

Cross-Cultural Advertising Marketing Strategies of Multinational Companies — Nike for Example

Xicheng Gao, Jiayi Han, Ziyi Jin, and Zhiqi Su

Abstract—With the development of economic globalization, the world market has become an inseparable whole. At the same time, with the continuous improvement of residents' income level and the huge potential of Chinese consumers' purchasing power, China has provided the world's potential market for many multinational enterprises, and more and more foreign enterprises have turned their eyes to China market. However, if multinational enterprises want to enter China's market successfully, they cannot do without a successful marketing strategy. As one of the important means of marketing, advertising plays an important role in promotion and publicity. However, due to cultural differences, multinational enterprises often face a complex environment and greater operational risks when marketing in China. Winning the huge Chinese market through advertising marketing is the key content of multinational enterprises to formulate the Chinese market strategy. Through induction and summary, comparative analysis and case analysis, this paper sorts out the relevant theories of cross-cultural advertising marketing of scholars at home and abroad, compares Eastern and Western cultures and analyzes specific advertising marketing cases of Nike brand. Generality is obtained through individuality, and universal law is summarized. Meanwhile, the theoretical blank of advertising research in this narrow research field is filled, and the approaches and methods to reduce the influence of cultural differences on cross-cultural advertising communication are proposed. Finally, we put forward advertising marketing suggestions on China's market for other multinational enterprises.

Index Terms—Cross-cultural advertising, marketing strategies, multinational companies, Nike.

I. INTRODUCTION

A. Research Background

Economic globalization has become an inevitable development trend with socialized mass production and the technological revolution. Moreover, as the world's second-largest economy, China has always been a major player in international trade. In 2020, China's total exports and imports of goods were RMB 32.2 trillion, the increase of 1.9% made it the only major economy in the world to achieve positive trade growth. [1] In August 2021, China's total imports and exports of goods amounted to RMB3,429.3 billion, up 18.9% year-on-year, accelerating by 7.4

percentage points from July. Among them, exports were 190.28 billion yuan, up 15.7% year-on-year; imports were 1,526.5 billion yuan, up 23.1% year-on-year. [2] Based on China's important position in foreign trade, China has rightly become an important target country in companies' international expansion.

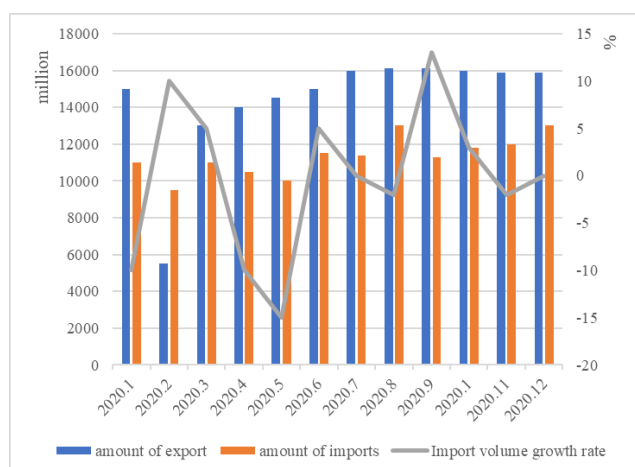


Fig. 1. China's monthly import and export scale and growth rate in 2020.

As an important means of marketing, advertising plays an important role in transnational trade. But in this process, differences in culture are likely to have a significant impact on the brand. Research shows that between 35% and 45% of global corporate brand communications fail across borders, overwhelmingly due to the inability of these brands to adapt to cultural differences. [3] Because different countries have different linguistic symbols, customs, traditions, values, religion, and laws, advertising and marketing that does not focus on these differences will fail. This shows the importance of advertising and marketing in the cross-cultural marketing of companies.

Cross-cultural corporate communication is reflected in the organic intermingling of cultures in brand communication across borders. A blend of different cultures through a common human experience of emotions and values can create a more infectious and relatable brand. So, we focus on this topic to achieve successful intercultural advertising, helping the planners understand the cultural differences between the two countries through cultural engagement and how to respect the religious beliefs and customs of the target country in their advertising. The way to cater to local values, adapt to local cultural levels, avoid breaking local laws and regulations, and adhere to integrating cultural strengths.

