

Hospitality Marketing, Sales and Advertising

Day 10



DAY 10

21: Advertising practices

Purpose: discuss the ethics and laws related to advertising

22: International hospitality marketing & culture

Purpose: discuss global aspects

21: Advertising practices

A) Challenges



Advertising is influenced by the following *societal forces* that are beyond the marketer's control:

- Socio-demography
- Economy
- Politics
- Technology
- Law



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A) Challenges

yesterday	today
I want to escape	I want to discover
I want to go far away	Let's go anywhere
I need to have holiday space	Holiday is life, life is a holiday
I need to relax	I need new experiences
I need fun	I need excitement

In particular socio-demographics

- Change holiday needs
- Transform work and leisure
- Shift household patterns

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A) Challenges

Economics affect the

- Globalization of business
- Convergence of tastes
- Rise of multicultural societies
- Change of national income dynamics
- Degree of emergence of tourism and leisure markets



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B) Adaptations

Given the increasing social complexity as a result to the societal forces, marketers tend to build advertizing strategies and adapt the advertizing mix to make products and offers appealing to the following:

- Older leisure consumers
- Younger leisure consumers (activity seekers, backpackers, fun seekers)
- Eco boomers



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B) Adaptations

Advertising tends to
become multicultural



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Give your customers a flat bed.

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الإتihad
ETIHAD
AIRWAYS

NATIONAL AIRLINE OF THE U.A.E.

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C) Value considerations

Considering that the aim of advertizing is to create brands so as to demarcate a set of products from that of the competitors, and at the same time, considering the socio-economic context of advertizing, product and offer differentiation involves creative inspirations.

In creative inspiration one should not lose sight of the values that guests hold. Logos tend to be a paradigm.

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C) Value considerations

Example 1: Nike

This is the Arabic script for "Allah."



This is a shoe by Nike with the flame logo.



Result: Nike had to recall 800'000 shoes because Muslims took offense at the logo

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C) Value considerations

Example 2: Burger King

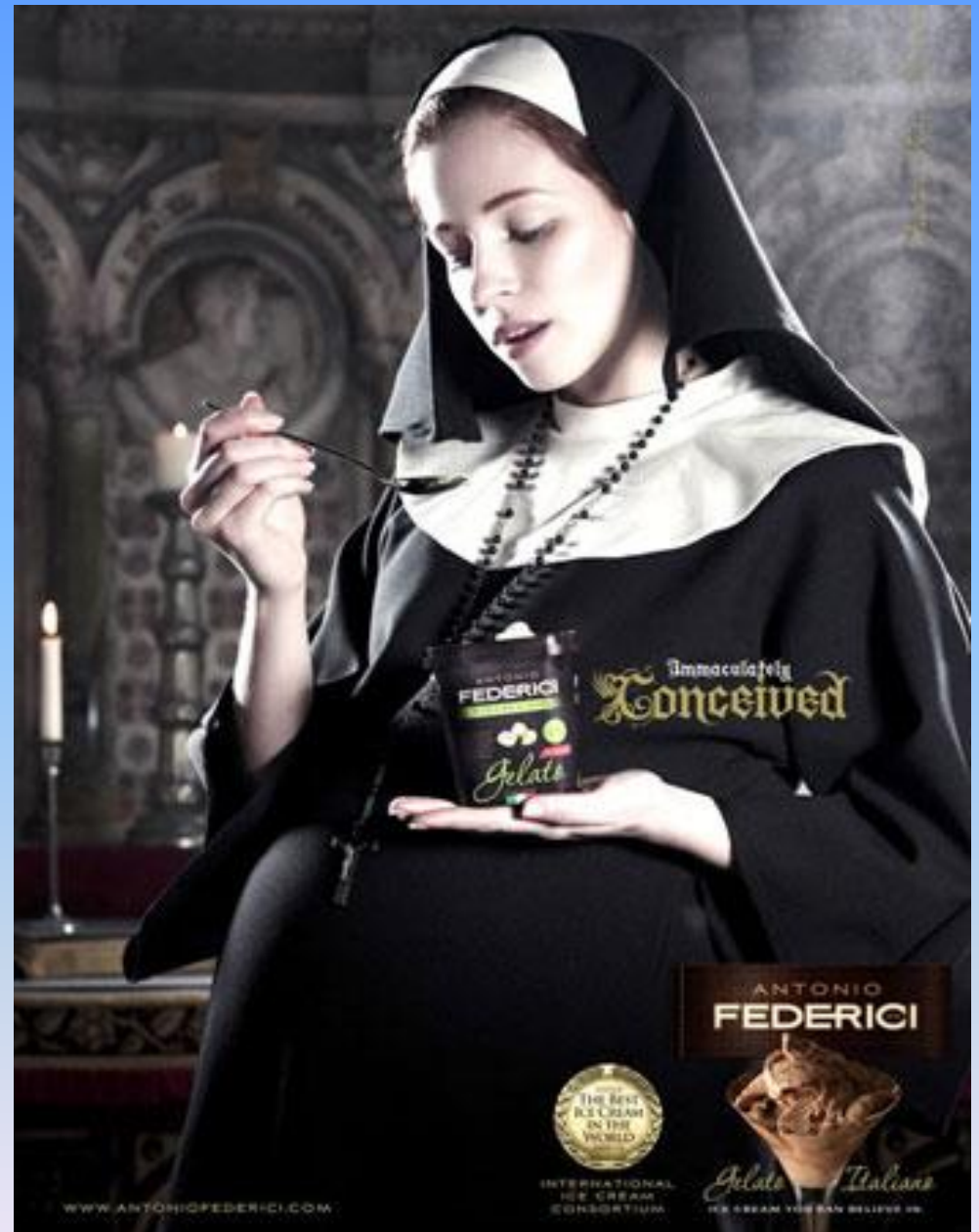


Result: The chain is being forced to spend thousands of pounds redesigning the lid

