

Intercultural Communication Strategies of P&G in China

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Abstract: The communication strategy has become a key method for multinational companies to get access to the Chinese market. This paper studies the communication strategies of P&G, a giant in the daily chemical industry. They include brand naming, product packaging, advertising, TV programs, websites, social media, e-commerce platform, network video and corporate culture. Some suggestions for brand communication and brand building of Chinese enterprises are put forward.

Keywords: Communication Strategies; Intercultural; Procter & Gamble(P&G)

1. Introduction

In recent years, domestic companies have followed the example of multinational companies, created their own brands, and began to try transnational operation. However, no matter in domestic or transnational operation, if the enterprise does not carry out good communication after creating a brand, the best products will not be familiar to people. The following are five ways of communication strategies.

2. The combination of Brand and Chinese Culture

Chinese people attach great importance to naming, which has a long history of cultural tradition in China. In China, people attach importance to naming because they have long realized that names have rich communication functions. *The Analects of Confucius* has a saying, "if the name is not proper, the truth will not make sense; if the reason does not make sense, things will not be done." In this sentence, the name is given an important function closely related to the fate of the things it refers to. Name has the function of spreading information. It can make people associate with cultural background and social environment, so people attach great importance to naming. When P&G entered the

Chinese market, it incorporated elements of Chinese culture into its product names. With the exception of S-KII, which does not have a Chinese character name, other products have Chinese names in China. P&G not only pays attention to the communication effect of Chinese characters in the brand name, but also pays attention to the artistic characteristics of Chinese characters as well as the brand positioning in the brand name.

3. The Combination of Package and Chinese Culture

P&G is developing the Chinese market, and the packaging of the products will also be designed according to the aesthetic taste of Chinese consumers. For example, the target customer of OLAY is women, and the cultural concept of OLAY advocates the attitude and courage of modern women to get rid of age limits, which is also a philosophy of life. When a woman is not afraid of age, she can live a pure, wonderful and beautiful life. OLAY's brand concept is that the products help women take care of their skin comprehensively, making them younger and more confident. OLAY conducted a survey of consumers and found that the anxiety of female consumers increases exponentially with age. P&G has a good insight into the psychological needs of consumers. On the basis of an in-depth understanding of the needs of Chinese women for skin care and beauty, on New Year's Day in 2018, "OLAY" launched a limited edition red box. Red is a festive color in China, which represents red fire and excitement, in line with the festive atmosphere, and it adds the element of big red fish to the box to enhance the characteristics of the product. In order to make the product more advanced, there are different image combinations in each gift box. The overall packaging of the gift box is based on the image of goldfish. The packaging of the image of goldfish makes the product appear gorgeous, so the product is loved by the target consumer groups.

4. The combination of Traditional Media Communication Strategy and Chinese Culture

Before the era of digital emerging media, P&G, restricted by the development of the media, P&G mostly uses traditional media in the propagation of brand information channels.

4.1 TV Advertisement

Brand image theory is a creative theory put forward by David Ogway. "Every brand and every product should design and develop an image and convey it to consumers through advertising. Advertising provides not only material interests, but also psychological interests, which is the core connotation of brand image. Therefore, the combination of Chinese culture in advertising communication can fully meet the psychological interests of consumers, and then enhance the brand image of products." P&G not only integrates the content of advertising into Chinese culture, but also chooses Chinese super star, who are well-known to every household, such as Lin Zhi ling, Ni Ni and so on. And the spokesman of the brand also conforms to and embodies the characteristics of the product. For example, the washing brand team found in the survey that Chinese housewives believe more in the recommendations of their family or friends, so when choosing spokesmen for their products, they choose actor Hai Qing, because she has the image of loving her family and capable "national wife", which is loved by the Chinese audience, and her endorsement advertising has a great influence on the purchase of consumers.

4.2 TV Program

In the early 1980s, this stage was the starting point for the rapid development of Chinese television. Television separated from the previous cable broadcasting system and gradually developed into a dominant medium, which are the result of the close interaction between many factors, such as political and economic system, electronic media technology, television program content, people's daily life and so on. Therefore, multinational companies use television program for brand publicity that can achieve a certain communication effect.

5.The Combination of Social Media Communication Strategy and Chinese

Culture

After entering the era of digital social media, the development of media has changed the environment of spreading information so that it affects consumers who are different from the traditional media under the emerging media. They accept many information channels and are keen to share and create. Under the traditional media, brand communication is challenged by the new media era. In the era of digital social media, P&G has implemented new communication strategies in Chinese market.

5.1 Website

P&G's website in China fully shows its nature of looking around the world and shows its characteristics that when in Rome, do as the Romans do. P&G's website, with the exception of "P&G Global" in English, is basically in native languages. P&G has two official websites in Chinese, P&G China and P&G Hong Kong. There are two aspects of font and vocabulary to analyze two official websites. By comparing the official P&G websites in mainland China and Hong Kong, the fonts used in mainland China and Hong Kong are simplified Chinese characters and traditional characters.

5.2 Social Media

Social media is a new form of media that comes with the birth of the Internet. It makes use of social networks and social relations to carry out word-of-mouth marketing media. Due to the continuous growth of social media, P&G gradually improves the investment of social media in brand communication. "According to Xu Youjie, vice president of communications and public relations at P&G Greater China, P&G's marketing expenses in social media have accounted for 10% to 20% of the total marketing expenses, and will continue to improve in the future." Social Media has become an important way for P&G Brand Communication. During the London Olympics, for example, P&G launched a huge brand marketing campaign on social media. P &G organized activities around the theme of cheering for mothers, it took full advantage of various social media platforms to work with search engine Baidu to build a mini-official website that thanked its mother and crossed the distance with love. P&G opened an account on Sina Weibo and launched a Weibo topic activity to cheer for mother.