B. Literature Review

In the book, Cross-Cultural Marketing, Paul A. Herbig, divides cross-cultural marketing into the first three stages. In the early stage, the author emphasizes the importance of

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culture to marketing, lists the cultural influence factors in marketing, and points out that culture and marketing are mutually influential and inseparable. Second, companies need to do international marketing research when marketing across borders, which can help businesses minimize potentially fatal mistakes. In the marketing stage, the author emphasizes that advertising is the key tool of international marketing, and the culture shows apparent differences in the overall composition and taste of advertising. At the end of this book, the book analyzes the cultural problems and marketing techniques of pricing, marketing channels, sales management in international marketing. However, in this literature review, there is no research on the Chinese market, no specific case analysis, and no strategic investigation of this problem from advertising communication.

And in "Exclusion and Identity: The Common and Different in Cross-Cultural Advertising Communication," Zhou put forward advertising culture that provides human content, aesthetic appreciation to meet the consumer in value, status, identity, and other aspects of the realization self-demand [4]. It is proposed that advertising has the characteristics of commodity, concealment, nationality, fashion, and art. At the same time, conflict and cause analysis in cross-cultural advertising communication is introduced. Finally, the communication countermeasures and choices in the face of cross-cultural communication are put forward. However, the cultural differences in this literature review are demonstrated from the macro field, and the cultural differences in the specific brand are not analyzed.

In "Transnational business should pay attention to the cultural differences between East and West", Wang proposed that when a multinational enterprise enters a country, it should consider economic and institutional factors and study the cultural differences between countries. [5] By analyzing and comparing values, national customs, language differences, aesthetic tastes, and political and historical traditions, the author summarizes these cases' profound cultural connotations and cultural differences.

In "Looking at Chinese Sporting Goods Ads from Nike Ads - Nike Ads' Marketing Inspiration for Chinese Sporting Goods Ads", Cheng summarized eight common types of Nike advertising and commonly used advertising techniques. Then compare the gap between Chinese sports brand Li Ning and its advertising. [6] In the end, the author suggests some relevant suggestions.

C. Research Framework

Based on the current trend of corporate globalization and the importance of cross-cultural advertising and marketing in multinational corporate marketing, the whole article firstly explains the significance of Cross-Cultural advertising. It then uses Hofstede's cultural dimensions theory to construct the theoretical basis of this paper. Secondly, we analyze the differences between Eastern and Western cultures, like values, national customs, language, and aesthetics. What's more, we further discuss two cases of Nike's in dealing with the bias. In the end, we summarize the right strategies for companies in cross-cultural marketing and give some suggestions on how the multinational company improves their Cross-cultural advertising marketing in China's market.

II. METHODS

A. Comparative Analysis Method

This paper begins with a discussion of the problems faced by multinational companies in advertising and marketing in China and uses cultural differences as a starting point for comparative analysis. In the course of the study, the following points will be investigated: humanistic thinking, traditional values, local customs and so on, and this will be used as a basis to find out the cultural differences between China and the other countries. Cultural differences play a decisive role in the effectiveness of foreign companies' promotion in the local market, and rigorous market research and basic respect for the local culture are essential when a brand is trying to enter the local market.

B. Case Study Approach

Based on the former part of the study, this paper also uses a case study approach to examine the strategies of the brand in cross-cultural advertising and marketing. By introducing Nike examples, this paper will use "Battle of the Nine Gates" and "Market-Chamber of Fear" to discuss. The paper will analyze the cultural context, the social media, the advertise timing, and the method of advertising communication and discuss the impact of the cultural differences behind the brands on the market direction of the specific brands. It will show the expected consequences when brands do not consider cultural differences and rush into commercial campaigns.

