



# Interkulturelle Werbung (German Edition)

*Kathleen Polten*

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## **Interkulturelle Werbung (German Edition)** Kathleen Polten

Studienarbeit aus dem Jahr 2007 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,7, Friedrich-Schiller-Universität Jena, Sprache: Deutsch, Abstract: Infolge der anwachsenden Globalisierung beschäftigen sich Forscher schon seit Ende des 20. Jahrhunderts zunehmend mit dem Einsatz interkultureller Werbekampagnen und analysieren die sich daraus ergebenden Vorteile und auftretenden Probleme. Der Wettbewerb hat sich durch die Internationalisierung, die Unübersichtlichkeit und Übersättigung des Warenangebotes und ähnliche Preisgestaltungen erheblich verstärkt.

Um sich dennoch zu behaupten, ist es notwendig, sich dieser neuen Situation anzupassen und sich von anderen Konkurrenten abzuheben. Erfolgreiche Werbeauftritte spielen in der Unternehmenswelt von heute eine besonders große Rolle. Man konzentriert sich jedoch nicht mehr nur auf die Entwicklung erfolgreicher nationaler Werbestrategien, sondern versucht nun auch, die eigenen Werbekampagnen international einzusetzen, um somit neue, profitable Märkte zu erschließen.

Hierbei stellt sich die Frage, ob das Unternehmen ein möglichst einheitliches globales Image übermitteln möchte oder aber unter Rücksichtnahme kultureller und länderspezifischer Aspekte eine Anpassung an den jeweiligen Absatzmarkt durchführt. Aus dieser Entscheidung heraus ergeben sich unterschiedliche Möglichkeiten des Werbeauftritts, welche jeweils bestimmte Vor- und Nachteile mit sich bringen und vorher genau analysiert und miteinander verglichen werden müssen.

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