

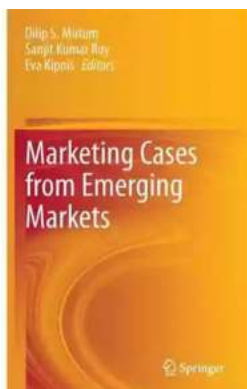
# Marketing Cases From Emerging Markets

Emerging markets provide exciting opportunities for businesses to expand their reach and tap into new consumer bases. These markets are characterized by rapid economic growth, increasing disposable incomes, and a rising middle class. With unique cultural contexts and consumer behaviors, marketing strategies in emerging markets often require innovative approaches that consider local nuances.

In this article, we will explore some fascinating marketing cases from emerging markets, showcasing how companies successfully navigated these dynamic environments to achieve remarkable results. Through these cases, we can learn valuable lessons on adapting marketing strategies in these diverse and fast-growing markets.

## Case Study 1: Coca-Cola's "Open Happiness" Campaign in India

Coca-Cola, a global beverage giant, implemented a distinctive marketing campaign in India to connect with the local audience. Recognizing that Indians take pride in their cultural heritage, Coca-Cola incorporated traditional Indian elements into their advertisements, packaging, and promotions.



## Marketing Cases from Emerging Markets

by Heidi Boyd(2014th Edition, Kindle Edition)

★★★★☆ 4.4 out of 5

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Screen Reader : Supported

Enhanced typesetting : Enabled

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Print length : 222 pages



By featuring Bollywood celebrities, integrating regional festivals, and promoting local music, Coca-Cola successfully resonated with Indian consumers. Their "Open Happiness" campaign not only emphasized the feeling of joy associated with consuming Coca-Cola but also celebrated the rich cultural diversity of India.

This campaign generated significant buzz and increased Coca-Cola's market share in India substantially. By meticulously tailoring their marketing approach to suit the local preferences and values, Coca-Cola effectively established a solid foothold in the Indian market.

## **Case Study 2: Unilever's "Dove Real Beauty" Campaign in Brazil**

Unilever, a multinational consumer goods company, launched an empowering marketing campaign in Brazil that addressed the societal issue of unrealistic beauty standards. The "Dove Real Beauty" campaign aimed to redefine beauty by featuring women of various body shapes, sizes, and ages in their advertisements.

Considering that Brazil has a diverse population with people of different ethnic backgrounds, Unilever ensured inclusivity in their campaign. They collaborated with local artists and influencers to convey the message effectively and boost engagement. The campaign encouraged women to embrace their natural beauty, challenging the prevailing beauty ideals.

Unilever's approach garnered immense attention and appreciation from Brazilian consumers. The campaign sparked conversations and opened up discussions around body positivity, generating positive brand associations for Dove. Unilever

successfully positioned itself as a brand that cares about the well-being and self-confidence of its target audience.

### **Case Study 3: Airbnb's Localization Strategy in China**

Airbnb, an online marketplace for accommodation, faced unique challenges when entering the Chinese market due to fierce competition and cultural differences. To establish a strong presence, Airbnb focused on localization and understanding the specific needs and preferences of Chinese travelers.

They revamped their app's design, incorporated Chinese payment systems, and enlisted local support to provide exceptional customer service in Mandarin. Airbnb also partnered with influential Chinese influencers to promote their platform and build trust among consumers.

By adapting to the Chinese market while maintaining their core values, Airbnb achieved significant growth in China. Their localization strategy allowed them to overcome barriers and gain a competitive edge in a market dominated by local players.

### **Case Study 4: Samsung's Product Customization in India**

Samsung, a leading electronics manufacturer, recognized the increasing demand for customized products in the Indian market. To cater to this preference, Samsung launched their "My Galaxy, My Way" campaign, allowing Indian consumers to personalize their smartphones.

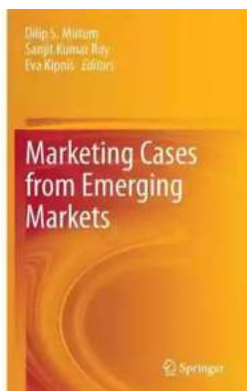
Consumers had the option to choose different colors, wallpapers, and themes for their Samsung devices. Samsung also partnered with local artists to offer India-specific content through their smartphones.

This customization initiative resonated well with Indian consumers, who value individuality and self-expression. Samsung's strategy resulted in a surge in smartphone sales and boosted brand loyalty, solidifying their position in the Indian market.

The marketing cases presented in this article highlight the importance of understanding and adapting to the unique characteristics of emerging markets. By tailoring strategies to align with local cultures, values, and preferences, companies can successfully connect with consumers and drive business growth.

While these cases focus on specific emerging markets like India, Brazil, and China, the underlying principles can be applied to other emerging markets as well. Marketers must conduct in-depth research, engage with local communities, and continuously innovate to seize the opportunities presented by these dynamic markets.

Remember, marketing in emerging markets requires a customer-centric approach that respects cultural diversity and embraces local insights. By doing so, businesses can forge strong connections, gain market share, and thrive in these exciting and promising environments.



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Despite the fact that experts acknowledge the importance of the emerging markets, there is a dearth of real case studies specially focussed on marketing issues. This case study book addresses that need. It is also important and timely in providing a framework for instructors and researchers (both academic and industry) to understand the dynamics occurring in emerging markets. This book is composed of long and short real cases with varying complexity in different sectors including airlines, hotel, fashion, etc. These will cover issues which are unique to the emerging markets (including the BRIC countries) to understand the dynamics occurring in these countries. With its case studies, collection of questions, and real-life marketing examples, this book offers unique benefits to marketing students and educators across the world. A must-have for every marketing course module.



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