C. Inductive Analysis Method

The whole paper uses an inductive analysis method to further the research about the topic by collecting and reviewing many literatures and materials and summarizing and comparing all references. The importance of cultural differences in cross-cultural business activities is also examined about the content of the literature and data.

III. HOFSTEDE'S CULTURAL DIMENSIONS THEORY

In Hofstede's cultural dimensions theory, cultural variability is analyzed from six perspectives: power distance index, individualism-collectivism, masculinity-femininity, long and short term of orientation, indulgence versus restraint, and uncertainty avoidance. Most of these indicators show a clear bipolarity, with high and low values at either end of the scale indicating the differences between the indicators and what they entail. This theory specifically explains the cultural differences between countries and the possible consequences of these differences.

Power distance index. The key point of this index is how the social system is designed to balance the unequal status of people. In societies with high power distance index, members often emphasize institutions and hierarchies, emphasizing power and the coercive power of social institutions. People choose to be subservient to existing institutions rather than thinking about creating something based on its situation. On the contrary, in societies with a low power distance index, people support the idea of equality, and the distribution and arrangement of power and institutions are more decentralized and evenly distributed so that each member has a certain

sense of belonging to the society.

Individualism-collectivism is an indicator of the extent to which individuals are committed to the collective. Individualism is more pronounced when this indicator is presented at the high place of the index. Individuals will focus on people themselves or their immediate family members. At the lower place of the scale, there is a stronger sense of collectivism. In this context, the person's connection to the collective is stronger, and the individual's self-image changes from the original 'I' to 'we'. [9] People invest themselves in the collective as an expression of personal loyalty as well as dedication. [7]

The masculinity-femininity, a specific expression of the social injustice of gender bias, is characterized by a preference for traits such as self-confidence, heroism, and success. At the same time, its femininity is more focused on caring for the less fortunate, being patient, and valuing quality of life. [7] This strongly gendered indicator is also sometimes associated with 'tough versus tender'. [9]

Long-term versus short-term. This indicator is intended as a proxy for society's attitude towards developmental change in long and short-term orientation. When this indicator is at a high level, it indicates that people are more receptive to new things, have a superior capacity to accept change, and are willing to build on existing content and try to keep up with future developments. People are willing to trust the system and comply with its arrangements in this context. The focus of society and the individual will be a long-term plan; therefore, there is no rush to see short-term benefits. When this indicator is low, people tend to view societal changes with suspicion, preferring to operate according to traditional patterns and trusting their abilities more than trusting the system or their bosses as 'other elements'. In this case, people are more interested in short-term benefits. [7].

Indulgence versus restraint, in this contrasting indicator, indicates the importance society places on the freedom people have when enjoying their lives, giving more importance to the aspect of personal satisfaction of desires. On the contrary, when the latter is to a greater extent, the latter indicates that society is full of constraints in the way it deals with desires and that some rules will be orchestrated on the aspect of dealing with desires. Through this indicator, one can get an idea of how a society arranges and controls its desires. [8]

Uncertainty avoidance is an indicator of tolerance for an unknown future. When the uncertainty avoidance index is high, society is less tolerant of unknown events. It will make many preparations to face unknown variables, minimizing the impact of new things [8]. In this case, society cannot or will not accept the impact of a new event. In contrast, when the uncertainty avoidance index is low, society is more receptive to new things. People are more inclined to make development plans under the influence of new things. Society will maintain a relaxed and liberal attitude. [9] New businesses or organizations are more likely to gain space for growth in this environment [7].

IV. CULTURAL DIFFERENCES BETWEEN EAST AND THE WEST

In transnational advertising marketing, one of the most

difficult and important factors is to understand the concept of culture and social needs. These cultural ideas and social needs often exist in human relationships in language and consciousness, nonverbal communication, realism, religion, time, space, numbers, color, aesthetics, and food preferences. [10] In reality, however, many multinationals often make mistakes in dealing with cultural differences. Therefore, this chapter focuses on analyzing the Eastern and Western differences in values, national customs, language and aesthetic taste.

