

Tuesday, September 24

W E ■
A R E
C O M

Best practices workshop

The challenges of international
communication



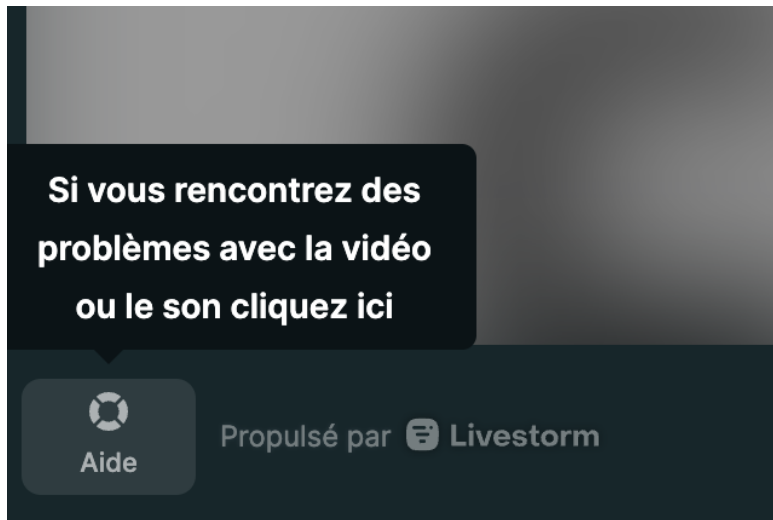
HELP! I NEED SOMEBODY HELP!

Oh no!

If you can't hear the sound of this video :

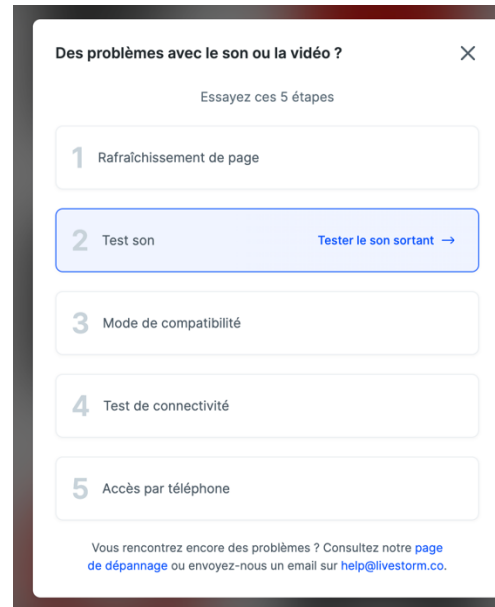
STEP 1

Go to the bottom left-hand corner of your screen and click on the **"Help"** button



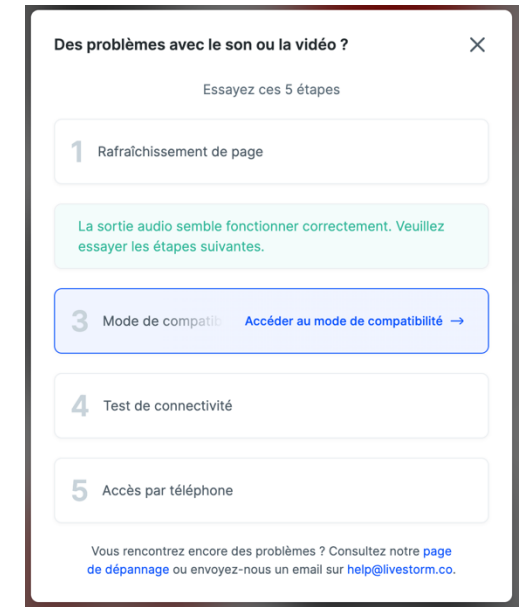
STEP 2

Run the **"sound test"** to check that your headphones/sound system are working



ETAPE 3

If this has not corrected the problem, launch the **"compatibility mode"**.



This last step relaunches your tab and works in most cases.

If the problem persists, go back to **"Help"** and choose **"Access by telephone"** to obtain an audio number to dial from your telephone.

SAVE THE DATE

AGENDA

Club FR

SAVE THE DATE

Tuesday, october 8 at 9 am
in video conference

Testimonies workshop

The intranet in 2024, the heart of
communication strategies:
commitment, collaboration,
information...



Club GB

SAVE THE DATE

Tuesday, october 22 at 2 pm
in video conference

Best practice workshop

Copywriting – 1h to Discover the
Best Practices





WE ARE COM TRAINING COURSES

Eligible
OPCO &
HR
budget

The experts on the We Are COM team will join you for a training session combining methodological content, benchmarking, testimonials and hands-on practice.

Location: On-site - Paris.

Also available as a videoconference

Price: preferential rate for members (-15%)

New in 2024

New 2-day formats to explore themes in greater depth: AI, social media, etc.

