

CONSIDERING CULTURAL DIVERSITIES: NUTELLA BRAND MARKETING STRATEGY

Vinnitsia National Technical University

Анотація: У статті розглядається адаптація маркетингової стратегії бренду Nutella на різних ринках. Проаналізовано культурні, мовні та поведінкові аспекти споживачів, а також способи їх урахування в рекламних кампаніях.

Ключові слова: Nutella, маркетинг, культурна адаптація, бренд, реклама, поведінка споживачів.

Abstract: The article considers the adaptation of Nutella's marketing strategy to different markets. Cultural, linguistic, and consumer behavior aspects of advertising campaign are analyzed

Keywords: Nutella, marketing, cultural adaptation, brand, advertising, consumer behavior.

Introduction

In international business cultural factors, language difficulties and different cultural contexts are of great importance. Traditions, habits, and customs have powerful influences on people's preferences and tastes. The most important thing in marketing is finding out who the customers are and what they want. Marketing is the process of having the right product at the right time in the right place, the process that brings mutual benefit to customers and vendors. The modern global market requires companies to adapt their products and marketing strategies to the cultural characteristics of different countries. The same product can be perceived differently depending on traditions, habits, and consumers' lifestyles. The Nutella brand is a clear example of a successful global company that has managed to combine a unified product concept with local marketing adaptation.

Statement of basic materials

Nutella is a world-famous brand of chocolate-hazelnut spread, created by an Italian company in 1964. Its main product is a spread made from hazelnuts and cocoa, which is sold in more than 160 countries worldwide.

The brand's popularity is explained not only by the quality of the product but also by its effective adaptation to different markets.

In different countries, Nutella takes into account cultural characteristics of consumers:

- In Germany, the focus is on quality, naturalness, and energy for breakfast.
- In India, advertising is targeted at young people and students with an active lifestyle.
- In Italy, the product is associated with family traditions and home comfort.
- In Japan, attention is paid to aesthetics - small packages and gift sets are produced.

Language adaptation is also an important component. The brand name is not translated, which helps maintain recognition. At the same time, slogans are adapted depending on the country to better convey emotional meaning.

Non-verbal communication also plays an important role. Advertisements feature smiling faces, bright lighting, and a cozy home atmosphere. Gestures, facial expressions, and breakfast traditions are adapted in different countries. In Muslim countries, advertising takes into account religious norms.

Culinary preferences also influence product usage:

- in Italy, Nutella is eaten with bread;
- in France, it is added to crepes and croissants;
- in India, versions with reduced sugar content are produced;
- in Japan, new flavors are introduced, such as matcha.

Colors and packaging design also play an important role. The main colors of the brand are brown, white, and red. In different countries, the design varies: in Japan it is more restrained, while in the USA it is brighter.

Advertising campaigns also differ:

- in Europe, the focus is on family values;
- in the USA, on quick breakfast solutions;
- in Asia, on social media and influencers;
- in Ukraine, on emotions and nostalgia.

Thus, Nutella uses different approaches depending on the market, which allows the brand to be closer to consumers.

Conclusion

In conclusion, Nutella is an example of successful adaptation of a global brand to local markets. The company maintains a unified idea - warmth, love, and enjoyment of simple moments - but presents it differently depending on cultural characteristics.

Among possible improvements, it is worth suggesting the creation of local flavors tailored to specific countries, as well as more active use of local influencers to promote the product among young audiences.

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Рудницька Тетяна Григорівна – старший викладач кафедри іноземних мов, Вінницький національний технічний університет, e-mail: rudnytska@vntu.edu.ua

Шага Анастасія Миколаївна – студентка групи 2МР-246, Вінницький національний технічний університет, e-mail: nastasaga91@gmail.com

Rudnytska Tetiana Hryhorivna – an Assistant Professor of Foreign Languages Department, Vinnytsia National Technical University, e-mail: rudnytska@vntu.edu.ua

Shaha Anastasiia Mykolaivna – student of group 2MR-246, Vinnytsia National Technical University, e-mail: : nastasaga91@gmail.com