



Swiss Poster  
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part in influencing the habits and desires of the peoples—how they live, conduct their households, and how they think and work. Foreign business can be secured, but not unsolicited. It is not something to play with or to attempt unknowingly. It needs brains. It needs attention. Competition is keen. Low manufacturing costs and tariffs make difficult barriers. But, the business is there for those who will market wisely. No country is self-contained. None wants to be. Modern life is an exchange of goods. Those who can make them better, sell them cheaper and who, as we say, market them most wisely, need have little fear of having their suns eclipsed by the shadows of boundary limits, embargos or depressions.

To sell abroad is to know the psychology of the foreign minds and their reactions. Methods we deem prudent at home are generally regarded as high-pressure and overly-familiar abroad. Nor are the successful methods in France necessarily so true of Italy. Or Austria. Each requires appeals of its own. A good brand name in America can easily be a "flop" abroad. A trade-mark or symbol may come a

cropper—be the object of derision in some countries. A favoured colour here may inflame hatred in still other lands. How many know that green, sacred to the Mohammedan, is abhorred in China? (What chance for ginger ale in green bottles!) That an illustration of a pig, crocodile or monkey would bring contempt in India? That a catchy slogan in England is generally a dud in Switzerland?

As we have stated, the underlying factors of success in foreign markets are questions of knowing people—how they live and what they want. For this reason many that have met with success abroad have put their sales tasks up to those living in the countries of operation. Within recent years we have witnessed the establishment of Nationals of many advertising agencies and marketing consul offices abroad. The efficacy of this move is readily apparent. None will deny the importance of advertising in a sales program. Yet, who would attempt to advertise to an English, or a German, or a Polish market without knowing the customs and thinking of the peoples to whom he directs his message?

Still, there are those who will try it. Because an advertisement "works" in his own country, one thinks it will secure the same reaction abroad. Make no mistake—the physical problems of foreign advertising are far more numerous and difficult than one supposes. Sheer weight of advertising dollars won't throw open the markets to one's products. That has been tried and failed as so many well-known instances fully testify.

