119	132
RATIONAL RESPONSE						
CREDIBILITY	92	92	101	110	73	98
RELEVANCE	100	94	122	124	99	105
BRAND FIT	79	89	107	114	86	105
UNDERSTANDING	86	96	96	108	95	103

100 = Benchmark Average

KIA AD

Same reaction for all countries.
Example of South Korea:



SUMMARY & LEARNINGS



WHAT WORKS IN SUCCESSFUL GLOBAL ADS?



GLOBAL REACH, LOCAL TOUCH

Global can work with good creative that emotional taps into common cultural norms
But pay attention to the final cuts, elements that could undo good creative



CULTURE MATTERS, PARTICULARLY ON RESPONSES METRICS

'Western' cultures (more individualistic) but 'Eastern' cultures (collectivist and high power distance cultures) both respond to relevance. Excitement key in high power distance and indulgence



BRAND MATTERS

Brand positioning and 'power' obviously matter as often does brand national origin (Heineken, KIA). But creative needs to be good, unlike Apple example



RATIONAL AND EMOTIONAL RESPONSE

Needs to work at both rational and emotional levels (see Kia),



ADS MUST ACHIEVE BREAKTHROUGH

Effectiveness means **NOTHING** without good creative that drives breakthrough



IMPORTANCE OF EXCITEMENT AND RELEVANCE

2 metrics impact across different cultures and are most important. Allows global, consistent approach to creative that taps into different culture values and emotions

ABOUT DVJ INSIGHTS

>70
CONSULTANTS &
RESEARCHERS

What we stand for:
DATA QUALITY,
VALUE ADD and
JOY for delivering
best-in-class
Insights

MULTI-COUNTRY-
STUDY EXPERIENCE IN

40+
COUNTRIES
WORLDWIDE

**ISO CERTIFIED
PROCESSES**

ISO 27001
ISO 20252

MRS AWARDS 2021
Nominated in the
categories **Business-to-
Business Research** and
**Innovation in Data
Analytics**

3
OFFICES
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