Glocalization of advertising strategy: A content analysis of television commercials

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ABSTRACT

The last two decades have witnessed a continuous debate among scholars on the issue of globalization versus localization of international business, particularly marketing activities. Though both strategies find extensive support among scholars, there remains a considerable ambiguity on whether to adopt glocalization or localization in international marketing activities. This dilemma has led to the formulation of a new concept i.e., Glocalization. Glocalization combines the benefits of globalization and localization while minimizing the risks associated with both. Though glocalization, since its conception, has received continuous attention from scholars, the extant literature on glocalization of marketing activities is limited. Thus, the current research is an attempt to fill the gap in global marketing literature and provide important insights into the issue. Among the various marketing activities, the current research focuses on the advertising of global brands in foreign markets, as the globalization versus localization of advertising is topic of constant debate among scholars.

The research employs content analysis of television commercials of Coca-Cola from five different countries to study glocalization in advertising. The findings reveal that Coca-Cola has adopted glocalization strategy for advertising in foreign markets. The advertisements contain the elements of both globalization and localization. The findings suggest that though Coca-Cola’s glocalized advertisements adapt to the local cultures and themes prevalent in foreign markets, they are (at the same time) successful in preserving and presenting a global image of the brand. Academic and managerial implications of the findings of the current research are also discussed.

Keywords: Glocalization, globalization, localization, international business, advertising strategy
INTRODUCTION

An increasing number of firms across industries are adopting so-called “glocal” (global-local) strategy, a combination between globalization and localization (or standardization and adaptation), to launch business internationally. Prominent examples of adoptions include McDonald’s glocalization of its marketing strategies (Vignali, 2001), Nestle’s glocalization of its brand and product strategies (Young, 2003), and L.G.’s glocalized advertising strategy (Banerjee, 2007). The above cases provide evidence of the significance of glocal strategy and its trends in global marketplaces. Consequently, in recent years, scholars have paid attention to discuss/explore the use of glocal strategies in international business. Early in 2001, Svensson states that the ongoing trend towards the globalization of marketing activities appears to be a phenomenon of glocalization of marketing activities. Later in 2005, Redmond illustrates how a firm utilizes glocal strategy at a country level, while in 2006, Tian argues how to use glocal strategy for communication purpose.

The question whether to pursue glocalization becomes even more important within the content of advertising, as advertising is a firm’s tool to inform the consumers about its product, its features, and its unique value proposition. Moreover, advertising plays an important role in gaining competitive advantage. As consumers are exposed to advertising on a day to day basis, it becomes imperative to understand how firms employ glocalization in their advertising strategy. Previous research on international advertising discusses the use of total standardization or adaptation of advertising strategies (Mueller, 1989; Harris and Auttor, 2003). However, the research on glocalization of international advertising strategies has generally been neglected. Glocalization gains importance as markets are culturally distinct; culture dictates beliefs about consumption and purchase behavior. Using glocal strategy in advertising
implies that international firms can project a global image of their brands, and at the same time design their messages in the culturally correct context.

Taking a cue from the above argument, the current research attempts to probe Coca-Cola’s glocalization of its television commercials across a number of countries. Coca-Cola is the world’s most valuable brand (Business Week, 2005) and its strategy has seen a transformation from global to glocal approaches (Taylor, 2000). Therefore, the study of glocal advertising strategies through a study of Coca-Cola’s television commercials worthy of investigation so as to provide guidance for practitioners and advertisers in designing their advertising communication strategies.

In the following sections, a literature review on advertising strategies and glocalization is presented, followed by the research methodology. Lastly, the results are discussed, followed by the conclusions as well as managerial implications and future research.

