

Chapter 3: Marketing facts

Introduction to Chapter 3

Global markets and international competition require worldwide communication strategies. But even though national borders have become ever less important within our multinational economic system, each country nevertheless still has its own requirements and very specific needs with regard to advertising. It is crucial that companies realize this if their customer dialog is to be successful. Mailings are still a very popular form of international advertising. Dialog marketing is currently particularly well received in Eastern and Southern Europe. For example, Poland, with a current growth rate of 5.4%, is one of the strongest national economies among the new member countries of the European Union. This is a good location for international direct marketing to start, since it is already an accepted form of advertising in Poland and has generated good response rates.

The following chapter serves as a tool to support the planning of international direct marketing campaigns and the development of new markets. The data provided below is based on the results of market studies conducted by Deutsche Post AG, in cooperation with TNS Infratest, affording the reader exclusive insider information. This overview from 17 European countries, the United States and six Asian-Pacific countries offers an excellent opportunity to estimate the potential for both, expansion into new markets but also the further development of existing markets. Help is provided in the form of information on purchasing behavior, consumer trends and consumer attitudes towards direct marketing and other media. Altogether, the information provided enables managers to gather a holistic perception of direct marketing opportunities, and presents a framework for one-to-one marketing in individual countries. They also include data concerning the average use of media and advertising expenditure, and should be a useful tool when planning campaigns, since such knowledge is essential if companies are to address a target group successfully.

The first part offers a cross-sectional analysis of the results across individual countries. The major benefit of this article is that it provides a comparison of individual markets across a number of different areas of interest for advertising planners. Examples include how gender or social factors may influence the success of advertising. The following section of the book concentrates on specific details by country, providing a quick overview and a well structured presentation. The accompanying graphics enhance understanding of the information provided when planning successful international advertising campaigns.