

Research Article | Araştırma Makalesi

# Semiotic Analysis of Multinational Brand Advertisements in the Context of Glocalization

## Çok Uluslu Marka Reklamlarının Küyerelleşme Bağlamında Göstergibilimsel Analizi



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### Abstract

With globalization, in order for brands to be successful in international markets, the products or services offered must be produced and marketed by taking into account the cultural elements of that country or market. While globalization was a new paradigm in international trade until recently, today, from a branding perspective, it has lost its initial effectiveness with the fact that consumers no longer feel affinity with the standardized products of global brands. Thus, the effect of local features emerged, and with it a new term, glocalization, which encompasses the global and the local, emerged. Glocalization encourages brands to “think globally and act locally” and does this by localizing certain elements of that brand to suit a particular country, using the global brand. Today, brands operating in different cultures apply to the glocal advertising strategy. The concept of glocalization, which is formed by the integration of globalization and localization and the combination of the words, has been widely used recently. In this study, it is analyzed how multinational brand advertisements use glocalization as a strategy. In this direction, advertisements of Lays, Sensodyne, Algida and Vodafone brands are analyzed by semiotic analysis method. Analysis results show that brands use glocal advertising methods specific to Türkiye.

**Keywords:** Advertising, Glocalization, Glocal Advertisement, Culture.

### Öz

Küreselleşme ile markaların uluslararası pazarlarda başarılı olabilmesi için sunulan ürün veya hizmetlerin o ülkenin veya pazarın kültürel unsurlarını dikkate alarak üretilmesi ve pazarlanması gerekmektedir. Yakın döneme kadar küreselleşme uluslararası ticarete yeni bir paradigma iken günümüzde markalaşma perspektifinden bakıldığında tüketicilerin artık küresel markaların standartlaştırılmış ürünleriyle yakınlık hissetmediği gerçeğiyle başlangıçtaki etkinliğini kaybetmiştir. Böylece, yerel özelliklerin etkisi ortaya çıktı ve bununla birlikte küresel ve yereli kapsayan yeni bir terim olan küyerelleşme meydana geldi. Küyerelleşme, markaları “küresel düşünüp, yerel hareket etmeye” teşvik etmekte ve bunu, küresel markayı kullanarak o markanın belirli unsurlarını belirli bir ülkeye uyacak şekilde yerelleştirerek gerçekleştirmektedir. Günümüzde farklı kültürlerde faaliyet gösteren markalar, küyerel reklam stratejisine başurmaktadır. Küreselleşme ve yerelleşmenin entegre olması ve kelimelerinin bir araya gelmesiyle oluşan küyerelleşme kavramı son dönemlerde reklam alanında sıkça kullanılmaktadır. Bu çalışmada çok uluslu marka reklamlarının küyerelleşmeyi strateji olarak nasıl kullandıkları analiz edilmiştir. Bu doğrultuda Lays, Sensodyne, Algida ve Vodafone markalarının reklamları göstergibilimsel analiz yöntemi ile incelenmektedir. Analiz sonuçları markaların Türkiye’ye özgü küyerel reklam yöntemlerini kullandığını göstermektedir.

**Anahtar Kelimeler:** Reklam, Küyerelleşme, Küyerel Reklam, Kültür.



## Introduction

In recent years, due to the effects of globalization and developments in information and communication technologies, it has begun to affect brands more. In this context, globalizing brands have started to publish a large number of advertisements in various countries. Some of these ads are prepared with a global advertising strategy and some with a glocal advertising strategy. Thus, glocal marketing and advertising emerged.

Globalization has worldwide economic, political, social, demographic, technological and cultural effects. All of these have some economic value for societies. The expansion of products and services further increases the inherently globalized competition. In this context, the role of an effective and efficient marketing strategy is very important for brands to achieve success in terms of gaining competitive advantage. When it comes to competition in the market of the country of operation, brands usually have three options: Global, Local and Glocal. Brands take these factors into account when choosing a glocal strategy, as customers love to be part of a local brand with a global presence to gain prestige. This requires global brands to be combined with local symbols, making them more culturally compatible while at the same time being global. However, the socio-cultural sensitivity of the consumers of the country of operation often determines that a brand should use either a global, local or glocal strategy.

The role of culture in glocal advertising is very important. Because each country has its own culture and due to cultural differences, consumers in any country may react differently to an advertisement broadcast on television. In this direction, most of the global brands prepare and publish special and adapted advertisements for different countries or regions, taking into account the cultural differences between countries or regions.

The concept of glocalization has emerged with the aim of determining that there is a product suitable for every local region in the globalization process and that the probability of success will be much higher. In this respect, glocalization can be defined as globalization while preserving local characteristics. It can be said that as globalization develops, it is seen as a threat to local values. In this regard, global brands have started to take measures to develop marketing strategies suitable for local markets. Thus, these brands adapt the global to the local with the principle of “think globally, act locally”.