**LITERATURE REVIEW**

**The concept of glocal strategy**

In previous studies, numerous scholars have categorized two aspects of globalization-standardization v.s. localization-strategy. Porter (1986) indicates that standardizing marketing, in some cases, can lead to competitive advantages that support the overall global strategy. Domzal and Unger (1987) state that a global approach emphasizes consumer similarities across geographic borders, and strives for standardization of marketing strategies, while minimizing local differences. Lewis and Hennesey (1998) indicate that there are several advantages of standardized marketing i.e., standardized products, standardized promotion and localized marketing. On the other hand, some scholars support the local approach. Koepfler (1989) concludes that global strategy must fit products and services to the practices
and language of different markets, which is inherently difficult. Champy (1997) also supports the local approach and suggests that firms should value culture and ethnic diversity.

In the context of international advertising, a similar debate is recorded since the 1960s. Proponents of standardization argue that shared consumer traits, economic savings and the benefits of a shared global brand point towards the importance of a global approach (Levitt, 1983). At the same time, the opponents of the global approach assert the dangers of global strategies due to different local market conditions and cultural uniqueness (Taylor et al., 1996). Similarly, Orth et al. (2005) state that advertisers are required to tailor advertisements to reflect the cultural context of their target group since individuals respond better to advertising messages that are congruent with their culture. On the other hand, economies of scale strongly suggest that advertisements use groups that are as large as possible, thus counterbalancing the argument supporting the development of highly specific advertisements for smaller target groups.

MNCs have complex problem of deciding whether to standardize their advertising operations across countries, to individualize their campaigns within countries, or to pursue a mixture of both (Tai and Wong, 1998). They found that the decisions of US firms concerning strategic issues (e.g., advertising objectives, target segment, product positioning and main theme) tend to be standardized while the tactical issues (e.g., languages, media buying and execution styles) tend to be differentiated. In the line with this, several scholars state that MNCs can combine standardizing and adaptation strategy. Svensson (2001) offers the term “glocal strategy”, which in part reflects the aspirations of the global approach, while the necessity for local adaptations and tailoring of business activities (i.e.
“glocalization”) is simultaneously acknowledged. The concept of glocal marketing recognizes that there has to be a balance and harmony between standardization or adaptations, homogenization or tailoring, similarities or differences, concentration or diffusion, dependence or independence, synchronization or flexibility, and integration or separation of marketing activities. Svensson (2006) also provides the concept of born glocal highlights, that there is a crucial continuum that should be addressed in the marketplace. It goes from locally-related issues and concerns of worldwide strategies and business operations on the one side, and globally-related issues and concerns on the other side. He also points out that the definitional boundaries of the concept of born glocal exist within a continuum from local to global issues and concerns of business operations.

Thus, a glocal approach is a combination of different levels, from local to global, of strategic approaches, with the awareness of the significance of adaptation to local markets, and it attempts to maintain a balance between global homogenization and local customization (Robertson, 1995; Svensson, 2001; Maynard, 2003).

Glocal advertising in global marketplaces

Advertising elements in global marketplaces are of immense important. Firms can use different elements of advertising to communicate with customers and deliver its brand’s image. Most MN Cs usually apply the standardization approach to some elements of advertising. Nelson and Paek (2007) state that cross-cultural studies of global brand advertising often show that spokespersons in commercials are the most easily standardized advertising element across firms. The reason behind standardizing spokesperson across campaigns is primarily due to costs (e.g., the cost of hiring local actors; Whitelock and Rey, 1998) or other strategic reasons (e.g. a standardized spokesperson can drive global brands). In the case of Revlon (a global cosmetics
brand), it believes that “a single model can project a universal image of beauty” (Seitz and Johar, 1993). Mueller (1989) compares lots of advertising elements in television and print advertising. Mueller states that some elements of message are standardized, while others are specialized. The data reveals less than one-fifth of print campaigns include at least one fully standardized element. On the other hand, in television sample, more than half of the campaigns use at least one standardized element.