A. Value Differences

1) Different attention on collectivism and individual

Influenced by Chinese Confucian culture, The Eastern emphasizes collectivism, which means individual interests always obey collective interests. In many Chinese advertisements, we can prove this idea. For example, it's really good when everyone is good, advertised by the Guangzhou Good Dee; Haier electrical advertising "Haier, Chinese-made". [11] it is not difficult to see that Chinese consumers prefer advertising full of collective concepts and love of national feeling. The West, influenced by Christian culture and humanism, prefers individualism and emphasizes realizing individual values. The most classic one is the French McDonald's, the gay-themed ads, describes a father and son were talking in McDonald's, while his son was thinking of his gay lover. At the end of the last sentence: Be yourself. The ad perfectly reflects the Western concept of individualism.

2) Religious differences

Religion has a profound effect on the beliefs and values of people around the world. There are several mainstream religions in the world today: Buddhism, Christianity, Islam, Hinduism and so on. Different religions have different customs and taboos. In some countries and regions with strong religious colors, it is difficult to carry out advertising and marketing without knowing the local religious situation, and even fatal mistakes will be made. SONY entered the Thai market with television ads that began with the Buddha's solemn, unmoving image. However, when the Buddha put on a SONY radio, he smiled and danced around the Buddhist Hall. The AD sparked outrage in Thailand. In addition, SONY was required to stop broadcasting the advertisement and not to publish any advertisement about SONY products within one year, which caused serious losses to SONY.

3) Differences in authority thinking

Unlike western cultures, western people have a strong sense of authority. Chinese advertisements tend to be more inclined toward government certification, authoritative figures' endorsement, and different honorary titles. In contrast, western advertising is more about the quality and use of products. [11]

B. Differences in National Customs

The so-called folk culture refers to a nation's preferences, customs, habits, and taboos accumulated over a long period in its historical development process. These ethnic customs have a certain influence on consumers. According to Cross-cultural Marketing, there are big differences between the East and the West in space, color, numbers, and customs. Arabic and Hebrew texts are read from right to left, while most Western texts are read from left to right [10]. In terms of

color, red is often a symbol of happiness and auspiciousness in China. Therefore, the Spring Festival couplets, lanterns are also red; However, red has certain differences in western culture. It has negative symbolic meanings such as bloodshed, sacrifice, and fading of life, and is often associated with anger, blood and violence, such as "red revenge" and "see red". And yellow happens to be the least favorite color in Japan, where yellow is the color of death, whereas Americans and Europeans like yellow. There are also big differences in numbers between the East and the West. Westerners, for example, hate the number 13, because Jesus had dinner with his disciples before he was killed. The thirteenth man at the dinner was Judas, a disciple of Jesus. Judas betrayed Jesus for 30 pieces of silver. What's more, the English trademark "Kiss Me" is friendly, warm, and humorous in the eyes of westerners, but the Chinese feel a little embarrassed and difficult to say. [5] Therefore, enterprises should pay attention to their folk culture when creating advertisements, otherwise, it is easy to make mistakes in advertising and marketing.

C. Language Differences

Cultural difference is the root of the language difference, and language difference is the external manifestation of cultural difference. If a multinational enterprise can master the host country's language, it can better understand the local culture and avoid misunderstandings in communication.

1) Pragmatic failure of language

When conducting cross-cultural advertising marketing, some enterprises transfer the corresponding words of their mother tongue to the target language, which leads to misunderstanding [12]. For example, Colgate-Palmolive's "Cue" toothpaste didn't sell well in France since Cue was a pornographic word in French.

2) Social pragmatic differences

Such differences are often caused by incorrect judgments based on social norms, situations, and relationships between communicative parties without understanding or paying attention to cultural differences. [12] Opium, a French male perfume, was introduced to the Chinese market, hoping that, like opium, it would never be abandoned once used. But many consumers in China slammed the advertisement, arguing that the Opium War is an eternal pain in the hearts of Chinese people. It was the ignorance of the cultural connotations of opium in China that caused the company huge losses.

