Abstract

What is good advertising?
Any advertisement that makes the consumer buy and makes a product sell. How an advertiser accomplishes this is through identifying and projecting the right self image of the target audience, living up to the claim the brand is making and by being relevant. Relevance is an important factor while advertising for international audiences. Just how multinationals do. They take on the simple challenge of either keeping within the framework of an existing culture and respecting it, or introducing a new one. When advertising to the consumer in Pakistan, the multinationals need to realize the anti made-in-Pakistan syndrome and not localize to the extent that consumers start doubting the quality and durability like that of local brands. However they also need to know despite the culture of Pakistan being a confused one, when something becomes too foreign, the relevance may be compromised. They need to understand the consumer psychographics and tackle them accordingly. Global or Glocal, there is no one fixed formula for success.