5.3 e-Commerce Platform

P&G has set up a flagship store in Taobao, China's largest e-commerce business. According to the flagship store search entry, P&G is good at combining product promotion with Chinese festivals. P&G follows psychology of the Chinese people for discounts and promotions, Taobao stores put product discounts and brand information on the home page. And during the Spring Festival, the red elements will be integrated into Taobao flagship store to cater to the Chinese Spring Festival celebration and taste. In addition, P&G and Tmall teamed up to build flash stores, which incorporate many fashion elements and meet the needs of young Chinese consumers in pursuing fashion. At the same time, they also bring users an immersive experience and give more young Chinese consumers the opportunity to understand P&G. In the process of communication, the company should fully understand consumers and make them know service of the product, so as to improve customer satisfaction and cultivate loyalty.

5.4 Network Video

With the development of network Web 2, variety show online and micro-film have gradually developed, and P&G uses this media to combine the elements of Chinese culture in the process of communication, so as to promote the development of brand. For example, in 2017, P&G's brand SK-II released a series of blockbusters called "She finally went on a blind date." The short film focuses on the real problems faced by Chinese women, that is, the pressure of marriage and family. The film aims to encourage Chinese women to be brave. Women should not choose a man at will because of the pressure of marriage, and women should live a wonderful life. In the nine months since the launch of the short film, sales of the brand have risen 50%.

6. The Combination of Corporate Culture and Chinese Culture

Companies that want to form strong, tight connection with customers should heed some specific considerations including how to increase economic, social or structural ties. And P&G's spirit and its own corporate culture not only beat the best competitors. "I talk about the spirit of P&G, and P&G not only makes the most important consumers satisfied and respected by the best competitors." At the same

time, P&G 's own image is deeply rooted in the hearts of the people.

P&G emphasizes the idea of continuous innovation in its corporate culture. Actually, it is a corporate culture that embodies adaptability, creativity, openness and orientation. A successful approach is to understand customers, constantly innovate, and to meet the needs of consumers, and innovation is the most distinctive feature of the Chinese nation, which is full of innovation spirit. The Chinese civilization, with a long history and brilliant history, embodies the great creativity of the Chinese nation and the endless creative spirit of Chinese culture, which is deeply rooted in the essence of Chinese traditional culture. P&G carries forward the spirit of innovation and constantly integrates innovation into the product. Firstly, Lanuo can neutralize the washing powder left in the washing machine. Secondly, it prevents washing residues from adhering to the washing machine. Finally, it can eliminate foam when consumers washing clothes. Consumers only need to add Lanuo when washing for the first time, which can make the taste of clothes fragrant and remove the static electricity on the clothes. "P&G is a technology that improves the performance of its laundry products, provides targeted consumer services. At the same times, P&G can save millions of dollars." At the same time, this product is in line with China's sustainable development strategy.

7. The Enlightenment of P&G's Intercultural Communication in China

In the process of the formation and development of P&G brand image, attention is paid to the understanding of Chinese culture and communication with consumers, which accords with the emotional demands of Chinese consumers and P&G attaches importance to the spread of brand image. Therefore, whether it is the brand image communicator or the brand image communication recipient, the final attention is not those specific information content, but an overall feeling, a kind of culture. For Chinese enterprises that urgently need to build world famous brands, we can seriously learn from and draw lessons from P&G's cross-cultural brand image communication. In the process of cross-cultural communication, we should not only give up those factors that are not consistent with the target country market, but also want multinational companies to integrate

into the local traditional culture, effectively perceive the needs of the target consumers to make full use of the local culture and develop characteristic brands. Transnational corporations should not only have the characteristics of the target development country, but also make good use of the traditional media strategy and the emerging media strategy to carry on the communication.

8. Conclusion

Based on the comparison of P&G's different communication strategies from the traditional media period and the digital social media, this paper analyzes the different brand communication strategies adopted by P&G in different media environments, and draws the following conclusions.

First of all, as an American multinational company, P&G, after coming into the Chinese market, uses Chinese excellent cultural elements, which are of interest to the Chinese target consumers, and conforms to the regions and markets with different cultural backgrounds, so as to stimulate the interest and identity of customers.

What's more, transnational communication is the worldwide communication of product information, cultural values, consumption concepts and so on. Due to the differences in cultural traditions, customs, religious beliefs, administrative laws and values, this process hides the collision and interaction of heterogeneous cultures. Therefore, in the process of communication, P&G can clearly understand the cultural differences between countries, and it

can understand and respect the culture of the target country. On this basis, according to the changes of market environment, P&G can adjust the communication strategy to achieve the purpose of publicity. On the basis of fully studying the Chinese social environment and profound insight into Chinese consumers, P&G draws closer the distance with Chinese consumers in a comprehensive and systematic way, such as cultural utilization, cultural guidance, cultural participation, cultural reproduction and so on, so that it can have a sense of identity with P&G in terms of values, which can weaken the resistance to development. This is also the key factor for the success of P&G in the localization of advertising in China. Therefore, this can also be used as a reference for other transnational corporations to enter the Chinese market in the face of the complicated consumer market in the world.

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