**Factors influencing the glocal advertising strategy**

Culture is of immense importance in international advertising. Hofstede's (1991) work on cultural dimensions has been used to classify cultures and countries, and it is also used as a basis for understanding cultural differences. Hofstede identified five cultural dimensions (power distance, individualism, masculinity, uncertainty avoidance, and long-term orientation) that distinguish different cultures and ranked 56 countries according to each of these dimensions. According to Hofstede, individualism is present when people in a society focus more on individual achievement rather than group goals, which are the focus in collectivist cultures. A person in a country that ranks high on individualism is expected to look after him or herself. Based on Hofstede's (1984, 1991) dimensions of culture scales, where countries were given scores from 1-100, the US and France culture were given a higher individualism score while the Asian society were found to be significantly less individualistic society (Bang et al., 2005). Cultural differences have been examined in some cross-cultural advertising studies, particularly content analyses and between Eastern (e.g. Japan, China, and Korea) and Western (predominantly USA) countries (Hetsroni, 2000). Zandpour et al. (1992) undertook a three-country study (USA, France, and Taiwan), discovering that US commercials generally addressed specific consumer personal needs and problems. US advertisers
used celebrities, credible sources and product users to convey specific benefits of products to consumers such as nutritional values, safety features of the product etc. Taiwanese commercials generally linked the product to the consumer's traditional Chinese values, such as respect for authority and family relations. The other dominant trait of Taiwanese commercials was a promise of immediate reward in the form of free offers and special deals through hard-sell lecture. In comparison, for TV advertising in UK and USA, Nevett (1992) also concluded that there were substantial differences in information content and use of humor between US and UK television advertising. Due to higher income and education levels, greater travel opportunities and exposure to different cultures, individual Asian markets are becoming much more similar in terms of personal aspirations and spending behavior. Many multinational firms are applying regional strategies across Asian markets (Tai et al., 1998). Some scholars also emphasize "plan globally and act locally" (Blackwell et al., 1991) and "think globally, act locally and manage regionally" in the Asian markets.

Psychic distance also plays an important role when advertising in global market. Sousa and Bradley (2005) suggest that there exists a relationship between psychic distance and international marketing strategy. Yeniyurt et al. (2007) also points that psychic distance is an important factor that influences MNCs’ global strategy. Alexander et al. (2007) state that culture plays a fundamental role in determining the direction of expansion. This has important implications for the way psychic distance is understood and how firms respond to psychic distance. Psychic distance is suggested to influence MNCs’ strategies in global marketplace, and thus might also explain the adoption of glocalization by MNCs.

**METHODOLOGY**

The purpose of this article is to understand how a MNC, that is Coca-cola, uses
glocal advertising strategy and to explore what kinds of elements are used for pursuing global, local, or glocal strategies.

To meet with the above objectives, a content analysis of television commercials in 5 different countries, e.g., USA, Japan, France, Taiwan, and Hong Kong, was undertaken. While the USA and France represent the western culture, Japan, Taiwan, and Hong Kong are representative of the eastern culture. The data was collected from more than one country in each of the cultures so as to gain insight into the individual differences among the countries with similar cultural background.

Coca-Cola was ranked as the world’s number one brand with the largest brand value of USD 68,734 million (Business Week, 2009). Given that Coca-Cola is the most valuable brand in the world and has been through the strategic transformation from a global strategy approach to a glocal strategic approach (Taylor, 2000), understanding how Coca-Cola adopted glocalization (Tian, 2006) is worthy of investigation. Coke-Cola strives to glocalize its marketing communications strategy as it needs to consider the consistency of its brand image together with paying attention to the enormous range of cultural and other differences that it faces in other markets. This article chooses one of the popular TV commercials of Coca-Cola i.e., “Happiness factory”, because this is aired in several different countries. This article compares this commercial in different countries.

Measures

In order to understand the TV commercial elements’ degree of glocal in each country, specific elements of advertising borrowed from Whitelock and Rey’s (1998) work were investigated. The following elements in TV advertising were taken into account:

- Characters
We observed whether the firm uses the same spokesperson or not in different countries’ commercials. The characters’ actions in the commercials was also investigated to find differences among countries.