D. Aesthetic, Cultural Differences

For any market, the product style, color, and advertising slogan are based on cultural beauty. Aesthetic taste affects people's preference for color, style, and understanding of things. Take sunscreen as an example. Japanese and South Korean women consider the standard of beauty is white and tender, while European and American women prefer wheaten skin, which is a symbol of healthy beauty. So, sunscreens in Europe and the US are mainly marketed as protection or tanning. But Japanese and Korean women desire sunscreen to whiten their skin. Suppose western businessmen do not understand Japanese and Korean women's customs and blindly design, produce, and deliver advertisements and products according to western customs. In that case, they will surely suffer heavy losses. If multinational companies with

the aesthetic of the target market participate in the advertising communication competition, they can fit consumers' preferences and stimulate the emotions of consumers.

V. CASE STUDY OF NIKE

A. Nike's Successful Promotion in Chinese Market- Battle of the Nine Gates

Nike once made a persuasive event which is called 'Battle of the Nine Gates'. It's about having a 3vs3 basketball match in nine different gates in Beijing. Nike introduced the historical background of the nine gates briefly, and the winners in each gate will have the final round in the Forbidden City.



Fig. 2. Nine doors which represent different stories and the forbidden city.

Nike also invited MC Webber to write a song, 'Beijing basketball,' to conclude more Chinese elements in the event. This song organically combines the rhythm of street basketball and hip-hop. Besides, it shows the confidence and domineering of Beijing basketball players in the authentic Beijing accent. The relaxed and lively rhythm and catchy lyrics make this "Beijing Basketball" one of the few classic songs about basketball in the history of Beijing basketball.

Nike also introduces new sports shoes for this special event. Nike only sale them in small quantities but at relatively high prices for it's a specialty. Only the lucky ones and the winners can get the new shoes. The pride of the shoes will continue to rise due to the limited product in the market.

Overall, it showed Nike held this event pretty successfully. Nike has represented that they have a deep understanding of Chinese culture, and they applied the knowledge of the culture flexibly to attract consumers in the Chinese market. By this event, Nike gained a brand image of respecting and curiosity about Chinese culture and shrinking Nike's cultural bias and the Chinese market. It made the young generation 'fall in love' with Nike. Based on Nike's in-depth understanding of regional culture in China, the theme of "nine gates for hegemony" is to hold the "Beijing Basketball master - Street Basketball Challenge", which expresses Beijing basketball culture.

B. Case on Nike's Failure Promotion in Chinese Market-Chamber of Fear

In the early 2000s, as Nike sign a contract with LeBron James, the company starts making new adverts by this fabulous basketball star to develop new products and attract more customers who like this basketball player. At that period, Nike develops an advert which describes LeBron

James' fight against five enemies: 'HYPE', 'TEMPTATION', 'HATERS', 'COMPLACENCY' and 'SELF-DOUBT'. And Nike also developed six brand new air force 1, a typical product of Nike with the five enemies that occurred in the advert and the theme which is 'Chamber of Fear'. The advert showed that LeBron James conquered all his enemies and the self-doubt of himself and get success in the adventure.



Fig. 3. James and his four enemies.

Nike originally wanted to encourage the young generation to face their fears and move forward bravely. The setting and the enemies are all 100% Chinese element, seems like Nike also want to show that they understand Chinese culture and try to attract Chinese consumers. The enemies contain Chinese elders in robes, 'Flying women' in Dunhuang murals, and the Chinese dragon.

In contrast, things went just opposite what Nike thought. Chinese people were angry about this advert because all Chinese elements were 'evil', especially in the early 2000s. Leech states that there are 7 types of meanings, and one of the 7 meanings is the association meaning in essential in adverts in different cultures. Because different cultures will stand on different perspectives to a word and different emotional connections, Nike ignored. For example, Dragons were recognized as honor, sacred and solemn in Chinese history. But It's obvious that Nike misunderstood this and replaced the meaning of dragon in China with western culture. Chinese people feel disrespect for their culture. Different cultures have different perspectives of dragon or any object, but Nike stands on their western perspectives in this event. At last, the advert violates the provisions of Article 6 of the Interim Measures for the administration of broadcast of radio and television advertisements that "radio and television advertisements shall safeguard national dignity and interests and respect the traditional culture of the motherland". Article 7 that "they shall not contain contents that blaspheme national customs".

