

## THESIS COVER SHEET

NAME: Patrícia Forioni Hunold

DEGREE: MFA in Graphic Design

DEPARTMENT: Art

TITLE OF THESIS:

Exploring Cultural Differences in Approaches to Visual Communication Design

THESIS ADVISOR: Professor Kenneth Smith

NUMBER OF PAGES IN THESIS: 150

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Dean, College of Graduate and Professional Studies

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Date

RADFORD UNIVERSITY

EXPLORING CULTURAL DIFFERENCES IN APPROACHES TO VISUAL  
COMMUNICATION DESIGN

by


**Patrícia F. Hunold**


A thesis submitted to the faculty of Radford University in partial fulfillment of the  
requirements for the degree of Master of Fine Arts in the Department of Arts

Thesis Advisor: Professor Kenneth Smith

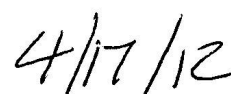
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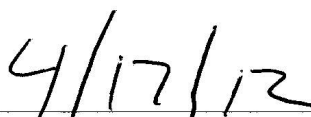
  
\_\_\_\_\_  
Professor Kenneth Smith  
Thesis Advisor

  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Professor John O'Connor  
Committee Member

  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Professor Carlee Bradbury  
Committee Member

  
\_\_\_\_\_  
Date

## **ABSTRACT**

This study explores the effects of various international cultures on graphic design. The combination of forms, textures, colors, typefaces, images, and words shape a cultural identity. The focus of this project is on the analysis of 5 different countries – United States of America, Brazil, Egypt, Japan, and France - in terms of visual communication. The differences between each country will be analyzed not only through cultural research, but also through a creative project that consists of designing a Budweiser campaign for all countries except the United States. These campaigns will later be compared to the existing American Budweiser campaign. All the pieces will be studied and the elements' effectiveness will be demonstrated within the context of each country. This process will establish the best way to interact and design in each nation taking into account the habits, background, tastes, aesthetic influences, ideas, and social boundaries. This study also proves that graphic designers are more than ever playing a profound role as communicators and have become a fundamental part of the creation of a cultural identity.

Patrícia F. Hunold, M.F.A.

Department of Art, 2012

Radford University

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## CHAPTER 1. INTRODUCTION

The work of a graphic designer is completely integrated in our daily lives. It is found in magazines, internet, newspapers, books, television, games, etc. Each of these elements shared within a community compose a cultural identity. Every place has specific design features, such as the combination of shapes, textures, colors, typefaces, images, and words that make sense in this particular culture. This study explores that fact and investigates how design reflects culture, and how culture influences design in the following countries: United States of America, Brazil, Egypt, Japan, and France.

The reason why I chose these countries was mainly because they have contrasting cultures and belong to different continents. Their exclusive tastes, music, literature, arts, sports, politics, religion, gastronomy, fashion, etc, are interesting points to be explored in this research. Besides that, being a Brazilian citizen myself, I am able to examine the country through a native perspective.

All five different cultures will be studied, analyzed, and represented by existing examples of graphical work and a creative project. The connection between visual communication and cultural identity will be illustrated in the creative project through a campaign of the American beer “Budweiser”. The campaign will consist of 3 graphical pieces suitable within the context and culture of the chosen countries. The final work will be compared with the current American Budweiser campaign.

The data of the study is from academic sources and a personal survey. In this survey, natives of each country answered questions about culture and beer consumption, bringing



up truthful and unexpected information about the five cultures. It has also provided examples of native advertisements that were fundamental to the understanding of the different modes of communication of each nation.

This study is not meant to go deeply into social matters. As a graphic designer and not a sociologist, I will be taking broad assumptions with the content of this research. I do not intend to lessen neither to discriminate any race. Each of these countries has unique features that make them all special and extremely interesting to be researched in this project.

Chapter 2 of this study contains an introduction to the world of graphic design, which explores the fact that graphic design is a visual communication process that began on prehistoric times and evolved throughout the years. It also points out how the work of graphic designers became part of our daily lives and what role these designers play in the creation of a cultural identity.

Chapter 3 starts giving an overview of the product, which includes: a reason for choosing beer as a theme for this project, a brief summary of beer's history, and an exploration of the Budweiser's brand with a study of their campaigns. Next, each of the 5 countries is introduced and analyzed in terms of culture, beer market, and advertising. These detailed descriptions bring up cultural aspects that highly affect the designers' work. The main idea of this chapter is to explore each feature, including every detail possible of the 5 countries to be able to understand, to capture that new audience, and to finally design a campaign that truthfully connects and speaks with the country in question.

As a result of this research, chapter 4 presents the creative solutions I designed for

each country. All the features involved in my designs are explained, from the concept to the media, and the use and position of each element. In addition to the designs and their explanations, this chapter also compares the campaigns with the American Budweiser campaign. Differences and similarities between the campaigns are revealed and clarified.

The conclusion on chapter 5 reviews the main points from previous chapters and presents the process of designing for a specific country and the deep research to be considered. It explains how important it is for a graphic designer to respect limits imposed by these countries, and to take into account their cultural aspects to avoid taking a completely wrong and unwanted direction. Last but not least, the valuable role of graphic designers in building a cultural identity is confirmed through the outcomes of this project.

## CHAPTER 2. GRAPHIC DESIGN AS A REFLECTION OF CULTURAL IDENTITY

### The Visual Communication Process

*“Graphic Design is not only a beautiful design. Graphic design is a beautiful design, with a meaning and a job to do.”* Chico Homem de Melo

The human being has always had a need to communicate with others. The first forms of communication were made through visual elements. Long before developing the capacity of expression through a spoken language, men used the body as an interaction instrument. They could convey their feelings and desires through expressions and signs, which over time, acquired the status of “language”.<sup>1</sup>

Although the spoken language later became the most used and direct means to exchange information, visual language continued to have an important weight in communicative relationships. It has been prominent since the use of various materials and media to “shape” visual messages. These communication manifestations can be seen in prehistoric stone and rock paintings (see Figure 1) that have survived to this day, which represent natural elements, daily activities and different signs with real meanings.<sup>2</sup>

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1 Manfredo Massironi, *The psychology of graphic images: seeing, drawing, communicating* (Mahwah: Lawrence Erlbaum Associates, Inc., Publishers, 2001).

2 Manfredo Massironi, *The psychology of graphic images: seeing, drawing, communicating* (Mahwah: Lawrence Erlbaum Associates, Inc., Publishers, 2001).



*Figure 1. Magura Cave - Bulgaria*

The graphical representation of ideas had its greater breakthrough with the development of written languages. These languages allowed the expression of structured sequences of graphics, with a proper meaning, capable of transmitting understandable messages to the community. The stone was initially used as a physical support for writing. However, men were still looking for other types of materials that would be easier to use and to keep, so they discovered the papyrus or parchment (see Figure 2).<sup>3</sup>



*Figure 2. Papyrus of Ani - Book of the Dead*

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<sup>3</sup> Michael Olmert, *The Smithsonian Book of Books* (Washington DC: Smithsonian Books, 2003).

From this point on, men began to search for ways to embellish their compositions. Since they noticed that clarity, beauty, and organization were appreciated and could gain communicative power, they would use different kinds of natural pigments to give a colorful and greater expression to the written and artistic works. In addition, text was now disposed differently than before, with textual and graphical elements added in a harmonious and balanced composition. This can be appreciated in the making of medieval manuscripts performed in monasteries (see Figure 3), in which graphic imagery support and convey messages.<sup>4</sup>



*Figure 3. Book of Hours*

Later on, a German citizen Johann Gutenberg revolutionized the world inventing the printing press. This device was capable of reproducing the original document into large

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4 Michael Olmert, *The Smithsonian Book of Books* (Washington DC: Smithsonian Books, 2003).

quantities, which made the printed documents and the messages contained accessible to a large number of people.<sup>5</sup>

Soon, all kinds of works were reproduced by printing presses, becoming more and more elaborate. With the use of new materials, such as ink and typefaces, new specialized professionals emerged. Those include typographers, printers, and the first graphic designers that were in charge of creating and building different elements that would compose a logical, clear, and beautiful work.

The Industrial Revolution was another great promoter of the development of graphic design. With the new economy and various factories, a large number of people moved to the cities to work. There was now a big commerce, with numerous stores, and, consequently a competition between new companies to become part of the market. From this emerged a new business technique called advertising, which consisted of conveying specific messages to consumers. These messages should convince the audience to buy a certain brand's product.

With the advent of computers, the graphic design profession expanded significantly. Tasks were accomplished much quicker as computers could reproduce different effects with better quality and promptness. Matured in the 20th century, graphic design is today the most widespread visual activity on the planet. For commercial or social purposes, it is used to inform, identify, signal, organize, encourage, persuade and entertain, resulting in

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5 Phillip B. Meggs, *A History of Graphic Design* (New York: Van Nostrand Reinhold, 1992).

improved quality of life.<sup>6</sup>

As a work tool, contemporary designers have in their power desktop publishing and graphic art software applications; technologies that offer endless ways of working with design or animation. The boom of digital technology took the profession to a new level revealing new branches in the graphic design field such as 3D motion, highly interactive web-based media, and motion graphics.<sup>7</sup>

Having all these technological advances is a great basis for the profession, but it does not guarantee great designs. More important than the tools available, is the designer. The profession requires designers to capture the essence of a project, and to understand the audience and respect its limits. Next, I will talk about the role of graphic designers, and their thinking process.

## **The Graphic Designer's Role**

Throughout the years, the visual communication process has been evolving, requiring graphic designers to keep the same pace. Today, these forward-thinking professionals follow that progress by developing new skills and refining old ones in order to supply the audience's demands. From time to time, there is a new effect, plug-in, or software that can help graphic designers to reach better results. There are also numerous inspirational websites that showcase different ways of thinking and creating, in addition to

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6 Peter Fiell and Charlotte Fiell, *Graphic Design for the 21st century* (Los Angeles: Taschen, 2005).

7 Stephen J. Eskilson, *Graphic Design: A New History* (New Haven, CT: Yale University Press, 2007).

the infinite tutorials and techniques to compose a great and innovative design.

A good graphic designer should be capable of transforming complex information into a clear and consistent piece, compatible with the context of the audience. To execute an effective work, the designer needs to understand that different people respond to different images or messages based on their culture, personalities, associations, and previous life experience.<sup>8</sup>

Building a relationship between the viewer and the design can cause an immediate reaction. That way it is possible to transport the viewer through different spaces, time, and location. People look for something beyond the material thing; they actually look for meaning. Consequently, graphic designers need to incorporate feelings of fulfillment and a strong meaning or purpose to the intended message or object, never forgetting its functionality and appealing look. This requires a sense of empathy towards the audience, a long researching and brainstorming process, and reasonable choices.

All that thinking process result in designs that somehow relates to the audience, and convey messages and emotions. Through good designs it is possible to infiltrate the viewers' mind and interact with their most inner feelings, and memories.<sup>9</sup> When design and viewer connect, it can be a start of a "relationship" of loyalty between consumer and the brand advertised. These connections confirm the importance of graphic design in the visual

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8 Manfredi Massironi, *The psychology of graphic images: seeing, drawing, communicating* (Mahwah: Lawrence Erlbaum Associates, Inc., Publishers, 2001).

9 Manfredi Massironi, *The psychology of graphic images: seeing, drawing, communicating* (Mahwah: Lawrence Erlbaum Associates, Inc., Publishers, 2001).



communication process and demonstrate the level the profession has reached.

It is a fact that graphic design is embedded in the daily life of a society through brands, logos, symbols, packaging, books, newspapers, magazines, posters, brochures, catalogs, signaling systems, T-shirts, film and television vignettes, websites, software, games, products, events, exhibitions, ads, etc. All these elements become part and reflect the culture of the place it originates. In other words, graphic design is part of the structure of a society's cultural identity, which will be discussed in the next topic.

### **Building a Cultural Identity**

According to the Oxford English Dictionary, the definition of the word culture is: "... the arts and other manifestations of human intellectual achievement regarded collectively; the ideas, customs, and social behavior of a particular people or society..."<sup>10</sup> Culture originates from an entire set of knowledge and ways of acting and thinking that every society has. There is no society without culture, regardless of the place. It is built through dialogue between people in everyday life. Symbols and meanings are gradually created by social interaction, and they make sense for these people who share them.<sup>11</sup>

A culture is full of elements and meanings that will identify a group of people as belonging to a particular community or region, and will distinguish this group from other

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10 Catherine Soanes, *Compact Oxford English dictionary of current English* (New York: Oxford University Press, 2008).

11 Brooks Peterson, *Cultural Intelligence: A Guide to Working with People from Other Cultures* (Yarmouth: Intercultural Press, 2004).

communities creating an “identity” by similarity. The word identity is defined at the Oxford English Dictionary as: “...the fact of being who or what a person or thing is; a close similarity or affinity...”<sup>12</sup>, which in the context of a cultural identity represents a group of people who are connected by cultural and traditional aspects.

Cultural identity is a system that represents relationships between individuals and groups, which involves sharing common aspects, such as language, religion, arts, work, sports, and festivals, among others. It is a dynamic, ongoing construction, which feeds from various sources in time and space. It drives feelings, values, folklore, and an infinite number of items impregnated in various societies around the world, and presents the reflection of human cohabitation. A strong cultural identity makes an individual more sensitive and aware of the importance of culture for the preservation of its history. More than that, sharing values and aspirations stimulate a society’s trust and sense of belonging, which is what contributes to people’s wellbeing.<sup>13</sup>

To communicate with a particular society, designers have the necessity to metaphorically “speak the same language”, taking into account the habits, language, background, tastes, aesthetic influences, beliefs, and social boundaries of these people. Nevertheless, a well-designed work does not necessarily have to follow standards, it can actually establish or improve them, confront, rebuild, or even change. What will contribute to build a strong cultural identity is to perceive local and effective modes of communication

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12 Catherine Soanes, *Compact Oxford English dictionary of current English* (New York: Oxford University Press, 2008).

13 Stuart Hall, *Questions of Cultural Identity* (London: Sage Publications, 2006).

and reach the audience through a design that makes sense into their context, captures their attention, and somehow relates to them.

Another fact that points out to the contribution of graphic designers in building a cultural identity is the position that brands assume in the contemporary society. Designing pieces that involve viewers at such a deep level strengthens relationships between consumer and brands. Today, brands are present in our lives at every moment and our relationship with them is not limited only to the use of products. For example, now people are able to subscribe to products' web pages, like on Facebook, follow the news, and know what is the most new and advanced product to be released by the brand. Through these creations, graphic designers were capable of infiltrating our daily lives, smoothly changing our perception of the world.

## CHAPTER 3. INTRODUCTION TO THE PRODUCT & CULTURAL ANALYSIS

### The Product

Beer is one of the world's oldest beverages. About 10,000 years ago, ancient man discovered, by chance, the process of fermentation. Later on, the first alcoholic beverages began to appear on a small scale. Almost all primitive people have developed some type of alcoholic beverage equivalent to beer. For over 5000 years ago, in Ancient Egypt, beer was part of the Egyptian pharaohs' daily diet. The beverage was appreciated by both adults and children. Beer was not only used as a beverage, it was also prescribed for treating several diseases. This was considered the most appropriate gift to give to Egyptian pharaohs and as offers to the Gods.<sup>14</sup>

Since the end of 19<sup>th</sup> century, there has been a considerable growth in the development of quality beer. A very clear evidence of this growth is that it is now possible to brew a consistently high quality, virtually anywhere in the world.<sup>15</sup> Beer is now a very popular beverage, and can be found almost everywhere.

I chose this product as the focus of this research since beer is one of the most consumed beverages in the world and surrounded by different laws, models, and politics. Beer is known everywhere, the target audience is broad, and the consumption increases in celebration times. These facts can help showcasing cultural features in design pieces.

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<sup>14</sup> John Paul Arnold, *Origin and History of Beer and Brewing: From Prehistoric Times to the Beginning of Brewing Science and Technology* (Cleveland, OH: BeerBooks, 2005).

<sup>15</sup> Hans Michael Eßlinger, *Handbook of Brewing: Processes, Technology, Markets* (Weinheim: Wiley-VCH, 2009).

The American beer, Budweiser, will work as a reference in this project. All the creative work of these 4 countries – Brazil, Japan, France, and Egypt - will be compared with the current American Budweiser campaign, demonstrating cultural differences in designs. The American brand will be used in all campaigns with an appropriate approach for each country. This approach will depend on respective beer market, customs, and other cultural aspects. The campaigns would be more effective if released in specific cultural events further cited in this chapter. Next, I will give an introduction to the Budweiser story and go through the campaigns they have done in previous years.

### **American Budweiser**

The American-style lager Budweiser was first introduced to America in 1876 by the German Adolphus Busch. After marrying the daughter of Eberhard Anheuser, the owner of a small brewery, Adolphus partnered with his father-in-law and established the Anheuser-Busch Company. The company was the first American brewery to implement pasteurization. Although Americans preferred dark ales, Busch wanted to find a taste that would capture the American lifestyle, so he began brewing an original lighter lager that would later be named Budweiser.

In 1920, the company struggled with the prohibition intended to reduce the consumption of alcohol in the country. During this period, Anheuser-Busch launched a range of non-alcoholic products in order to survive the crisis. In 1933, the prohibition was suspended, and the Budweiser's sales started to grow again. With the rapid growth, the

business expanded to a national level.