- **Length**
  
  This element represents the length (in time) of the commercial.

- **Music**
  
  We observed whether the music was the same or different not in different countries’ commercials.

- **Screen captions/setting**
  
  If the screen captions were translated then we consider it as standardized. If the screen captions were translated, but with some differences from the original, then we consider it glocalized. If the screen captions were totally different, we considered it under localization.

- **Scenic background**
  
  Visual background was the same or not in different countries’ advertising.

- **Slogan**
  
  The basis of differentiation was similar to that of screen caption. Text

- **Story of commercial:**
  
  The whole story of these commercial was considered.

- **Voice-over or dialogue**
  
  If there was any voice-over or dialogue in a commercial, we compared these elements to know its degree of glocalization.

  For the purpose of classification, the elements were divided into three categories i.e., global, local, and glocal. If the advertising element was completely different, it was classified “local”. If the advertising element was partially different, it was
classified “glocal”. If it was similar, it was classified “global”. For examples, when evaluating the slogan elements, if the slogan is totally different, the slogan element was classified “local”. If the slogan were with similar languages and different meanings, it would be classified “glocal”. If the slogan is exactly the same, it would be classified “global”. As Coca-Cola is based in the USA, all commercials from other countries were compared to the commercial aired in the USA.

**RESULTS**

The findings are presented in Table 1. In characters element, only French commercial uses the original commercial aired in the U.S.A. In Taiwan, Hong Kong, and Japan, Coca-cola uses more than one person in the commercials. Coca-cola uses Asians in these commercials.

In the length element, only French one is different from the original version. In music element, only Hong Kong is different from the original one.

In the setting element, the setting of inside factory is the same in every country. However, the setting in front of vending machine is not same.

In the text of commercials, there are two part discussed. First one is story element. French one is the same as the original one. Others are almost the same, but there are some differences. Voice-over or dialogue is another element. There are only some commercials with voice-over, and voice-over is always in the local language.

Screen caption and slogan are all different in each language. That is because it is hard to translate directly in different countries. However, they have similar meanings. All mean bring happy and a Coca-Cola lifestyle.

After analyzing these commercial, We use Mueller’s (1992) way to give all the element a score to see the degree of glocalization.
From the results, the elements found standardized more often are length, music, and setting elements. Least of ten standardized are screen caption and slogan. Glocalized are characters and text of commercials elements.

Insert Table 2 here

This study reveals that Coca-Cola practices globalization in its advertising strategy. From Tables 1 and 2, we can clearly observe the degree of glocalization in each advertising element.

In character elements, with a n exception of France, Coca-Cola uses different models in different countries. Coca-Cola uses local spokesperson in each country. It can give the local people a sense of familiarity. France is a western country like the United States, so Coca-Cola uses the same spokesperson in France. In Asian countries, Coca-Cola uses more people in its television commercial. Although Coca-cola uses different people in different countries, these characters have similar actions. They all put a coin into a vending machine to buy a Coca-cola, then, they drink it. This element is more global because Coca-cola uses local people with similar actions to present commercials.

In the length element, only France has its own shorter version. Most countries have the same length version similar to the original one. Although French commercial has a different length, its content is almost the same as the original one. This element is more standardized.

In the music element, with the exception of Hong-Kong, Coca-Cola uses the same music in most countries. Although Hong Kong uses different music, its music sounds slightly like the original one. Music is the most standardized part in Coca-Cola’s commercial. With standardized music, audiences will have the same image about Coca-Cola.
The setting element matches the character element. It shows different settings with characters in the beginning and the last part in the commercial. However, in the middle of the commercial, the setting is same in all the countries. Further, though the beginning part and the last part are different in most countries, there is an important similarity—the settings are all in front of a vending machine. Coca-Cola uses different settings to show the local touch but there are some similarities in these differences.

