

Strategic brand communication in polycentric media environments: global and cultural adaptation

Academic supervisor – Bykasova Larisa Valentinovna

Никитина Диана Юрьевна

Student (master)

Санкт-Петербургский государственный университет, Институт "Высшая школа менеджмента Saint Petersburg, Россия

E-mail: no.003@mail.ru

The relevance of the study is associated with the changing character of globalization and the growing competition between international brands at the local level. Over the past years, many firms have shifted toward the principle of "Think global — act local," increasingly recognizing the strategic importance of emerging and previously underrepresented markets. Under such conditions, firms are forced to develop communication models that maintain a consistent brand identity while remaining responsive to diverse cultural environments. The development of digital technologies and the growing role of cultural identity in consumer behavior further complicate the creation and implementation of modern brand communication strategies.

The object of the research is brand communication as a strategic tool for promoting firms in the international market. The subject of the research is the strategies of international brand promotion and cultural adaptation of communication practices.

The purpose of the study is to identify the strategic communication models applied by firms when entering international markets and to determine the most effective communication tools for promoting brands in multicultural environments.

The theoretical background of the study draws on several established frameworks. The concept of brand equity, developed by Kevin Lane Keller, provides the foundation for analyzing brand value and perception. The cultural dimensions model by Geert Hofstede allows for a structured comparison of cultural differences in consumer behavior. The concept of glocalization, introduced by Roland Robertson, frames the tension between global standardization and local adaptation. Together, these frameworks enable an analysis of how firms balance global brand identity with the demands of culturally diverse markets.

The empirical part of the study examines the international communication strategies of two firms operating in distinct market contexts: Mirfoods, a regional food brand expanding into new markets, and Turkcell, a major telecommunications company with cross-border operations. The analysis focuses on the digital communication tools applied by these firms and the degree to which their strategies reflect global, local, or hybrid approaches.

The research identifies three primary models of international brand communication — global, local, and hybrid — and demonstrates that the hybrid model tends to be the most effective in multicultural environments. A key factor in its success is the involvement of local specialists who understand the cultural and social specifics of a given region, which helps firms avoid communication errors and produce more meaningful messaging for local audiences.

In the digital environment, user-generated content (UGC) emerges as a particularly important tool for deepening brand-audience relationships, enabling consumers to become active participants in brand communication rather than passive recipients.

The findings suggest that in a polycentric media environment, successful brand communication depends on the ability to balance global consistency with local relevance. Brands that adopt flexible, culturally informed strategies are better positioned to build a recognizable global identity while fostering genuine engagement and trust among local communities.

Источники и литература

- 1) 1. Котлер Ф. Основы маркетинга – Москва, Санкт-Петербург, Киев, «ВИЛЬЯМС», 2007.
- 2) Маклюэн Г. М. Понимание Медиа: Внешние расширения человека — Москва, Жуковский: «КАНОН-пресс-Ц», «Кучково поле», 2003.
- 3) 4. Основные методы сегментации аудитории [Электронный ресурс] // Idea Digital Agency- URL: <https://ideadigital.agency/ru/blog/segmentacia-5w/>
- 4) 5. Polycentrism – meaning & Definition [Электронный ресурс] // mba SKOOL – 21.11.2016 - URL: <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/16677-polycentrism.html#:~:text=Polycentrism%20marketing%20is%20a%20kind,to%20be%20a%20key%20part>
- 5) Sarokin D. What Is Polycentric Marketing? [Электронный ресурс] // CHRON — URL: <https://smallbusiness.chron.com/polycentric-marketing-24670.html>
- 6) 6. Segmentation Statistics That You Must Know in 2023 [Электронный ресурс] // Notify Visitors – 25.11.2021 – URL: <https://www.notifyvisitors.com/blog/segmentation-statistics/>
- 7) Wedel M., Kamakura W. The Historical Development of the Market Segmentation Concept [Электронный ресурс] — URL: https://www.researchgate.net/publication/279384714_The_Historical_Development_of_the_Market_Segmentation_Concept