

qualtrics^{XM}

**Overcoming
four key
challenges
of managing
a global brand**



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Introduction

According to Gartner, 35% of marketing leaders cite managing a global brand as their number-one brand challenge.¹ Managing a global or multinational brand is a complex task that's much harder than managing a brand in a single country. Companies have to create multiple versions of core value propositions, overcome different language and cultural barriers, and manage varied resource requirements from region to region.

At Qualtrics, we have a deep understanding of the unique problems faced by global and multinational brands – as well as the expertise to help solve them. Through our experience, we've identified four key challenges in global brand management:

1

Maintaining a strong, consistent, and coherent brand identity across cultures

2

Integrating communication between teams from different regions

3

Measuring the impact of brand investment

4

Staying relevant with diverse local audiences

¹ "Gartner Survey Reveals the Three Top Brand Challenges for Marketing Leaders." Gartner. October 2019.



Things are changing so quickly the old way of analyzing data monthly is not enough. Being able to keep your finger on the pulse of the market as events unfold is critical to enabling confident decision making.”

Shameek Raj,
Head of Data, Analytics,
& Insight, Brand
& Media, Beiersdorf

This eBook will talk about how to overcome these challenges and show you how brand tracking technology can help your company achieve its global and multinational brand goals.

Why is managing a global brand important?



Reinforces your reputation and improves brand recognition across different markets and regions



Differentiates you from your competitors



Increases reach and improves new customer acquisition



Generates additional revenue

CHALLENGE #1

Maintaining a strong, consistent, and coherent brand identity across cultures

A consistent brand identity is a must-have for global and multinational brands. Consistency directly impacts brand perception – how people think and feel about your company – and it's the key to establishing authority and building trust with your target audiences. It can be hard to stay consistent, however, when you're dealing with various languages and cultural biases – both externally and among your internal teams.



How to solve it

Develop and enforce clear brand guidelines

Include elements like your logo, colors, typeface, key messaging points, tone of voice, and use of imagery. These guidelines will keep your internal teams on the same page, and subsequently ensure that audiences worldwide receive a consistent impression of your brand.

Turn employees into brand ambassadors

Be sure to communicate brand guidelines with your employees and make them easily accessible, turning your people into champions of your brand.

Audit existing brand materials

Look at all your content across all internal and external channels to spot any gaps in consistency, which could include outdated messaging, misuse of colors or logo placement, or conflicting information.

23%

Consistent brand presentation can increase revenue by up to 23 percent.²

² "10 Marketing, Web Design & Branding Statistics To Help You Prioritize Business Growth Initiatives." Forbes. August 2018.

CHALLENGE #2

Staying relevant with diverse local audiences



Instead of hypothesizing about where we are in the market and our position, [Qualtrics] gives us some proper data to hang our hats on. We can build from that and start to put some KPIs around the brand metrics that help shift the business.”

Jo Feeney,
Chief Marketing Officer, Michael Hill

While it’s important to be consistent with your global brand management, it’s also important to remain flexible enough to adapt to the various nuances of local audiences. A common mistake is to assume that certain words and phrases will translate into different languages perfectly. For example, when KFC first entered the Chinese market, its infamous “finger-lickin’ good” slogan was interpreted as “eat your fingers off”.³ Cultural context can also be an issue. Pampers’ ad featuring a stork delivering diapers completely tanked in Japan. That’s because the idea of storks delivering babies doesn’t exist in Japanese folklore. (In their version, newborns arrive on a giant peach floating down a river.)⁴



How to solve it

Do your homework first

Before jumping into a new region, perform extensive market research to learn about the differences and similarities in each audience’s needs and preferences.

Leverage your local assets

Allocate internal team members in each region who can lend their native expertise.

Use what you learned

Based on these insights, decide which elements of your brands are universal truths and which should be adapted for different regions.

³ “When Cross Cultural Marketing Goes Wrong.” Global Marketing Professor. April 2019.

⁴ Ibid.

CHALLENGE #3

Measuring the impact of brand investment

While branding KPIs for global and multinational brands aren't that different from national and local brands, they can be harder to measure. Accurately tracking things like market share and new customer acquisition, brand awareness and perception, and ROI on ad spend is inherently more complicated for global marketers because they need to interpret data from several different sources to make it meaningful and digestible. It has to be done, though, so you can track your spending in each country and market to identify what works, and where, and ensure you're allocating budget in the right places.



How to solve it

Set the right goals

Use market research to understand how your goals may differ in each region, considering factors such as population size, economic and political stability, and consumer behaviors. This understanding will ensure you allocate your budget intelligently.

Analyze the ROI on each brand investment

Measure brand KPIs such as awareness, perception, CSAT scores, NPS scores, social mentions, website visits, number of new customers, etc. This is key to determining whether your marketing activity is creating a relevant brand that resonates with the market and audience.

Rinse and repeat

Use these insights to continually improve your brand strategy.



Using Qualtrics, we've gained access to a plethora of consumer insights we didn't have before. This is allowing us to track and segment our brand awareness and preference among consumers in multiple geographies. For instance, we can see what brand experience consumers in the Middle East respond best to, compared to their counterparts in Asia."

Chief Marketing Officer,
Rockit Apples

CHALLENGE #4

Integrating communication between teams from different regions

As your company grows, so does the risk of communication breakdowns. Add in the mixture of different languages, cultural norms, time zones and local infrastructures, and it's easy to see why working with international teams can be challenging.



How to solve it

Stress the importance of communication among teams

Facilitate cross-team collaboration and encourage team members to share their learnings, experiences, successes, and failures.

Support the creation of “glocal” content

This is content that can be easily tailored to meet the needs of various regional audiences.

Use a shared communication and reporting platform

This will help you align on which KPIs to report on for each market, ensuring everyone is working from the same information and using the same insights to drive business decisions.



By combining our CX and BX insights, we can identify in real time the drivers of performance while there's still time to make adjustments to in-market activity.”

Jason Bradshaw,
Chief Marketing and Customer
Officer, Volkswagen Group Australia

Brand tracking: Your key to international success

At Qualtrics, we know that tackling these challenges is no small feat. And we understand that when you make investments in expanding globally, it's important that you set your company up to be successful in measuring the impact of those investments, so you're able to make better informed business decisions as you grow.

That's where brand tracking comes in.

Brand tracking empowers you to make smarter global business decisions by helping you:

1

Increase brand equity, awareness, consideration, and overall funnel performance

2

Identify drivers of preference against competitors for brand and category

3

Sharpen segmentation, targeting, and differentiators in different markets

4

Optimize marketing investments with more efficient spend and effective tactics

5

Build a more agile, adaptable, data-driven brand

The Qualtrics difference



Qualtrics provides us with a platform that satisfies even our most curious executives with up-to-date insights that are easy to digest and take action on.”

Brand Executive, Frigidaire

With Qualtrics BrandXM, brands are empowered with the world-class technology, trusted methodology, and expert guidance needed to stay ahead of the competition, now and in the future. We help global and multinational brands make fast, informed decisions – enabled by an end-to-end system with dynamic dashboards and built-in analytics. Employees can access the data they need at the time they need it to build and execute confident localized brand strategies. We'll get you started with a best-in-class survey approach, and build a holistic program as you expand, integrating operational and unstructured data.

5 key benefits of working with Qualtrics



Agile decision-making



Efficiency and scale



Worldwide reach and quality



Flexibility to adapt to change



Maximize program value

READY TO GET STARTED?

When you enlist a team of experience management experts to support your work, your team can focus on what it does best – provide strategic recommendations instead of compiling reports – helping you get the most value from your services.