25 años encuestando!

Mercaplan

MillwardBrown
The Myth of The Invincible Global Brand
Understanding the drivers of brand loyalty

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Seminario: Creando Marcas Ganadoras – Panama City, Panama 2012
A global village

“Gone are accustomed differences in national or regional preferences.”

Strong relationships which transcend culture

Global Power Score

- Pampers
- Nokia
- Microsoft
- Colgate
- Coca Cola
- Nike
- Sony
- McDonald's
- Adidas

Source: analysis of the BRANDZ database
Strong businesses and brands create immense value

(*) Coca-Cola's value includes both Coca-Cola and Coca-Cola Diets and Lites.

Source: Millward Brown BRANDZ Top 100 Most Valuable Brands
Out of over 10,000 brands 84% were measured in only one country

Source: analysis of the BRANDZ database
Local brands are stronger on average

Average percent Bonded to brand

Local  International  Global

Source: analysis of the BRANDZ database
Culture still differs around the world

Countries clustered by attitudinal variables

Brazil  Mexico  Russia  China  India  Germany  UK  USA

Source: analysis of Global TGI and Pew Global Attitudes Survey
Local brands have the home field advantage

Local brands are stronger… …because culture matters

Average percent Bonded to brand

<table>
<thead>
<tr>
<th>Local</th>
<th>International</th>
<th>Global</th>
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<tbody>
<tr>
<td>7</td>
<td>5</td>
<td>10</td>
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Part of national culture

<table>
<thead>
<tr>
<th>Local</th>
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<tr>
<td>45%</td>
<td>10%</td>
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Source: analysis of the BRANDZ database and The Global Brand survey
Brands like these are the truly powerful ones

Es tuyo. Es mejor.
Solving the global/local puzzle

1. Adapting products and services to meet local needs and tastes

2. Solving the local value equation through product and pricing strategies

3. Creating a strong presence and a distinctive identity

4. Adopting more aggressive point-of-purchase tactics

5. Getting as close to the local culture as is possible
Coke takes on Latin American culture
What’s more Brazilian than guaraná?
What’s more Brazilian than... Maradona?
McDonald's a global brand adapted to local tastes
McBurrito? No thanks, I'll have a taco
Global and local at the same time?

<table>
<thead>
<tr>
<th><strong>Global</strong></th>
<th><strong>Local</strong></th>
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<tr>
<td>English</td>
<td>Welsh</td>
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<td>Wal*Mart</td>
<td>Farmer's markets</td>
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<tr>
<td>Global media companies</td>
<td>Personal blogs</td>
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Battle of the brands: global versus local

"The Global Giant"

"La Héroe Local"
Gracias!!!

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