The current slogan “The King of Beers” comes from the Czech Budweiser that had been using it since the 16<sup>th</sup> century. Budweiser entered the culture of United States and became the number one beer with popular advertisements, such as the three frogs in the 1990s, the lizards, the ants, and the “Whassup” campaign (see Figures 4, 5, 6, & 7).



*Figure 4. Budweiser: Frogs 1995 - TV Commercial*



*Figure 5. Budweiser: Lizards 2000 - TV Commercial*

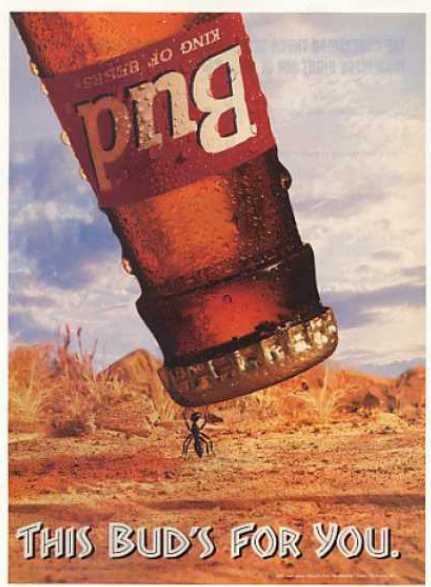


Figure 6. Budweiser: Ants 1996 - Print Ad



Figure 7. Budweiser: Whassup! 2002 - Print Ad

In 2007, they created a campaign with tridimensional label women (see Figure 8). These attractive models were placed in front of the bottle creating an illusion of being part of the label. Their bodies also had the Budweiser logo, so whoever stared at them was



actually analyzing the brand.



Figure 8. Budweiser: Label Women 2007 - Print Ad

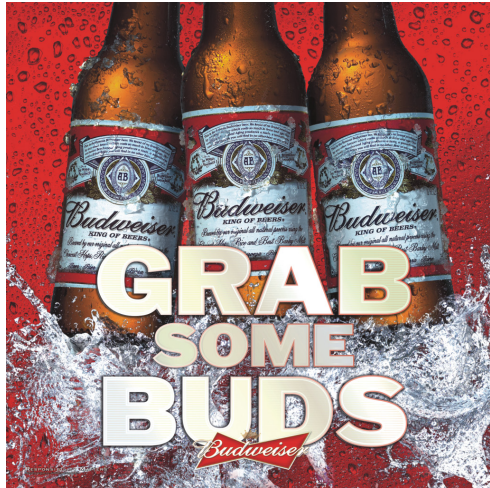
In July 2008, Anheuser-Busch was sold to the Belgian beverage conglomerate, Inbev. This agreement resulted in many unsatisfied consumers that believed Budweiser was no longer an American icon. Since then their market share started to go down, so in 2010 they released a new campaign as an effort to attract consumers under the age of 30. The campaign started pushing free beer and a hip Budweiser image to young drinkers who never tried the brand. They hosted the “Budweiser National Happy Hour” where 500,000 free samples were distributed within two weeks.<sup>16</sup> With the spot “Grab some buds”, a nicely created wordplay, they created a campaign that would appeal to people on a different level. The idea was based on grabbing friends and a beer as part of a great time. The pieces and commercials are highly visual, with images that build emotion and feelings of anticipation

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<sup>16</sup> Bruce Horovitz, “Latest ad strategy to freshen Budweiser’s image: Free beer,” *USA Today* (2010).



of great things that are about to happen when surrounded by friends and Budweiser. Below is a print Budweiser ad (see Figure 9), and some parts of the video commercial (see Figure 10) that include having fun at parties, barbecue, meeting people, watching a baseball game or a show.



*Figure 9. Budweiser: Grab Some Buds - Print Ad*



*Figure 10. Budweiser: Grab Some Buds - TV Commercial*

Another piece released during this campaign brings the New Yorkers' home team pride, the Yankees, into a nostalgic atmosphere that offers the stability of the simple old times of enjoying a baseball game in the company of beer and friends. Here is a poster advertisement placed in the New York City subways (see Figure 11).



*Figure 11. Budweiser: Grab Some Buds - Poster*

Besides baseball, Budweiser is also promoted in motorsports. It has sponsored the CART championship, and top NASCAR teams, besides various races. Currently, the brand sponsors Kevin Harvick, depicted in the poster for the "Grab Some Buds" campaign below (see Figure 12):



Figure 12. Budweiser: Grab Some Buds with Kevin Harvick - Poster

The brand supports the American army, “heroes” as the soldiers are called, building an emotional connection with the patriotic sense inside the American people. The television commercial below (see Figure 13) depicts the story of a soldier coming back home. He is surprised by the family and friends with a welcome party filled with Budweiser beers.



Figure 13. Budweiser: Coming Home Commercial

The most recent Budweiser commercials, released during Super Bowl 2012, were created upon the true story of the beer prohibition for 13 years (see Figures 14 & 15). They highlight the old tradition of consuming the beer since 1876 and the pride of having such an appreciated beer. The perception of the brand is attached to the feeling of optimism and all the good things that happened to the American country since then. The idea of the commercials is that Budweiser is there at every historical and important moment, drawing a parallel with successful endeavors and with great times that happened or are waiting to happen.



*Figure 14.* Budweiser: Return of the King TV Commercial





*Figure 15. Budweiser: Eternal Optimism TV Commercial*

## The Five Countries

Brazil, Egypt, France, Japan, and United States belong to different continents and have completely different cultural traditions. The diversity of people, languages, laws, ideals, and history has a great influence over modes of communication on each one of them. These aspects will be studied and further explained in this chapter.

Those countries were chosen for different reasons. I wanted to have the United States as a reference for comparison to other countries because it has always been a unique country that established models in different areas. These models were taken as ideal examples to be followed by many other countries. Also, this project is being developed in the United States, so it has the same perspective as readers, bringing the already known Budweiser brand as the main reference.

Being an emergent country, with energetic and fun people, Brazil got the spot in

this research. It is also a country admired for its beauty and party culture. Beer is not only part of the Brazilian tradition, but also the favorite and most requested beverage of the population, especially in times of celebration. The Latin countries have similar approaches to beer advertisements, so Brazil is here to represent them all.

Representing Europe, France was chosen for its heavy load of history that could be illustrated in the campaigns, and for the magic of the most famous tourist city in the world, Paris. In addition, I did not want to be predictable choosing countries such as Germany or England, which have a long history in the beer industry. Although the favorite beverage of French population is wine, I thought it would be interesting to explore their opinions on beer.

The three countries cited above share European influences, due to their mixed population. Therefore, I chose the other two countries to be just the opposite of those. Egypt was chosen for its strict laws regarding alcohol, and for being in the African continent. And Japan, the Asian country, was selected for the unusual traditions that do not resemble anything in the Western world. Japanese people are also huge fans of beer, and have an enormous advertising industry that spreads all around the country. Next, all the 5 countries are explored and described in terms of culture, beer market, and advertising.

## **United States**

### ***The American Culture***

The American culture has a huge influence in the whole world. It is transmitted through music, movies and even language. English is the most spoken language in the

world, thus considered universal. But American culture is much broader than that; it is based on the principles of the country's foundation, including freedom of speech, justice, and the right to be happy. It shows an enormous patriotism, creativity, and desire to reach new horizons. Influenced by various races, religions, and customs, the American culture reflects the history of a country that does not always have answers to every question, but it tirelessly searches for a better life and values freedom of choice.<sup>17</sup>

The United States has the world's largest national economy, which is organized under the capitalist model, and fueled by abundant natural resources, a well-developed infrastructure, and high productivity. The country has vast mineral resources, with large deposits of gold, oil, coal, and uranium. In agriculture, it is among the world's largest producers of corn, wheat, sugar and tobacco, among others. The American industry produces cars, airplanes and electronics. But the largest economic sector, however, is of services: about three-quarters of U.S. residents work in this sector.<sup>18</sup>

The American cinema is also one of the most successful entertainment industries in the world. Although not all U.S. movies are produced in Hollywood, the town has become synonymous of this national industry. The influence of American cinema in the world is overwhelming. The United States dominates the movie industry in several countries worldwide.<sup>19</sup>

Sports are associated with the American culture from school to college, and even

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17 Gary Althen, *American Ways: A Guide for Foreigners in the United States* (Yarmouth: Intercultural Press, 2002).

18 Alison Lanier, *Living in the U.S.A.* (London: Nicholas Brealey Publishing, 2004).

19 Alison Lanier, *Living in the U.S.A.* (London: Nicholas Brealey Publishing, 2004).

further. It receives great government incentives, and attracts a wide range of public interest and sponsors. College sports competitions are very popular in the United States and play a role as important as the professional competitions.<sup>20</sup> One of the most important sporting events is the American football league's championship game, The Super Bowl. The event stops the nation and traditionally brings together groups of friends who watch the most expected game of the year at the stadium, home, or bars.

Some sports created or developed in the United States of America became famous worldwide. Those include basketball, baseball, bowling and American football, and they are the most practiced in the country. Few foreign sports became popular in America. Ice hockey is also fairly popular in the United States, especially as a winter sport. Other famous sports in the country include soccer, golf, tennis, swimming, auto racing and extreme sports. The Americans usually have very good results in competitions, mainly in the Olympic games.

### ***Beer Market in USA***

The legal age for buying and consuming alcoholic beverages in the United States is 21 years old. However, 14 states permit minors to use alcohol given by the parents or someone who they trust.<sup>21</sup>

The law regarding alcohol advertising does not ban publicities at any type of media,

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<sup>20</sup> Gary Althen, *American Ways: A Guide for Foreigners in the United States* (Yarmouth: Intercultural Press, 2002).

<sup>21</sup> Ted Goldammer, *The Brewer's Handbook* (Clifton: Apex Publishers, 2008).



but it has implemented standards to avoid reaching audiences under 21 years old. Such standards include not placing ads close to schools, colleges, universities, or places of worship.<sup>22</sup>

Beer is the most popular alcoholic beverage in the US and in the world. The country is ranked the second in the world on beer consumption.<sup>23</sup> The beverage can be purchased at restaurants, grocery stores, convenience stores, gas stations, and liquor stores. There is among 67% of American people who consume alcohol. These consumers tend to drink more at meetings, parties, bars, and nightclubs.

During the Super Bowl, the championship game of the National Football League (NFL), the consumption of alcohol tends to increase. People usually gather with friends around the television to party and watch the most famous American television program, having a nice, cold beer.

### ***Advertising in United States***

American people are dreamers. They like to explore, innovate, and create new trends in everything they do, including graphic design. United States is the world's first largest advertising market. The American design style has been exported to other countries, not only because of the talent the U.S. designers have, but also because of the many worldwide

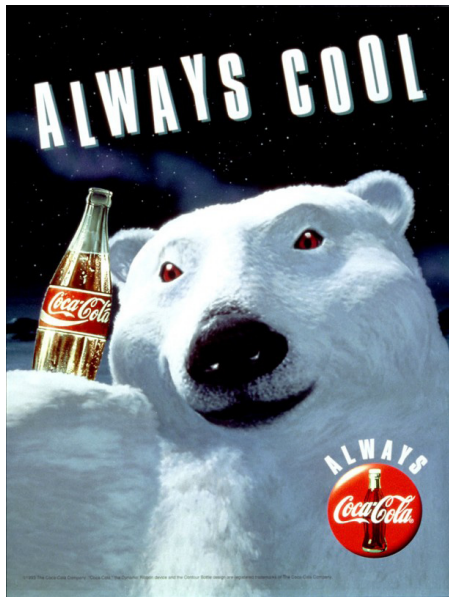
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<sup>22</sup> Distilled Spirits Council of the United States, “*Code of Responsible Practices for Beverage Alcohol Advertising and Marketing*” (Washington D.C., 2009).

<sup>23</sup> Ted Goldammer, *The Brewer's Handbook* (Clifton: Apex Publishers, 2008).

famous corporations it houses, and the American software applications used for designing. The phenomenon called "Westernization" caused designs around the world to follow similar design practices of the Western world.<sup>24</sup>

Despite that similarity, every country still showcases traditional values when designing adverts. The United States for example, has one of the most patriotic populations in the world.<sup>25</sup> This is clearly reflected in the colors applied in many of their ads - blue, red, and white – and the references to other elements of the flag, like stars, as the following pieces of Coca-Cola (see Figures 16 & 17) and Converse (see Figure 18) demonstrate:



*Figure 16. Coca-Cola: Polar Bear "Always Cool" 1993*

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24 Stephen J. Eskilson, *Graphic Design: A New History* (New Haven, CT: Yale University Press, 2007).

25 Karlyn Bowman, "American Patriotism In 2010," *Forbes*, (2010).



Figure 17. Coca-Cola: Polar Bear With Ski Goggles 1995

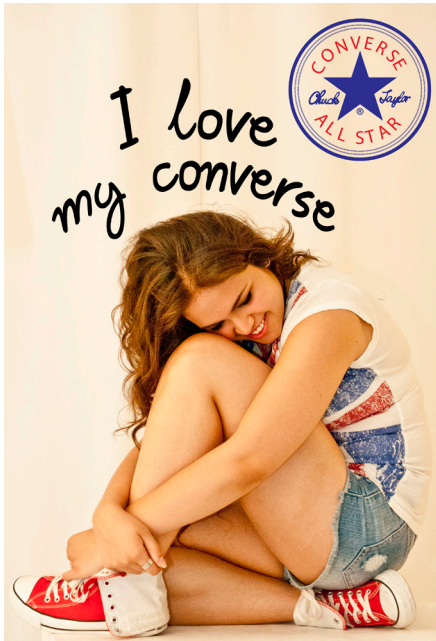


Figure 18. Converse: Chuck Taylor - Print Ad

Besides patriotism the American ads also appeal to technology, innovation, and ground-breaking ideas like the personification of a polar bear or the futuristic “Ford Edge” ad with the voice command lips (see Figure 19):



Figure 19. Ford Edge 2011: Magazine Ad

Another feature explored very much in American design is the mixed-race population. The brand Benetton composed inventive pieces, usually depicting different human races, lots of colors, and diverse styles (see Figure 20).



Figure 20. United Colors of Benetton

Following the culture of sports and patriotism, Bud Light (beer) created a campaign directed to NFL fans (see Figures 21, 22, & 23), still keeping the colors of the flag. Being

the official beer sponsor of the NFL, Bud Light used the theme to attract more drinkers. It is part of the American lifestyle to watch sports, cheering with friends, while having fun at tailgates or even gathering buddies at home.



Figure 21. Bud Light Billboard



Figure 22. Bud Light: Tailgate Poster





Figure 23. Bud Light Website

Every beer brand sponsors some kind of sport. Coors Light for example took the place of Budweiser in 2008 as the official sponsor of NASCAR. It is also the official Beer of the NHL - The National Hockey League. Being positioned as the super cold beer, Coors Light linked the product to hockey, a cold sport played on ice. The product has a “cold certified” label that changes its color according to the beer’s temperature. The advertisements below represent the coldness of the beer (see Figure 24 & 25). They portray snowy mountains and an interesting frozen scenario, bringing again to light the colors of the American flag.

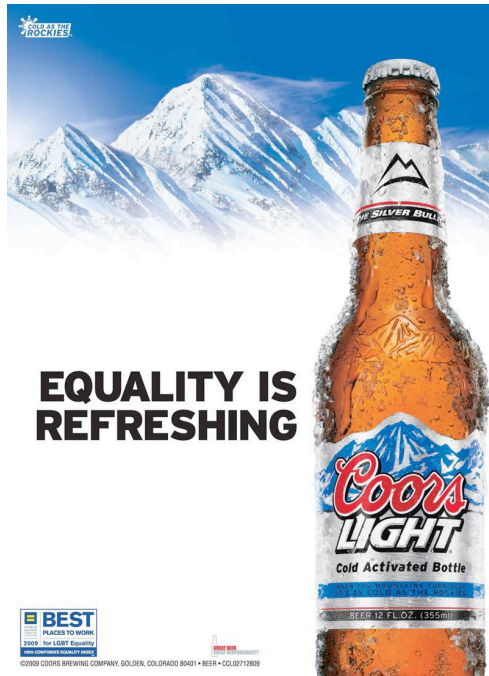


Figure 24. Coors Light - Magazine Ad



Figure 25. Coors Light - Online Ad

The Coors Light “cold certified” label characterizes the innovative trend of American design. It is something that would certainly add value to the product, besides putting it apart from other beers.

## Brazil

### *The Brazilian Culture*

In a country of continental dimensions like Brazil, the culture, customs, and traditions vary from one region to another, from one state to another and even from one city to another. The Brazilian culture reflects the diverse ethnic groups who comprise the demographics of this South American country: Indians, Europeans, Africans, Asians, Arabs etc. As a result of this intense mixing of people, a peculiar cultural reality emerged, which synthesizes the various cultures.<sup>26</sup>

Although the Brazilian population is one of the most mixed on the planet, some features such as beans and rice, the traditional coffee after meals, the alcoholic drink “caipirinha”, the friendly hospitality and good humor to face day-to-day life can be noticed from north to south.

