

Antara Gupta

Mr. Speice

Independent Study & Mentorship

April 10, 2018

**A Day in Marketing**

**Mentor Visit Assessment #4**

**Mentor:** Regina Borda

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

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

**Date:** January 12, 2018

**Time:** 1:00 p.m. – 2:00 p.m.

**Assessment:**

After getting ample feedback about my original work last mentor visit, I was ready to show Ms. Borda the new developments that I had made over the week. Ms. Borda had told me to take a look at different advertising campaigns that each company I am testing. Although I ended up not using the actual analysis of the ads in my survey research paper, the background information guided my understanding and it served as a useful tool.

Together, Ms. Borda and I spent time reflecting on the advertising campaigns put forth by different companies and the results generally correlated with the effort that each company put

into their marketing promotions. Zara, a clothing brand that had the least amount of logo recognition and brand knowledge out of all of the tested brands, had a unique marketing strategy that was solely based around word-of-mouth marketing. As a result, they did not launch many marketing campaigns and they kept advertisements concentrated to the European region. Thus, it made sense that many of the participants in the United States, India, and Mexico had little knowledge about Zara. On the other end of the spectrum, both Nike and Adidas adopted regional marketing strategies, so they made sure to incorporate the local culture in each of their ads. Unlike many of the other brands, there were specific elements pertaining to each region; the Indian ads enforced the idea of being different and breaking gender stereotypes, the Mexican ads were geared towards the fanatical soccer culture, and the American ads emphasized the idea of diversity. Because of this penetrated form of marketing, the brand recognition rates for both Nike and Adidas were currently in the 99th percentile.

In terms of the food category, both Pizza Hut and Domino's used humor extensively in their advertisements. Since Ms. Borda works for Pizza Hut, I asked her why Pizza Hut had branded their ads to be more humorous and light-hearted over empowering and emotional. Ms. Borda said that Pizza Hut prides itself on appealing to the younger generations, and given that pizza is a "grab-and-go" food item, using the light-hearted tone fit more with the rest of the branding. I remember Ms. Borda had told me about a couple chose to get married at a Pizza Hut in Latin America, and I asked whether her team had ever thought about doing emotional ads that talk about "pizza bringing people together". Ms. Borda told me that usually during Christmas and Valentine's Day, during which they offer the special heart-shaped pizza, the company comes up with more emotional commercials to appeal to the masses. She showed me some examples of

the advertisements, and they were truly heartwarming. Ms. Borda also commented on how Domino's had a similar marketing strategy, and therefore, niche marketing practices could not be adopted by Pizza Hut.

In addition to analyzing advertisements, I also showed Ms. Borda the outline that I had created for my survey research paper. Given that I had so much information to put in my paper, I was not sure what route to take for organization, so I used a basic APA format. I also had done research on the background information of the countries and companies that I had tested, and I wanted to include it somewhere in my paper. Ms. Borda said that I could add it to the beginning under Background Information. After running by my outline with Ms. Borda, I felt much more confident about my original work and the information in it.

As our discussion about original work came to an end, Ms. Borda and I started talking about the day-to-day duties she has. Growing up, I was always confused as to what a business professional did. Ms. Borda told me that most of her work is mainly strategy-based, and this holds true for most other business professionals in high positions. As a result, Ms. Borda has to give many presentations and lead meetings to inform her team of new changes or plans. Since I was so intrigued in Ms. Borda's daily duties, she asked if I wanted to come to her Team Huddle Meetings and just observe what was discussed. She also told me that in a few weeks, the International Brand Conference was happening, in which all the franchises from the Latin American and Caribbean regions would be coming down for an annual meeting. Although it would be a week-long conference, I am excited to attend at least some days of the conference so I can grow my connections and meet people from around the world.

Overall, this mentor visit was quite helpful, and it helped me realize that I am on track to completing my original work. I had always thought that it was not possible to “observe” my mentor since most of the work that she does is computer-based, so I am excited to see what these conferences will teach me about. Next time Ms. Borda and I meet, I will be showing her my completed research paper, so I am excited for the results!