

AUBADE: TRANSFERRING AN ADVERTISEMENT CROSS-NATIONALLY

Jean-Claude Usunier prepared this case under solely to provide material for class discussion. The author does not intend to illustrate either effective or ineffective handling of a business situation. The author may have disguised certain names and other identifying information to protect confidentiality.

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Discuss the possible pitfalls and problems involved in transferring the Aubade lingerie advertisement below, originally created in France¹, to :

- 1/ Japan
- 2/ Saudi Arabia
- 3/ The United States
- 4/ Austria
- 5/ India

¹ The legend/slogan reads "Leçon n°40: jouer avec le feu" ("play with fire").



Please take into account the following (issues listed in no particular order)

- ad strategy followed (persuasive, oneiric, rational/emotional, etc.?)
- information content (is there any; if yes, which one?)
- benefits emphasized (functional / non-functional benefits)
- aesthetics
- nudity / social mores
- language/writing/alphabet issues
- slogan
- link between country-of-origin, product ethnicity and ad message / ad style
- execution details (colour, shot, framing, etc.)
- any ad element that you might consider relevant as concerns the cross-national transfer

You may Google to get some additional insights on the issues above. In particular look at www.aubade.com. Or Google “aubade” and you will find relevant information.