In the text of the commercials, we discuss two elements. The first element is the story. In the story element, they are almost the same. However, in the first and the last part, there are some differences. To fit with the local market, Coca-Cola uses local characters to display it, but all the characters use vending machine to buy Coca-Cola, and in the last part all the characters drink Coca-Cola happily. The second element is the Voice-over or the dialogue. There is no dialogue between persons in the original one, and also not in the other countries’ ones. There is no voice-over in the original one but in French one there is voice-over. Only the French commercial has this difference. The text element of the commercial is globalized. The story element is between global and local.

In the screen caption and slogan element, these two elements are less standardized. These two elements are in fact inexpensive to alter. Slogans are known to be one of the most difficult items to standardize since they are supposed to be eye-catching. It is therefore difficult to render the same strength in two different languages through literal translation. All the slogans and screen captions have similar meaning with the original one—Coca-Cola’s side of life.

As shown in table 2, length and music are more standardized in the commercial, while screen caption and slogan are less standardized. For the other elements, a glocal strategy is implemented.
As can be seen from the results, Coca-Cola’s communication is different in different countries, and it combines the global and the local strategies. Coca-Cola changes some parts of its commercial to meet the local needs but follows some standardization to maintain its global brand image.

One thing we can see is that there is a same spokesperson/character in USA and French commercials. However, in Asian countries, the commercials have different spokespersons. In Asian commercials, we can see that the characters are shown as friends. This supports Hofstede’s culture dimension of individualism and collectivism. The US and the French cultures were given a higher individualism score while the Asian cultures were found to be a collectivist. As Coca-Cola uses only one person in the US and French commercials, it reflects Hofstede’s culture dimension of individualism.

The findings suggest that physical environment also affects how a commercial is glocalized. For example, in the French, the Japanese, and the US commercials, the characters wear clothes with longer sleeve when compared to the Taiwanese and the HK ones. The weather in HK and Taiwan is hotter than that in the USA, France, and Japan.

CONCLUSIONS

Coca-Cola uses glocal strategy in advertising. In this article, we can see coca-cola presents similar advertising in different countries. In previous literature, we can know that coca-cola adopts glocal strategy. And some article discussed how coca-cola’s website practices glocal strategy. This article provides a real case about coca-cola’s advertising and its glocal strategy.

This article also supports that some elements are less standardized. In screen caption and slogan element, these two elements are less standardized. This is not
surprising since language is different. Many elements in these commercials are used
glocal strategy. Setting elements and characters and story elements are partially global
and partially local. In doing so, Coca-cola can communicate with local people in a
global image well.

And this article also states Coca-cola uses glocal advertising strategy to
communicate its consumers in worldwide. Coca-cola uses local people in different
countries to have local touch. However, in these advertising, these people have similar
activities to maintain Coca-cola global image. These glocal advertising strategy is
alike “think global, act local”. This company uses glocal strategy in a advertising to
communicate with local people. And this “Happiness factory Commercial” practices
glocal strategy clearly. We can see how a big company like Coca-cola advertises and to
combine its global image and local touch.

This article also support glocal advertising varies in some countries because of
culture difference. In a collectivism society, a multinational company can use more
than one person in advertising. And in a individualism society, a multinational
company can use one person in its glocal advertising.

Psychic distance and physical environment also affect a multinational company’s
glocal advertising strategy. The degree of glocalization or which element should be
global or not, it is affected by these two factors.

Managerial Implications

As the use of glocal strategy continues to grow worldwide, knowing how to
implement a global strategy is critical. Countries and cultures are in different physical
environments and are different along Hofstede’s cultural dimensions. These differences
affect the degree of globalization. Psychic distance also affects the degree of
glocalization. The distance between USA and Taiwan, HK and Japan is farther than
that between USA and France. That can explain the different degree of glocalization in these countries. Psychic distance is an important factor which affects a MNC’s decision on its communication strategy.