In today’s marketing world, where international competition and interaction between markets are increasing, culture is an important element that businesses face. Although it is claimed that the borders between countries have become blurred and societies have become culturally closer to each other with globalization, culture has aspects that differ from other cultures. The results obtained from the literature review reveal that the culture, which forms the basis of societies and is transferred from generation to generation, must be taken into account in terms of global products and brands. In this respect, this study, which examines multinational brand advertisements, is important in terms of determining the glocal advertising strategies of brands. The aim of this research is to contribute to the literature and brand managers by examining the glocal advertising strategies of multinational brands.

## Glocalization and Advertising

Culture is one of the most important parts of people’s identity. Therefore, although individuals are not aware of this situation, they do not live a single moment of their lives

without culture. Cultures have their own distinctive elements. It can also be claimed that there are some important cultural elements that are universal (Barutçugil, 2011).

Culture has important features. These features can be defined as follows (Büte, 2018):

- Culture is a kind of trademark that distinguishes one society from another.
- Culture unites values of values and reflects them systematically.
- Culture is shared by members of the community.
- Culture is one of the most important pillars of solidarity.
- Culture consists of learned behaviors.
- Culture gives a copy of the social structure.
- Culture can change.
- Culture is a dominant factor for all societies in the emergence and shaping of social personality.

Culture is an important part of human life. Language, beliefs, behaviors, habits, attitudes and perceptions are within the domain of culture. Since culture has a wide range of influence in individual and social life, it also has an important relationship with advertising. Advertising, like culture, is a factor that affects individuals' purchasing decisions; Therefore, it can be said that advertising is a part of culture.

Multinational brands apply to different advertising strategies within the scope of marketing management. These strategies are generally divided into three as global, local and glocal advertising strategies. The most important point to be emphasized is that global and local strategies cannot be considered separately from each other. This situation led to the emergence of the "glocal" strategy.

Globalization and localization include processes that complement each other. In this respect, the link between the global and the local is the application of free market elements through globalization. Reasons such as social, economic, technological, cultural differences and commercial rules require the use of differentiated advertising strategies. In this direction; The glocal strategy, which is defined as 'thinking globally and acting locally', has started to be used by strong global brands (Mucuk, 2009).

Glocalization, which was first mentioned in the literature in the 1980s, emerged as a result of global brands responding to the local demands and expectations of consumers in different countries (Robertson, 1995). Glocalization was first used with the word "dochakuka" (global localization) in Japanese, then this concept began to be used frequently in the literature (Singh, 2013).

Because national cultures are not homogeneous, different organizational and managerial cultures emerge. There are also cultural differences in terms of region, religion, gender, generation and social class. According to these factors, it is necessary to analyze how local factors influence or exceed global thinking. In many industries, local proximity is an important part of marketing and sales. A framework for alternative global marketing strategies was developed by Schiffman & Kanuk (2009) and presented in Table 1:

**Table 1.** *Alternative Global Marketing Strategies*

Product strategy	Communication strategy	
	Standardized communication	Localized communication
<b>Standard product</b>	Global strategy: • Uniform product • Uniform message	Global strategy: • Uniform product • Customized message
<b>Localized product</b>	Global strategy: • Special product • Uniform message	Local strategy: • Customized product • Customized message
	Global strategy: • Customized product • Private message	

Source: (Schiffman & Kanuk, 2009).

Glocalization is a combination of the words global and local. Glocalization (dochaku-ka) in Japanese means an individual living on his own land or a farmer who adapts agricultural principles to his local conditions (Robertson, 1995). Later, this word was adapted to the Japanese business world and started to be used as a global perspective in accordance with local conditions. The glocalization method successfully applied by the Japanese business world in the early 1990s has become one of the basic marketing terms used by the whole world (Robertson, 1995). One of the most important reasons for the emergence of the concept of glocal advertising is that when global brands apply uniform advertising to promote their products and services, they begin to realize that this does not succeed in every country (Candan, 2020).

As seen in every field in the globalizing world, brands are also globalized by being affected by this. Considering that the advertising strategies they create will not be accepted in the same and targeted way in every region, global brands offer products or place advertisements suitable for these countries, taking into account the local elements of the countries where they will offer the product or service (Sucu, 2020).

Serdönmez (2014), argues that glocalization, which aims to think globally and act locally, is a very popular term today because glocalization is not only about employing staff who speak different languages, but also attracting foreign cultures for brands. Global advertising, which has gained so much importance with the increase of globalization, has begun to lose its feature of being the only and valid advertising type for all brands operating globally. Likewise, even if each brand acts globally, the message of the brand may differ from country to country. In this respect, the concept of global advertising emerges (Sak, 2018). Advertising strategies include language, education, body language, visual and audio elements, technological infrastructure, etc. affected by factors. Advertisements that will reflect the culture of the country and affect the target audience are only possible by establishing an emotional bond between the product and the consumers (Yaghji, 2019). In order to gain competitive advantage and remain successful in the host country markets, the expectations of local market consumers should be given priority. In this context, a comprehensive social and cultural audit will determine the conditions for launching a glocal marketing strategy for brands (Ekinçi, 2010).