Portuguese is the official language of Brazil and there are different expressions and accents, according to the specific region. Some regions even create words, and the accent is so strong that it seems like another language. Moreover, in many places, you can still hear the original colonizers languages, such as the German and Italian in the south of Brazil, and even indigenous languages such as Tupi and macro-Ge in the Amazon region.

Brazilians have an unconditional love for soccer. The sport is beloved and draws passionate crowds to the stadiums. The country is five times champion of the World Cup

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<sup>26</sup> Fernando de Azevedo, *Brazilian Culture*, trans. William Rex Crawford (New York, NY: The Macmillan Company, 1950).



and idols such as Pelé, is an inspiration to thousands of children. Another passion is the soap operas. When the show reaches its final chapter, Brazil stops to stay in front of the screen and the fate of the characters is the main subject among people. Moreover, Brazilian soap operas are exported to many countries, where they make a huge success. Currently, the films have stood out in the country and abroad, competing and winning major awards.

Brazilians are known worldwide for its parties. The Carnival and June Festivals attract tourists from all over the place, making it impossible to remain indifferent to such joy. The quality and creativity of their rhythms like bossa nova, samba, and forró are very pleasing and exported to the whole world.

Brazilians are strong, determined, and have great ability to create and innovate. People are very friendly and usually outgoing, qualities that grant them the ability to easily adapt to different situations and conditions. Another aspect includes the intense religiosity. Whether Catholic, Evangelical or Umbanda, every Brazilian has at his fingertips a prayer for the more complicated moments that are gracefully bypassed by these people who have joy of living as the most outstanding feature.<sup>27</sup>

Despite having a large amount of poor people, Brazil is not a poor country, but has to overcome a framework of social injustice and inequality. Extremely poor communities live in “favelas” (slums) located in the periphery (poor area) of cities. People who live there usually have very low income and suffer violence of the site.<sup>28</sup> Brazil still has many

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27 Fernando de Azevedo, *Brazilian Culture*, trans. William Rex Crawford (New York, NY: The Macmillan Company, 1950).

28 Jon S. Vincent, *Culture and Customs of Brazil (Culture and Customs of Latin America and the Caribbean)* (Westport: Greenwood, 2003).

difficulties to be defeated in the areas of education, welfare, health, income distribution and employment, however they keep their joy and sense of humor, which helps alleviate social contradictions. This joy comes from the conviction that life is worth more than anything. So it should be celebrated with parties and maintaining a good mood, even when facing failure. The effect is a lightness and enthusiasm of the Brazilian people that the world admires.

### ***Beer Market in Brazil***

Brazil has the third largest beer market in the world with growth prospects for the upcoming years.<sup>29</sup> One factor that contributes to this growth is the progress of the Brazilian economy with the recovery of the purchasing power of low-income population.

In Brazil, the alcohol consumption is allowed to people over 18 years old. Drinking in the streets is also allowed and it is possible to find beer in every bar, restaurant, convenience store, and grocery store.

Beer is the favorite beverage of Brazilians, mainly in summer days. The country's tropical climate favors the consumption of the drink. In addition, Brazilians tend to party a lot and gather friends to watch soccer games, which also support people's drinking habits.

There are two main events when the consumption of beer visibly increases: Carnival and World Cup. Carnival is the most popular celebration in Brazil and famous worldwide, attracting tourists from all over the planet. The festival is a time for joy, great animation,

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<sup>29</sup> Garrett Oliver, *The Oxford Companion to Beer* (New York: Oxford University Press, 2011).

music (samba and axé), dance and cultural diversity. It usually starts on the evening of Friday before the beginning of Lent and normally ends on the evening of Tuesday prior to Ash Wednesday (which is the first day of Lent in the Western Christian calendar).<sup>30</sup> The Lent is a time of fasting, so for Brazilians the carnival is the last chance to commit some excesses. With that in mind, Carnival can be a great market opportunity for beer companies.

Another event that mobilizes the country is the World Cup. Soccer is an important part of Brazilians' lives, including men, women, and even children. They all cheer together for this national passion. Soccer in Brazil is more than a sport; it is a lifestyle, a way to interact with the Brazilian society. Regardless of social class, race or any other differences, during the match of the Brazilian national team, people are just fans with a single goal: to win. When the World Cup starts the whole country stops to watch it in the company of friends in bars, parties, and barbecues.<sup>31</sup> In all instances, the presence of a cold beer is almost a rule, even in the July winter. Watching soccer with a beer is a habit of Brazilians. Naturally, the demand of beer increases during the World Cup.

### ***Advertising in Brazil***

Brazil has an extraordinary creative diversity due to the multiracial population. Usual elements in traditional Brazilian designs include lots of colors, organic shapes,

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30 Jon S. Vincent, *Culture and Customs of Brazil (Culture and Customs of Latin America and the Caribbean)* (Westport: Greenwood, 2003).

31 Jon S. Vincent, *Culture and Customs of Brazil (Culture and Customs of Latin America and the Caribbean)* (Westport: Greenwood, 2003).

indigenous and African forms, European influences, and strong lines.

The advertisement campaigns of “Havaianas”, a Brazilian brand of flip-flops known worldwide, usually reflects very well the traditional Brazilian design. Brazilians are proud to own this brand, and its campaigns advertise the culture of the country to the whole world, besides bringing a sense of patriotism to Brazilian people. These patriotic campaigns make use of strong colors, diverse elements, and bold typefaces to represent the country’s nature, tropical weather, mixed people, tourist spots, and happiness. Here are some pieces designed for the brand (see Figures 26, 27, 28, 29, & 30):



*Figure 26. Havaianas: Summer Campaign*



Figure 27. Havaianas Ipê: Campaign Focused on Sustainability



Figure 28. Havaianas: American Summer Campaign





Figure 29. Havaianas: Carnival Campaign



Figure 30. Havaianas: American Campaign. Cultural Mix

Likewise, the Brazilian beer advertisements also do a great job representing the culture of the country. Featuring summer, cold beer, bars, friends, soccer, samba, beautiful

women, and joy of life are the approach used in this type of ad. Colors often used in the ads are:

- Red - representing passion and sexuality
- Orange – corresponding to the strong Brazilian energy
- Yellow - symbolizing the hot summer weather and beaches, also the color of beer
- Blue - denoting ice-cold beer, and the Brazilian blue skies
- Green – referring to grass at soccer courts
- The last three colors together represent the colors of the Brazilian flag

In an attempt to seduce and reach beer consumers, 70% represented by men, the Brazilian media has been exploring the image of beautiful, sexy, and attractive women. Their bodies are explored in detail, and their shapes and colors feed the consumers' imagination resulting in the product purchase. This is the case of the Brazilian beer brand "Antarctica", which uses women and the word "Boa"(that means good) in a sexual connotation (see Figures 31 & 32):



Figure 31. Antarctica: "Bar da Boa" Poster



Figure 32. Antarctica: Boa Campaign



Using a different approach but still keeping women in some pieces, the most popular beer brand in Brazil called “Skol” has a campaign featuring summer and barbecue in a fun atmosphere (see Figures 33, 34, & 35). In some of the pieces, they make jokes on how usual beers give you gases, and this new line of beer is better because you are free of the “pufferfish” effect.



*Figure 33. Skol: Skol 360 Campaign.*



Figure 34. Skol: Skol 360 Campaign 2

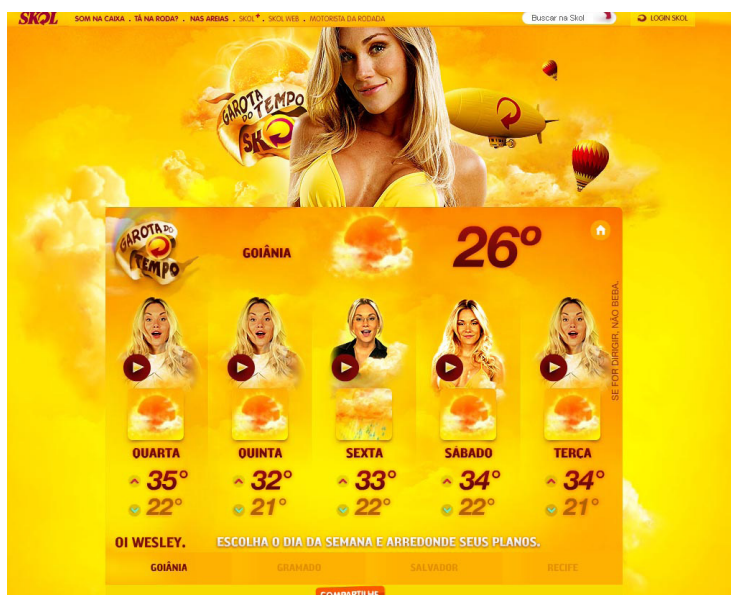


Figure 35. Skol: Website - Weather Forecast

The next piece is another joke about how the censure tag would be if the guy who created them drank the Skol beer (see Figure 36).

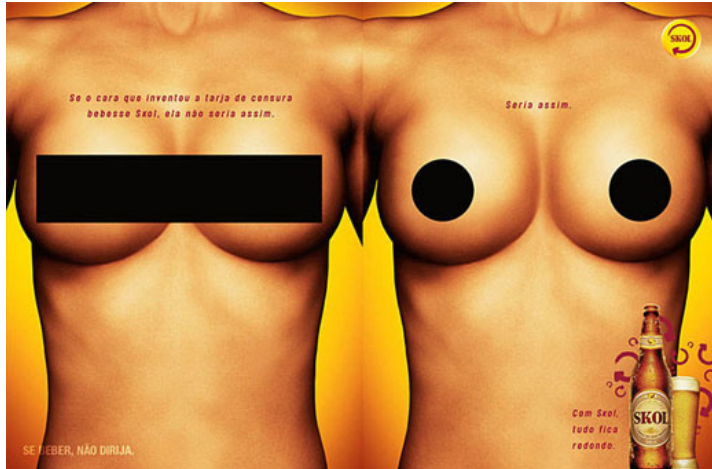


Figure 36. Skol: “Com Skol tudo fica redondo” Campaign

During the World Cup, beer companies innovate and bring a sense of nationalism and union to their marketing campaigns as an appeal to bring people to cheer together having a cold beer. The following ads demonstrate what these thematic ads usually look like (see Figures 37, 38, & 39).



Figure 37. Nova Schin: World Cup Campaign. “Cervejão”



Figure 38. Skol: World Cup Campaign



Figure 39. Brahma: World Cup Campaign

Carnival advertising designs tend to feature traditional characters and elements



of the celebration. Beautiful women or famous singers of samba and axé music, common songs in this kind of festival, are also highlighted (see Figures 40, 41, & 42).



Figure 40. Skol: Carnival Campaign



Figure 41. Nova Schin: Carnival Campaign



*Figure 42. Nova Schin: Carnival Campaign*

## **Egypt**

### ***The Egyptian Culture***

Land of the Nile and the Pyramids, Egypt fascinates anyone who approaches it, involving everyone in an atmosphere of mystery and magnificence. From Herodotus to Napoleon, to the modern days, the history of Egyptian civilization is always shrouded in a mystical cloud, as a result of the inevitable mix of gods, myths, monuments, and characters that marked the history of mankind.

Ancient Egypt was among the first civilizations in the Earth. It has thousands of

years of recorded history. When speaking of ancient Egypt, the first things that come to mind are images of the great pyramids, mummies and artifacts from museums, temples, and the adventurous atmosphere that surrounds everything that pertains to the time of the pharaohs. There is evidence of the existence of Egypt from 10,000 BC. Since then, the Egyptian culture flourished and kept distinct traces in religion, art, language and customs.<sup>32</sup> Rich in history and culture, Egypt enchants tourists from around the world. Cairo is the capital of Egypt and the largest city in Africa. The country annually welcomes thousands of tourists from the four corners of the world, looking for the magnificent Egyptian pyramids of Giza.<sup>33</sup>

In the far northeastern corner of Africa, the Egyptian civilization flourished thanks to the abundant water resources and fertile land located on the banks of the Nile River. Egypt is one of the most heavily populated countries in Africa. About half of Egypt's population lives in urban centers, especially in Cairo, Alexandria, and in other major cities in the Nile Delta.<sup>34</sup>

The ancient civilization was surrounded by beliefs and myths. This was most prominently expressed by the great respect and attention they paid to the dead and the veneration of gods. The idea of life after death led the superstitious society of ancient Egypt to create not only myths about the deceased, but also techniques to preserve the body which was meant to last forever.<sup>35</sup> Tied to the past, the modern Egypt population is still very

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32 Arlene Moscovitch, *Egypt the Culture (Lands, Peoples, & Cultures)* (New York: Crabtree Publishing Company , 1999).

33 Molef K. Asante, *Culture and Customs of Egypt (Culture and Customs of Africa)* (Westport: Greenwood, 2002).

34 Molef K. Asante, *Culture and Customs of Egypt (Culture and Customs of Africa)* (Westport: Greenwood, 2002).

35 A. Jeffrey Spencer, *Death in Ancient Egypt* (Harmondsworth: Penguin Books, 1982).

superstitious, believing that people can curse each other.

The Egyptian culture is deeply influenced by religion. 90% of the population is Muslim, a monotheistic religion based on the teachings of Muhammad contained in the Islamic holy book, the Koran. The religious life of a Muslim has defined practices, which includes the five pillars of Islam: creed (shahadah), daily prayers (salat), alms giving (zakah), fasting during Ramadan, and the pilgrimage to Mecca (hajj), at least once in a lifetime. Muslims also have predefined conduct, behavior and food standards.<sup>36</sup>

The population of Egypt is very patriotic and likes to be surrounded by other Egyptians. However they are also open to learn new things from foreigners. Egyptian people like having fun. No matter where, they are loud and ready to make the best out of the situation in hands. People are very helpful, kind, family and society oriented. They love their family and would do anything for them.

The Egyptians achieved remarkable progress in the arts, crafts and some sciences. Skillfully crafted instruments, weapons and ornaments in stone, copper and gold. With the papyri, they created a written language, whose signs were known as hieroglyphics. They also invented the first solar calendar of the history of mankind.

### ***Beer market in Egypt***

Predominantly Islamic, the Egyptian population devotes their lives to follow the

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36 Molef K. Asante, *Culture and Customs of Egypt (Culture and Customs of Africa)* (Westport: Greenwood, 2002).



teachings of Muhammad, which instruct followers not to have any kind of alcoholic drink.<sup>37</sup>

Although the Islamic religion does not allow the consumption of alcohol, some Muslims consider the act of having beer not as bad as having other types of alcohol, and drink because of American, European, and tourist's influences.

The consumption of alcohol is allowed to non-Muslims over 21 years old, and is more frequent between the upper society, young people, and Christian Egyptians. The Egyptian law does not ban the consumption of alcohol, however it discourages the act. The only period that people are not allowed to consume alcohol is during the month of Ramadan, unless the individual holds a foreign passport.<sup>38</sup> Drinking alcohol in public domains is banned, as well as advertising in national television, radio, and billboards.<sup>39</sup>

Beer is the most popular alcoholic drink in Egypt, and can be found in liquor stores spread all around the country, in hotels, restaurants, bars, and pubs. Most places have foreign brands, but many can be out of stock or have limited variety of products. For this reason, many tourists bring their drinks with them. The Egyptian alcoholic beverages are much less expensive than imported ones. Common Egyptian beers include: Stella, and Meister (a European brand, but licensed for, and produced in Egypt). Beer is not advertised on television, and even though it is allowed advertising in print media, you will not see any ads around the country. Online ads or wallpapers are more common, but usually very simple.

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37 Molef K. Asante, *Culture and Customs of Egypt (Culture and Customs of Africa)* (Westport: Greenwood, 2002).

38 Dwight B. Heath, *International Handbook on Alcohol and Culture* (Westport: Greenwood Press, 1995).

39 Procon, *Alcohol Policy Egypt*, (Santa Monica: Drinking Age).

Egyptian people tend to consume more alcohol during New Years Eve, which is celebrated according to either Islamic or Christian traditions.<sup>40</sup> Muslims wait for the new crescent moon to show up in the sky and then watch excitedly for the firecracker show. In this magical night, Muslims girls are allowed to wear colorful clothes instead of the usual black. For Christians, the “Coptic New year”, as they call it, is the time to remember the Coptic martyrs. Clothes, food, altars, and everything else is put in red as a reference to the spilled red blood of Coptic martyrs.

### ***Advertising in Egypt***

After the recent revolution, Egypt is struggling to restore the tourism in the country. Most advertisements are now celebrating the resignation of the former president Hosni Mubarak, and urging tourists to go visit Egypt to experience the magnificence of this new era. Below is an example of a current Egyptian ad directed to tourists (see Figure 43):



**Figure 43. Egypt: Tourism Ad**

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40 Dwight B. Heath, *International Handbook on Alcohol and Culture* (Westport: Greenwood Press, 1995).

The brands Persil and Pril of cleaning products also attempted to renovate Egypt post-revolution by sponsoring a campaign to clean the city (see Figure 44).<sup>41</sup>



*Figure 44. Persil/Pril Poster*

Cultural aspects of Egypt are more than ever being featured in advertising designs, such as the colors of the flag (red, black, gold, and white), and tourist attractions. The next ad for example highlights the flag, and the cheese inside the sandwich that shapes the silhouette of the Gize Pyramids (see Figure 45).

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41 Laurel Wentz, "Henkel, TBWA Partner on Cleanup Project in Cairo," *Ad Age Global* (2011).