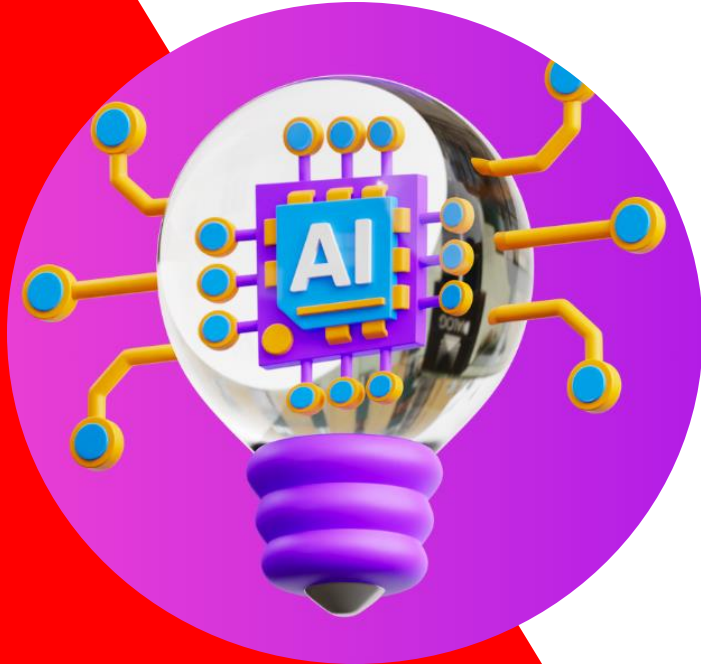
Ever more interactive sessions: Crisis Com', COM' Plan

Case studies from communicators: PR, internal communications

Themes

1. Communication plan
2. Writing for the web
3. Internal communication
4. Employer Brand
5. Press relations & influence
6. Crisis communication
7. Social media
8. Digital advertising
9. Responsible communication
10. Artificial intelligence