The main features of glocalization are stated as follows (Foglio & Stanevicius, 2006):

- Glocalization is a way to support strategic globalization and localization as allies and synergies of each other.
- Glocalization is a necessary system to manage the approach towards the local market.

- Glocalization is a very powerful tool for brands to compete with the global market.
- Global and local synergy is a very strong key to maintain position in the value chain.
- For brands, glocalization is a method of reaching the global and local market effectively.

In order to better understand the concepts, Table-2 presents the differences between globalization, localization and glocalization.

**Table 2.** Differences between Global, Local and Glocal

<b>Globalization</b>	<b>Localization</b>	<b>Glocalization</b>
Definition: "the tendency towards or the process of achieving international integration of products, technology, knowledge, capital, labor"	Definition: "the process of adapting a product or service to a language, culture, developing a local perception and meeting local needs"	Definition: "to provide a global offer (such as brand, product, service) taking into account local considerations"
<ul style="list-style-type: none"> <li>• Recognition of similarity in customer preferences and income level in target countries</li> <li>• Mass demand is taken into account.</li> <li>• Quality is given importance.</li> <li>• International brand awareness</li> <li>• It provides cost advantage from standardization.</li> <li>• With more globalization, the cost of trade decreases.</li> </ul>	<ul style="list-style-type: none"> <li>• It is assumed that there are differences in customer preferences and income levels between countries.</li> <li>• Special requests are taken into account.</li> <li>• Quality and values matter.</li> <li>• Local brand recognition</li> <li>• Compete with both successful local products and global brands.</li> <li>• High trading costs create separate markets.</li> </ul>	<ul style="list-style-type: none"> <li>• Leveraging a global brand name with global experience to enter local markets.</li> <li>• Focused market is taken into account in order to combine a global market with a local one.</li> <li>• Integration of quality and values in a product sold in large quantities</li> <li>• High brand awareness</li> <li>• Integration of global and local.</li> <li>• A glocal product/service can better cope with competition from both local and international brands. Because it meets certain local needs or preferences at lower costs due to the company's global advantage.</li> </ul>

Source: (Dumitrescu & Vinerean, 2010).

According to the glocal advertising approach, global and multinational brands adapt their products according to the local customs, traditions, religious beliefs and values of the host country. For example, McDonald's offers McTurca ayran and Classic Hot Chicken menus in Türkiye, Mc Spaghetti in the Philippines, and Mc Nuggets with vegetables, vegetarian burgers and mutton Big Mac menus in India due to the sacredness of cows and the prevalence of vegetable consumption instead of veal (Öneği et al., 2019). The advertising strategies adopted by Coca Cola in Türkiye are a good example of a brand glocalization strategy. The brand features traditional and religious values in its advertisements during the holy month of Ramadan. While these ads show preparations for iftar, they highlight several subcultural groups. This strategy has so far been successful due to cultural fit. In particular, brands that use cultural elements in their advertisements as a glocal advertising strategy achieve their goals such as more sales and profit. The glocal advertising strategy, which is expressed as the strategy of including the cultural elements of the countries in which it operates in order to promote the products or services of multinational brands and increase their sales, is of great importance in this context (Şimşek et al., 2019).

The preparation of advertisements according to the relevant country, taking into account cultural differences, is more effective in finding the messages of the advertisement

in the target audience (Aktuğlu & Eğinli, 2010). The glocal advertising strategy is the advertisements prepared by global brands for certain countries, using only the themes and features specific to that country, and as a result, aiming to position the advertised product or service in those countries.

The glocal strategy is implemented in two ways. In the first strategy, while the product or service is determined according to the country, that is, it is localized; the communication strategy determined to reach the consumer is the standard. The communication message for the product introduced in different countries, such as different formats, names, packaging, is standard and uniform. In the other, while the product or service is offered to each country in the same way, the communication message created to bring the product or service together with the consumer differs from country to country. While the product is produced in a single type and presented to the consumer; the advertising message applied to promote the product is localized.

The advertisements of global advertisements in various languages specific to each country, determined with a different story, and created with local elements and local people are generally called glocal advertisements. This strategy, which is also defined as adaptation, creates country-specific advertising campaigns and highlighting local elements in advertisements on the basis of thinking globally and acting locally (Onurlu & Zulfugarova, 2016).