Figure 45. Mo'men: Magazine Ad

The colors orange, gold and yellow typically appear on Egyptian ads, representing the warm days and the Ancient god, the sun. Green is a reference to the perfect faith in Islamic religion. Because of the opposite direction of the Egyptian writing system, logotypes are usually positioned in the lower left corner or top right corner.

One interesting fact about Egyptian advertising is the use of unveiled women imagery. Unlike what we think, there are no government restrictions on this topic. Egyptians have the common belief that to be effective, an advert should portray the best version of reality, the one that people desire, still printing a natural feel to it.<sup>42</sup> Consequently,

42 Sharon Otterman, "Does the veiled look sell? Egyptian advertisers grapple with the hijab," *Arab Media & Society* (2007).

they don't use the veil or hijab, even in the case of depicting a real life scene. The “Mobinil”, an Egyptian mobile phone operator, used this approach for a magazine ad (see Figure 46):



Figure 46. Mobinil: Magazine Ad

As a counterpoint some adverts encourage Muslim women to wear the veil as they say “for their own safety”, otherwise they could be attacked by men, like flies on an uncovered candy (see Figures 47 & 48). The ad says, “You won’t be able to stop them, but you can protect yourself. He who created you knows what’s best for you!”.



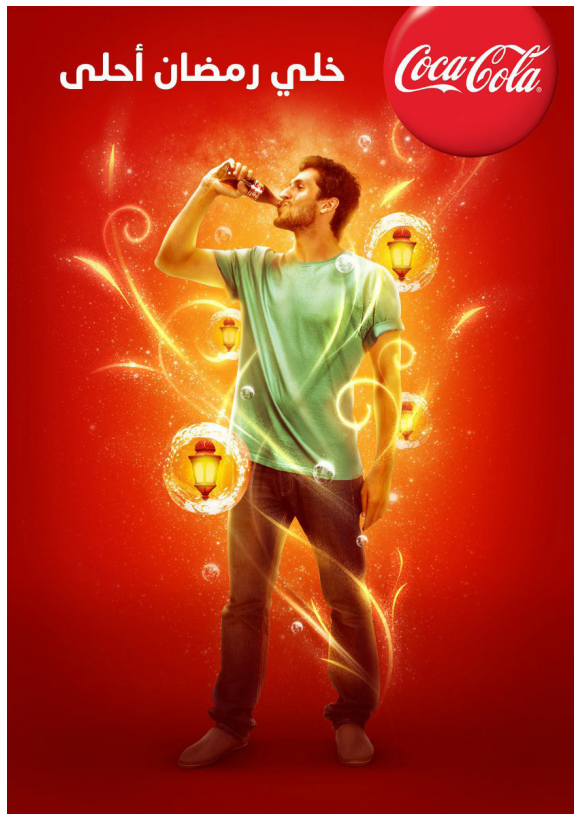
Figure 47. Ad Encouraging Muslim Women to Wear the Veil



Figure 48. Egyptian Billboard: “A Veil to Protect or Eyes Will Molest”

During Ramadan, a very special Islamic celebration, companies take the opportunity to style their advertisements in line with the celebration. The month of Ramadan is the month of revelation of the Muslim Holy Book, the Quran. The date is based on the moon, so it is different every year. The city is all lit up with lanterns and patterned fabrics. Mosques

keep their colorful and bright lights throughout the night. These are some of the elements featured in the following Coca-Cola ad (see Figure 49):



*Figure 49. Coca-Cola: Ramadan Magazine Ad*

Advertising alcohol in Egypt is surrounded by restrictions. Beer is the only alcoholic drink totally allowed in print media.<sup>43</sup> However, you won't see any beer advertisements anywhere, except online. These advertisements are usually very simple, illustrating only the bottle in a plain background. "Stella", the most famous beer brand in Egypt has an old, out of fashion website with extremely simple ads (see Figures 50, 51, 52, 53, 54, & 55):

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<sup>43</sup> World Health Organization, *Global Status Report: Alcohol Policy* (Geneva: World Health Organization, 2004).





Figure 50. Stella: Website



Figure 51. Stella: Credentials Campaign





*Figure 52. Stella: Credentials Campaign 2*



*Figure 53. Stella: Credentials Campaign 3*



Figure 54. Stella: Credentials Campaign 4



Figure 55. Stella: "Under The Crown" Promotion

The simplicity, and lack of elements of the Stella advertisements reflect the culture of a country dominated by the Muslim religion, which bans the consumption of alcohol. They use the color blue as a reference to the blue skies of Egypt and the refreshing feel of the drink, and the gold is still there representing the sun and the color of beer.

## **France**

### ***The French Culture***

The French culture is the most intense and influential in the world. In all cultural and artistic manifestations, France has provided fundamental contributions. It stood out above all cultures throughout history, with great painters, writers, actors, artists and a wide range of traditions. The rich culture of France includes writers, philosophers, and designers, like Voltaire, Descartes, Sartre, Zola, Montesquieu, Rousseau, etc. There were also foreign artists who developed their activities in Paris, such as the Spanish artists Luis Buñuel or Pablo Picasso, the Latin American Mario Vargas Llosa and Gabriel García Márquez, or of other nationalities such as James Joyce, Oscar Wilde, Chopin, Leonardo Da Vinci, and Van Gogh.<sup>44</sup>

Ideals of bravery and independence were part of the essence of France, for this reason, the society built a very strong nationalist sentiment, which lasts until today. The French population has a strong and unique personality. The stereotype of the Parisian bad

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44 W. Scott Haine, *Culture and Customs of France* (Westport, CT: Greenwood Press, 2006).

mood cannot be denied. Even the French government once attempted to do something about it through a campaign in Paris encouraging citizens to treat tourists better. However, other French regions tend to be more friendly.

The population of France is composed of several ethnic groups, especially the Gauls and the Celts. Other important populations are of Roman, Greek, and German origins, and the Arabs and Jews installed in the south, on the border of Spain. The largest number of immigrants in recent decades are from North Africa, Morocco, Tunisia and Algeria.<sup>45</sup>

Roman Catholicism is the dominant religion in France, though churches are always empty with a few devoted people who still attend masses. Muslims are the second largest religious group, followed by Protestants (Huguenots), and there is a substantial population of Jews.<sup>46</sup>

France attracts tourists from around the world. A great part of these tourists are from UK, Germany, Belgium, Holland, and Italy. The Atlantic and Mediterranean coast, and the French Alps are the most popular holiday destinations. Paris is famous for its avenues, theaters, haute couture houses, restaurants and nightclubs.

In the sports field French citizens are obsessed with soccer, rugby, basketball and cycling, especially the “Tour de France”. Traditional games such as pétanque, similar to bowling, but played on a hard surface, are also popular.

The food is considered one of the greatest delights of the country, with its foie

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45 Ross Steele, *The French Way : Aspects of Behavior, Attitudes, and Customs of the French* (New York: McGraw-Hill, 2004).

46 Ross Steele, *The French Way : Aspects of Behavior, Attitudes, and Customs of the French* (New York: McGraw-Hill, 2004).

gras, truffles, Roquefort cheese, a variety of shellfish recipes, the best wines in the world, crepes, fruit tartlets, and much more. The North African and Asian population of France also contributed to the diversity of French cuisine, bringing their colorful dishes and spicy seasonings.<sup>47</sup>

### ***Beer Market in France***

In France people are allowed to drink at the age of 18 years old, although it is very popular for teenagers to start drinking earlier. This is in particular due to the fact that France has got a culture in which wine is consumed almost at every meal. Because of this exposure and sometimes incentive from older folks, teenagers experiment with alcohol at an earlier age than 18.

The advertisement of alcohol is only allowed for print media, radio and sales outlets. However, there are still some restrictions applied to these kinds of ads: they are tolerated when using images of products only, without any image of drinkers or association with sports. The French Evin law bans adverts promoted in medias like television, cinema, youth magazines, and billboards.<sup>48</sup>

Beer is not very popular in France; however people tend to drink the beverage about once or twice a week during parties, at restaurants, nightclubs, and picnics. Some people also like to consume it with friends in the street or in “bistros”, very popular restaurants in

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47 Ross Steele, *The French Way : Aspects of Behavior, Attitudes, and Customs of the French* (New York: McGraw-Hill, 2004).

48 Michel Craplet, *France: alcohol today* (Paris, September 26, 2005).

French cities.

The alcohol consumption in France increases during the celebration of Bastille Day, on July 14<sup>th</sup> in which a parade takes place in the Champs Elysees. This parade is broadcasted all over France on different channels and features the presence of the president and several highly respected political figures. The parade includes ground and air military displays. New Year's Eve would be the second most popular celebration and thus consumption of alcohol is pretty high during this date as well.

### ***Advertising in France***

Graphic Design in France could be compared with a fashion show. Pieces can be at the same time unconventional and beautiful, drawing your eyes through the different colors, amazing photos, and a high-class creativity. There is an elegant atmosphere surrounding those art-like designs. The below advertisements for the Schweppes drink has a unique European style (see Figures 56, 57, & 58):





Figure 56. Schweppes: 2008 Campaign



Figure 57. Schweppes: 2008 Campaign 2



*Figure 58. Schweppes: 2011 Campaign*

French designs tell visual stories. A great example is the FFF (French Federation of Soccer) poster promoting the soccer match between France and Brazil in February '11 in France (see Figure 59). The image speaks for itself. They have included symbols of each country such as the French cock, and the Brazilian Carnival dancers as rivals in a battle that the soccer match represents. They have also incorporated the colors of the French and Brazilian flags, in addition to loose feathers that bring a sense of chaos to the piece.



*Figure 59. FFF Poster: France X Brazil*

France has an extensive history in the artistic field. For this reason, French graphic designers search for quality works implementing ideas, narratives and an emotional connection with the public, instead of commercialism only. At school, they must learn to draw before becoming a professional. Still, we see features of Art Nouveau in the use of curved forms in typography.

Paris, the “City of Light” is frequently illustrated in French ads. The popular French metro, tourist attractions, the main avenues are used as background for products or real life scenes. The following Leroy Merlin ad showcases a scene in the Parisian metro (see Figure 60). The text reads: “Our prices have never dropped so low”.





Figure 60. Leroy Merlin: Print Ad

The fashionable trend in French graphic design comes from the pure cultural history of France. The country is renowned for world-famous artists, important fashion industry, the center of manufacturing perfumes, and much more. The coffee brand “Nescafé” used the long-term relationship between France and perfumes as the concept of their ad, which text reads: “Still richer in aroma” (see Figure 61).



Figure 61. Nescafé: Print Ad

Advertisements associated with alcohol cannot portray drinkers, and must not link with any kind of sports. So designers have to be creative when designing these type of ads. The “G. H. Mumm” champagne, known as the “cordon rouge” (red ribbon), had the original idea to place the champagne in the summit of a frozen mountain with the text: “Champagne G.H. Mumm served on ice” (see Figure 62). They also make a reference to the colors of the French flag: blue sky, red ribbon, and white clouds.



*Figure 62. G. H. Mumm Champagne: Print Ad*

One of the favorite beers in France called “Kronenbourg 1664” uses a different concept. Each tourist attraction of France is explored and brightly presented to the public accompanied by the product (see Figures 63, 64, 65, 66, 67, & 68). Once more, the colors chosen are an explicit allusion to the French flag. The imagery is classy and sophisticated linking the advertisement with the high society.



Figure 63. Kronenbourg 1664: Print Ad



Figure 64. Kronenbourg 1664: Print Ad 2





Figure 65. Kronenbourg 1664: Print Ad 3



Figure 66. Kronenbourg 1664: Print Ad 4



Figure 67. Kronenbourg 1664: Print Ad 5



Figure 68. Kronenbourg 1664: Print Ad 6

## Japan

### *The Japanese Culture*

The Japanese culture goes far beyond the technological advances, geishas and samurais. There is much more to know about Japan and their devoted people. In Japan, there is an immense variety of cultural traditions of great peculiarity. Although it suffered a great influence of Chinese culture, which is considered the progenitor of Japanese culture in many ways, the “Land of the Rising Sun”, as it is also known, developed its own characteristics in the fields of art: music, theater, literature, dance, and painting.<sup>49</sup>

Japanese culture is rich in artistic manifestations of extreme sophistication and subtlety that includes aquarelle painting, oil painting, flower arrangements, tea ceremony, gardens, origami, ceramics, etc. They distinguish from Western art through the “global” mode (involving all the senses) of appreciation of the artistic object, and the frequent search for simple, straightforward, and austere. The brush is the preferred tool of artistic expression of the Japanese, who practice calligraphy and painting at both a professional level, as well as a hobby. Until modern times, they always used the brush, instead of pen to write. The Japanese art is valued not only for its simplicity, but also the exuberance of its colors. It has a considerable influence on Western painting and architecture of the 19th and 20th centuries.<sup>50</sup>

Another great Japanese creation of recent times is the manga, comics that are

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49 H. Paul Varley, *Japanese Culture* (Honolulu: University of Hawaii Press, 2000).

50 H. Paul Varley, *Japanese Culture* (Honolulu: University of Hawaii Press, 2000).

the basis of an industry that includes magazines, books, movies, toys, video games and other products. There is also the Japanese-style cartoon called Anime from the English: animation. Anime has as its basic source the manga, and it is essentially a motion manga with lots of color and characters that live adventures in a cinematic pace. The anime and manga showed to the world and to the Japanese themselves the image of Japan and the eastern excellence in handling a vehicle, usually Western, in favor of a peculiar and revitalized expression.<sup>51</sup>

In general, Japanese people are extremely superstitious. For example, many Japanese avoid the number 4 in every possible way. This happens because the number 4 is pronounced the same as death (“shi” in Japanese kanji). Therefore every multiple of 4, compositions with 4, car plates, forth floors, gifts, and anything you can imagine relate to the number is seriously avoided, as it associates with bad luck.

Natives from Japan usually build strong relationships between people, coworkers, family, and neighbors.<sup>52</sup> Words like obedient, good wife, and dependant were used to reflect the personality of many Japanese women, but now that men are becoming more neutral, women are also changing, and taking the lead. They have become more confident, have their own career plan, freely express their opinion, and prefer to be independent.

Before the introduction of Western sports in Japan, they used to practice martial arts such as kendo (Japanese sword), jiu jitsu and kyudo (archery) among others. The practice

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<sup>51</sup> Victoria Bestor, *Routledge Handbook of Japanese Culture and Society* (New York: Routledge, 2011).

<sup>52</sup> Roger J. Davies and Osamu Ikeno, *The Japanese mind: understanding contemporary Japanese culture* (North Clarendon, VT: Tuttle Publishing, 2002).



emerged in the 12<sup>th</sup> century and spread mainly among the warrior classes. Japanese citizens of all ages enjoy sports activities, both as participants and spectators.<sup>53</sup> More than exercise, the practice of sports is related to the development of discipline, character formation and encouragement of sportive spirit. The Japanese will always cheer enthusiastically for the athlete who strives with determination and honesty, independently of winning or losing.

The contemporary Japan is becoming more and more westernized in appearance: Americanized popular songs, many words in English were incorporated in modern dialogue, young people with colored hair, eating “hot dogs”, “cheeseburgers” and fries.<sup>54</sup> However, deep in the heart of every Japanese is deposited the ancient traditions of Japan: the samurai spirit, and patriotism. In addition, in the subconscious of every Japanese person lies the act of devoting body and soul to the company where one works to make it grow at the same time that the country progresses. Another quality of Japanese people is honesty, and the honor they confer to the family. Even today, the dishonor is a disaster within the family and society.<sup>55</sup>

The “Oshogatsu” - New Years Eve - is the most important celebration in Japan. Some people gather at the shrines or temples to wish for a happy new year, others spend time with family at home having a special meal “Osechi Ryouri” with traditional Japanese food and sake. There is also the “Setsubun” in February 3<sup>rd</sup> when people throw soybeans to

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53 Victoria Bestor, *Routledge Handbook of Japanese Culture and Society* (New York: Routledge, 2011).

54 William G. Beasley, *The Rise of Modern Japan, 3rd Edition: Political, Economic, and Social Change since 1850* (New York, NY: Palgrave Macmillan, 2000).

55 Roger J. Davies and Osamu Ikeno, *The Japanese mind: understanding contemporary Japanese culture* (North Clarendon, VT: Tuttle Publishing, 2002).

cast away bad spirits from the house and to invite good spirits to stay. And the “Hanami” during cherry blossom season, is usually a picnic where people admire the beauty of cherry blossoms.

### ***Beer Market in Japan***

The consumption of alcohol in Japan is allowed to people over the age of 20 years old. Beer is widely consumed at least every weekend, whenever there is a social event, at business dinners, meeting friends, karaoke, etc. For Japanese, the habit became a safety valve for social pressures and it is also considered a “business lifestyle”, as many negotiations are conducted under the influence of alcohol.

Beer is the most popular alcoholic beverage in Japan representing 70% of the alcohol consumed in the country. It can be easily purchased at grocery stores, convenience stores, restaurants, liquor shops, and vending machines (until 11pm), which exist only in Japan.<sup>56</sup>

There are no laws banning adverts of alcohol, only restrictions on language and broadcasting times. It is very common to see alcohol ads in the Japanese television, trains, stations, newspapers, magazines, etc. They are everywhere promoting the happy and confident personality you can have when consuming alcohol.<sup>57</sup> Although the practice of drinking alcohol is very high between younger people, the consumption is more frequent

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<sup>56</sup> Hitoshi Maesato et al., *Japan: alcohol today* (Yokosuka, 04 August, 2007).

