



The Culture  
Factor  
| GROUP

# CROSS-CULTURAL MARKETING

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## CERTIFICATION

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Get ready to decode the impact of culture on consumer behaviour

## MENU

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# CROSS-CULTURAL MARKETING CERTIFICATION

Culture is a formidable force. It can either propel or thwart your brand strategy. Many brands fall short in effectively navigating the cultural landscape, often relying on fleeting trends rather than deeper cultural insights. In today's digital age, where cultural bubbles are perpetually accessible through technology, the ability to decipher consumer culture is more critical than ever.

This comprehensive programme is designed to equip marketers and brand strategists with the tools to decode cultural signals and leverage them to their advantage. Emphasising the semiotics of marketing communications, the programme delves into the profound underlying cultural forces that shape consumer behaviour.

## HIGHLIGHTS OF THE CERTIFICATION PROGRAMME

### CULTURAL DIFFERENTIATION IN MARKETING

Principles of cultural differentiation and their significance in marketing.

### LOCALISING CAMPAIGNS

Strategies for localising global campaigns and overcoming cultural roadblocks.

### SOCIAL AND PSYCHOLOGICAL CONCEPTS IN CULTURE

Examination of basic social and psychological concepts affected by cultural differences, including self-esteem, anxiety, and relationships.

### CULTURE'S IMPACT ON DIGITAL COMMUNICATION

The effect of culture on digital communications. Practical exercises and workshops to apply cultural insights in real-world scenarios.

### MEASURING CULTURE: DATA TOOLS AND MODELS

Utilisation of data tools for measuring cultural differences, including the 6-D of National Culture and OCEAN 5-Factor personality models.

### CULTURAL INFLUENCES ON MARKETING CONCEPTS

Exploration of cultural influences on key marketing concepts, such as brand architecture, storytelling, innovation, and social media behaviour.



All participants will receive a Consumer Culture Executive Certificate.

## PROGRAMME

MODULE	SESSION TITLE	TIME
Pre-course	<ul style="list-style-type: none"> <li>• Pre-course questionnaire for personalised content customisation</li> <li>• Personal Culture Compass™ profile assessment</li> <li>• Online introduction to consumer culture principles</li> </ul>	Before the programme
Module 1	<ul style="list-style-type: none"> <li>• Kick-off and goals</li> <li>• Recap: 6-D from a marketing perspective</li> <li>• Exercise: Automotive</li> </ul>	Day 1
Module 2	<ul style="list-style-type: none"> <li>• Principles of Cultural Diversity</li> <li>• How consumers differ</li> <li>• Hidden biases in marketing teams</li> <li>• Cultural data principles</li> <li>• Generation Z and cultural change: The shift from gratifier to optimiser</li> </ul>	Day 2
Module 3	<ul style="list-style-type: none"> <li>• The growth of NE Asian brands and entertainment</li> <li>• High social context cultures; From "what does it do" to "who is it for"?</li> <li>• Semiotic encoding and global material adaptation</li> <li>• Digital culture and online behaviour</li> </ul>	Day 3
Module 4	<ul style="list-style-type: none"> <li>• Luxury and premium cultural codes</li> <li>• The three archetypes of brand purpose and social cause marketing</li> <li>• Brand essence; how to adapt for resonance and consistency</li> </ul>	Day 4
Post-course	<ul style="list-style-type: none"> <li>• E-coaching support during project implementation</li> <li>• Follow-up webinar to reinforce learnings</li> </ul>	After the programme



## MEET YOUR FACILITATORS

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### MARTIN KARAFFA, FRSA

With decades as a global planning director at top international agencies, Martin brings invaluable practical expertise to culturally-informed strategy development.

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### DR. STEFFI NECHEVA

Steffi brings astute knowledge of market research techniques from her experience as global market research director for some of Canada's largest corporations in the finance and health sectors.

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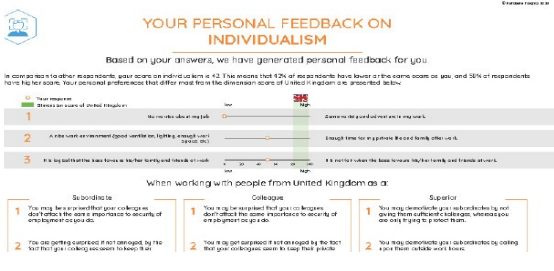
### EGBERT SCHRAM

Egbert Schram is the Group CEO of The Culture Factor Group. He is passionate about his work, known to make complex things understandable by focusing on pragmatic solutions. His speciality lies in using a data-driven approach to culture, enabling executive-level discussion and decision making.

