**IDCC355. Strategies in International Corporate Communication**

**Assignment 2.** Strategic problems in global communication. The Global Audience. (3%)

Client: Airag Mongolia, mass producer of Mongolian Mare’s milk.

<https://www.mongolfood.info/en/recipes/airag.html>

Client wants to widen global reach and grow sales.



Here’s the GLOBAL audience:

Target the client/product at this GLOBAL audience.

In bullet points and short sentences:

1. Define this audience for me. 6-7 short bullets that:
   * Describes their key characteristics (3 bullets)
   * Describe their key shared beliefs (3-4 bullets)
   * Why they’d want your product (1-2 bullets)
2. Key influencers. What groups of people would influence the opinions of this audience? What sectors of society would they be found (eg sport? Business?)? (1 bullet parag)
3. Name one opinion leader who would help favourably influence this audience’s perception of you, and your product (one bullet with one sentence explanation).
4. Define 4 universally held, global, values that you could use to communicate this product (2 can be operational – like colour and logo; 2 social, like health or the environment). Global values = beliefs/preferences that your client *or* target audiences *shares* with much of the rest of the world.
5. Define 4 values specific to your audience or client that you could use to help communicate this product (again 2 can be strictly operational – like colour and logo; 2 societal, like sport or the environment). Local values = beliefs/preferences that are *distinctive/specific* to your target audiences *or* your client, and not necessarily the rest of the world.
6. Provide six ways in which this identity will be communicated, and why these ideas may be effective. Give me a little detail, eg – anyone can say speeches. Give me a sample speech title and the person who will make it; if you say you will work with local opinion leaders, say how – eg visits to schools? Movie? **No commercials** – that’s marketing and commercials aren’t as influential as they used to be, as we all know. (short paragraphs)
7. Suggest a good time in the year to begin your communication campaign, and why. (short paragraph)
8. Provide a one-sentence summary of your global identity in a way that will mean something to your target audience.