<sup>57</sup> David Lazarus, “Alcohol Abuse, Once a Taboo Subject, Is Now Recognized as a Problem in Japan,” *The New York Times* (1995).



between middle-aged ones.<sup>58</sup>

The “Ohanami”, cherry-blossom viewing, celebrated with traditional tea ceremonies, cooking demonstrations, and cherry tree sales is also an excuse to drink more alcohol. People gather in parks, to have picnics under trees, drinking sake or beer, and of course watching the cherry blossom flowers. The blooming of the Japanese national flower is a symbol of a bright future, and celebrates the arrival of spring, a new year for school and businesses, and the start of the baseball season. Another celebration with high alcohol consumption is the New Year, one of the most appreciated annual events in Japan.

### ***Advertising in Japan***

Having the world’s second largest advertising market, Japan is saturated with advertisements. Every surface has an ad. The country uses many different styles of print ads and every type of mass-media advertising available. The Japanese design style goes from cartoonish characters, to cute images, and impacting concepts. Sometimes the mistakes they make trying to use English in ads just make the piece more interesting and funny.

Modern Japanese writing system uses a combination of three main scripts: Kanji, to write heavy text; Hiragana, to write grammatical markers and endings, and katakana, for foreign words. Consequently, it is normal to see many different characters, and text with many different orientations.

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58 Hitoshi Maesato et al., *Japan: alcohol today* (Yokosuka, 04 August, 2007).

Japanese use the quick response code literally everywhere. They are found on print ads and billboards (see Figure 70). Another common practice is to put many of the same advertisements together covering an entire wall. The next ad for Mitsui Sugar is an example posted in the station for the Toyoko line (see Figure 69).

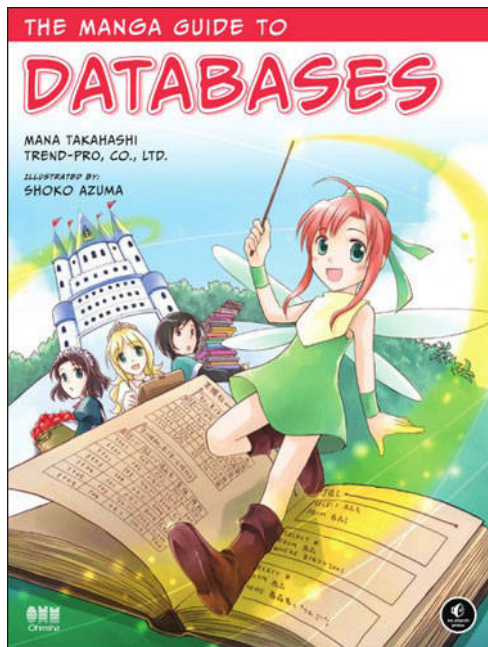


Figure 69. Mitsui Sugar Poster



Figure 70. Japanese Billboard - Quick Response Code

Japanese cartoons, Anime and Manga, illustrate the life and culture of Japanese people to Western society. Manga, printed comic animations, and Anime, television cartoons, are often used in the format of ads as well. The cartoons are very popular in Japan; they make any topic understandable to the public by explaining complicated subjects through a story with characters. It can be very effective to link a product with this type of formatting.<sup>59</sup> Trend Pro Inc., a pioneer of advertising using Manga, produced a company brochure that became renowned in Japan because of its different approach on business (see Figure 71).



*Figure 71. Trend Pro Inc: Business Brochure - Manga Database Guide*

TV commercials in Japan are filled with a sense of humor and can be weird for a foreigner who watches them for the first time. They are cute, funny, fascinating, and

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<sup>59</sup> Debra Tone, "Manga is an Effective Tool for Business," *Send2Press* (2007).

sometimes more interesting to watch than the actual shows. An exclusive Japanese feature is the use of cute as an advertising tool, which seems to work very well in the country. Although the next image looks like a kid's playground sign, it is actually a Japanese cute warning not to enter a dangerous hydroelectric power plant (see Figure 72).



*Figure 72. Cute Japanese Warning Sign*

Still on the cuteness area, the next image is an example of an ad for Parco's CANpaign being advertised at Shibuya Station (see Figure 73). It is common to see Japanese designs with diagonal lines, and so many different fonts, and colors in the same layout.





Figure 73. Parco's CANpaign

Beer advertisements usually highlight famous Japanese or American artists having a beer. The Japanese singer-songwriter, actor, DJ, and photographer Fukuyama Masaharu and the American actor Hugh Jackman participated in the Asahi Super Dry campaign, the number one beer in Japan (see Figures 74 & 75).

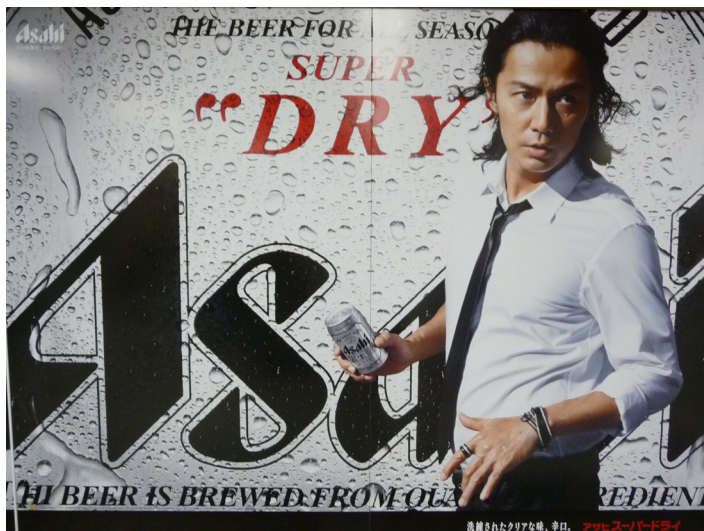


Figure 74. Asahi Super Dry - Fukuyama Masaharu Commercial



Figure 75. Asahi Super Dry - Hugh Jackman Commercial

There is a new trend emerging in the beer advertising market that consists of the sensation of throat pain when drinking the beverage. The bigger the cringe, the best is the beer. This is what the next “Kirin” beer ad illustrates (see Figure 76):



Figure 76. Kirin Beer Poster

The “Draft One” print ad is another example of a solid Japanese composition that communicates how well the beer goes with food (see Figure 77).





Figure 77. Draft One: Print Ad

Other beer advertising designs are usually very similar, including a man or a woman holding a glass of beer as if they were about to make a toast (see Figures 78, 79, & 80).



Figure 78. Kirin: Print Ad



## CHAPTER 4. CREATIVE SOLUTIONS

### Brazilian Campaign - Budweiser Queen

The idea of the Brazilian campaign emerged from the Budweiser slogan “The King of Beers”. In the Brazilian Carnival, each samba school elects a beautiful woman to be the drum queen. That woman has to dance in front of the drumming group, leading them throughout the parade. The queen usually wears a fancy costume that will appeal to her body, and draw attention to her charm and curves. As discussed in Chapter 3, Brazilian beer ads often explore feminine bodies. With that in mind, I came up with the idea of bringing the magnetism of the drum queen and the power of the Budweiser King together.

The proposal of my design was to introduce the queen of beers, as the king is already known. She would be the one leading the beer during carnival. The creative concept consists of having fun in the carnival in the company of the two majesties. I chose to work with 3 different types of media: magazine, poster design, and wallpaper. Magazines can be one of the best publicities tools in Brazil because of its popularity. According to the Brazilian ANER – National Association of Editors and Magazines, there are 33 thousand points of sale in the country, and a circulation of more than 600 million printed magazines a year.<sup>60</sup> Posters are usually placed in Brazilian bars displaying the product’s price. Drinkers can easily enter the bar and find out how much their favorite beer costs by just looking at the piece. The wallpaper was chosen based on the recognition of Internet as the third means of

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60 Maria Celia Furtado, *Mercado Brasileiro de Revistas*, (Sao Paulo: Anave, 2009).

communication within reach of the Brazilian population, behind only TV and radio.<sup>61</sup> The online media is growing fast, and it is a strong channel of communication and advertising.

The first design for the magazine ad introduces the queen, and reads: “Budweiser proudly presents... The queen of beers!” (see Figure 81).



Figure 81. Budweiser Queen - Brazilian Magazine Ad

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61 Cezar Calligaris, “2,7% das verbas publicitárias vão para web. E se fosse mais?,” *Webinsider* (2008).

The woman depicted in the ad represents the “Beer Queen”, dressed with a carnival costume and a queen crown. The golden skin color and glow around her body were used to emphasize the magnificence of the majesty, and her beautiful features. Her tanned skin is also a reference to the beaches and the Brazilian warm weather. The typical strong colors and bold typeface of Brazilian design are back. Red meaning passion, hot weather, nobility, and sexuality; orange bringing the sense of the carnival energy, gold and yellow in reference to the sun, beer, and wealth. Each element is strategically positioned. The darker borders around the piece stress the centralized image of the woman. The composition of text and image takes the viewer from the top to the bottom, and to the right where the logo is located. The Budweiser logo is also highlighted in the back of the model, in big bold letters. Brazilian alcohol ads are required to have a note about drinking responsibly, which is included at the bottom left of the piece.

The next design for the poster ad reads: “Carnival in good company, only with Budweiser” (see Figure 82). The text is an analogy to the girl as good company, and also the beer as a medium to make friends. Carnival is a great opportunity to meet people, interact, and let yourself go. Those who are shy have a chance to drink and feel more comfortable around other people. These details make the ad even more connected to the audience, reaching inner thoughts and psychological issues. The design includes the price tag, so the logo had to be replaced at the top left corner of the piece.





Figure 82. Budweiser Queen - Brazilian Poster

The wallpaper design highlights the product, as the woman has been the main



element in the other designs (see Figure 83). The text reads: “Classy carnival, only with Budweiser”. The shiny swirl is a reference to the sun, and emphasizes the product, showcasing the power and strength of the brand of the king of beers.



Figure 83. Budweiser King - Brazilian Wallpaper

Taking into consideration what has been researched, the campaign would appeal to the Brazilian audience, and fit the appropriate moment of release during Carnival. The language used matches the audience, and it is clear enough to make the point. The campaign is consistent, a very important aspect of design so viewers can easily connect one piece to another. The design matches the Brazilian style, and the chosen media are the most popular ones in the country.

## **Egyptian Campaign - Celebrate With The King!**

The proposal of the Egyptian designs reflects the beliefs and religiosity of this society. Through this research, I became aware that alcoholic drinks is discouraged in the country and totally banned for Muslims. This was an important fact to know about them, as the design would have to be cautiously considered to fit the audience. Therefore, to be accepted by the Egyptian society, the designs follow the same conduct as other Egyptian beer brands. They are simple, but still appeal to the audience.

The concept of the campaign consists of inviting viewers to celebrate with the king. It is also a subtle reference to the resignation of the president Hosni Mubarak, bringing the beer as the “new king”, and celebrating this change. The online media is probably the only one that would fit into that society, due to the many restrictions regarding alcohol. My first design depicts the bottle being opened with a splash of beer coming out of it. The text reads: “Celebrate with the king!” (see Figure 84).



*Figure 84. Celebrate With The King - Egyptian Online Ad*

The gradient blue background was a reference to the color of the brand, and was applied to indicate refinement and draw attention to the bright and red product up front. As an allusion to Egyptian papyrus, I employed a rough texture with creased paper in the background. Exploring a diagonal design was a good idea to keep it fresh and modern. It

takes the viewer back and forth, from the logo to the bottle. The logo is repeated 3 times across the design to reinforce the brand in the mind of consumer. The position of elements follows the Egyptian opposite writing system.

Since online advertisements are the main and probably the only media used for advertising alcohol, the designs should really capture the consumers' attention. My next two designs follow the same line of the previous one, focusing on a strong and appealing design with simple elements (see Figures 85 & 86). Both of them have the product as the focal point, and keep the text: "Celebrate with the king!".



Figure 85. Celebrate With The King - Egyptian Online Ad 2





Figure 86. Celebrate With The King - Egyptian Online Ad 3

Simplicity dominates the alcohol advertisements in Egypt. I had to be careful to work with this kind of product, surrounded by so many restrictions. Respecting cultural limits is even more crucial than designing something amazing. My campaign fits the target audience (upper society, young people, and Christians) and follows the conduct imposed by cultural aspects. It is simple, but also effective and straight to the point.

## **French Campaign - National Celebration**

The central idea of the French campaign is based on the Bastille Day, a national celebration. As discussed in Chapter 3, on that day there is a parade in Champs Elysees broadcasted all over France, which includes the presence of important political figures, and aerobatics. With the intention of combining the celebration and the beer, I created a composition that brings the beer as the main “celebrity” of the parade.

My conceptual idea was to have the beer as a national celebration. Being the king of beers, Budweiser would be personified and “replace” the president figure, showing that the beer is there for their people, no matter what. People would be watching the parade, celebrating the presence of such a high-class celebrity, the king - Budweiser.

As discussed before, France has many restrictions regarding alcohol advertisements, such as not displaying people drinking beer or association with sports, so my designs do not include any of that. There is also a law that bans publicity in medias like television, cinema, youth magazines, and billboards. For this reason, I chose to design pieces for posters and magazines with a target audience over 18 years old.

The first piece of this campaign is a magazine ad that illustrates the popular Champs Elysees during the parade (see Figure 87):





Figure 87. National Celebration - French Magazine Ad

This piece tells a visual story. There is a parade at Champs Elysees in Paris, where the king of beers is the celebrity, and people watching enjoy the moment with their balloons. Helicopters soar around the beer, and aerobatics make choreographies in the background sky. The impossibly huge product and the bold typeface represent the greatness and power of the brand. Sun rays come from the top right corner straight to the bottle lightening and emphasizing the king of beers. It is a vivid, colorful piece that

demonstrates the happiness of the moment. The prominence of the red, blue, and white are not only a reference to the brand tones, but also to the colors of the French flag, an important element in a national celebration.

The next two designs follow the idea of having the beer as an important figure for the country (see Figures 88 & 89). They celebrate the eternal existence of the “King” in the form of a statue:



Figure 88. National Celebration - French Magazine Ad 2





*Figure 89. National Celebration - French Poster*

Scenarios of the city of Paris are used throughout this campaign. The first design for another magazine ad illustrates an area in Paris called Trocadero, across the Seine from the Eiffel Tower. The entire city can be seen from the aerial view of this piece demonstrating the

magnitude of the place that have a “king” of the same size. The statue is centralized and the lines of the buildings on the background point to it. Symmetry plays an important role in all these pieces. It brings attention to the central element, and do not turn the background into a distracting composition. The red bowl was added as a welcoming element that creates another narrative, an inaugural ceremony for the statue. The second design for the poster ad keeps the idea of the statue, but in a different scenario. It replaces the Obélisque de Luxor in the Place de la Concorde, which was gifted to France in 1829 by the viceroy of Egypt. Another famous monument, the “Arc de Triomphe”, can be seen in the background of this piece. This piece showcases a regular day in the city of lights, with one difference: a new monument just as important as the other old and historical monuments.

The entire campaign has a strong appeal to the nationalism sentiment of French society. It creates an emotional connection with the viewer through the narratives and the simulation of the real Bastille Day. Highlighting the city of Paris also brings an intense feel of patriotism. These are unique and unconventional designs that catch the consumers’ attention. To achieve the final designs, I used collage techniques and image manipulation. I am also the author of the photographs, taken in my last trip to France.

### **Japanese Campaign - Celebrate The Moment**

The idea of the Japanese campaign comes from the hard work lifestyle of these people. Beer comes in to make them free of pressures, and enjoy themselves with more confidence and happiness. The concept of the campaign consists of celebrating life,

happiness, and future, with the beer in this New Year. My designs include one magazine ad, one poster, and one billboard, which are strong medias widely used in Japan.

My first design for a magazine ad illustrates a very happy woman, excited to have the king of beers in hands (see Figure 90):



飲酒は20歳になってから。飲酒運転は法律で禁止されています。妊娠中や授乳期の飲酒は、胎児・乳児の発育に悪影響を与えるおそれがあります。お酒は楽しく、ほどほどに。あきびんはお取扱い店へお戻ください。



[www.kirin.com.jp](http://www.kirin.com.jp)

Figure 90. Celebrate With The King - Japanese Magazine Ad



She celebrates the moment without concerns or pressures. The top right text reads “Celebrate with the king!” and the vertical text says “Budweiser: the King of Beers. Nothing refreshes better under the hot sun or after a hard day of work than Budweiser beer from Anheuser-Busch.” At the bottom, there is a bar with two lines of text about drinking responsibly, a required element in alcohol designs. Using a strong red color in the background makes the woman pop out in a tridimensional design. The red is also an allusion to the color of the brand and the Japanese flag. Besides the contrasting, flashy red, the golden color of the beer highlights the product more than anything else in the piece.

The poster design depicts another happy woman toasting the viewer (see Figure 91). The text reads: “Celebrate the moment”.