Decisions regarding the degree of glocalization affect how messages are conveyed in different markets. Advertisers can use glocal advertising to fit in a country’s culture while preserving the brand’s global image. Advertisers can understand how to modify advertising element to design a glocal advertising strategy. The glocal approach, which integrates the global and the local strategies in the global marketplace, indicates the directions for future advertising in both theory and practice.
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Appendix 1: The Content Analysis Model

For print media (Haris and Attour’s model)

<table>
<thead>
<tr>
<th>(1) picture (40 points)</th>
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<tbody>
<tr>
<td>(a) visual background (20)</td>
<td>Local (10)</td>
</tr>
<tr>
<td></td>
<td>Total Different (20)</td>
</tr>
<tr>
<td>(b) models / spokesperson (10)</td>
<td>Local (5)</td>
</tr>
<tr>
<td></td>
<td>Total Different (10)</td>
</tr>
<tr>
<td>C. modification (10)</td>
<td>Minor (10)</td>
</tr>
<tr>
<td></td>
<td>Major (20)</td>
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<table>
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<tr>
<th>(2) Text (32 points)</th>
<th></th>
</tr>
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<tbody>
<tr>
<td>(a) headline (10)</td>
<td>Same language/ different meaning (3)</td>
</tr>
<tr>
<td></td>
<td>Translated / same meaning (6)</td>
</tr>
<tr>
<td></td>
<td>Completely different (10)</td>
</tr>
<tr>
<td>(b) subhead (6)</td>
<td>Same language/ different meaning (2)</td>
</tr>
<tr>
<td></td>
<td>Translated / same meaning (3)</td>
</tr>
<tr>
<td></td>
<td>Completely different (6)</td>
</tr>
<tr>
<td>(c) body text (10)</td>
<td>Same language/ different meaning (3)</td>
</tr>
<tr>
<td></td>
<td>Translated / same meaning (6)</td>
</tr>
<tr>
<td></td>
<td>Completely different (10)</td>
</tr>
<tr>
<td>(d) slogan (6)</td>
<td>Same language/ different meaning (2)</td>
</tr>
<tr>
<td></td>
<td>Translated / same meaning (3)</td>
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<tr>
<td></td>
<td>Completely different (6)</td>
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</table>

<table>
<thead>
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<th>(3) general layout (10 points)</th>
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<tbody>
<tr>
<td>Minor difference (5)</td>
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</tr>
<tr>
<td>Major difference (5)</td>
<td></td>
</tr>
<tr>
<td>(4) product portray (6 points)</td>
<td>Different in size (1)</td>
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<tr>
<td>---------------------------------</td>
<td>-------------------------</td>
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<tr>
<td></td>
<td>Different in number (1)</td>
</tr>
<tr>
<td></td>
<td>Replaced by local (2)</td>
</tr>
<tr>
<td></td>
<td>Other difference (2)</td>
</tr>
<tr>
<td>(5) product packaging (6 points)</td>
<td>Different in size (1)</td>
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<td>Replaced by local (2)</td>
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<td>(6) colors of advertising (3 points)</td>
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<td></td>
<td>Different colors (3)</td>
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<td>(7) size of advertising (3 points)</td>
<td>As original + extra section (1)</td>
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<td></td>
<td>Different size (3)</td>
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## Table 1. Coca-cola ~Happiness factory Commercial