In conclusion, Nike tried to combine Chinese elements in their advertisement, but they failed. They didn't take the cultural bias seriously. As a result, Chinese people enrage by the disrespect of traditional elements.

VI. IMPLICATIONS OF TWO CASES

A. The Organic Combination of Emotion, Culture, and the Full Use of Chinese Culture

The focus of cross-cultural corporate communication is to create a more affable and infectious brand through the common human emotion and value experience, fully

understanding the characteristics of cross-cultural consumers, making good use of the local Chinese culture while achieving the organic integration of some different cultures, and meeting the needs of consumers with different cultures, purchasing patterns and lifestyles. For the Nike brand, "sports culture without borders" is a natural advantage for Nike's advertising in China. During Nike's initial entry into China, it adopted the American way's frenetic, intense advertising style, such as swashbuckling athletes, aggressive attacks, etc. The early advertising and marketing of the Nike brand made Nike a symbol of sport, which was well received and considered the "coolest brand" by the new middle class in China [13].

In its later brand marketing, Nike gradually targeted youth groups, making full use of the similarities between American and Chinese youth culture in its advertising and marketing, and combining it with local Chinese culture to bring the Nike brand closer to Chinese youth. For example, in Nike's 2007 'Nine Gates' campaign, Nike used the popular street basketball style to challenge all young people over the age of 14, capitalizing on their general desire to succeed, their pursuit of trends and their willingness to challenge themselves. The campaign represents the spirit of human sportsmanship. It incorporates regional cultural characteristics, takes full advantage of the characteristics of Chinese consumers, combining popular symbols with the cultural meaning sought by consumers, [14] largely enhancing their sense of identity cultural pride. For example, the final was held at the Imperial Temple in Bauhinia, which symbolize the immense dignity of the emperors of the past, which inspired a great deal of pride in the participants. The last star on the upper of the winning team's trophy sneaker, the AF25 Beijing Edition, is a red five-pointed star, a symbol of the Chinese capital, which links to the patriotism of Chinese consumers. This links to the patriotic sentiment of Chinese consumers. This shows that a successful cross-cultural advertising strategy requires the cross-cultural communicator to fully understand the local culture and the local consumers' psychological characteristics and combine the brand's advertising and marketing from the perspective of consumers' emotions to elicit consumers' empathy and recognition.

B. Culture Clash Avoidance

Intercultural advertising and marketing that cannot adapt to cultural differences are doomed to failure. Respect for the culture of the target country is fundamental in intercultural advertising and marketing. To do this, brands need to fully understand the customs, religious beliefs, laws, and regulations of the target country through personal involvement and, while promoting the local brand culture, think about the possibility of culture clashes in their advertising by thinking differently, so as to avoid cultural clashes between the two countries as much as possible.

In Nike's failed ad 'Fear Chamber', James triumphed by outwitting images of an old Chinese man, a woman with a flying figure and Chinese dragons. The ad, which aimed to encourage young people to face their fears and overcome themselves, promoted an optimistic and positive attitude, but was banned for being suspiciously insulting to Chinese culture. The demonization of the sacred 'Chinese dragon'

image, the placing of the image of the flying sky alongside the US dollar, and the fact that the elderly Chinese man is defenseless in front of James all give the impression that the ad is a metaphor for the triumph of American culture over Chinese culture. Nike seems to have insulted Chinese culture and undermined the cultural pride of Chinese consumers.[15] The original intention of the ad may not have been to insult Chinese culture. Still, the producer's insensitive awareness of cultural differences misapplied American culture's powerful mentality and superiority while placing Chinese cultural symbols in the wrong place, thus causing discomfort to a wide audience and subjecting the ad to a strong boycott.