Training courses are also available on an in-company basis



ARTIFICIAL INTELLIGENCE

Thursday, December 12th

In person (Paris) & visio

Harness the power of AI for your communications

Introduction: The artificial intelligence revolution

1. Thinking and producing content with AI
2. Generate visuals and videos with AI
3. Make AI part of your everyday life

Training

THE CHALLENGES

OF INTERNATIONAL COMMUNICATION

**WHY DOES
INTERNATIONAL
COMMUNICATION
MATTER SO MUCH
TODAY?**

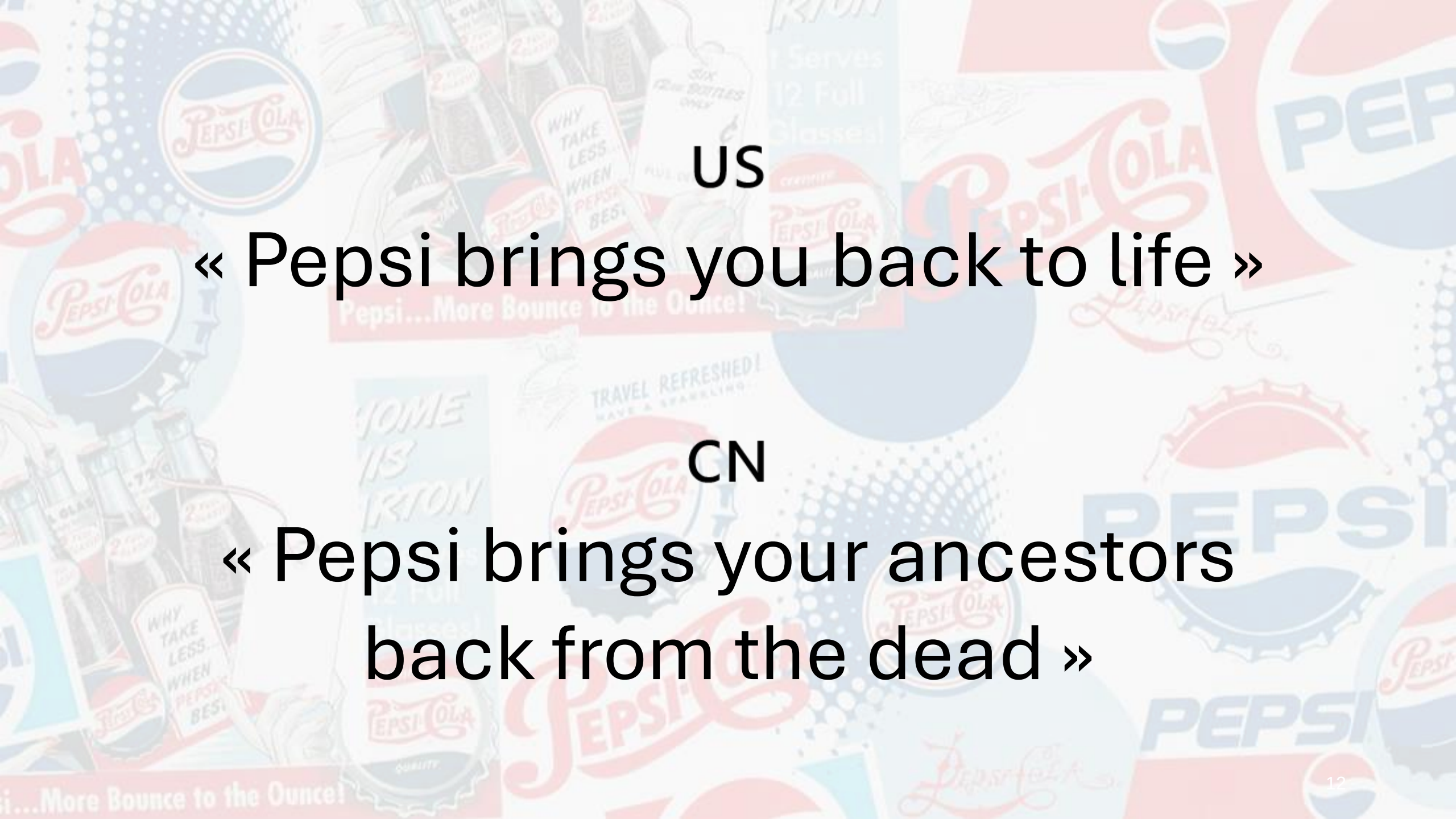






Pepsi...More Bounce to the Ounce!

Pepsi...More Bounce to the Ounce!



US

« Pepsi brings you back to life »

CN

« Pepsi brings your ancestors
back from the dead »

0 ← - - - - - **HOFSTEDE'S CULTURAL DIMENSIONS** - - - - - → 100

LOW POWER
DISTANCE

PDI

HIGH POWER
DISTANCE

COLLECTIVISTIC

INV

INDIVIDUALISTIC

FEMININE

MAS

MASCULINE

LOW UNCERTAINTY
AVOIDANCE

UAI

HIGH UNCERTAINTY
AVOIDANCE

SHORT TERM
ORIENTATION

LTO

LONG TERM
ORIENTATION

RESTRAINT

IND

INDULGENCE





westlife

McAloo Tikki Burger





NAVIGATING CULTURAL DIVERSITY IN COMMUNICATION

What are 'cultural differences' in communication?

Culture is **more than nationality or ethnicity**. It encompasses:

- values, beliefs, customs, and behaviors
- deeply ingrained practices within individuals and groups

Culture affects how we:

- **interpret messages**
- **express agreement or disagreement**
- **negotiate and resolve conflicts**
- perceive and **manage time**.

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RESTRAINT

IND

INDULGENCE

Individualism versus collectivism

Individualistic Cultures

(Examples: U.S., Australia, Western Europe)

Communication Style: direct, self-focused.

Key Traits:

- Open expression of opinions.
- Emphasis on individual achievement.
- Clarity and precision valued.
- Indirectness may be seen as evasive or dishonest

Collectivism Cultures

(Examples: Japan, China, Latin America)

Communication style: indirect, group-focused.

Key traits:

- Priority on group harmony
- Subtle expression of disagreement
- Avoiding direct confrontation (saying 'no').
- Emphasis on group success and respectful relationships

Power distance

High Power Distance Cultures

(Examples: Asia, Middle East)

Communication Style: Hierarchical, top-down.

Key Traits:

- Rigid authority structures.
- Subordinates less likely to challenge superiors.
- Centralized decision-making.
- Deference to authority and seniority.

Low Power Distance Cultures

(Examples: Scandinavia, Netherlands)

Communication style: Decentralized, open.

Key Traits:

- Authority is more distributed.
- Open communication across all levels.
- Encouragement to challenge and question decisions.
- Informal communication with leadership.

Uncertainty avoidance

High Uncertainty Avoidance Cultures

(Examples: Germany, Japan, South Korea)

Communication style: Structured, risk-averse.

Key traits:

- Preference for clear rules & detailed plans
- Ambiguity causes stress / anxiety
- Risk avoidance in decision-making
- Emphasis on stability and predictability

Low uncertainty avoidance Cultures

(Examples: U.S., U.K., Singapore)

Communication style: Flexible, open to change.

Key traits:

- Comfort with ambiguity and uncertainty
- Flexibility in plans and communication.
- Openness to risk and experimentation
- Ambiguity often seen as an opportunity for creativity.





HSBC



The world's local bank



Adapting to cultural challenges in communication

1. Localize your messages

More than translation: adapt to local values, beliefs, and styles.

Tweak: language, tone, and the medium of delivery to fit the local context.

2. Be flexible

No one-size-fits-all approach.

Adapt communication strategies to regional differences.

Continuous learning and cultural sensitivity are essential.

3. Foster cultural awareness

Train teams to recognize and navigate cultural differences.

Build stronger communication channels that enhance collaboration and innovation.

Cultural differences present challenges, but also opportunities for deeper engagement and success when approached with understanding and respect.

OVERCOMING LANGUAGE CHALLENGES

IN COMMUNICATION



HSBC



Throughout history, man's greatest achievements have arisen out of one simple philosophy,

Assume Nothing.

People who have questioned established thinking have made amazing discoveries, not to mention found fundamental truths. By asking questions and challenging assumptions, new opportunities can be uncovered, while risks can be identified and managed.

用生



Tone & formality

The role of tone and formality : tone and formality are crucial in shaping brand perception across regions.

Cultural sensitivity

- Irreverent or humorous tones may not translate well in formal markets
- A tone that works in one country may seem unprofessional or inappropriate in another.

