

# Marketing in....

## Why?

Are you sure that your product or service and its presentation aren't perceived as offensive or ridiculous in another culture, just because you used the wrong name, colours or symbolism? Have you thoroughly checked if your current product presentation doesn't accidentally push the wrong buttons? Is Your product proposition appealing or completely irrelevant to your potential local consumers? While introducing a product in a new market you can easily end up in a cross-cultural maze.

Take for instance the Japanese: they can be very enthusiastic about a product during your market research, but if it's not wrapped and sealed in the proper manner they will never buy it. The Chinese are extremely sensitive to numbers and the usage of colours and could easily reject a product just because it has an undesirable print or colour. In market research and product presentation as well as in your marketing communication shared with your local distributors and agents you need to make sure to take the right steps in a foreign market. Make sure your product, service and company are cross culturally scanned so we can trace all potential cultural pitfalls and make sure you have a maximum chance for success in a foreign market.

*Approba* assists you in offering and presenting your company, products and services in a cross-culturally correct and effective manner in foreign markets in order to maximize longstanding success.

## How?

In order to make sure that your company, product or service enters a market with considerable chance of success or consistently grows in an existing market we audit the current position via our Culture Scan. We fit given information in a cross-cultural marketing structure and identify challenges and points of interest. When necessary we assist you in:

- Creating and defining your position in relation to your competitors in a given market
- Identifying and elaborating on relevant USP's (unique selling points)
- Creating and perfecting a convincing brand/market strategy for your company or product in specific countries or regions
- Perfecting product and company presentations
- Effectively communicating your propositions and values via agents and distributors

## For whom?

Companies that want to (re)position themselves in foreign markets  
Companies that want to extend to foreign markets

## Duration:

A short Culture Scan focusing on opportunities and challenges and resulting in action points:  
1 day (interactive workshop)  
Extensive Scan with preparation work (including competition, market, SWOT)  
1 to 2 days workshop, 1 dag preparation

## Location:

To be determined later on

**Groep:** 1 to 6 people

*Approba* guarantees a practical cross-cultural structure with clear applicable tools and action points at the end of each workshop.