It is thus clear that in the process of cross-cultural advertising and marketing in China, brands should improve the image and impact of the brand. On the one hand, use Chinese elements as much as possible to resonate with consumers; on the other hand, brands should use Chinese elements correctly and respect the cultural differences between the two countries, reflecting the brand's respect for Chinese culture.

VII. CONCLUSION

In order to achieve successful cross-cultural advertising and marketing in China, multinational companies must make full use of the common human emotions and value experiences to arouse consumers' empathy; based on the publicity about the brand connotation and national culture, add Chinese elements to enhance consumers' sense of identity and cultural pride; in the use of Chinese elements, brands must conduct sufficient research and understanding of Chinese culture in advance, and in the advertising, avoid conflicts brought about by cultural differences as far as possible, respect Chinese culture enough and integrate it subtly, so as to enhance consumers' cultural pride, strengthen consumers' identification with the brand and enhance the image of the brand.

At the same time, researching intercultural business behavior, on the one hand, allows for in-depth research and exploration of the influence of cultural differences in business behavior. It is combined with Hofstede's theory as background support, and thus further research into the role occupied and played by cultural differences in business activities. This gives a clearer picture of an important influencing factor in business research. On the other hand, one can build on the former and refer to previous examples and relevant theories to guide action when conducting intercultural business planning. It can thus serve as a warning for the company's action arrangements and be a considerable contribution to its future business development.

However, the paper lacks primary data. The majority of information was collected online, so the resources may not be that valid. Besides, the case 'Battle of the Nine Gates' and 'Chamber of fear' were all based in the early 2000's, so the information for us to reach is limited. As a result, it's hard to investigate that the reports online in reliable or not. And the response of this event of people might vary due to the change in society. In the future study, we can use research methods like interviews or questionnaires and opportunity sampling to gather high generalizability and valid information to support the point.

CONFLICT OF INTEREST

The authors whose names are listed immediately below certify that they have NO affiliations with or involvement in any organization or entity with any financial interest (such as educational grants, participation in speakers' bureaus, membership, employment, consultancies, stock ownership, or other equity interest; and expert testimony or patent-licensing arrangements), or non-financial interest (such as personal or professional relationships, affiliations, knowledge or beliefs) in the subject matter discussed in this manuscript.

AUTHOR CONTRIBUTION

Zhiqi Su was responsible for the part of Abstract, Literature Review and Cultural Differences between East and the West. Xicheng Gao was responsible for identifying pros and cons which Nike did in "Cross-Cultural advertising marketing strategies of multinational companies". Jiayi Han was responsible for the part of Research background, Implication of two Cases. Ziyi Jin was responsible for the part of Methods, Hofstede's Cultural Dimensions Theory

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Xicheng Gao was born in Beijing, China. He's a high school student studying A level courses in RDFZ Chaoyang Branch School which contain economics, psychology, mathematics and global perspectives. He joins the project of marketing management from Imperial College London and work on specific brand analysis of Nike. He investigated the pros and cons of Nike's promotion strategy and statements on social media's impact with outstanding performance.



Jiaxi Han was born in Tianjin China on July 19, 2001. She studies in Hefei University of Technology now, major in financial engineering. During the last two years in school, she actively engaged in professional courses and show great interest in research related to marketing, and eager to study in depth about this field.



Ziyi Jin was born in June 23, 2000. She is making her undergraduate study in London College of Fashion, the major is bespoke tailoring. She has engaged fully in the tasks and projects that she has been presented with, always working to the very best of her ability. She is a confident communicator and has strong academic and creative skills. Creatively she is very strong at research and draws inspiration from a wide variety of both primary and secondary sources.



Zhiqi Su was born in Guangzhou, China on Sep. 29, 2000. She is a junior in Guangdong University of Foreign Studies, majoring in international economy and trade and Italian. Her main research interests are marketing, international trade and cross-culture. She is a diligent student with excellent academic performance. She got many school scholarships and actively participated in various business competitions.