LINGUISTIC DIFFERENCES

EXAMPLE

The screenshot shows a Twitter thread. At the top, a tweet from McDonald's (@McDonalds) dated March 30, 2017, at 9:00 AM, states: "Today we've announced that by mid-2018, all Quarter Pounder burgers at the majority of our restaurants will be cooked with fresh beef." The tweet includes a video of a Quarter Pounder being topped with melted cheese and a slice of onion. It has 1.3K replies, 5.9K retweets, and 7.7K likes. Below this, a reply from Wendy's (@Wendys) is shown, replying to @McDonalds. Wendy's tweet says: ".@McDonalds So you'll still use frozen beef in MOST of your burgers in ALL of your restaurants? Asking for a friend." This reply has 73,282 retweets and 175,916 likes. At the bottom, a reply from Chris (@ChrisCrocker) is partially visible, replying to @Wendys and @McDonalds with laughing emojis. The interface includes a "Tweet your reply" input field and a "Follow" button for Wendy's.

Idioms, slang & references

The role of idioms, slang & cultural references: building connections with a specific audience through shared understanding.

Idioms and slang: a lingual risk

- Idioms and slang often don't translate well across cultures
- direct translations can distort meaning or create negative associations.



Cultural weight of visual branding

Visual elements can carry **significant cultural and linguistic meaning**

Visual communication must be **adapted to local contexts**, especially where literacy and cultural interpretations influence how consumers perceive a product.



Preventing linguistic mistakes

EXAMPLE

The role of machine translation

- Tools like **Google Translate** and **DeepL** offer speed and efficiency for multilingual campaigns.
- However, they **lack the nuance** required for effective marketing, struggling with **idioms**, **humor**, and **cultural context**.



NETFLIX

Preventing linguistic mistakes

EXAMPLE

The role of co-creation

- Co-creation with local teams allows brands to not only translate messages but also **tailor them to fit cultural nuances**, fostering **deeper consumer engagement** in each market



Dove



我的美，我说了算

Overcoming linguistic challenges in communication

1. Invest in human translation & localization

Human translators capture the emotional and cultural depth needed for effective marketing. They understand idioms, humor, and context crucial to resonance with local audiences

2. Prioritize cultural research

Go beyond language by understanding the cultural environment. Conduct market research and engage local teams for valuable insights and feedback.

3. Test messaging in local markets

Use focus groups, pilot programs, or consultations to identify potential missteps. Testing ensures that messaging aligns with local values and communication preferences.

Overcoming linguistic challenges is about meaning, culture, and connection. Adapting messages to resonate, inspire, and build trust requires a combination of cultural understanding, professional translation, and continuous refinement.

THE ROLE OF TECHNOLOGY

IN INTERNATIONAL
COMMUNICATION

AI-Driven video localization

HeyGen, the king of « transparent » translation

HeyGen: A Game-Changer for Global Marketing

- AI-driven video platform to generate localized video content
- Easily create multilingual videos using avatars that speak different languages
- Saves time and resources for global campaigns



175+ languages and dialects

The difference between Argentine Spanish or Mexican Spanish can make or break a video. That's why we cover almost all major world languages and dialects.



Perfect pronunciation

If anything sounds off, upload a voice recording to train the AI on how to say it right.



SRT for precision

We integrate SRT files — plaintext files that track your subtitles — for precise translations and script adjustment.



Always on brand

We can use your brand voice — just tell us your voice and style and the pronunciation of any important words, products or business names.

trivago

Ethical deepfakes & AI-Generated avatars

Videos, photos & audio generated contents

Deepfake technology in marketing

- ethical use of AI to create realistic virtual influencers and brand ambassadors
- AI-generated avatars can engage across languages and regions.



AI-Driven content creation & copywriting

New data-driven approach to the marketing & creative process to ensure global consistency

Dynamic video ads

- Real-time adaptation of video ads to regional contexts using platforms like VidMob

AI Tools for copywriting

- Platforms like Phrasee and Persado create optimized marketing copy for different audiences

Intelli
→

GLOBAL COMMUNICATION STRATEGIES

Building a unified global brand message

IDENTITY

Global brand identity

- **Core identity:** the foundation of your brand—its values, vision, and mission
- **Consistency:** the message must remain consistent across all markets to reinforce the global brand
- **Universal appeal:** focus on universal human emotions or needs that resonate across cultures (e.G., Happiness, trust, innovation).

Key elements of a global brand message

- **Simplicity:** the core message should be clear and straightforward to ensure it translates well across languages and cultures
- **Adaptability:** while the central message stays the same, it must be adaptable to fit local languages, cultural nuances, and consumer behavior.
- **Cultural sensitivity:** ensure that your message respects local norms, customs, and values without diluting the global brand identity.

Building a unified global brand message

Execution across markets

- **Brand guidelines:** create a set of global brand guidelines that local teams can follow, ensuring consistency while allowing room for regional adaptation
- **Cross-cultural teams:** involve local experts in each market to ensure the message resonates with the target audience and adapts to cultural expectations.



The importance of localizing messages

What is localization?

- **More than translation:** it's not just about converting language; it's adapting the tone, imagery, cultural references, and even products to fit local contexts.
- **Cultural relevance:** messages need to resonate emotionally with the local audience, considering their values, beliefs, and social norms.

