

## ABSTRACT

Consumers appreciate advertisements not for the basic objectives they carry, but for the larger socio-cultural dimensions they express. Not only do television advertising messages expose cultural values, but they are also an extension of the cultural involvement to accomplish greater marketing communication objectives. In this regard, the issue of creation of the right kind of advertisement by established Multinational Corporations (MNCs) in the global context is relevant. Globalization may favour a conceptual acceptance of both standardized and adapted advertisements in a particular consumer base. However, it may be hard to establish their positive branding effects. The problem that needs to be addressed is that in the case of adapted messages, would the change or alteration of the promotional campaign affect the brand building process or not. Thus, the approach to understand the contribution of brand building by both standardized and adapted advertisements remains quite relevant. The present study tries to understand the possible impact of both standardized and adapted advertisements on branding activities especially on Brand Resonance. The study has assessed whether under similar cultural, economic, social and demographic conditions, the standardized advertisement would generate similar effects with respect to the adapted. The study is confined to brands of well-established MNCs in India. In order to achieve the research objectives, the study has been conducted in three phases. The first phase identifies the factors that constitute the 'message' element in an advertisement from the consumers' point of view. This indicates the consumers' understanding of the advertising message. The second phase of the study compares both standardized and adapted advertisements with the support of consumer identified 'message' elements to observe as to what extent they are different. In the third phase of the study, both types of advertisements of the same brand are exposed to consumers to assess their response on Brand Resonance dimensions. Finally, the findings of the three phases of the study have been integrated, and a model depicting the impact of standardized and adapted promotional messages on Brand Resonance has been proposed. The study is an attempt to answer whether the factors in creating positive brand equity speak more for standardized advertisements or for adapted advertisements. From the industry perspective, this research would help MNCs to plan their future cross-cultural advertising and branding programs more effectively.

**Key Words: Advertisement, Message, Cross-cultural Advertising, Multinational Corporations, Brand Resonance.**