As the importance of glocal advertising and marketing has increased, various scientific researches have begun to be carried out on this subject. However, many brands have started to give a lot of space to glocal advertising strategies. As a matter of fact, glocalization has begun to affect even serials. For example, Hakan: Muhafız (The Protector) was introduced as the 'first Turkish Netflix Original' on Netflix, a global brand. In the said production, although the global western narrative structure is preserved, these are brought together with local elements to create a glocal product (Kavi & Karaman, 2021). Local advertising and communication practices of Netflix, which implements successful local advertising strategies and globalizes as a brand, can also guide other global brands in this context (Gülmez, 2019).

Coca Cola offers advertisements highlighting unity, solidarity and cultural values during the holy month of Ramadan for Muslims. In the advertisements, everyone is together and breaks their fast together. As a global brand, Coca Cola aims to strengthen its brand image in the eyes of consumers by giving messages specific to Turkish culture with these advertisements (Öztürk, 2021). It is seen that the global automotive brands BMW, Volkswagen and Mercedes-Benz care about the local elements of Türkiye and design their advertisements in this context in the posts they publish on their official Turkish Instagram accounts (Eryiğit, 2020). In the advertisements of the Lipton brand, it is seen that the references about the place of tea in Turkish culture are presented as in tradition and that elements such as teapot, glass, spoon and sugar produce an alternative to tradition (Tikbaş Apak, 2022). McDonald's, as a global brand, is to display local communication in various countries. In order for consumers to be aware of this, they open social media accounts specific to many countries and share specific posts on these accounts (Yılmaz, 2019).

## Methodology

In this study, it is aimed to determine and analyze which elements specific to Turkish culture are used in the advertisements of multinational brands operating in Türkiye. In this direction, advertisements of Lays, Sendsodyne, Algida and Vodafone brands were analyzed by semiotic analysis method. The advertisements of the brands were accessed from their official Youtube accounts.

Semiotic analysis provides to analyze the explicit and hidden meanings behind media words. With the semiotics method, the main tasks of the indicators are revealed (Berkman Köselirli, 2022). Semiotics comes from the Greek word “semeion” meaning sign. What the sign represents is realized by the interpretation of the sign and its relation to what it represents can be in form or color. Semiotics is the science of signs that examines social and cultural phenomena.

Semiotics, with a general definition, means a branch of science that studies the signs explained in dictionaries, that is, signs. Semiotics is a science that analyzes the meaning from the known to the unknown, the meaning from the visible to the invisible, and the meanings from subjectivity to objectivity (Karaman, 2017). With semiotic analysis, all written or visual elements in advertisements, television or social media are included in the research and it is observed how the meaning of the determined indicators is created, used and what kind of effect it has on the target audience. The term semiotics has emerged from the Greek words semesion, meaning signifier, semainon meaning signifier, and semainomenon, meaning signified or indicator (Toksari & Demirbağ, 2022). In general terms, semiotics is expressed as an epistemology method on the existence and reality of signs or signs in life (Yakin & Totu, 2014).

Semiotic methodology is defined as a formal method of analysis used to determine the rules governing how signs convey meaning in a particular social system. A sign is considered as the relationship between a signifier (word) and signified (object/concept); therefore, meaning is produced and transmitted through the relationship between the signifier and the signified in the sign system.

The meanings of the signs used in semiotics are explained as the examination of not only the signs in people’s daily speech, but also everything else that represents other elements (Dianiya, 2020). Fiske defines semiotics as a branch of science that analyzes the signs and meanings of the sign process (Arlina & Nuraeni, 2022).

The most important situation when examining advertisements with semiotic analysis is the process of making sense. What is meant to be given at the stage of interpretation takes the place of a symbol or emotion. More important than the form of the advertisement is the meaning it presents. Signifiers create what is stimulated in the mind, meaning meaning, and as a result, the stage of meaning is formed (Baştürk & Eken, 2020).

Rudrakumar & Venkatraman (2022), state that semiotics is a methodological tool to reveal hidden messages in verbal and verbal advertisements. According to the authors, indicators are planned to express the perception differences of consumers in advertisements. Indicators created in advertisements are used in accordance with the target audience (Rudrakumar & Venkatraman, 2022).

## Findings

### Lays Advertising Analysis

In the advertisement produced by the Lays brand in 2022, with the slogan *Our Land is Our Farmer*, the message was given that it was produced from natural potatoes with twenty local seeds in seven regions of Türkiye.



