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# International TV Commercial Localization Case Study



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داریوش

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Persian/Farsi

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# **INTERNATIONAL TV COMMERCIAL LOCALIZATION CASE STUDY**

## **PURPOSE**

To simulate an International company localizing their business strategy and related marketing message while advertising through a TV commercial in Iran. The desired result is to gain awareness of localization issues vis-à-vis the US and Iranian markets and to leverage acquired cultural knowledge towards creating two television commercials that suit the needs of this case study and that are appropriate for their respective markets.

## **THE CUSTOMER DILEMMA**

iDonovan.com, the company in this exercise used purely for example purposes, is a newly funded cash rich multi-billion dollar European information technology integration and business consultancy startup looking to gain a foothold in the multi billion dollar US and Iranian markets. It wants to create an internationally recognized brand in the process that meets localization requirements without diverging too far from its core competencies.

## **METHODOLOGY**

What follows is a synopsis on how a highly competent strategy and marketing localization team would approach the issue and attempt to launch iDonovan.com in its respective target markets



*American Localized Logo*



*Iranian Localized Logo*

Commercial for the US Market	Commercial for the Iranian Market
<p><b>Download video here:</b></p> <p><a href="http://www.eddiedonovan.com/multimedia/idonovan.mpg">http://www.eddiedonovan.com/multimedia/idonovan.mpg</a></p> <p><a href="http://www.youtube.com/watch?v=zGeAs3AqzoM">http://www.youtube.com/watch?v=zGeAs3AqzoM</a></p> <p><b>Business Approach:</b></p> <p>iDonovan.com is launching in the 5 largest American metropolitan business to business markets first (New York, San Francisco, Boston, Chicago, and Los Angeles). It hopes that it can become a publicly traded company NASDAQ within 3 years. In order to do so it needs to really create a strong brand and spend as much necessary to attract future investors almost as much as new customers.</p>	<p><b>Download video here:</b></p> <p><a href="http://www.eddiedonovan.com/multimedia/idonovanfarsi2.mpg">http://www.eddiedonovan.com/multimedia/idonovanfarsi2.mpg</a></p> <p><a href="http://www.youtube.com/watch?v=SucjvwTWe4M">http://www.youtube.com/watch?v=SucjvwTWe4M</a></p> <p><b>Business Approach:</b></p> <p>iDonovan.com has reached an agreement with the Iranian minister of economy whereby it will be the exclusive provider of integration services for all government agencies at very nominal rates. iDonovan.com will be free to market to the Iranian private sector as long as it follows strict government cultural guidelines and delivers occasional public service announcements.</p>
<p><b>Targeted Customer Profile:</b></p> <p>Technology and management professionals working for Fortune 10,000 to Fortune 500 private sector companies operating in metropolitan areas.</p>	<p><b>Targeted Customer Profile:</b></p> <p>Mid level public administrators, private sector principals, and the general public.</p>
<p><b>Targeted Customer Culture:</b></p> <p>Business is fun, competitive, innovative, and a way of life. One primarily defines him or herself through work and the current economic climate is dynamic enough to afford many opportunities. Time is money. Competition and risk are not to be feared but approached with a sense of excitement because they create the possibilities for change and innovation. The culture we are dealing with glorifies competition, change, and achievement. Although some business relationships last for many years, people's professional social circles are always changing. Therefore, people are used to dealing with new people and will try new ideas if they offer a possibility for greater professional results.</p>	<p><b>Targeted Customer Culture:</b></p> <p>Work is something one must do to survive and to support one's family. Working too much or the aggressive pursuit of massive financial success is considered selfish and not worthy of a noble spirit. Blessed is the person who can work more effectively thus freeing up time to be devoted to loved ones and friends while still being able to provide comfort to one's family. If one is to affect change one must do so slowly with the acceptance and support of the local community. Business relationships are built slowly mainly through family ties over time.</p>
<p><b>Audio:</b></p> <p>Fast paced industrial/grunge rock. Quintessentially American.</p>	<p><b>Audio:</b></p> <p>Googoosh. A very popular pre-revolutionary Iranian singer blending Persian classical motifs within a modern context. This music is happy, innocent, nostalgic, and is certainly Persian. So many years have passed since the revolution that it is possible that the Iranian government would allow this audio material to be played.</p>

<p><b>Video:</b></p> <p>Fast paced, blurry, and constantly moving urban lifestyle images.</p>	<p><b>Video:</b></p> <p>Scenes of happy vibrant Iranian children playing outside thus romanticizing Iranian village street life as well as the strong bonds of parenting, family, and community.</p>
<p><b>Commercial Synopsis:</b></p> <p>This commercial is an "elevator pitch" to prospective customers. It delivers the following pitch while emphasizing speed, ultra-competitiveness, uncertainty, excitement about the future, and the lust for opportunity. The language is aggressive and casual trying to identify with those who consider themselves entrepreneurially minded.</p>	<p><b>Commercial Synopsis:</b></p> <p>This commercial does not try to pitch any business ideas. It focuses on a feeling of family, familiarity, and common values. It is a way to properly introduce a foreign international company under the guise of familiarity and shared values. The language is simple, soft, gracious, and inviting.</p>
<p><b>Script:</b></p> <p>Have you noticed?</p> <p>You are at ground zero of the greatest opportunity of your life.</p> <p>Fast.</p> <p>Answer three questions.</p> <ol style="list-style-type: none"> <li>1. What's your eBusiness strategy?</li> <li>2. How will you build an eBusiness fast?</li> <li>3. How will you keep your competitors from catching up?</li> </ol> <p>iDonovan.com - The Business Solutions Innovator</p> <p>We'll build you a killer eBusiness strategy.</p> <p>We'll build you a killer system built on that strategy.</p> <p>And before we're through we'll begin innovating its successor.</p> <p>We build unassailable competitive advantages for our clients.</p> <p>A Very few clients.</p> <p>Somebody's gotta win. It might as well be you.</p> <p>iDonovan.com - The Business Solutions Innovator</p>	<p><b>Script:</b></p> <p>The future of Iran is our children's.</p> <p>For them, we want a better Iran more present in the world.</p> <p>iDonovan invites you. Work with us.....</p>

