**STRATEGIC MARKETING**

**Learning Outcome 2: Activity 5**

**GROUP ACTIVITY**

**Global brand strategy**

In pairs, take it in turns to explain and discuss each approach to global brand strategy: standardisation, adaptation and regional.

Each define your understanding of the approach, and talk through a case study you’ve found online with your assessment of its success.  
  
Together, consider how other approaches could work for the case studies you’ve identified.

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| **Standardisation Define:    Case study:**  **Effectiveness:** |
| **Adaptation Define:    Case study:**  **Effectiveness:** |
| **Regional Define:    Case study:**  **Effectiveness:** |