Figure 91. Celebrate The Moment - Japanese Poster

It follows the idea of enjoying life at the most without fearing the future. This time she holds a glass of beer with the Budweiser logo engraved. The product also appears in the lower left corner, as well as the logo at the top left corner of the piece. The image of the woman is a little bit out of focus, what brings the attention to her hand holding the product

up front. Text in different orientations is a feature of Japanese design, what can be a little bit confusing sometimes.

For the billboard design, I decided to use a man instead of a woman, so both genders could connect with the advertisement (see Figure 92). The text reads, “Celebrate the future!” to sustain the idea of celebrating good things that are yet to come in this New Year.



Figure 92. Celebrate The Future - Japanese Billboard

This is a very simple and straightforward campaign that would speak very well with Japanese consumers. The pieces convey rewarding messages after a busy year of hard work. In this case, the messages for New Years Eve show that Japanese people deserve to celebrate every moment of their lives, and a bright future that is to come. To design this project, I used stock images, collage techniques and photo manipulation.

## Comparing Campaigns

Each of these campaigns represents specific ideas related to the place it comes from. The American “Grab Some Buds” campaign described in Chapter 3 enforces the idea of patriotism and optimism for a great future ahead. Brazil brings the concept of happiness and charisma of their people. France emits what is most characteristic in the country, which is history. Japan comes with the sympathy and determination, while Egypt reflects the religion and lifestyle of its culture.

Despite the evident differences between the concepts, these campaigns have some similarities for having beer as the product and using the same brand. This means that colors need to match the product and typefaces would follow the brand line. Also, beer advertisements are usually visually appealing due to the nature of the product. For that reason, my approach in these campaigns brought much more imagery than actual text. All the other elements were placed according to the countries’ culture, rules, and laws regarding alcohol.

The five countries featured differences in design. The Brazilian campaign was supported by the unique characteristics of the Brazilian Carnival: the drum queen combined with intense energy and joy. The representation of these feelings required the use of vivid and strong colors, along with bright lights. The final pieces convey the right emotions and connect with the Brazilian population more than any other one. This is due to the fact that the drum queen is a particular character of the Brazilian Carnival and would not make sense for other countries. Brazilians can identify that visual element through

its cultural meaning, and understand the message being conveyed. As a comparison, the American campaign features baseball in many designs, which is an exclusive American sport. This works for them, but would never fit into the Brazilian perspective. Also, the Budweiser advertisements in Brazil focus more on summer, beauty, and parties, while the United States concentrate on sports, and patriotism. This happens because the country's features such as weather, culture, and historical background shape the population, and reflect on the way they communicate ideas.

France has a campaign based on a narrative with a strong appeal to patriotism, same idea of the American campaign, but telling a different story. This is a strong characteristic of French design. They tell stories with images. To be able to work on these designs, I had to consider important historical aspects of France, such as the monuments and the idea of the Bastille Day. Every element was cautiously added to play the right role into the story of a national celebration. The red balloons tell that it is a festive day, the massive crowd and the helicopters represent fans of the Budweiser beer, the French aerobatics correspond to a nationalist feeling, and it all happens in the renowned French scenario, the Champs Elysees, that characterize the importance of this historical moment. Both American and French campaigns use narratives and explore historical aspects of the country in a festive environment. However, this campaign in particular speaks directly to French viewers because of the use of cultural elements present only in France. It also does not portray people drinking beer or sportive motifs, elements that are included in American designs.

Egyptian designs were limited due to the country's laws concerning alcohol. For this reason, the campaign was based on online media and focused on the product itself. It does



not illustrate additional elements, neither does it have a story behind it. Viewers from other countries could feel the simplicity of ads as if there was something missing. In fact, when I presented my designs to an American friend, he was intrigued by the lack of elements, and asked me why. Egyptian culture is surrounded by restrictions and predefined conducts due to predominant religiosity, and it reflects on alcohol designs more than any other type of advertisement. Consequently, this is the acceptable approach for alcohol advertisements in Egypt. The other 4 countries usually design pieces like these for their alcohol campaigns, however, they are used more as compositions that sustain the main campaign, which would have a more complex approach. For example, the American Budweiser campaign has designs with the product and the tagline, “Grab Some Buds”, published in different medias. These are teasing pieces that support the idea of the main campaign but do not add anything new. Another design difference with the other countries is the positioning of elements, which follows the writing system of Egypt. Consequently, the whole design follows the opposite direction than it would have in the Western world.

The Japanese campaign focuses mostly on the product and the kind act of offering a toast. The concept points out the Japanese hard worker quality, and proves how they deserve to have some fun with Budweiser. The characters toast that idea, and invite viewers to do the same in a salutation to a bright future and a great moment. The simplicity and functionality of these designs work very well in the oriental society, as feelings and emotions are not always freely expressed like in the Western world. The idea of celebrating the future, and the moment are also featured in the American campaign. However, they use a strong emotional appeal, and take into consideration a much larger perspective, such

as the future of the country, and success achieved in historical moments. This difference clearly demonstrates how the personality of a society affects designs and cultural identity. Japan has a complicated writing system that required a different positioning of elements. Compared to other campaigns, it is the only one that has vertical and horizontal text displayed in the same piece.

Finally, the American campaign speaks particularly to Americans by bringing up memories of the United States' historical moments, achievements, and celebrations. This is a powerful approach that captures the attention and pride of American citizens. The commercials produce a nostalgic atmosphere and reinforce the feeling of nationalism that exists within every American. Besides that, depicting baseball in designs, an exclusive American game, make it even more typical to the country.

## CHAPTER 5. CONCLUSION

This research explored traditions and limitations on modes of visual communication in the 5 countries. The analysis included a detailed examination of culture, beer market, and advertising industry, which was crucial when creating the campaigns focused in the countries' essence. Each campaign revealed different concepts, structure and layout, style, media, and obviously language. These differences demonstrated the best way to interact with different audiences, which consists of building a relationship of identification with the viewer using familiar and traditional elements, and respecting the country's ideals. Cultural elements in designs strongly appeal to the society it comes from due to individual associations and a sense of belonging it conveys. This is a powerful approach that draws attention and gives meaning to the product being advertised.

It has also been discussed and proved that graphic designers evolved along with the profession, and assumed a new role becoming a part of the construction of a cultural identity. This happened due to the fact that we are now living in a visual world. Advertisements are capable of conveying subliminal messages, that can produce an instant reaction to the product depicted, and even create relationships between people and brands. They became much more than a marketing strategy, and brands are now part of the daily life of modern citizens. The expansion and current circumstances of the advertising field, granted graphic designers the responsibility of designing compositions that speak to the audience in a more profound level. In order to attain that level, graphic designers need to capture the essence of the audience, so they would be able to reach inner feelings and

interact with them. This new responsibility also required designers to take into account local modes of communication to efficiently communicate the right message to the right audience and avoid communicating offensive or wrongful messages. The society will in turn unconsciously identify themselves with those designs, connect, and comprehend the message transmitted. Consequently, the graphic design professional became a part of the process of building a country's cultural identity. This project confirms that this is not an easy task, but it can be done through a set of steps: researching, learning, empathizing, and making prudent decisions.

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**APPENDIX A**  
**SURVEY ABOUT USA**

**Alcohol Consumption**

*Please answer the following questions in relation to your country, US.*

**1. At what age are people in your country allowed to drink alcoholic beverages?**

- **Answer #1:** *They are allowed to start drinking alcoholic beverage at the age of 21 legally, but many start earlier (around 18)*
- **Answer #2:** *21*
- **Answer #3:** *21*

**2. What are the most popular brands of beer in your country? Can you list some of their websites? If possible attach an image of a beer Ad, or any commercial material related to the brand.**

- **Answer #1:** *Budweiser, Miller, Michelob, Corona.*
- **Answer #2:** *Budweiser, Corona, Stella Artois, Samuel Adams, Guinness.*
- **Answer #3:** *Budweiser - <http://www.budweiser.com>, Bud Light - [www.budlight.com](http://www.budlight.com), Coors Light - [www.coorslight.com](http://www.coorslight.com), Miller - <http://www.millercoors.com>, Michelob - [www.michelob.com](http://www.michelob.com)*

**3. How often do people drink beer in your country?**

- **Answer #1:** *People usually drink socially or during sporting events. I would say that on average, people drink beer twice or three times a week.*
- **Answer #2:** *Every weekend mostly.*
- **Answer #3:** *Americans drink beer very often. I would say mostly on weekends, holidays, and after work.*

#### **4. Where can you buy beer?**

- **Answer #1:** *You can buy beer in grocery stores, liquor stores, and gas stations*
- **Answer #2:** *Supermarket, liquor store, gas station.*
- **Answer #3:** *Gas station, grocery stores, liquor stores, restaurants, and bars.*

#### **5. Where and when people drink beer in your country?**

- **Answer #1:** *College students predominantly drink beer in college parties. Adults tend to drink beer at home, particularly during big sporting events such as Football Games (college and professional), basketball games as well as baseball games.*
- **Answer #2:** *Bar, restaurant, home, parties. People ususally drink either to celebrate or just because they enjoy it.*
- **Answer #3:** *Parties, watching games, home, restaurants, pubs...*

#### **6. Is there any festival or celebration where people consume more alcohol than usual?**

- **Answer #1:** *St. Patrick's day would be a great example in which people consumer beer more than average.*
- **Answer #2:** *Yes. Holidays and sports.*
- **Answer #3:** *St. Patrick's Day, Super Bowl, New Years.*

#### **7. Is it allowed to drink on the streets?**

- **Answer #1:** *Yes, but in a majority of states, people are not allowed to carry open can/bottles of beers in their cars.*
- **Answer #2:** *No*
- **Answer #3:** *I don't think so.*

## 8. Does religion affects alcohol consumption?

- **Answer #1:** *I don't think so.*
- **Answer #2:** *Yes*
- **Answer #3:** *No*

## 9. What do beer ads usually feature? Women, men, animals,...?

- **Answer #1:** *Ads in the US usually feature sports or famous personalities.*
- **Answer #2:** *Adult people, animals, parties, holidays, sports.*
- **Answer #3:** *They usually feature sports, horses, and nature.*

## Cultural Questions

### 1. What is a typical day for a usual citizen (full time worker) in your country? (Big cities)

- **Answer #1:** *A typical citizen lives in the periphery of a city, works from 8-5, and then comes back home during the evening.*
- **Answer #2:** *Drive to work, work from 9 am to 5 pm, pick-up food somewhere, go back home.*
- **Answer #3:** *Wake up at 8, work from 9 am to 5 pm, dinner at home.*

### 2. Are men and women treated differently there? Why? (Socially, Professionally)

- **Answer #1:** *I think that men and women are treated equally in the US.*
- **Answer #2:** *Mostly not, because they both have the same rights.*
- **Answer #3:** *No.*

### 3. If you had to describe in a couple sentences a typical man in your country, what



**would that be? (Behavioral, Psychological, Physical)**

- **Answer #1:** *A typical man adores watching sports on ESPN. He is very social, sometimes actually likes going to games and tailgating with friends. Tailgate involves the consumption of alcohol along with BBQ.*
- **Answer #2:** *Polite, intelligent, green/blue eyes, blond hair, average height, immature until older age, somewhat responsible, move out from parent's home at young age (18), hard workers, mostly overweight.*
- **Answer #3:** *Usually light skin color, many are overweight, patriots, immature.*

**4. If you had to describe in a couple sentences a typical woman in your country, what would that be? (Behavioral, Psychological, Physical)**

- **Answer #1:** *A typical woman in the US is somewhat independent, works during the week, and spends time with the family during her off time.*
- **Answer #2:** *Consumerist, green/blue eyes, blond hair, short, somewhat responsible, lack of cooking skills, move out from parent's home at young age (18), independent.*
- **Answer #3:** *Usually light skin color, confident, independent.*

**5. What are the most important celebrations in your country? When and where do they take place? Describe the event.**

- **Answer #1:** *New years Eve, St. Patrick's Day, Easter, Independent Day.*
- **Answer #2:** *Independence day, 4th of July, people gather at parks and squares to celebrate. There are parades, American flags, and fire works.*
- **Answer #3:** *Independence Day - 4th of July, Christmas, St. Patrick's Day, Super Bowl, Easter*

**6. Can you describe key elements/unique characteristics of your culture? (Superstitions, behavior, vision...)**

- **Answer #1:** *Sport definitely is a huge element of my culture. Another key element is that the*

*big latino population in the US makes is so that it is a huge market that is pretty well served.*

- **Answer #2:** *Respect: people respect each other and their rights; personal space: people like to keep a certain distance from each other; freedom: people are free to express their selves.*
- **Answer #3:** *Freedom of speech, sports' culture, patriots.*

## **7. What are people's general preferences in terms of**

### **- Music**

- **Answer #1:** *American*
- **Answer #2:** *Hip hop, house, pop*
- **Answer #3:** *Hip-Hop*

### **- Dance**

- **Answer #1:** *Hip-Hop*
- **Answer #2:** *Street dance, ballroom*
- **Answer #3:** *Street*

### **- Literature**

- **Answer #1:** *American*
- **Answer #2:** *American*
- **Answer #3:** *American*

### **- Arts**

- **Answer #1:** *--*
- **Answer #2:** *Theater*
- **Answer #3:** *Contemporary*

### **- Sports**

- **Answer #1:** *Football, basketball, baseball, tennis*
- **Answer #2:** *Football, baseball, basket*
- **Answer #3:** *American Football*

**- Politics**

- Answer #1: *Republican vs Democrats*
- Answer #2: *Democracy*
- Answer #3: *Democracy*

**- Religion**

- Answer #1: *Christian*
- Answer #2: *Christian, Baptist, Presbyterian*
- Answer #3: *Christianity*

**- Gastronomy**

- Answer #1: *Fast food, unhealthy*
- Answer #2: *Fast food, Italian*
- Answer #3: *Fast-food*

**- Fashion**

- Answer #1: *Pretty casual*
- Answer #2: *Casual*
- Answer #3: *Casual*

**8. What are common leisure activities there? Example: cinema, bars, nightclubs, karaoke, sports...**

- Answer #1: *Movie theaters, sporting events, traveling*
- Answer #2: *Bars, clubs, sport events, cookouts, Movie Theater, outdoors.*
- Answer #3: *Movie Theater, bars, sports, parties*

**9. In your opinion, what is the most important cultural element that differentiates your country from the rest of the world?**

- Answer #1: *Food and sports*
- Answer #2: *Patriotism and tradition*

- **Answer #3:** *Sports, patriotism*

**10. Colors have different meanings around the world. Can you describe what different colors mean to your culture?**

- **Answer #1:** *Nothing in particular I can think of.*
- **Answer #2:** *White = peace, Blue = baby boy, Red = stop, danger, love, Green = St. Patrick's day, environmental awareness, Yellow = hope, taxi, Orange and Black = Halloween, Pink = baby girl, feminine*
- **Answer #3:** *Red: stop, Black: Funeral, White: Peace, Pink: girls, Blue: boys*

**APPENDIX B**  
**SURVEY ABOUT BRAZIL**

**Alcohol Consumption**

*Please answer the following questions in relation to your country, Brazil.*

**1. At what age are people in your country allowed to drink alcoholic beverages?**

- **Answer #1:** 18
- **Answer #2:** 18
- **Answer #3:** 18

**2. What are the most popular brands of beer in your country? Can you list some of their websites? If possible attach an image of a beer Ad, or any commercial material related to the brand.**

- **Answer #1:** Skol - <http://www.skol.com.br/>, Brahma - <http://www.brahma.com.br/>, Antarctica - <http://www.antarctica.com.br/>, Devassa - <http://www.devassa.com.br/>
- **Answer #2:** Skol - <http://www.skol.com.br/>, Brahma - <http://www.brahma.com.br/>, Antarctica - <http://www.antarctica.com.br/site.html#/home>
- **Answer #3:** Skol, Antarctica, Nova Schin, Bohemia, Brahma

**3. How often do people drink beer in your country?**

- **Answer #1:** Very often
- **Answer #2:** All the time
- **Answer #3:** At every opportunity



#### **4. Where can you buy beer?**

- **Answer #1:** *You can buy beer in grocery stores, restaurants, bakeries, nightclubs, and gas stations*
- **Answer #2:** *Grocery stores, bars, bakery*
- **Answer #3:** *Gas station, grocery store, restaurants, bars, nightclubs...*

#### **5. Where and when people drink beer in your country?**

- **Answer #1:** *At the beach, nightclubs, bars, with food, they drink more when it is hot*
- **Answer #2:** *When they go out, at night clubs, bars, restaurants, watching soccer, with food*
- **Answer #3:** *Parties, with friends, at soccer games, after work, bars, restaurants.*

#### **6. Is there any festival or celebration where people consume more alcohol than usual?**

- **Answer #1:** *Yes, Carnival and New Years Eve*
- **Answer #2:** *Carnival*
- **Answer #3:** *Carnival, June Festivals, World Cup*

#### **7. Is it allowed to drink on the streets?**

- **Answer #1:** *Yes*
- **Answer #2:** *Yes*
- **Answer #3:** *Yes*

#### **8. Does religion affects alcohol consumption?**

- **Answer #1:** *No*
- **Answer #2:** *No*
- **Answer #3:** *No*

## 9. What do beer ads usually feature? Women, men, animals,...?

- **Answer #1:** *Attractive women, famous people, soccer*
- **Answer #2:** *Women, soccer, beaches*
- **Answer #3:** *Beautiful women, soccer, famous personalities*

