

U3.11 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What is standardisation?

Using the same or very similar marketing mix across different countries.

CARD 2

What is adaptation?

Changing elements of the marketing mix to suit local languages, cultures, laws, consumer preferences, incomes and competitive conditions.

CARD 3

What are the four marketing mix elements in this dotpoint?

Corporate slogan, product name, product features and positioning.

CARD 4

What are the benefits and limitations of STANDARDISING a corporate slogan?

Benefits: creates a consistent global message, improves brand recall and reduces campaign costs. Limitations: the slogan may not translate clearly, may lose meaning or may not suit local culture and values.

CARD 5

What are the benefits and limitations of ADAPTING a corporate slogan?

Benefits: improves understanding, cultural relevance and customer connection. Limitations: translation and local campaign costs may rise, and different slogans can weaken global brand consistency.

CARD 6

What are the benefits and limitations of STANDARDISING a product name?

Benefits: builds global recognition, supports consistent packaging and advertising, and reduces the cost of creating multiple names. Limitations: the name may be hard to pronounce, legally unavailable or have an unintended meaning.

CARD 7

What are the benefits and limitations of ADAPTING a product name?

Benefits: can improve pronunciation, local meaning, legal suitability and customer acceptance. Limitations: separate names increase marketing and trademark costs and can reduce global recognition.

CARD 8

What are the benefits and limitations of STANDARDISING product features?

Benefits: supports economies of scale, consistent quality and lower production and development costs. Limitations: the same features may not suit local laws, climates, religions, tastes, incomes or customer needs.

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CARD 9

What are the benefits and limitations of ADAPTING product features?

Benefits: improves local fit, legal compliance, usefulness and customer satisfaction. Limitations: different ingredients, packaging, suppliers or production methods can increase costs and operational complexity.

CARD 11

What are the benefits and limitations of ADAPTING positioning?

Benefits: allows the brand to match local customer priorities, price expectations and competitors. Limitations: different positioning can increase advertising costs, confuse customers and weaken global brand identity.

CARD 10

What are the benefits and limitations of STANDARDISING positioning?

Benefits: creates a clear global identity, consistent brand meaning and can support premium pricing. Limitations: the same position may not suit local income levels, customer priorities or competitive conditions.