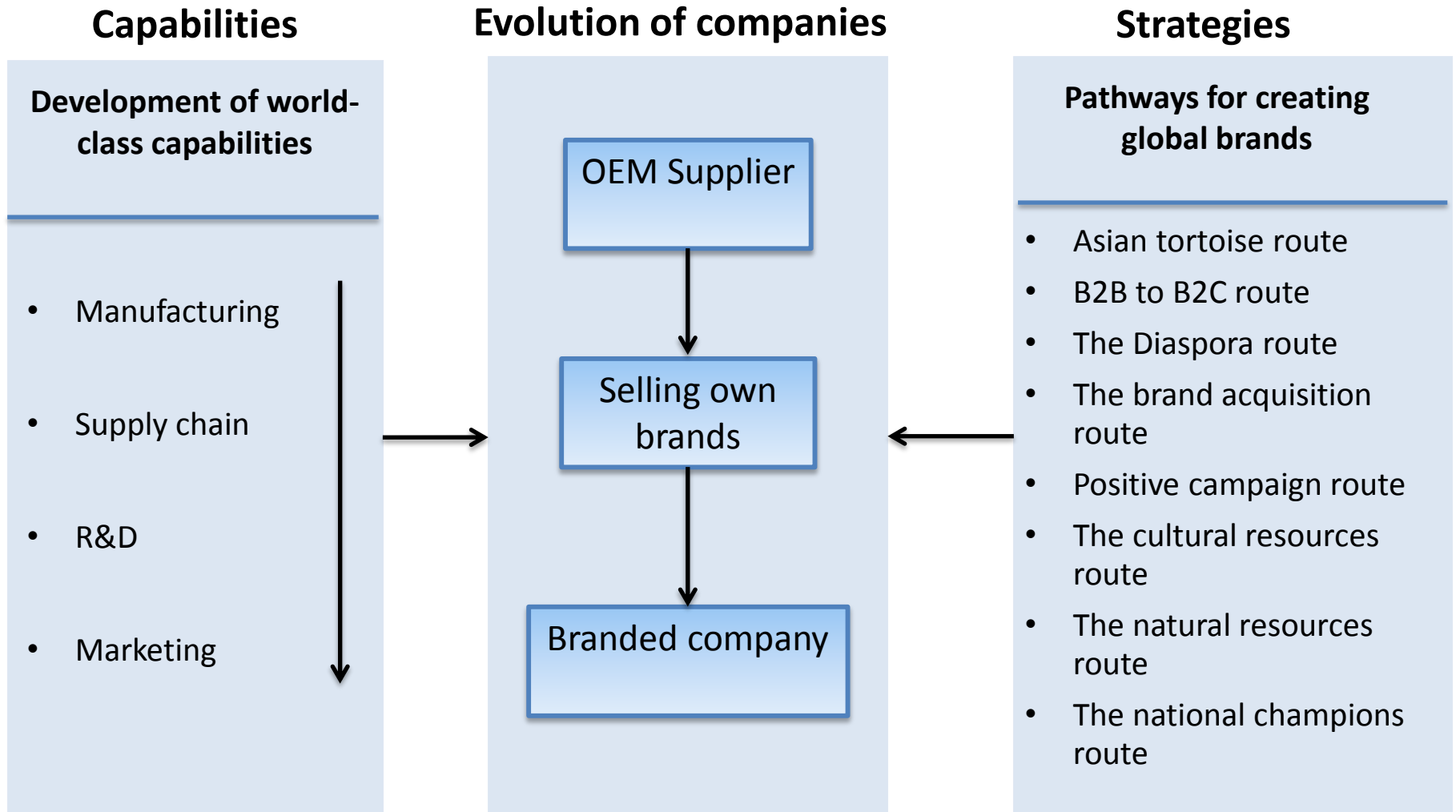


How emerging market firms can become branded companies

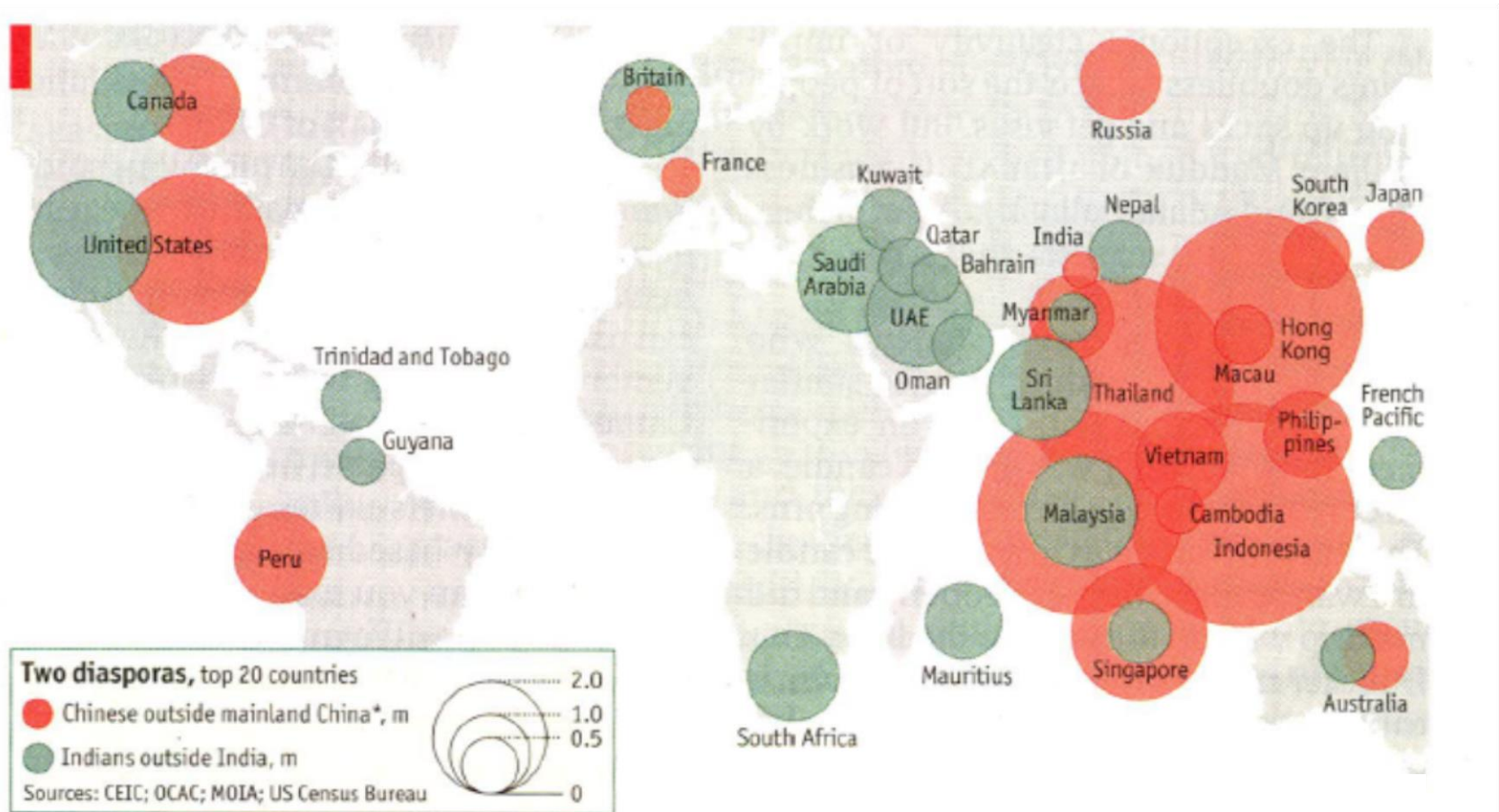


The Diaspora route – Following emigrants into the world

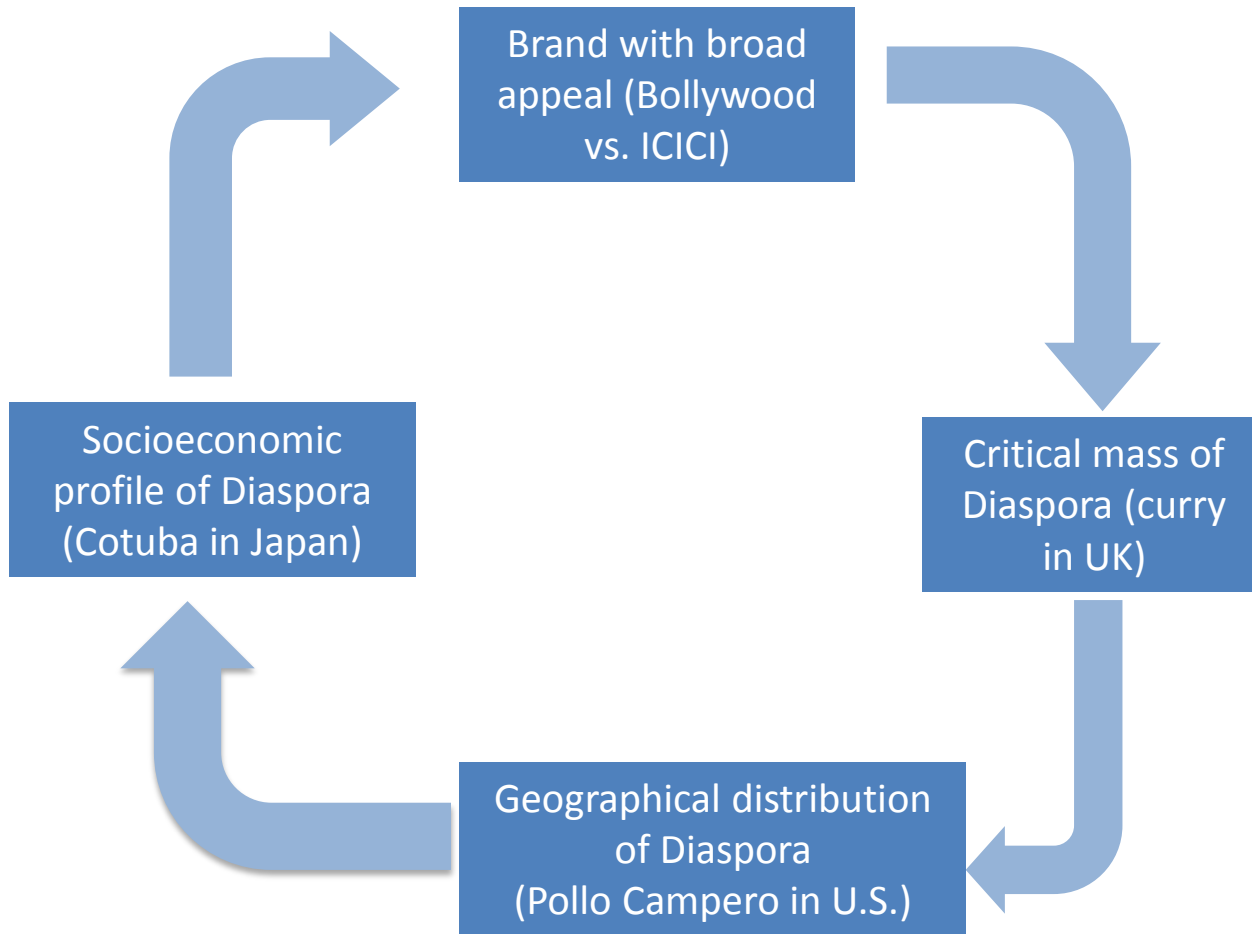
- Enter Western markets using the home market Diaspora as a beachhead.
- In a world of unprecedented cross-border flows of people, there are millions of people living in other countries. Only a minority of these people will be fully assimilated into the new (host) culture. Many migrants will retain some old brand preferences and consumption patterns.
- Examples: *HSBC* (China), *Pran* (Bangladesh), *Bimbo* (Mexico), *Jollibee Foods* (Philippines), *ICICI*, *Reliance*, *Dabur* (India), *Islamic Bank of Malaysia*



The Chinese and Indian Diaspora



Key success factors leveraging the Diaspora in a host country



Dabur's use of the Indian Diaspora

- Tailing the Diaspora as a means to get a foothold in foreign countries
- Reach out to mainstream consumers – familiar with India (Arab women) or interested in “natural” personal care, medicinal products, and ancient scripts
- Providing a geographic hedge against any possible disruption in the home market
- Leveraging its understanding of consumers and supply chain in developing markets to build businesses there. In particular, Dabur's understanding of traditional trade channels in Africa is superior to many Western companies.