**Figure 1.** Lays Advertisement

Source: <https://www.youtube.com/watch?v=RgAG0a0WPmM> Release date: 01.07.2022

**Table 3.** Lays Advertising Analysis

Indicator	Denotation	Connotation
Person	Farmer woman working in potato field	Reflecting the culture of the region with her accented speech and giving the message that chips are produced using local potatoes.
Person	Farmer women	Carefully transporting potatoes from the field to the crates in the natural environment.
Object	Seed sown in the field	Giving confidence to consumers by showing that it is 100% domestic seed
Object	Irrigation tool	Giving a social responsibility and sustainability message with the message that water is protected

In Table 3, the woman working in the potato field with the local dress and dialect shows that the brand is sincere and close to the consumers. In addition, cultural intimacy is ensured by giving the message of one of us to the society. In addition, the main theme of the advertisement, the message that chips are produced from local potatoes collected from different regions of Türkiye is given. Demonstrating seed sowing and emphasizing that it is a local seed symbolizes trust. By showing the irrigation system in the advertisement, it is shown that water is protected and conscious agriculture is practiced. In this way, the message that the brand attaches importance to sustainable agriculture and protection of natural resources is given to consumers.



### Sensodyne Advertising Analysis

The Sensodyne brand, which is famous for producing toothpaste against tooth sensitivity, featured the most consumed products in Turkish culture in its advertisement specially prepared for the month of Ramadan in 2022.



**Figure 2.** Sensodyne Advertisement

Source: <https://www.youtube.com/watch?v=RTF6czP6Dak> Release date: 13.04.2022

**Table 4.** Sensodyne Advertising Analysis

Indicator	Denotation	Connotation
Object	Hot tea	Teeth sensitivity is symbolized by tea, which is one of the most consumed beverages in Türkiye and consumed a lot after meals in Ramadan.
Object	Coffee	Turkish Coffee, which is one of the most consumed beverages during Ramadan, symbolizes sensitivity to heat.
Object	Ayran	Sensitivity to cold is emphasized with ayran, which is one of the most consumed beverages besides meals in Türkiye and has an important place in the country's culture.
Object	Date	The need for brushing teeth after dessert is symbolized with dates, one of the symbol foods of the month of Ramadan.

As can be seen in Table-4, in order to show the sensitivity of the teeth to hot and cold foods under the Sensodyne brand, the advertisement displays tea, Turkish Coffee, which is one of the most consumed products during Ramadan, as well as Turkish coffee, ayran that shows cold, kebab and dates as dessert. In this advertisement, the brand, which sells in many countries, uses the theme of the month of Ramadan in Türkiye, which is mostly Muslim, and includes drinks and foods that reflect the Turkish culture, as an example of glocal advertising.

### Algida Advertising Analysis

The world-famous ice cream brand Algida, which appeals to many countries, frequently applies glocal advertising and marketing strategies.



**Figure 3.** Algida Advertisement

Source: <https://www.youtube.com/watch?v=gxAnDv6SemI> Release date: 27.05.2021

**Table 5.** Algida Advertising Analysis

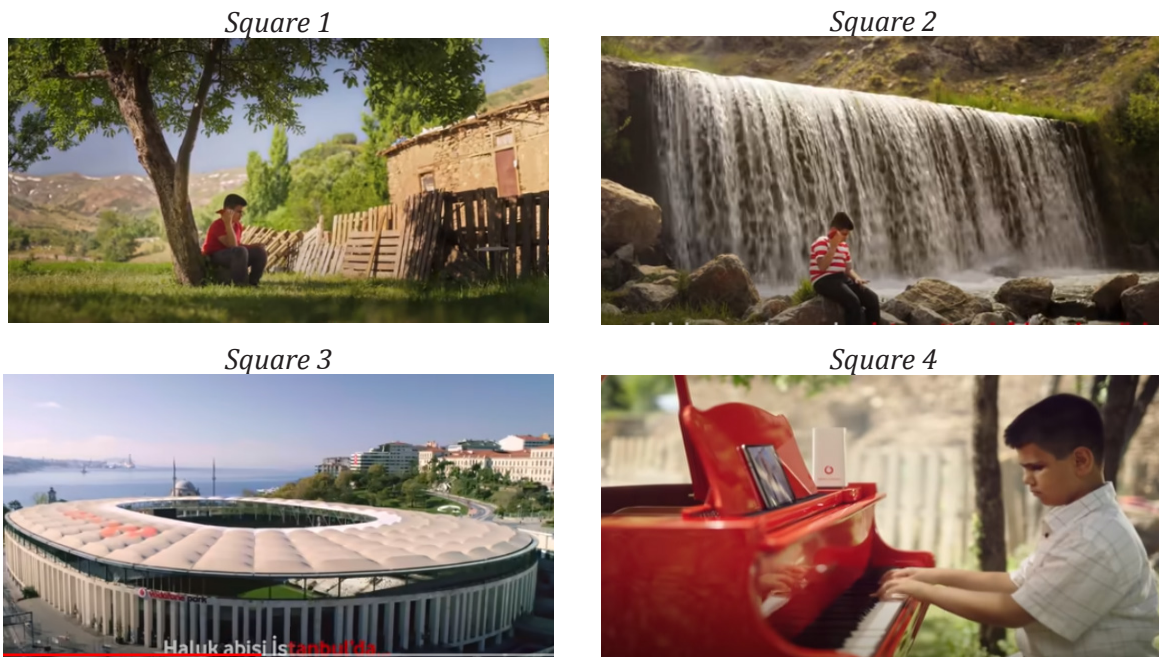
Indicator	Denotation	Connotation
Human/Object	People reflecting ancient times, shopping place	In the advertisement, people living in the ancient period of Turkish history are shown with people in traditional clothes. The history is emphasized by showing the old markets where shopping is done.
Human/Object	Cream Master and Shop	In the advertisement, there is a seller with an old-time clothing style selling cream. The old times are reflected with the jugs and sieves seen on the screen and the image of a traditional product is given. The Kaymakçı Usta sign emphasizes the creamy ice cream, which is the main theme of the advertisement.
Human/Object	Sultan and Household/ Tea and Ice Cream	In the advertisement, the sultan of the palace reflects the tradition by drinking tea, which has an important place in Turkish culture, together with ice cream after iftar.
Object	Ice Cream	Traditional taste is emphasized by emphasizing Türkiye's famous Maraş ice cream.