## Cultural Questions

### 1. What is a typical day for a usual citizen (full time worker) in your country? (Big cities)

- **Answer #1:** *Work all day, spent more than 2 hours on the way to work and coming back home, don't have much time for anything else.*
- **Answer #2:** *Wake up early in the morning, wait for the bus, spend more than 1 hour in a huge traffic, works hard until 6pm sometimes, 7, 8, 9...*
- **Answer #3:** *Wake up at 6am, have breakfast with milk and bread, take an 1-hour traffic, works until 1pm, have 1 hour for lunch, go back home at 7pm, traffic jam again, get home at 8pm.*

### 2. How do people in your country dress differently than the US?

- **Answer #1:** *It is not so different I think.*
- **Answer #2:** *Simple*
- **Answer #3:** *Casual*

### 3. Are men and women treated differently there? Why? (Socially, Professionally)

- **Answer #1:** *Men approach women all the time.*
- **Answer #2:** *No*
- **Answer #3:** *I think so. I still see discrimination against women at work. Their opinions are less valued... they have lower salaries. Beautiful women are best treated.*

**4. If you had to describe in a couple sentences a typical man in your country, what would that be? (Behavioral, Psychological, Physical)**

- **Answer #1:** *Highly competitive, work very hard, like to flirt, practice sports, healthy lifestyle*
- **Answer #2:** *Hard worker, thin, ambitious, competitive, active*
- **Answer #3:** *Works a lot, pay high taxes, (40% year goes to government). They are thin, like to practice sports, competitive, eat healthy, good psico/social balance.*

**5. If you had to describe in a couple sentences a typical woman in your country, what would that be? (Behavioral, Psychological, Physical)**

- **Answer #1:** *Like to look good, very active, loud, work a lot, healthy*
- **Answer #2:** *Hard workers, beautiful, happy, ambitious, active*
- **Answer #3:** *Professionally discriminated, but quickly progressing. Social mainstay, double journey: takes care of children and house, and also work. She is the balance, the family core. Growing in every aspect, will reach equality with men very soon, with the possibility to overcome them. Take care of themselves, conceited, but lack of time. Hardworking, ambitious, super protective of her family.*

**6. What are the most important celebrations in your country? When and where do they take place? Describe the event.**

- **Answer #1:** *Carnival, Christmas, New Years Eve, World Cup*
- **Answer #2:** *Carnival: (February/ March) with samba schools' parade. June Festivals: with typical food, dance, and campfire. Mothers' Day, Easter, Christmas.*
- **Answer #3:** *Christmas, Carnival, and Easter*

**7. Describe the city you live in (or used to live).**

- **Answer #1:** *Lots of people, pollution, cars, movement, strong energy*
- **Answer #2:** *Active, busy, good energy, good vibrations, bad traffic jam*

- **Answer #3:** *Chaotic traffic, stressed people, pollution, assaults, eclectic culture, good restaurants, good country clubs.*

## 8. Can you describe key elements/unique characteristics of your culture? (Superstitions, behavior, vision...)

- **Answer #1:** *Sympathy, energy, people are very warm, touch and kiss everybody*
- **Answer #2:** *Religiosity, crazy passion for soccer*
- **Answer #3:** *Mixed races, every region has its own culture, strong, religiosity.*

## 9. What are people's general preferences in terms of

### - Music

- **Answer #1:** *Samba, Bossa Nova, Pop, and Reggae*
- **Answer #2:** *Sertanejo, axé, samba, funk, bossa nova*
- **Answer #3:** *Samba, Axé, Funk, Bossa Nova, National Pop Rock*

### - Dance

- **Answer #1:** *Samba, Forró, Funk, Samba Rock, Gafieira*
- **Answer #2:** *Samba, forró, gafieira*
- **Answer #3:** *Samba, Samba rock, Gafieira, Pagode, Forró*

### - Literature

- **Answer #1:** *Paulo Coelho*
- **Answer #2:** *Paulo Coelho*
- **Answer #3:** *Machado de Assis, José de Alencar, Monteiro Lobato, Clarice Lispector, Jorge Amado, Paulo Coelho*

### - Arts

- **Answer #1:** *Movies*
- **Answer #2:** *Soap operas, movies*
- **Answer #3:** *Movie Theater, Plays*

### **- Sports**

- **Answer #1:** *Soccer, soccer, soccer!*
- **Answer #2:** *Soccer, Volleyball, Swimming*
- **Answer #3:** *Soccer, Volleyball, Capoeira, Dance*

### **- Politics**

- **Answer #1:** *Corruption!*
- **Answer #2:** *Corruption, high taxes*
- **Answer #3:** *Populist*

### **- Religion**

- **Answer #1:** *Catholic*
- **Answer #2:** *Catholic*
- **Answer #3:** *Catholic, Candomblé, Spiritualism, Evangelical*

### **- Gastronomy**

- **Answer #1:** *Diverse*
- **Answer #2:** *Eclectic*
- **Answer #3:** *Diverse, rice, beans, caipirinha, brigadeiro, feijoada, different fruits, greens, very light*

### **- Fashion**

- **Answer #1:** *Casual*
- **Answer #2:** *Colorful, stripped, happy*
- **Answer #3:** *Simple, light, colorful*

## **10. What are common leisure activities there? Example: cinema, bars, nightclubs, karaoke, sports...**

- **Answer #1:** *Party all the time, practice sports, go to the beach, play and watch soccer, movie theaters, and country clubs*
- **Answer #2:** *Watch soap operas; go to country clubs, beaches, restaurants*
- **Answer #3:** *Play and watch soccer, country clubs, nightclubs, and travel*

**11. In your opinion, what is the most important cultural element that differentiates your country from the rest of the world?**

- **Answer #1:** *Our people, and food, the best of the best!*
- **Answer #2:** *Tropical weather, happy, strong energy, sympathy, welcoming people, interested in meeting foreigners and learning new things, amazing beaches, cultural diversity*
- **Answer #3:** *A blessed country with no chance of cataclysms, wars, tropical weather, no discrimination against different races, natural beauty, strong cultural diversity*

**12. Colors have different meanings around the world. Can you describe what different colors mean to your culture?**

- **Answer #1:** *Black: Funeral, Red: Danger, White: Peace, dress white in New Years Eve.*
- **Answer #2:** *Green: Ecology, Blue: sky, Yellow: mineral riches*
- **Answer #3:** *White: Peace, New Years Eve, Red: Violence, danger*



**APPENDIX C**  
**SURVEY ABOUT EGYPT**

**Alcohol Consumption**

*Please answer the following questions in relation to your country, Egypt.*

**1. At what age are people in your country allowed to drink alcoholic beverages?**

- **Answer #1:** 21
- **Answer #2:** 21

**2. What are the most popular brands of beer in your country? Can you list some of their websites? If possible attach an image of a beer Ad, or any commercial material related to the brand.**

- **Answer #1:** Stella but alcohol is not promoted on regular tv you can find ads online
- **Answer #2:** Stella: <http://www.stella1ofus.com/>. There are no ads besides online

**3. How often do people drink beer in your country?**

- **Answer #1:** Its common for drinkers
- **Answer #2:** The ones that are used to drink, drink very often

**4. Where can you buy beer?**

- **Answer #1:** There is a shop called Drinkies it's just for alcohol, in restaurants, bars, lounges
- **Answer #2:** At Drinkies, restaurants, hotels, bars

## 5. Where and when people drink beer in your country?

- **Answer #1:** *When they go out and some at dinner*
- **Answer #2:** *They drink with food, or when they hang out with friends*

## 6. Is there any festival or celebration where people consume more alcohol than usual?

- **Answer #1:** *New years, big events, when travelling on holidays, big parties.*  
*People consume alcohol more when they are celebrating them at dinner or a casual going out. People also sometimes gather and listen to music and drink just depends on your cultural values and what society your talking about.*
- **Answer #2:** *New Years*

## 7. Is it allowed to drink on the streets?

- **Answer #1:** *No*
- **Answer #2:** *No*

## 8. Does religion affects alcohol consumption?

- **Answer #1:** *Yes, alcohol is more common in the upper society or Christians. People from lower societies tend not to drink as much. I don't drink but a lot of my friends do. It is much less common though in the states because of religion but its also getting more common now. Religiously it is not right to drink but you definitely have a lot of people still drinking. It's hard to go to a party without an open bar or at least alcohol beverages*
- **Answer #2:** *Yes. The Islamic religion does not allow followers to have any kind of alcohol.*

## 9. What do beer ads usually feature? Women, men, animals,...?

- **Answer #1:** *They promote more alcoholic beverages online I don't remember seeing*

- **Answer #2:** *Maybe only the product*

**10. Because Muslims are religiously forbidden to drink alcoholic drinks, who are the beer consumers in Egypt?**

- **Answer #1:** *Upper society usually and youngsters. You can also find a lot consuming underage.*
- **Answer #2:** *Christians, young people, tourists, and some Muslims (even though they aren't allowed to do so)*

**11. Are beer ads directed at tourists?**

- **Answer #1:** *No*
- **Answer #2:** *No*

### **Cultural Questions**

**1. What is a typical day for a usual citizen (full time worker) in your country? (Big cities)**

- **Answer #1:** *--*
- **Answer #2:** *Busy day, traffic jam, work hard*

**2. How do people in your country dress differently than the US?**

- **Answer #1:** *There are a lot of veiled people. People are definitely more conservative overall. You would rarely see anyone wearing shorts in the street of Cairo. You definitely walk in public more conservative; in private parties people tend to dress the way they want.*
- **Answer #2:** *Women use the hijab (veil), people in general dress more conservative.*

**3. Are men and women treated differently there? Why? (Socially, Professionally)**

- **Answer #1:** *I think there is definitely still a discrepancy. I don't think professionally is the same but under the table there is still this big man figure.*
- **Answer #2:** *Yes. Men are still leaders in the Egyptian society*

**4. If you had to describe in a couple sentences a typical man in your country, what would that be? (Behavioral, Psychological, Physical)**

- **Answer #1:** *Men are usually very proud. They usually really take care of having that manly strong look to them. They usually feel protective over their women and like to be on top of their game. Usually men in a relationship are the more dominant and like it to go their way. They get prepared from youth that they are the stronger part of the relationship so their the ones that are going to take care of the house and they are the main income source. Usually very ambitious.*
- **Answer #2:** *They like to represent the man figure and lead their woman. They are also determined, controlling, the man of the house.*

**5. If you had to describe in a couple sentences a typical woman in your country, what would that be? (Behavioral, Psychological, Physical)**

- **Answer #1:** *They are usually ready to get married earlier in their lives. When they get married they usually stay home and take care of the household. Their parents don't really watch their education as much because they think they will get married and the man will take care of them. Both my descriptions though tend to be for lower societies not higher. We have a big discrepancy and difference between both.*
- **Answer #2:** *The husband takes care of her, she is less influential in the relationship. More quiet, gives her life for the family.*

**6. What are the most important celebrations in your country? When and where do they take place? Describe the event.**

- **Answer #1:** *Ramadan: religious moment where people feast until the sun goes down. Christmas, New Years Eve, Islamic New Year*

- **Answer #2:** *Eid: very family oriented and usually one is after Ramadan and the other a couple of months later.*

*Ramadan: is a religious month were people just have a different spirit. You feast all day and you eat after the sun goes down and people start having all these different activities it's a special month not really a celebration but special.*

*Eastern: people get off and paint eggs and have breakfast with the family.*

*New Years: just like everywhere.*

*October 6th: big day because of us regaining a place of our country.*

*Islamic New Year*

*Christmas: for Christians and everyone really celebrated with them*

## **7. Describe the city you live in (or used to live).**

- **Answer #1:** *Egypt is a very busy place. And it is different depending where you are. The upper society lives very different then the lower society. It definitely makes you smile everyday walking down the street and seeing all these people with all this trouble still smiling and enjoying life. Cairo just has this thing to it when you are there you never want to leave. Its maybe not the cleanest place ever but it's special. Nothing looks or is like Cairo. It has a special flavor to it and special people. Everyone in Cairo is proud to be Egyptian and is very patriotic is a big scale. It is not as big as cities here so you usually know a big chunk of people your age and in your society. People are very open to new things and learning about other people. You are tolerated when you are different and not from the country but we are definitely very clicky. We like to be surrounded by Egyptians. It's a busy place and a lot of traffic.*

- **Answer #2:** *Cairo is dirty, crowded, and very busy. However it is a city in constant movement, with nice and loud people.*

## **8. Can you describe key elements/unique characteristics of your culture? (Superstitions, behavior, vision...)**

- **Answer #1:** *We believe in superstition. It's really hard to characterize a lot now because all of what is happening; but one thing for sure we all love our country and we are all going to give the best of us to protect it. We believe that people can jinx you. People usually refer to God*

*when things get tight and we usually like having fun. No matter where we are we are loud and ready to make the best out of the situation in hand. People are very helpful. Very family oriented society. We love our family and would do anything for them. Egyptians are very kind people.*

- **Answer #2:** *Patriotism, Superstitions*

## **9. What are people's general preferences in terms of**

### **- Music**

- **Answer #1:** --
- **Answer #2:** *Percussion*

### **- Dance**

- **Answer #1:** --
- **Answer #2:** *Traditional*

### **- Literature**

- **Answer #1:** --
- **Answer #2:** --

### **- Arts**

- **Answer #1:** --
- **Answer #2:** --

### **- Sports**

- **Answer #1:** --
- **Answer #2:** *Soccer, Squash, Tennis*

### **- Politics**

- **Answer #1:** --
- **Answer #2:** *Military junta*

### **- Religion**

- **Answer #1:** --



- **Answer #2:** *Islamic*

**- Gastronomy**

- **Answer #1:** --
- **Answer #2:** *Varied, colorful, vegetables and beans*

**- Fashion**

- **Answer #1:** --
- **Answer #2:** *Conservative*

**10. What are common leisure activities there? Example: cinema, bars, nightclubs, karaoke, sports...**

- **Answer #1:** *All of the above*
- **Answer #2:** *Watch movies, practice sports, go to bars and clubs.*

**11. In your opinion, what is the most important cultural element that differentiates your country from the rest of the world?**

- **Answer #1:** *It's hard for me to point it out because am part of it.*
- **Answer #2:** *The mystery of the Ancient Egypt civilization, opposite writing system, our religion*

**12. Colors have different meanings around the world. Can you describe what different colors mean to your culture?**

- **Answer #1:** *Black is funeral. White is wedding. Nothing I can think of that is very permanent or different then the rest of the world.*
- **Answer #2:** *Green: Islam.*

**APPENDIX D**  
**SURVEY ABOUT FRANCE**

**Alcohol Consumption**

*Please answer the following questions in relation to your country, France.*

**1. At what age are people in your country allowed to drink alcoholic beverages?**

- **Answer #1:** 18
- **Answer #2:** *People in my country are allowed to drink at the age of 18 years old. Some teenagers start drinking earlier because wine is consumed almost at every meal. This exposure and sometimes incentive from older folks, takes teenagers to experiment with alcohol at an earlier age than 18.*
- **Answer #3:** 18

**2. What are the most popular brands of beer in your country? Can you list some of their websites? If possible attach an image of a beer Ad, or any commercial material related to the brand.**

- **Answer #1:** 1664, Heineken
- **Answer #2:** 1664 (no internet now..)
- **Answer #3:** Kronenbourg 1664: <http://kronenbourg1664.com/>

**3. How often do people drink beer in your country?**

- **Answer #1:** *I am not sure. I don't think French people drink beer a lot.*
- **Answer #2:** *People drink wine every single day. I would not say that beer is that popular however. People tend to drink beer about once or twice a week.*
- **Answer #3:** *They drink alcohol very often, but more wine than beer.*

#### 4. Where can you buy beer?

- **Answer #1:** *At “brasseries”, grocery stores, “épiceries”, nightclubs*
- **Answer #2:** *Beer can be found in restaurants in general and at grocery stores.*
- **Answer #3:** *Grocery stores, liquor stores, restaurants, bars, clubs*

#### 5. Where and when people drink beer in your country?

- **Answer #1:** *At restaurants, meetings and night clubs*
- **Answer #2:** *People usually drink beer during parties. Some people also like to consume it with friends in the street or in “bistrots”. These sorts of restaurants are very popular in French cities. Other instances include picnics.*
- **Answer #3:** *Bistros, restaurants, bars, clubs, parties*

#### 6. Is there any festival or celebration where people consume more alcohol than usual?

- **Answer #1:** *I am not sure.*
- **Answer #2:** *Yes. The Bastille Day - 14th of July is a big celebration in France in which people tend to drink more. New year’s eve would be the second most popular celebration and thus consumption of alcohol is pretty high during this date as well.*
- **Answer #3:** *New Years, 14th of July*

#### 7. Is it allowed to drink on the streets?

- **Answer #1:** *I don’t know, but don’t think so.*
- **Answer #2:** *Yes, it is rather common to see people drinking in the street. It is also quite common to see people with lower income drink around subway and train stations.*
- **Answer #3:** *Don’t know*

#### 8. Does religion affects alcohol consumption?

- **Answer #1:** *Just for Muslims.*
- **Answer #2:** *Being a catholic has not affected my alcohol consumption at all.*
- **Answer #3:** *Not really*