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# TOOLS

## The Culture Compass™



**YOUR PERSONAL FEEDBACK ON INDIVIDUALISM**

Based on your answers, we have generated personal feedback for you.

In comparison to other respondents, your scores on individualism is 42. This means that 42% of respondents have lower or the same score as you, and 58% of respondents have higher score. Your personal preferences that differ most from the dimension score of United Kingdom are reported below.

**Your response**

Statement	Score	Yes	No
1. I prefer to work on my own.	42		
2. A calm and unexciting office is better for me.	42		
3. It is important for me to have a clear hierarchy and structure in my work.	42		

**When working with people from United Kingdom as a:**

Statement	Score	Yes	No
1. You may be a perfectionist who holds others to a high standard.	42		
2. You do things carefully and not carelessly.	42		


**Supervisor**

Statement	Score	Yes	No
1. You may be a perfectionist who holds others to a high standard.	42		
2. You do things carefully and not carelessly.	42		

The Culture Compass™ helps you understand and recognise the impact of:

- your cultural value preferences and behaviour while working with people from selected countries
- your personal background in the way you see and resolve problems in and outside of the workplace.

## E-Learning Master-Class



**Low PDI**

- Challenge
- Question
- Speak Up

The e-learning Master-Class, will help you explore the impact of culture on working effectively and confidently despite differences in culture and experience.

In addition, you will gain a better understanding of the 6-D model, a practical and validated model for intercultural management. It is the first step to understanding and managing individual and collective behaviours in an intercultural context.

## The Consumer Culture Intelligence Dashboard



The CCI dashboard lets you explore and compare consumer segment scores along 12 cultural dimensions and 5 personality factors. You can filter by country, region, gender, generation, income, and several other indicators and download the segment scores.



## LOCATION AND INFORMATION

### INFORMATION

For independent consultants seeking to incorporate Culture Factor Group's IP into their practice, an Advanced Certification is available, providing access to proprietary data and a global network of culture professionals. Contact us for more information.

### LOCATION

Location: Washington, DC, USA

Partnering with Motivf Corporation, the course will be held at their Washington DC offices: 2461 Eisenhower Avenue, 2nd Floor. Alexandria, VA 22314

Participants are responsible for accommodation and travel arrangements, with preferential rates available at the conference hotel:

Courtyard Alexandria Old Town/Southwest  
2700 Eisenhower Ave, Alexandria, VA 22314

### PRICE

Level	Participant(s) per session	Price Excl. VAT
Cross-Cultural Marketing Certification	15	USD 6200



## OUR EXPERTISE AT YOUR SERVICE

### EFFECTIVE CULTURE SOLUTIONS

We take the time to understand your unique challenges and needs. Rather than offering one-size-fits-all services, we believe in co-creation. You become more than just a client; you are a trusted partner. Together, we develop solutions that are tailor-made to resolve your specific cultural challenges.

### UNIQUENESS

By weaving National and Organisational Culture into our approach, we offer a holistic viewpoint that transcends standard cultural consultancy. Our bespoke solutions align your organisation's values and practices with the specific cultural environments in which you operate.

### FLEXIBILITY

In today's fast-paced world, adaptability is crucial. Our Culture Portal offers real-time access to a treasury of cultural knowledge and data, giving you the flexibility to make informed decisions on the fly.

### RELIABILITY

We are firmly grounded in a data-driven approach, transforming abstract cultural insights into tangible, actionable strategies. With us, you're making decisions based on rigorous data, not assumptions.

### GLOBAL REACH

With a vast network of consultants and specialists stationed on every continent, we deliver a world of perspectives straight to your doorstep. This extensive global footprint empowers us to offer solutions that are finely tuned to local nuances. At the core of The Culture Factor is an unwavering commitment to customer satisfaction, achieved through global excellence.





# The Culture Factor

| GROUP

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Consulting | Coaching | Certification | Tooling

Learn more: [www.theculturefactor.com](http://www.theculturefactor.com)  
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