Algida's Maraş Style ice cream advertisement emphasizes tradition with historical reenactments, clothes and dialogues. In this way, the brand emphasizes traditional Maraş

ice cream and traditional natural cream, giving consumers a message of traditional taste and trust.

### Vodafone Advertising Analysis

Vodafone, a telecommunications brand operating in many countries, is one of the leading brands that determines advertising and communication strategies according to the country it serves. In this context, Vodafone published an advertisement with Bager Çalışcı, who lives in Muş and is visually impaired from birth and described as the “Perfect Ear” in 2021. In the advertisement, Bager played the song Elfida together in Muş and Haluk Levent in Istanbul.



**Figure 4.** Vodafone Advertisement

Source: <https://www.youtube.com/watch?v=LsjSf2Fires> Release date: 02.07.2021

**Table 6.** Vodafone Advertising Analysis

Indicator	Denotation	Connotation
Human	Bager	While the visually impaired miracle ear Bager is listening to music on the phone in his village, Vodafone's attraction in the village is demonstrated.
Object	İstanbul	The advertisement shows Vodafone Park Stadium, which is sponsored by the brand, saying "Haluk brother is in Istanbul".
Human/Object	Bager, Piano, Internet Device	Bager plays the piano together in his village in the advertisement, and Haluk Levent in Istanbul. The device shown next to Bager represents Vodafone's 5G attraction.
Auditory	Music	The senses are addressed by playing Haluk Levent, which is loved by the society.

The brand conveys the message that it cares about the Turkish society, with “Perfect Ear” Bager and artist Haluk Levent playing the piano together in the Vodafone advertisement. Cultural messages are given by showing sections from Bager’s village and it is shown that 5G technology works effectively in the village.

### Conclusion

The concept of globalization includes various relations. Since it covers all geographies of the world, it affects our lives, cultures, perceptions, lifestyles, habits and needs. Culture is one dimension of this influence. This study specifically focuses on the relationship between culture and advertising and deals with the concept of glocalization through selected multinational brand advertisements. Advertising shapes the consumption behavior of the masses. Consumption is one of the elements of culture, because cultures are reflected in consumption styles. This is the reason why the consumption culture has changed with advertisements. Because our attitudes and habits are beginning to be shaped by global brands.

In this study, it is tried to explore how globalization affects consumption culture on the basis of advertising. The advertisements of four multinational brands were selected for analysis within the scope of the study. These advertisements represent their glocal character as their contents are prepared according to cultural characteristics. Globalization affects culture and the role of advertisements is also important in this. Because advertising creates consumer societies and has a powerful role in changing people’s preferences, attitudes and lifestyles. In order to make semiotic analysis, the advertisements of these brands were selected according to their glocal content.

Lays advertisements feature rural and local features. Villagers have a role in advertising and use their own local language in the village setting. In the advertisement, it is aimed to provide cultural intimacy with the consumers by speaking the local language of the women working in the fields. By expressing the potatoes used in the production of chips as from our farmers, from our land, both trust and emotional intimacy are established with the consumers. Sensodyne featured tea, coffee, ayran, kebab and dates, which are widely consumed in Ramadan, reflecting Turkish culture, in the advertisement presented to emphasize tooth sensitivity. Algida defines its creamy ice cream as Maraş style ice cream and emphasizes traditional Maraş ice cream. In the advertisement, the image of traditionalism is given by showing clothes, words, people and objects from the old Turkish society. Vodafone brought together Bager, who lives in Muş, is visually impaired from birth, is described as the “perfect ear” and has an interest in music, and artist Haluk Levent, on the internet, in the commercial film he shot specifically for Türkiye. In the advertisement, Bager plays the piano in Muş and Haluk Levent plays the piano in Istanbul. In this advertisement, while giving the message of emotional intimacy and social responsibility with Turkish consumers, the internet speed and quality of the brand is shown in the background.

