

MARKETING AROUND THE WORLD:

THE IMPACT OF CULTURE, WAR, AND ECONOMICS AFFECTS MARKETING STRATEGIES

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INTRODUCTION

Different regions face unique challenges, such as conflict and economic differences, which affect how products are marketed and consumed. This study looks at how these factors shape marketing in various countries, comparing them to North American strategies. It shows the importance of adjusting marketing approaches to fit local values and challenges.

OBJECTIVE

This research explores how culture, economic conditions, and political instability shape marketing strategies across different countries. By comparing global advertising approaches, it highlights how brands adapt to diverse societal contexts.

METHODOLOGY

This study analyzed global marketing strategies through a comparative review of advertisements and reports from multiple countries, examining how cultural, economic, and political factors shape marketing approaches.

- Comparative Analysis
- Literature Review
- Online Exploration

FINDINGS

Marketing isn't one-size-fits-all—what works in one place might completely miss the mark in another. Cultural values, economic conditions, and political stability all shape how brands advertise. In areas facing poverty or economic instability, marketing tends to focus on affordability and practicality, while wealthier regions lean into luxury and aspiration. Culture also plays a huge role—some markets respond best to emotional storytelling, while others prefer straightforward messaging. Political factors, like war or conflict, shift marketing priorities toward safety and basic needs. To be successful, brands have to adapt their strategies to fit local realities, ensuring their messaging resonates with different audiences around the world.

GLOBALIZATION.

The process of expanding businesses, brands, and communication across international markets.

LOCALIZATION.



Image 1. MONSTERS UNIVERSITY, American audiences



Image 1. MONSTERS UNIVERSITY, UK audiences

The change of products, services, and content to meet the specific needs of different local markets (e.g., language, currency, legal requirements).

CULTURALIZATION



Image 1. INSIDE OUT, American audiences



Image 1. INSIDE OUT, Japanese audiences

The change in marketing, branding, and product development respect to align with the cultural values, beliefs, and emotions of the target audience. Riley's Distain for broccoli being changed to bell peppers

WAR.

SHIFT IN PRIORITIES

In conflict zones, consumers prioritize essential goods and services. Marketing strategies adapt by emphasizing the availability and reliability of necessities such as food, shelter, and healthcare.

INCREASE IN PATRIOTISM

Brands often incorporate national symbols and patriotic messages to resonate with consumers' heightened sense of national identity during wartime. This approach fosters unity and positions the brand as supportive of national interests. Brands may engage in campaigns that support military personnel and their families, enhancing their image as socially responsible entities.



ECONOMICS.

LUXURY MARKETING



Luxury brands highlight their rich histories, superior craftsmanship, and exclusivity to appeal to high-income consumers seeking status symbols. Creating unique, immersive experiences that embody the brand's luxury ethos helps in engaging affluent consumers.

SACHET MARKETING



In markets with lower disposable incomes, brands offer products in smaller, affordable packages (sachets) to make them accessible to a broader audience. Sachet marketing allows brands to establish a presence in price-sensitive markets, building brand recognition and loyalty over time.



CONCLUSION

Marketing strategies must be adaptable to the unique cultural, economic, and political conditions of each region. From the impact of war to economic instability and cultural preferences, brands must adjust their messaging and approach to effectively resonate with local consumers. This research highlights how global marketing trends are shaped by these factors and underscores the importance of tailoring strategies to meet the specific needs and values of different markets. Understanding regional challenges and embracing cultural sensitivity are key for brands seeking success in diverse global markets.

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