10 International Advertising and Communications

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The internationalisation of marketing communications

International advertising can be defined as a "*phenomenon that involves the transfer of advertising appeals, messages, art, copy, photographs, stores, and video and film segments (or spots) from one country to another*" (American Marketing Association, 2015). International advertising encompasses areas such as planning, budgeting, resource allocation issues, message strategy, media decisions, local regulations, advertising agency selection, coordination of multi-country communication efforts, and regional and global campaigns (Percy & Rosenbaum-Elliott, 2012; Solomon, 2013).

It is suggested that advances in communication technologies have led to consumers around the world increasingly desiring the same products (Levitt, 1983). As Levitt (1983: 93) highlights, "*the world's needs and desires have been irrevocably homogenised. This makes the multinational corporation obsolete and the global corporation absolute*". Therefore, Levitt (1983) argues that international firms should stop acting like 'multinationals' which tailor their products to fit local markets, instead, they should become global through standardising the manufacturing, distribution and advertising of their goods across all nations. In other words, organisations should follow an internationalisation strategy, which can be described as an approach to designing, producing, distributing and advertising products and services that are easily adaptable to different countries, cultures and languages