Key elements of effective localization

- **Tone & style:** ensure the tone aligns with local expectations, whether formal or informal, humorous or serious.
- **Visual adaptation:** tailor visuals to reflect local aesthetics, ethnicities, and environments, ensuring cultural appropriateness.
- **Product & service adjustments:** modify products or offerings to meet local preferences, needs, or restrictions (e.G., Dietary habits, religious customs).

The importance of localizing messages

Challenges of localization

- **Cultural sensitivities:** misunderstanding cultural symbols, references, or etiquette can alienate audiences or cause backlash
- **Regional language variations:** dialects, slang, and idiomatic expressions vary even within the same language (e.G., Spanish in Spain vs. Latin America)

Best practices for localization

- **Collaborate with local teams:** leverage local knowledge to create content that feels authentic and resonates with the target market.
- **Maintain core brand identity:** ensure that localization doesn't dilute the brand's global message—strike a balance between adaptation and consistency.
- **Test & optimize:** run localized campaigns in smaller markets to test the reception before broader rollout, allowing for refinement based on feedback.

KFC

Social ads in India vary by dialect

GLOCAL COMMUNICATION

LOCALIZATION



KFC Group Specials - Aaj
Kuch Special Mangao -
TELUGU



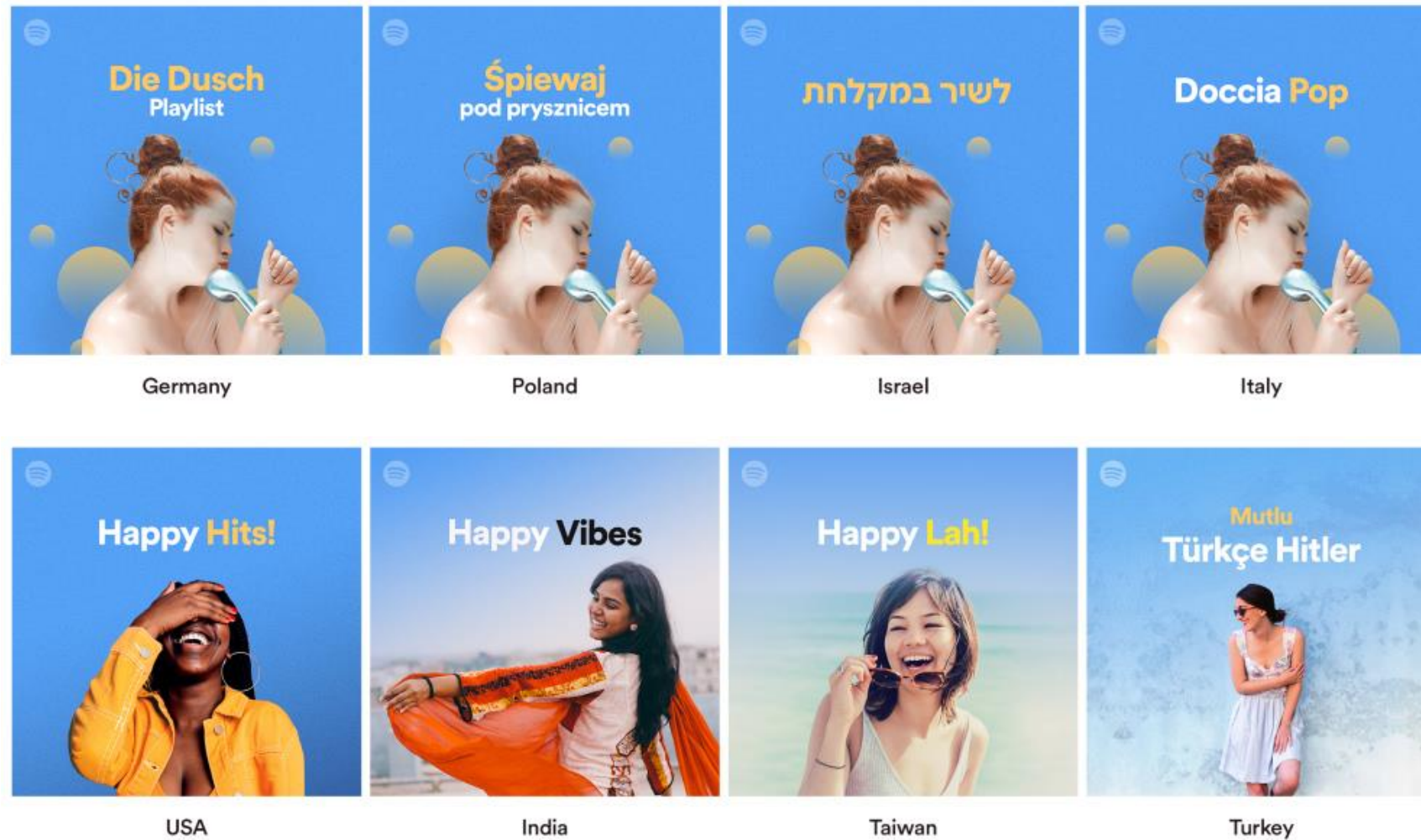
KFC Group Specials - Aaj
Kuch Special Mangao -
BENGALI

The importance of localizing messages

LOCALIZATION



The importance of localizing messages



Media selection in global markets

Why media selection matters?

