

Redesigning A Cross-Cultural Visual Communication Strategy: A Prospective Visual Social Media Marketing Strategy

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Abstract

This thesis aims to design a marketing proposal that benefits from a new potential emerging economy in a developing country by utilizing food and beverage products as cultural products. To develop a cross-cultural marketing strategy that emphasizes visual communication and design through social media. Firstly, by examining the existing marketing strategies utilized by international companies that are quite successful in their cross-cultural social media marketing campaigns but also by taking a closer look into what might be overlooked in the cultural value aspect. Then, by conducting interviews with professionals in the field and performing surveys on companies that entered foreign markets to get a comprehensive understanding on how the foreign consumers have been exposed to their cross-cultural marketing, the response given by them and how they rebranded through their Instagram posts with the local culture in order to successfully attract their target demographic. This research will help develop a deeper understanding of regional franchises and how to visually adapt their social media visual design content to trigger a positive brand image and increase customer focus in their brand. The goal is to design a cross-cultural marketing strategy that visually promotes the brand and infuses their visual design marketing with culture.

Keywords: Cross-cultural marketing, Social media marketing, Visual Communication Design.