

Antara Gupta

Mr. Speice

Independent Study & Mentorship

March 14, 2018

### **Continuing the Project**

#### **Mentor Visit Assessment #3**

**Mentor:** Regina Borda

**Profession:** Chief Brand Officer- Latin American and Caribbean Regions

**Location:** 7100 Corporate Drive, Plano TX, 75024

**Date:** January 5, 2018

**Time:** 2:30 p.m. – 3:30 p.m.

#### **Assessment:**

After weeks of gathering data throughout winter break from participants in India and United States, I spent my mentor visit showing Ms. Borda the data that I had received and analyzing it to see what trends were emerging. It was quite interesting to see how despite the limited number of responses that I had acquired, extrapolations still could be made about the likes and dislikes of the people tested with the survey.

The most amount of the survey participants were from the United States because I had been able to promote it more due to social media and local contacts in the area. However, for the

same reasons, I lacked a large amount of participants from Mexico since I had no direct contacts there. I expressed my concerns to Ms. Borda about not having enough participants from Mexico, and she said that she would reach out to more of her Pizza Hut co-workers in the region. Ms. Borda also helped me brainstorm a list of people that I could ask to help me out with getting more participants from Mexico. She suggested that I ask all of the Spanish teachers by writing an email to them in Spanish. Since Ms. Borda speaks Spanish, she said that she could proofread the email, and that really helped me out. In addition, Ms. Borda also suggested that I ask people at Salsa's, a local Mexican restaurant in my neighborhood shopping complex. At first, I thought Ms. Borda was joking, but then I realized that in order to get enough participants for my survey so that the data would be conclusive, I would have to do such tasks. I thought back to my ISM quote for the year: "Do one thing that scares you everyday" (Eleanor Roosevelt). In that moment, I knew that ISM was truly helping me get out of my comfort zone and do exactly what Eleanor Roosevelt had meant in her wise quote.

Even though we had limited data to work with, some pretty interesting conclusions could still be made using my collected data. We saw an overall trend emerging in the data that showed how countries associated with people of higher economic status perceived more of the tested brands as everyday use products. However, in countries like India, where there is ample poverty, more people perceived brands such as Nike and Adidas as luxury brands. Since both Ms. Borda and I have had experience in living in different countries, we talked more about this trend on a personal level. I told her how whenever I go to India, my family often takes branded items as gifts for our relatives, and everyone's face just lights up. Ms. Borda said that same is true for her husband's family in Latin America as well. She also brought up an interesting point: it is not that

the people in third world countries lack logo recognition, but rather it is that they prefer more local brands. After thinking about it for a bit and even looking at my own results from the survey proved that Ms. Borda was right. The logo recognition for all of the brands was relatively the same from country to country. The variance emerged when more detailed questions were asked about the brand itself, thus indicating that the said brand was not an important part of the survey participant's life.

After analyzing the data, Ms. Borda also gave me some suggestions on how to further develop my project. She said that I could take a look at the different advertisements that each brand uses in India, Mexico, and the United States. Ms. Borda showed me an Indian Nike ad that is very famous throughout all marketing teams because of the phenomenal job it does in using the local culture. This ad, name Da Da Ding, features Indian women and famous actress Deepika Padukone performing high intensity workouts that surpass the traditional patriarchal culture. Even watching the ad gave me chills and I was able to see the intense effect that it must have had on other viewers.

Overall, this mentor visit with Ms. Borda reassured me that I was on the right track to getting my original work successfully completed. I learned more about the emotional appeal of advertisements and how local culture is something of high importance in a world of global brands. In the future, I hope to incorporate this knowledge to see how the penetration of global brands affects different local cultures and countries.