- **Different media preferences:** audiences across the world consume media in diverse ways—what works in one country may not in another
- **Cultural & technological variations:** factors such as media consumption habits, internet penetration, and regulatory restrictions heavily influence media choices

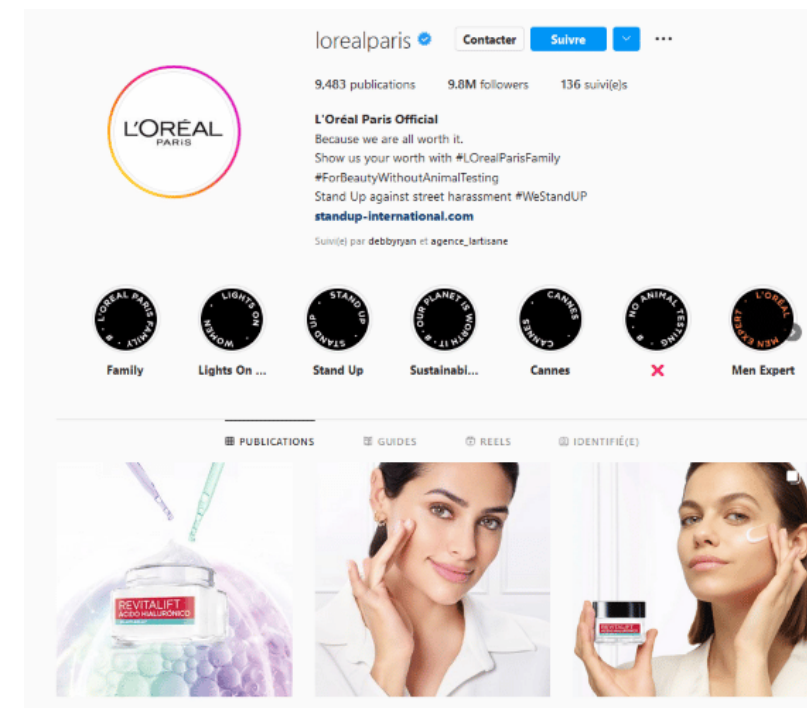
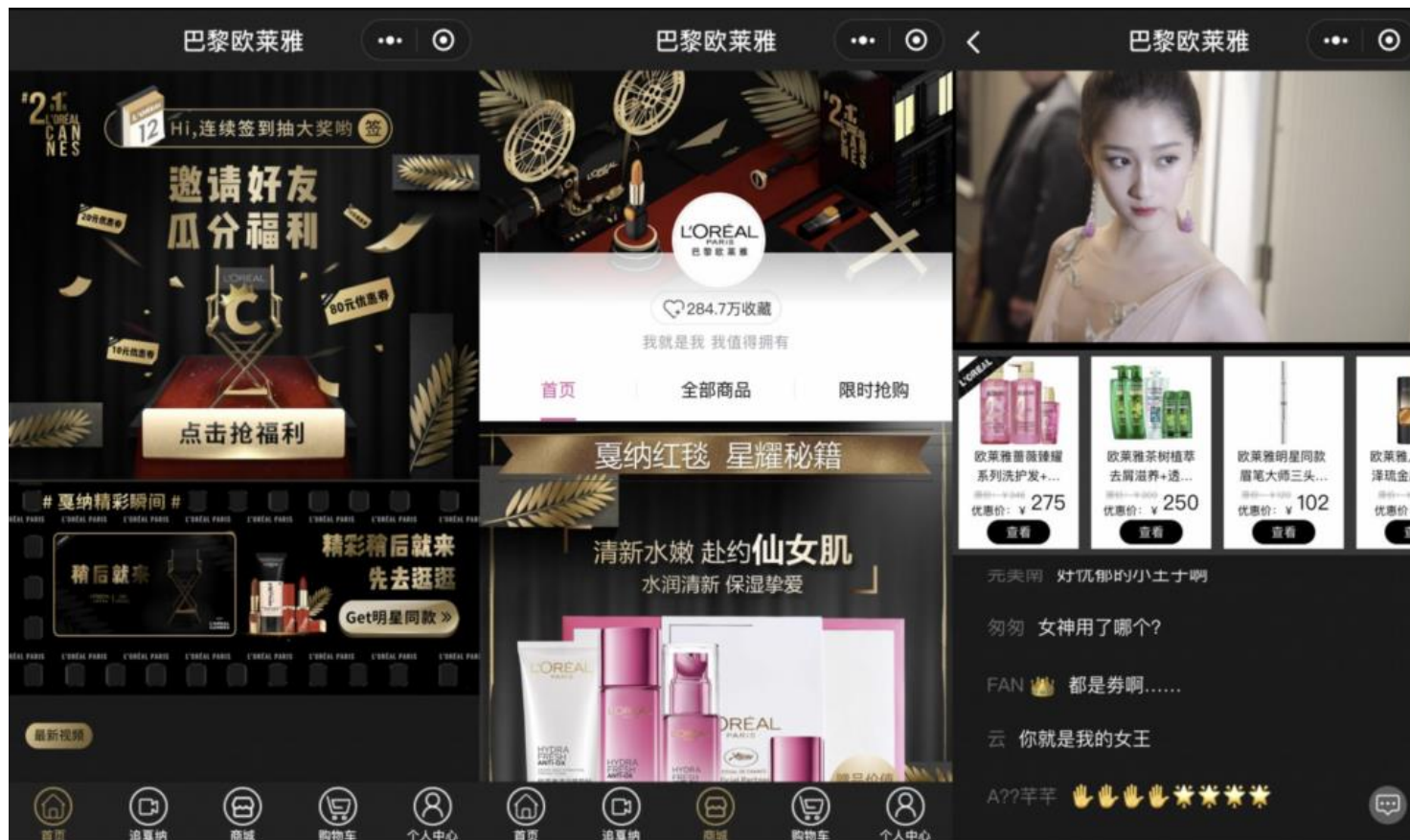
Key elements to consider