Multinational brands need to take into account the social values, cultural and local habits, market structure and market characteristics of consumers in the markets they target. Brands that direct their activities in line with this approach, which is expressed as glocal advertising strategies, will increase their activities to meet the consumer needs and demands of the local market and increase the market share of the brand. Multinational brands that implement glocal advertising strategies enter the market by analyzing many factors that can make a difference in the local markets in which they operate, such as

the structure of the market, its characteristics, consumer expectations, traditional and cultural characteristics. It will be possible to compete with other brands by creating a suitable marketing mix for local markets with different characteristics.

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# Çok Uluslu Marka Reklamlarının Küyerelleşme Bağlamında Göstergebilimsel Analizi

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## Genişletilmiş Özet

Son yıllarda küreselleşmenin etkileri ve bilgi ve iletişim teknolojilerindeki gelişmeler nedeniyle markaları daha çok etkilemeye başlamıştır. Bu bağlamda küreselleşen markalar çeşitli ülkelerde çok sayıda reklam yayınlamaya başlamıştır. Bu reklamların bir kısmı küresel reklam stratejisiyle, bir kısmı da küyerel reklam stratejisiyle hazırlanmaktadır. Böylece, küyerel pazarlama ve reklamcılık ortaya çıkmıştır.

Küreselleşmenin dünya çapında ekonomik, politik, sosyal, demografik, teknolojik ve kültürel etkileri bulunmaktadır. Bütün bunların toplumlar için bazı ekonomik değerleri vardır. Ürün ve hizmetlerin genişlemesi, doğası gereği küreselleşen rekabeti daha da çok artırmaktadır. Bu bağlamda, etkin ve verimli bir pazarlama stratejisinin rolü, markalar için rekabet avantajı elde etme açısından başarıyı sağlamak için oldukça önemlidir. Faaliyet gösterilen ülke pazarında rekabet söz konusu olduğunda markaların genellikle üç seçeneği vardır: Küresel, Yerel ve Küyerel. Müşteriler, prestij elde etmek için küresel bir mevcudiyete sahip yerel bir markanın parçası olmayı sevdiklerinden, markalar bir küyerel stratejiyi seçerken bu unsurları dikkate almaktadır. Bu durum, küresel markaların yerel sembollerle birleştirilmesini gerektirmekte, bu da markaları kültürel olarak daha uyumlu hale getirirken aynı zamanda küresel olmalarını sağlamaktadır. Bununla birlikte, faaliyet gösterilen ülke tüketicilerinin sosyo-kültürel duyarlılığı, genellikle bir markanın ya küresel, yerel ya da küyerel bir strateji kullanması gerektiğini belirlemektedir.

Küyerelleşme kavramı, küreselleşme sürecinde her yerel bölgeye uygun bir ürün olması ve başarılı olma ihtimalinin çok daha yüksek olacağını tespit edilmesi amacı ile ortaya çıkmıştır. Bu yönüyle küyerelleşme, yerel özellikleri koruyarak küreselleşme olarak tanımlanabilir. Küreselleşme geliştikçe yerel değerler için bir tehdit olarak görüldüğü söylenebilir. Bu konuda küresel markalar, yerel pazarlara uygun pazarlama stratejileri geliştirmek için önlemler almaya başlamıştır. Böylece bu markalar “küresel düşün, yerel hareket et” ilkesi ile küreseli yerele uyarlamaktadır.

Küreselleşen dünyada her alanda görüldüğü gibi markalar da bundan etkilenecek küreselleşmektedir. Küresel markalar, oluşturdukları reklam stratejilerinin her bölgede aynı ve hedeflenen şekilde kabul görmeyeceği düşüncesiyle ürünü veya hizmeti sunacakları ülkelerin yerel unsurlarını göz önünde bulundurarak bu ülkelere yönelik ürünler sunmakta veya bu ülkelere uygun reklamlara yer vermektedir (Sucu, 2020).

Küyerel reklam yaklaşımına göre, küresel ve çok uluslu markalar ürünlerini ev sahibi ülkenin yerel örf, adet, dini inanç ve değerlerine göre uyarlamaktadır. Örneğin, McDonald's, Türkiye'de McTurca ayran ve Classic Hot Chicken, Filipinler'de Mc Spaghetti, Hindistan'da ise ineklerin kutsiyeti ve dana eti yerine sebze tüketiminin yaygınlığı nedeniyle sebzeli Mc Nuggets, vejeteryan burgerler ve koyun eti Big Mac menüleri sunmaktadır (Öneği vd., 2019). Coca Cola'nın Türkiye'de benimsediği reklam stratejileri, marka küyerelleştirme stratejisine iyi bir örnektir. Marka, reklamlarında kutsal Ramazan ayı boyunca geleneksel ve dini değerlere yer vermektedir. Bu reklamlar iftar hazırlıklarını gösterirken birkaç alt kültür grubunu öne çıkarmaktadır. Bu strateji, kültürel uyum nedeniyle şimdiye