The Cultural Resources Route

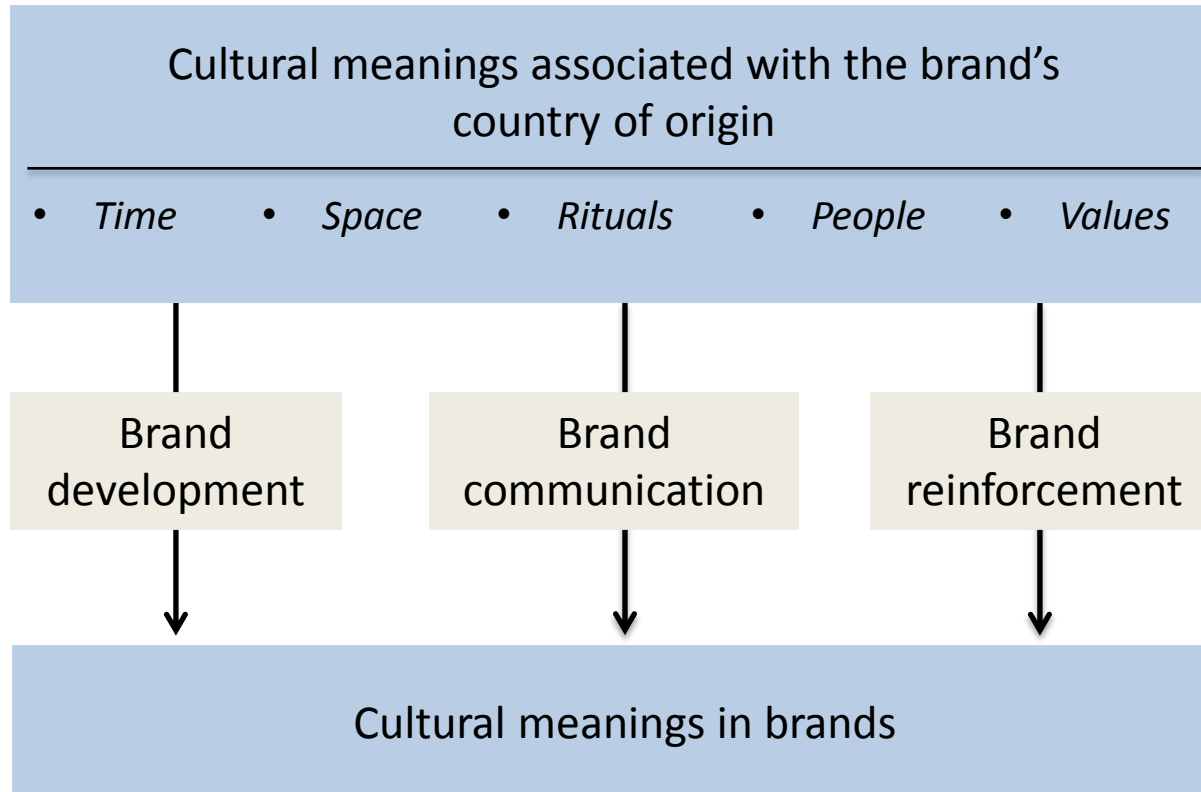
Positioning on positive cultural myths

- In some categories, a specific country may have unique positive associations amongst Western consumers (e.g., silk from China, yoga from India, untamed nature from Brazil). If the emerging market brand can be positioned on these specific attributes, its country of origin can be turned into an advantage.
- Examples: *Shanghai Tang* (China), *Jim Thompson* (Thailand), *Mandarin Oriental Hotels*, *Taj Hotels and Resorts*, *Havaianas* (Brazil)



Leveraging cultural resources

Transfer of Meanings from Home Culture to the Brand



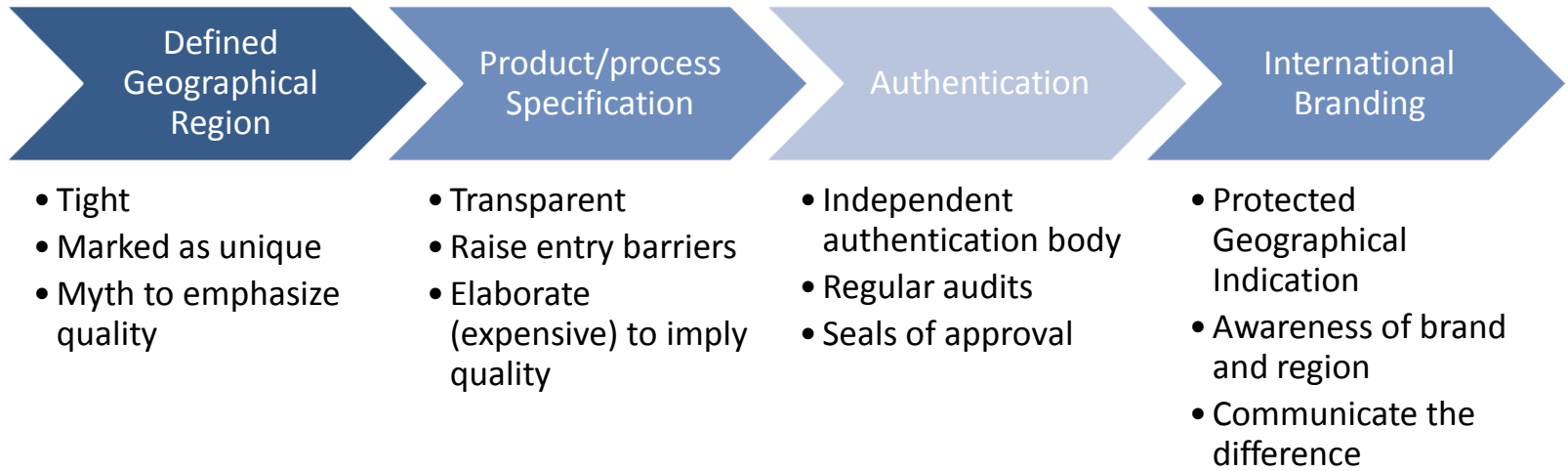
Key: Location of meaning \longrightarrow Instrument of meaning transfer
 Activity of the brand manager

Select cultural meanings for branding – Key principles

- Globally recognizable
- Credibly linked to home culture
- Not claimed by other brands
- Relevant for the product

Branding Natural Resources Route

Key success factors:



Undifferentiated natural resource



Value adding process



Global brand

Branding water??



Further reading



- Publisher: Palgrave Macmillan
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