- **Local platforms:** understand and prioritize local platforms—global giants like Facebook, X, and Youtube may not be accessible or preferred everywhere (e.g., China's reliance on Wechat, Douyin)
- **Traditional vs. Digital media:** some regions still heavily rely on traditional media like TV and radio, while others have fully embraced digital-first platforms.
- **Regulatory Compliance:** stay informed about local regulations (e.g., advertising restrictions in certain countries)

Media selection in global markets

Global communication

MEDIA



Adapting to regulatory and cultural environments

ADAPTATION

Why regulatory and cultural adaptation is crucial

- **Local regulations:** legal requirements vary significantly between markets (e.G., Advertising restrictions, data privacy laws, product labeling)
- **Cultural sensitivities:** understanding and respecting local values, customs, and social norms is essential to avoid missteps and connect with audiences authentically.

Key elements to consider

- **Legal compliance:** stay updated on local advertising and media regulations (e.G., GDPR in europe, content restrictions in the middle east)
- **Cultural norms:** ensure that campaigns reflect cultural standards around modesty, gender roles, and political sensitivity to avoid backlash.

Adapting to regulatory and cultural environments

Global communication

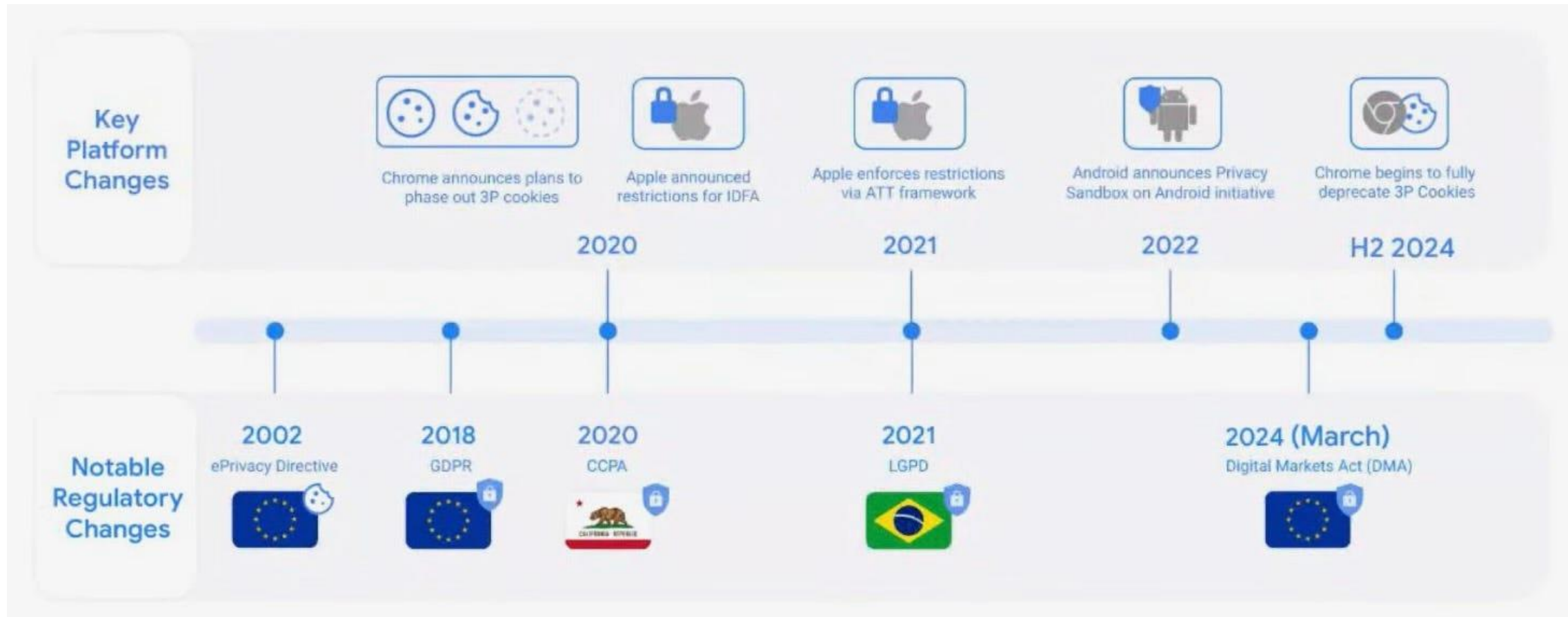
ADAPTATION



Adapting to regulatory and cultural environments

Global communication

ADAPTATION



Measuring success: metrics & feedback loops

Why measuring success is essential

- **Quantifying impact:** metrics help assess the effectiveness of global campaigns in different markets
- **Adaptability:** feedback loops ensure that strategies can be fine-tuned in real time based on performance and regional insights

