

Week 3: Managerial Analysis Assignment



INTL500

Professor Edward Haberek

Due Date

Introduction

Culture significantly influences various aspects of life, including dietary choices, celebration practices, the symbolism associated with colors and language, and perceptions of respect, humor, and offense. For food brands, cultural factors particularly impact dietary laws (such as halal and kosher), taboos (like beef avoidance among Hindus and pork avoidance among Muslims and Jews), communal eating traditions, and festival timing. When multinational companies engage in cross border communication, they should carefully consider the following:

- **Language and Symbolism:** This includes idioms, humor, gestures, visuals, and meanings associated with colors.
- **Religion and Dietary Guidelines:** The acceptability of ingredients and requirements for certification (halal/kosher).
- **Social Norms and Values:** This encompasses individualism versus collectivism, power distance, masculinity versus femininity, uncertainty avoidance, and long term orientation (as defined by Hofstede's dimensions).
- **Historical Memory and Representation:** Avoiding stereotypes, tokenism, and cultural appropriation while ensuring an authentic depiction of diverse communities.
- **Regulatory and Stakeholder Context:** This involves compliance with advertising codes, understanding religious council guidelines, being sensitive to diaspora perspectives, and considering diplomatic factors.

Advertisement Analysis

Meat & Livestock Australia's (MLA) "Lamb the meat more people can eat / You Never Lamb Alone" positions lamb as an inclusive protein suited to diverse cultures and