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C) Value considerations

Example 3: Antonio Federici
Gelato Italiano



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C) Value considerations

Example 4: Louis Tussaud's Waxworks at Pattaya



'Hitler is Not Yet
Dead'

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C) Value considerations

Beyond value considerations some ads reach proportions of deliberately misleading guests:

<http://www.oyster.com/hotels/photo-fakeouts/>



9 Surprising tricks

that make food look delicious in photos



01
Motor Oil as syrup or honey



02
Soaked tampon simulates steaming food



03
Glue or Shampoo as Milk in Cereals



04
Brown shoe polish to color hamburger



05
Hair Spray makes fruits & vegetables appear fresh



06
Antacids, soap bubble create fizz in sodas



07
Mashed potatoes stand-in for ice-cream and meat



08
Paper towel holds syrup on top of ice cream



09
Spray deodorant makes grapes look fresh

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C) Value considerations

From a legal viewpoint there is consumer protection legislation such as Switzerland's:

http://www.amcham.ch/members_interests/p_business_ch.asp?s=2&c=6



21: Advertising practices

C) Value considerations

There is also legislation directed to marketing practices:

UK:

<https://www.gov.uk/marketing-advertising-law/regulations-that-affect-advertising>

AUS:

<http://www.accc.gov.au/consumers/misleading-claims-advertising/false-or-misleading-claims>

Or even an international code:

<http://www.iccwbo.org/Data/Policies/2011/ICC-Consolidated-Code-of-Advertising-and-Marketing-2011-English/>

22: International hospitality marketing & culture

A) Growth

Hospitality marketing has become international in some instances because of the following factors:

- Growth in transportation technology
- Improved communication opportunities
- Increasingly rapid technology lifecycles
- International agreements and organizations
- Growth in international business and trade

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B) Segments

Segmentation, in marketing, is usually done at the guest level, but in international marketing, it may sometimes be useful to consider economies or cultures as segments. There are two main approaches to global segmentation:

- Intra-market segmentation involves segmenting markets in an economy.
- Inter-market segmentation involves the detection of segments that exist across borders.

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B) Segments

Hoteliers often have to make a tradeoff between:

- adapting their products to the unique demands of a country market
- gaining benefits of standardization such as cost savings and the maintenance of a consistent global brand image.

If this is the case for the fast-food industry, it might not be the case for hotels, which offer standardized products.

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C) Issues

Products and Services

The following:

- Degree of tangibility in the product-service continuum.
- Impact of culture on services.
- Impact of culture on the functions of products.
- Degree of customization v standardization.
- Perception of brands and brand symbolism.

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C) Issues

Promotion

- Language and linguistic codes
- Cultural values and symbolism
- Local attitudes toward advertising.
- Media infrastructure.
- Advertising regulations.

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C) Issues

Pricing

Arguably it is guest *internal reference prices*, or ‘expectations about what something should cost, based mostly on their experience’ that varies across borders as it is a function of cultural values and “reading-off” the price tags.

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D) Culture

Culture is maybe the most important force that affects international marketing practice. Following Kluchhohn, culture refers to:

patterned ways of thinking, feeling and reacting, *acquired and transmitted* mainly by *symbols*, constituting the distinctive achievement of human groups, including their embodiment in *artifacts*; the essential core of culture consists of traditional ideas and especially their attached *values*.

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D) Culture

From this conceptualization one can identify the following features:

- Culture is shared.
- Culture is learned.
- Culture is systematic and organized.

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D) Culture

Cultures

- differ because of the different values that underpin each culture
- have some degree of commonality because of they are constructed on the same archetypical structure of one follows Jung or because of constant contact across the ages

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D) Culture

But if cultures differ, this means that they change and evolve over time as they are faced with new challenges, while they persist because of

- A perception that cultural values are still relevant blueprints and referents.
- Language acquisition and use.
- Religion and traditional rituals.

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D) Culture

Of the above, language is the most important, because in carrying cultural values it is a source of difficulty in the process of acculturation not to say a source of misunderstandings and cross-cultural misinterpretations.

Example of acculturation:



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D) Culture

Example of a possible misunderstanding:



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E) Marketing & culture

It is against the cultural background that international marketing takes place. That is, international marketing is a cross-cultural practice involving interactions with and in other cultures.

To extend, hospitality marketing is international by definition since tourism is about welcoming peoples from other cultures.

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F) Advertising & culture

- *Directness vs. indirectness*: if advertising in the US shows the benefits from buying a product, this might be seen to be too pushy in Japan.
- *Comparison*: if comparative advertising is often used in the US, it is limited in the EU and Switzerland.
- *Humor*: what is funny for some maybe less to others.
- *Gender roles*: US advertising tends to show women in more traditional roles than in Europe or Australia.

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F) Advertising & culture

- *Explicitness*: Europeans tend to allow for considerably more explicit advertisements, often with sexual overtones, than Americans.
- *Sophistication*. Europeans, particularly the French, are far more sophisticated guests than Americans.