Key metrics for success

- **Engagement rates:** measure interactions such as likes, shares, comments, and time spent on content to assess consumer engagement
- **Conversion rates:** track how many consumers take desired actions (e.G., Purchases, sign-ups) in response to campaigns
- **Click-through rates (CTR):** analyze how often users click on digital ads or links within marketing materials, particularly in different regional markets

Measuring success: metrics & feedback loops

Feedback loops: the importance of local insights

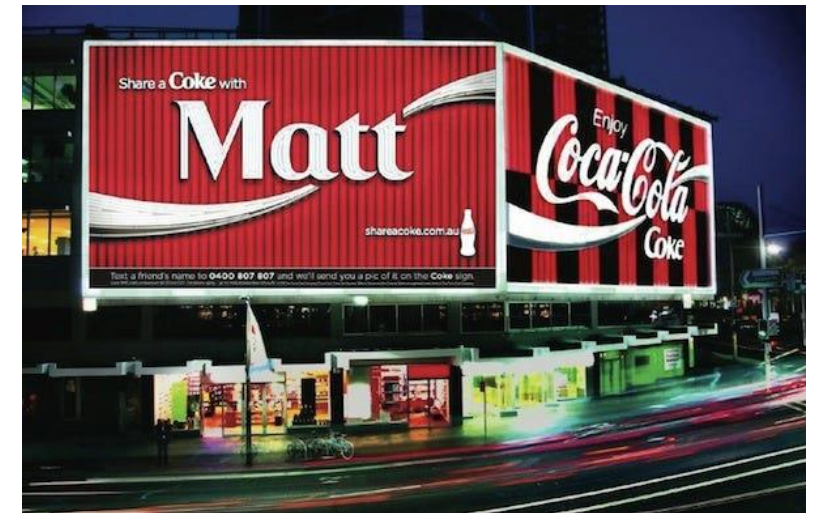
- **Qualitative feedback:** gather customer feedback from local teams on how campaigns resonate emotionally with the audience (surveys, focus groups)
- **Regional sales data:** use localized sales data to determine the direct impact of marketing efforts on revenue.
- **Continuous testing:** implement a/b testing for various messages or visuals to see what works best in different cultural contexts

Best practices for measuring success globally

- **Contextualize metrics:** what works in one market might not have the same impact in another
- **Local feedback loops:** establish mechanisms for ongoing feedback from regional teams to refine campaigns continually.
- **Use multi-market analytics platforms:** tools like google analytics 360 and adobe analytics offer granular insights across multiple regions

Coca-Cola

« Share a coke » campaign



FUN FACTS

DO YOU KNOW
THAT...



A young child with curly hair is holding a large bunch of carrots in a field. The child is looking up and to the side with a slight smile. The background is a blurred green field with trees in the distance.

*Nourrissons la terre
qui nourrit nos b  b  s*



bl  dina

In Russian,

BLÉDINA

means prostitute

KFC



KFC

is called PFK in Quebec

BISOUNOURS



LES BISOUNOURS

are called Les Calinours in Quebec

5

TAKEWAYS

1. Unified global brand message

2. Importance of localization

3. Selecting the right media channels

4. Adapting to regulatory and cultural contexts

5. Measuring success with local feedback and metrics



**THINK
GLOBALLY,
ACT LOCALLY**

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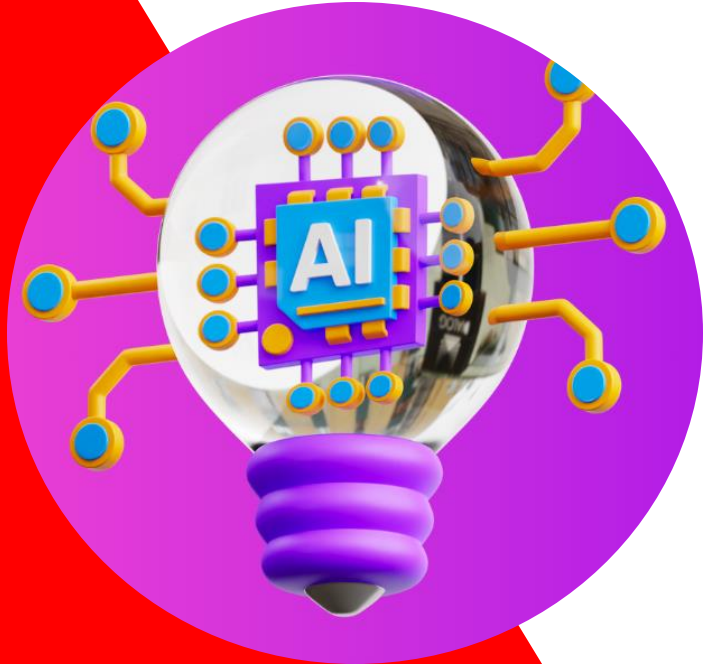
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Training

Thank you