kadar başarılı olmuştur. Özellikle küyerel reklam stratejisi olarak kültürel unsurları reklamlarında kullanan markalar daha fazla satış ve kar gibi amaçlarına ulaşmaktadır. Çok uluslu markaların ürün veya hizmetlerini tanıtmak ve satışını arttırmak için faaliyet gösterdiği ülkelerin kültürel unsurlarına reklamlarında yer verme stratejisi olarak ifade edilen küyerel reklam stratejisi bu kapsamda büyük önem taşımaktadır (Şimşek vd., 2019).

Bu çalışmada Türkiye’de faaliyet gösteren çok uluslu markaların reklamlarında Türkiye’ye özgü hangi unsurları kullandığının tespit ve analiz edilmesi hedeflenmektedir. Bu doğrultuda Lays, Sendsodyne, Algida ve Vodafone markalarının reklamları göstergebilimsel analiz yöntemi ile incelenmiştir. Markaların reklamlarına resmi Youtube hesaplarından erişim sağlanmıştır.

Göstergebilim analizi, medya sözcüklerinin arkasında yer alan açık ve gizli anlamları çözümlenmeyi sağlamaktadır. Göstergebilim yöntemi ile göstergelerin asıl görevleri ortaya çıkarılmaktadır (Berkman Köseleli, 2022).

Göstergebilim, işaret anlamına gelen Yunanca “semeion” kelimesinden gelmektedir. İşaretin neyi temsil ettiği işaretin yorumlanmasıyla gerçekleşmekte ve temsil ettiği şeyle ilişkisi biçimde veya renkte olabilmektedir. Göstergebilim, toplumsal ve kültürel olguları inceleyen göstergeler bilimidir.

Lays reklamlarında kırsal ve yerel özelliklere yer verilmektedir. Köylülerin reklamda bir rolü bulunmakta ve köy ortamında kendi yerel dillerini kullanmaktadır. Reklamda tarlada çalışan kadınların yerel dille konuşması ile tüketicilerle kültürel yakınlık sağlama amaçlanmaktadır. Cips üretiminde kullanılan patatesler bizim çiftçilerimizden, bizim topraklarımızdan diye ifade edilerek tüketicilere hem güven hem de duygusal yakınlık oluşturulmaktadır. Sensodyne, diş hassasiyetine vurgu yapmak üzere sunulan reklamda Türk kültürünü yansıtan çay, kahve, ayran, kebab ve ramazan ayında çok tüketilen hurmaya yer vermiştir. Algida, kaymaklı dondurmasına Maraş usulü dondurma tanımlaması yaparak geleneksel Maraş dondurması vurgusu yapmaktadır. Reklamda eski Türk toplumundan kıyafetler, sözcükler, insanlar ve nesnelere gösterilerek geleneksellik imajı verilmektedir. Vodafone, Türkiye’ye özgü çektiği reklam filminde Muş’ta yaşayan ve doğuştan görme engelli olan, “kusursuz kulak” olarak nitelendirilen ve müziğe ilgisi olan Bager ile sanatçı Haluk Levent’i internet üzerinden bir araya getirmiştir. Reklamda Bager Muş’ta, Haluk Levent ise İstanbul’da karşılıklı piyano çalmaktadır. Bu reklamda Türk tüketicilerle duygusal yakınlık sağlanması ve sosyal sorumluluk mesajı verilirken, arka planda markanın internet hızı ve kalitesi gösterilmektedir.

Çok uluslu markaların hedefledikleri pazarlarda tüketicilerin sosyal değerlerini, kültürel ve yerel alışkanlıklarını, pazar yapısını ve pazar özelliklerini dikkate almaları gerekmektedir. Küyerel reklam stratejileri olarak ifade edilen bu yaklaşım doğrultusunda faaliyetlerini yönlendiren markalar, yerel pazarın tüketici ihtiyaç ve taleplerini karşılamaya yönelik faaliyetlerini ve markanın pazar payını arttıracaktır. Küyerel reklam stratejileri uygulayan çok uluslu markalar pazarın yapısı, özellikleri, tüketici beklentileri, geleneksel ve kültürel özellikleri gibi faaliyet gösterdikleri yerel pazarlarda fark yaratabilecek birçok faktörü analiz ederek pazara girmektedir. Farklı özelliklere sahip yerel pazarlar için uygun pazarlama karması oluşturularak diğer markalarla rekabet etmek mümkün olacaktır.

**Anahtar Kelimeler:** Reklam, Küyerelleşme, Küyerel Reklam, Kültür.

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