



A North American Perspective on the IPREX State of Communications and Marketing Report 2023



As seen in this report, communications is a dynamic and multifaceted landscape that is heavily influenced by cultural, economic, and social nuances specific to each market. As companies expand their global reach, they encounter the intricate challenge of balancing a cohesive global communications strategy with tailored approaches that resonate with local audiences. This task is made even more complex by the necessity to navigate diverse linguistic preferences, cultural sensitivities, and media consumption habits. In response to these challenges, a global network of partner agencies emerges as a potent solution, enabling a unified yet targeted strategy that maximizes effectiveness across diverse markets.

Creating a cohesive global strategy involves establishing a consistent brand image, key messaging, and overarching goals. However, applying this uniform strategy verbatim across diverse markets can lead to misalignment and misinterpretation. For instance, humor that is well-received in one culture may fall flat or offend in another. This necessitates a thorough understanding of local sensibilities and communication norms. Simultaneously, a localized approach respects the unique attributes of each market as seen by the data in this report. Tailoring communication to the local audience not only shows a company's commitment to understanding its consumers but also leads to a more personal and resonant connection. This requires not only language adaptation but also the incorporation of culturally relevant visuals, references, and narratives.

Crafting a strategy that bridges these two approaches – a unified global framework and targeted local adaptation – is where the challenge truly lies. Enter the global network of partner agencies. The IPREX model allows a company to maintain a central core strategy while tapping into the expertise of agencies embedded in each local market. The IPREX agencies possess an intimate understanding of their respective culture, media landscape, and consumer behaviors, enabling us to fine-tune global strategies for our clients resulting in maximum impact.

About

360viewPR is a strategic PR and Social agency focused on expanding visibility in North America for tourism, hospitality and lifestyle brands.

Contact

Michelle Rodriguez, Founder/Principal, 360viewPR
michelle@360viewPR.com
+1.213.320.7704