<table>
<thead>
<tr>
<th>Characters:</th>
<th>USA</th>
<th>France</th>
<th>Taiwan</th>
<th>Hong Kong</th>
<th>Japan</th>
</tr>
</thead>
<tbody>
<tr>
<td>A young man (Westerner)</td>
<td></td>
<td>A young man (Westerner)</td>
<td>A young girl (Asian)</td>
<td>A young man (Asian)</td>
<td>Two young men (Asian)</td>
</tr>
<tr>
<td>Imaginary creatures</td>
<td></td>
<td>Imaginary creatures</td>
<td>Imaginary creatures</td>
<td>Imaginary creatures</td>
<td>Imaginary creatures</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>A young boy (Asian)</td>
<td>A group of young people</td>
<td>A young women (Asian)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Imaginary creatures</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Length:</td>
<td>60” or 90”</td>
<td>46”</td>
<td>60”</td>
<td>60”</td>
<td>90”</td>
</tr>
<tr>
<td>Music:</td>
<td>Same</td>
<td>same</td>
<td>Same</td>
<td>Different</td>
<td>same</td>
</tr>
<tr>
<td>Setting:</td>
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<td>Vending machine</td>
<td>Vending machine but not</td>
<td>Vending machine but</td>
<td>Vending machine but</td>
</tr>
<tr>
<td></td>
<td>Inside factory</td>
<td>Inside factory</td>
<td>the same as American</td>
<td>the same as American</td>
<td>not the same as</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>one</td>
<td>one</td>
<td>American</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Inside factory</td>
<td>Inside factory</td>
<td>Inside factory</td>
</tr>
<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Story</td>
<td>A young man put a coin in vending machine to buy a coke-cola. Then, inside a Coca-Cola vending machine it's revealed how a bottle of Coke is delivered. A magical world is revealed where imaginary creatures transport the empty bottle, it is filled up and capped.</td>
<td>A young man put a coin in vending machine to buy a coke-cola. Then, inside a Coca-Cola vending machine it's revealed how a bottle of Coke is delivered. A magical world is revealed where imaginary creatures transport the empty bottle, it is filled up and capped.</td>
<td>A girl wants to use the vending machine. And a boy who plays the skateboard closes to her and puts a coin for her. Then, inside a Coca-Cola vending machine it's revealed how a bottle of Coke is delivered. A magical world is revealed where imaginary creatures transport the empty bottle, it is filled up and capped.</td>
<td>A young boy who is waiting people feels hot. He puts a coin to buy a coca-cola. Then, inside a Coca-Cola vending machine it's revealed how a bottle of Coke is delivered. A magical world is revealed where imaginary creatures transport the empty bottle, it is filled up and capped.</td>
<td>A young man and young girl talk to each other near the vending machine. Another young man walks to the vending machine and puts a coin to buy a cola. Then, inside a Coca-Cola vending machine it's revealed how a bottle of Coke is delivered. A magical world is revealed where imaginary creatures transport the empty bottle, it is filled up and capped.</td>
</tr>
</tbody>
</table>
and capped by other creatures and then cleaned by fluffy white animals. The bottle is then chilled in a white snowy world before going through a parade to be delivered back to the man waiting outside, who is oblivious to this magical world.

After that, the man gets the coca-cola. After that, he gets the cola and coca-cola and drink it happily.
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>he gets the cola and drinks it. He looks at the vending machine behind him.</td>
<td>drinks it. He looks at the vending machine behind him.</td>
<td>the cola and drinks it. He looks at the vending machine behind him. Then, his friends arrive and say hello to him.</td>
<td>oblivious to this magical world. After that, he gets the cola and drinks it. He looks at the vending machine behind him. Then he and other two people leave together.</td>
<td></td>
</tr>
<tr>
<td>Screen caption:</td>
<td>Welcome to coca-cola side of life</td>
<td><strong>language.</strong></td>
<td>takes happiness to your life. (Use language: Chinese)</td>
<td><strong>human’s language.</strong></td>
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<td>---</td>
<td>---</td>
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<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>Slogan:</strong></td>
<td>Welcome to coca-cola side of life</td>
<td><strong>language.</strong></td>
<td>takes happiness to your life. (Use language: Chinese)</td>
<td><strong>human’s language.</strong></td>
</tr>
</tbody>
</table>

---

1 可口可樂，為生活加樂
2 投入 coca-cola 精采無邊
Table 2. The classification of each element

<table>
<thead>
<tr>
<th></th>
<th>France</th>
<th>Taiwan</th>
<th>Hong-Kong</th>
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<td>glocal</td>
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<td>Text of commercial</td>
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<td>global</td>
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<td>Screen caption</td>
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<td>local</td>
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<tr>
<td>Slogan</td>
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