



Taming the New World of Brand Communications

“We live in a moment of history where change is so speeded-up that we begin to see the present only when it is already disappearing,” remarked psychologist R.D. Laing.

Perhaps nowhere is this more evident than in the realm of global communications and marketing, where companies today struggle to catch up to the present even as an uncertain future beckons on the horizon.

In the new millennium, all communication is global. Technology extends marketing content across the world. Many different cultures, whether in your company, in multicultural America, or across the seas, will read, hear and see it. Because the Web carries your corporate voice to every nook and cranny of the global marketplace, watching what you say is more imperative than ever. Messages are out in the open, all over the world map, no longer limited to the geography of a single market.

Offer a Web site in Chinese? It will reach Chinese-speaking consumers everywhere: mainland China, Singapore, Taiwan, Hong Kong, the U.S., and Latin America. The same may be said for content in other languages: the affinity of culture always delivers it to the right part of town. down costs and drive up message efficacy.

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With the dawn of the 21st century, we left a world divided by national borders for a new, borderless, tech-driven world of “cultural neighborhoods”. The world may be growing smaller, but it is growing ever larger in business terms and the number of cultures we as marketers need to target.

The Reinvention of Marketing

Marketing used to be a grab-bag of individual, often competing disciplines. Today's world demands a radically different, harmonized approach. The Web — equalizer and unifier for all communications needs — blends and blurs local, national and global communications. It builds brands, features the latest promotions, provides below-the-line data, stimulates direct response, and concludes sales—on the same site, in a single sweep.

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Orchestrating the New Marketing Challenge

GlobalWorks has responded to the shift with a new global approach to local communications. Our Orchestrate™ technology platform and methodology enables marketers to connect across a multitude of cultures instantaneously. The conversation is singularly relevant and on brand, and celebrates commonalities as it honors differences.

Orchestrate improves the way companies create, manage and distribute content across national, cultural and linguistic borders. Orchestrate's power and versatility is exemplified by the way a global client brand amplifies its digital presence: 200 widely scattered editors publish and update content hundreds of times a day, in 18 different languages (and growing), with more than 20,000

items of content. The ability to harmonize such a massive and complex initiative is critical to gaining a pre-emptive edge in the global marketplace.

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“If we don't change direction soon, we'll end up where we're going,” said Professor Irwin Corey. Marketers have a choice: change direction, or end up where they are going. The marketplace has in reality made the decision for us. We can join the parade into the new millennium. Or we can stand on the side and watch it go by.

Yuri Radzievsky is Chairman and CEO of GlobalWorks Group LLC, a global advertising agency and communications consultancy, focused on building brands across cultural, linguistic, and technical divides. He can be reached 212-252-8800, or by email at yradzievsky@globalworks.com.