## 9. What do beer ads usually feature? Women, men, animals,...?

- **Answer #1:** *We don't have many beer ads here, but the ones we have usually feature scenarios of France.*
- **Answer #2:** *Beer ads in France usually do not feature any sort of picture other than a nice image of a beer can or bottle.*
- **Answer #3:** *Paris*

## Cultural Questions

### 1. What is a typical day for a usual citizen (full time worker) in your country? (Big cities)

- **Answer #1:** *Wake up at 7am, take the metro or car for 45 minutes, work from 9 to 6pm, return home. Spend the weekend with family, hang out with friends, play sports, organize the apartment...*
- **Answer #2:** *Wake up early in the morning, take public transportation (usually train followed by subway), work 7 hours (35 hours a week) and come back to work in the evening.*
- **Answer #3:** *During the week: work from 9 to 5. On weekends go out, stay with family, practice sports...*

### 2. How do people in your country dress differently than the US?

- **Answer #1:** *French people dress black all the time*
- **Answer #2:** *I believe that fashion in France is more advanced than in the US. That is, I usually see fashion items arrive in the US about 2/3 years after they have been released in France. I do not like men fashion in France but women dress nicely.*

- **Answer #3:** *Dress up more*

### **3. Are men and women treated differently there? Why? (Socially, Professionally)**

- **Answer #1:** *People say that women's salaries are lower than men*
- **Answer #2:** *No, these days people are men and women are treated the same in France.*
- **Answer #3:** *No*

### **4. If you had to describe in a couple sentences a typical man in your country, what would that be? (Behavioral, Psychological, Physical)**

- **Answer #1:** *Around 1,75m tall, white, thin – French people don't practice sports very often, but this is changing... Usually confident, likes to analyze and criticize, loyal to friends*
- **Answer #2:** *I believe that French people in general are very demanding with their social rights. These rights (such as 35 hours a week and 6 weeks vacation/year) have been acquired over the years and French are not ready to give these up. Men in general are smaller than in the US (physically). They tend to be somehow aggressive with each other and sometimes arrogant.*
- **Answer #3:** *Cold, thin, light skin, smoke a lot*

### **5. If you had to describe in a couple sentences a typical woman in your country, what would that be? (Behavioral, Psychological, Physical)**

- **Answer #1:** *Always well dressed, thin, likes to criticize everything, speaks a lot*
- **Answer #2:** *Women are very similar to men in their behavior and beliefs.*
- **Answer #3:** *Short hair, thin, light skin, not very friendly, smoke a lot*

### **6. What are the most important celebrations in your country? When and where do they take place? Describe the event.**

- **Answer #1:** *Christmas, New Years Eve, Easter, July 14th with firecrackers and a parade*
- **Answer #2:** *The most important celebration is July 14th in which a parade takes place in the*

*Champs Elysees. This parade is broadcasted all over France on different channels and features the presence of the president and several highly respected political figures. The parade include ground and air military displays.*

- **Answer #3:** *July 14th – Bastille Day, Christmas, New Years*

## **7. Describe the city you live in (or used to live).**

- **Answer #1:** *Beautiful but too much stress*
- **Answer #2:** *Paris is an old city that has its charms. I used to live just outside the city and there were a lot of immigrants in the areas I used to live in. These immigrants seemed to hail from Africa for the most part. I really enjoy Paris but tend to get annoyed with the very frequent strikes that take place by the public service employees throughout the year. As I mentioned earlier, French people, particularly public workers, have a tendency to get dissatisfied when politics threaten to take some of their rights away in France. And with dissatisfaction comes the strikes...*
- **Answer #3:** *Paris is busy, beautiful, and receives tourists from around the world.*

## **8. Can you describe key elements/unique characteristics of your culture? (Superstitions, behavior, vision...)**

- **Answer #1:** *French people criticize everything, Paris, France... They don't give too much attention to foreigners, don't like them, they are very closed; don't like relationship with other countries, even in politics. Criticize globalization. They are also cold, don't touch, don't hug, they are very independent. Smoke a lot. Can't dance. Loyal in friendships. Speak directly, impatient, don't like lines, want everything fast.*
- **Answer #2:** *People read a lot in France. In terms of eating habits, cheese and bread is very common.*
- **Answer #3:** *Probably our famous bad mood...*

## **9. What are people's general preferences in terms of**



### **- Music**

- **Answer #1:** *International, American (Beyonce...)*
- **Answer #2:** *Very eclectic*
- **Answer #3:** *International, Pop*

### **- Dance**

- **Answer #1:** *Salsa, 80's*
- **Answer #2:** *I would say that Latino dances are pretty popular.*
- **Answer #3:** *Salsa*

### **- Literature**

- **Answer #1:** *Don't know*
- **Answer #2:** *French literature for the most part.*
- **Answer #3:** *French*

### **- Arts**

- **Answer #1:** *Don't know*
- **Answer #2:** *Paris has plenty of museums and French people enjoy attending those. In fact, museums are very cheap and even free.*
- **Answer #3:** *Museums*

### **- Sports**

- **Answer #1:** *Rugby, soccer, fitness*
- **Answer #2:** *Soccer, tennis, Formula 1*
- **Answer #3:** *Soccer, Tennis*

### **- Politics**

- **Answer #1:** *Like to criticize*
- **Answer #2:** *Two main parties: right wing and left wing (socialists)*
- **Answer #3:** *Socialist*

### **- Religion**

- **Answer #1:** *Catholic, Islamic*

- **Answer #2:** *For the most part catholic*
- **Answer #3:** *Catholic*

#### **- Gastronomy**

- **Answer #1:** *Organic food, Italian and French food*
- **Answer #2:** *Very sophisticated. As I mentioned earlier, three big pillars: wine, cheese and bread (baguette)*
- **Answer #3:** *Foie gras, steak tartare*

#### **- Fashion**

- **Answer #1:** *Traditional colors, short hair, not too much accessories*
- **Answer #2:** *Also very sophisticated. Very well know fashion stars come from France.*
- **Answer #3:** *Casual / dress up*

### **10. What are common leisure activities there? Example: cinema, bars, nightclubs, karaoke, sports...**

- **Answer #1:** *Everything, it depends on the age, if they have family, where they live, have money...*
- **Answer #2:** *Cinema, hanging out with friends, going out to eat, play sports for some.*
- **Answer #3:** *All of the above, and walking or biking around the city*

### **11. In your opinion, what is the most important cultural element that differentiates your country from the rest of the world?**

- **Answer #1:** *Social stuff. It is a beautiful country like many others. It is small. Huge culture. Important economy*
- **Answer #2:** *Personality of French people. They tend to be a bit aggressive towards each other and are revolutionary in nature.*
- **Answer #3:** *Heavy history, gastronomy, artistic contributions*

### **12. Colors have different meanings around the world. Can you describe what**

### **different colors mean to your culture?**

- **Answer #1:** *Blue: relax, Red: Exciting*
- **Answer #2:** *Red = socialist party, White = peace*
- **Answer #3:** *White: peace, Blue: boys, Pink: girls, Green: nature*

**APPENDIX E**  
**SURVEY ABOUT JAPAN**

**Alcohol Consumption**

*Please answer the following questions in relation to your country, Japan.*

**1. At what age are people in your country allowed to drink alcoholic beverages?**

- **Answer #1:** *20 years old*
- **Answer #2:** *20*
- **Answer #3:** *20 years old*
- **Answer #4:** *Legally, 20, but most of students can drink at 18 after entering the university.*
- **Answer #5:** *Only people over 20 years old are allowed to drink in Japan.*

**2. What are the most popular brands of beer in your country? Can you list some of their websites? If possible attach an image of a beer Ad, or any commercial material related to the brand.**

- **Answer #1:** *<http://www.kirin.co.jp/> and <http://www.sapporobeer.jp/yebisu/>*
- **Answer #2:** *Asahi-<http://www.asahibeer.co.jp/>*
- **Answer #3:** *<http://www.asahibeer.co.jp/>*
- **Answer #4:** *Asahi: <http://www.asahibeer.com/>*  
*Yebisu, Sapporo: <http://www.sapporoholdings.jp/english/index.html>*  
*Kirin: <http://www.kirinholdings.co.jp/english/>*  
*Suntory : <http://www.suntory.com/>*  
*Orion (in Okinawa): <http://www.orionbeer.co.jp/>*
- **Answer #5:** *Kirin, Sapporo, Asahi and Suntory are the most popular brands in Japan.*

**3. How often do people drink beer in your country?**

- **Answer #1:** *Almost everyday ... at least every weekend*
- **Answer #2:** *Quite often*
- **Answer #3:** *Almost everyday... especially Friday and Saturday.*
- **Answer #4:** *As for me, I'm not a big beer drinker, so mostly only in summer (after a long humid hot day, icy cooled beer could be interesting). But in general, most of business dinner starts by drinking beer (some continues, some gradually changes to wine, sake etc.).*
- **Answer #5:** *People drink whenever there is a social event (meeting with friends, karaoke, etc)*

#### **4. Where can you buy beer?**

- **Answer #1:** *Discount liquor shop,supermarket...*
- **Answer #2:** *Any grocery store, convenience stores, and almost any restaurants. But not McDonalds and other fast food places.*
- **Answer #3:** *Liquor shop, supermarket, convenience store and vending machine(until 11pm)*
- **Answer #4:** *At drugstore, supermarket, convenient store, vending machine, liquor store etc.*
- **Answer #5:** *Beer can be purchased everywhere. In Japan, there are several automatic machines in the street, it might be the main selling channel.*

#### **5. Where and when people drink beer in your country?**

- **Answer #1:** *At tavern, at bar, at home, and BBQ(especially in summer)*
- **Answer #2:** *Restaurants, home when we have meals.*
- **Answer #3:** *At tavern, at restaurant, at home...with meal. Some people like to drink beer after shower.*
- **Answer #4:** *At restaurant, izakaya (kind of Bistro), house, park, bar etc. Mostly after work, to start the dinner.*
- **Answer #5:** *People drink whenever there is a social event (meeting with friends, karaoke, etc)*

#### **6. Is there any festival or celebration where people consume more alcohol than usual?**

- **Answer #1:** Yes, "Ohanami" means [Cherry-blossom viewing] and "Natsu Matsuri" means [Summer Festival]
- **Answer #2:** New Years
- **Answer #3:** Yes, cherry blossoms festival, summer festival, year-end (or X'mas) party and new-year party...
- **Answer #4:** At the beginning and the end of the year, there are gatherings with colleagues. In spring, people gather around cherry blossoms and drink over. Welcome & farewell dinners (company).
- **Answer #5:** I don't know.

## 7. Is it allowed to drink on the streets?

- **Answer #1:** It's not misconduct, but people think it "randy"
- **Answer #2:** Not really, but some people still do.
- **Answer #3:** It's allowed, but most people hate it.
- **Answer #4:** Yes
- **Answer #5:** In general yes. Local by-laws may apply if it has become a nuisance in that area. People generally don't walk with food or drink so it's not polite to do so.

## 8. Does religion affects alcohol consumption?

- **Answer #1:** I don't think so in Japan.
- **Answer #2:** No.
- **Answer #3:** I don't think so...in Japan.
- **Answer #4:** No.
- **Answer #5:** I don't know.

## 9. What do beer ads usually feature? Women, men, animals,...?

- **Answer #1:** Women and men
- **Answer #2:** Popular men and women at the time.



- **Answer #3:** *Women and men. People under 20 years old can't appear in alcohol ads in Japan.*
- **Answer #4:** *Mostly women and men.*
- **Answer #5:** *Men are more common. Commercial ads in Japan are kind of weird to foreigners, it is very hard to explain. I recommend You Tube as a source to this material.*

## **Cultural Questions**

### **1. What is a typical day for a usual citizen (full time worker) in your country? (Big cities)**

- **Answer #1:** *Weekday: leaving home at 9am and take the train to the office, leaving office around 7pm and go to tavern near the office with some friends, then get home around 11pm. Weekend: spend with wife and child most days of weekend to go shopping mall, park, and more.*
- **Answer #2:** *Normally work from 9am to 6pm, and most people work later than that, but after work we go out to eat with friends and co-workers, or go home and spend time with family.*
- **Answer #3:** *Leaving home at around 8am/9am and leaving office at around 7pm/8pm. At weekends, go shopping, watch movies, go to the park and more with family (or friends).*
- **Answer #4:** *--*
- **Answer #5:** *--*

### **2. How do people in your country dress differently than the US?**

- **Answer #1:** *I think they're similar.*
- **Answer #2:** *I think Japan is more formal than the US in business situation.*
- **Answer #3:** *I think there isn't big difference.*
- **Answer #4:** *We tend to receive a reputation as being dressed more neatly...*
- **Answer #5:** *Japanese people care a lot about dressing, no matter if eccentric or not.*

### **3. Are men and women treated differently there? Why? (Socially, Professionally)**

- **Answer #1:** *No.*
- **Answer #2:** *Not really anymore.*

- **Answer #3:** No
- **Answer #4:** *Socially, due to the economic situation, more and more women are working now, but professionally they tend to have rather administrative tasks then real career.*
- **Answer #5:** *Japan is one of the most male-chauvinist societies I notice. Even in the Japanese writing, a “woman” symbol generally refers to bad things.*

**4. If you had to describe in a couple sentences a typical man in your country, what would that be? (Behavioral, Psychological, Physical)**

- **Answer #1:** *Gentle and strong(young man), stubborn and quiet(old man)*
- **Answer #2:** *Skinny, short, quiet, fashionable.*
- **Answer #3:** *Honest, shy, and kind.*
- **Answer #4:** *It depends on the generation. Before, it was “Macho” type: dominant, rather aggressive, responsible, leader. Young men these days are becoming neutral: friendly, avoid the risk & conflict, undecided*
- **Answer #5:** *They obey the hierarchy, like in army. They are nationalist. They are usually slim, most of them practice sports*

**5. If you had to describe in a couple sentences a typical woman in your country, what would that be? (Behavioral, Psychological, Physical)**

- **Answer #1:** *Cute and honest(young girls), patient winsomely(old woman)*
- **Answer #2:** *Skinny, short, dress nicely, cosmetically oriented.*
- **Answer #3:** *Accommodated, cute, and shy.*
- **Answer #4:** *It depends on the generation. Before, “obedient”, “adorable”, “soft”, “friendly”, “dependant” etc., were key words. Women were rather good listener and they rarely expressed their opinions freely. Now women are becoming more determined: know what they want to do, have own career plan, express their opinion, prefer to be independent*
- **Answer #5:** *They are still submissive to men. Younger girls are fond of brands, unfortunately the incidence of prostitution has risen due to the need of money.*

**6. What are the most important celebrations in your country? When and where do they take place? Describe the event.**

- **Answer #1:** *"Oshogatsu" [New Year Day]...most Japanese spend with family back home, have special meal "Osechi Ryouri" with traditional Japanese food and sake. Go to the shrine in the family to pray.*
- **Answer #2:** *New Years, new years day Jan 1st, and spend time with your family at home.*
- **Answer #3:** *New Years day (Jan 1st-3rd). Most people go back to their hometown and make special meals.*
- **Answer #4:** *New Year Eve: people gather at the shrine or temple to wish for the happy new year. "Setsubun" in February 3rd: People throw soy beans to cast away bad spirits from the house and to invite good spirits to stay. "Hanami" during cherry blossom season (day time and night time with light up): Kind of a picnic admiring the beauty of cherry blossoms.*
- **Answer #5:** *In April, beginning of spring, cherry blossom is commemorated in parks. The Emperor's anniversary in December 23<sup>rd</sup> is also commemorated, the Imperial Palace is open in this day.*

**7. Describe the city you live in (or used to live).**

- **Answer #1:** *I live in Yokohama-city which has port, China-town, and over 3.6million people live in.*
- **Answer #2:** *Metropolitan city Tokyo, lots of people, lots of buildings, always in hurry.*
- **Answer #3:** *I live in Yokohama. The city is in Kanagawa prefecture (next to Tokyo). There is a China town, a big port, famous parks, and many shopping malls.*
- **Answer #4:** *Tokyo is the biggest city in Japan, with nearly 13million populations. All the municipal functions are based in Tokyo, and it is also the city where the imperial family lives.*
- **Answer #5:** *Tokyo is an unique city, where the new meets the old, every neighborhood has its roots. Japan has lack of space, so land in Japan is very expensive.*

**8. Can you describe key elements/unique characteristics of your culture? (Superstitions, behavior, vision...)**

- **Answer #1:** *My favorite superstition: It is a sign of good luck to have a tea stalk floating*

*erect in your tea.*

- **Answer #2:** *We do have a lot of spiritual believes, superstitious and people do go to temples and shrines during new years celebration and pray for the good luck for next year.*
- **Answer #3:** *Sorry, it doesn't occur to me now...*
- **Answer #4:** --
- **Answer #5:** *Japanese writing is composed of 3 alphabets (hiragana, katakana, kanji), each letter can be a syllable or even a word. Japanese are very patriotic, as the country is an island.*

## **9. What are people's general preferences in terms of**

### **- Music**

- **Answer #1:** *Idol, Korean-pop*
- **Answer #2:** *Pop*
- **Answer #3:** *J-pop, Korean-pop*
- **Answer #4:** *J-pop, American pop, Korean pop, rock, classic etc.*
- **Answer #5:** *World rock, j-pop (Japanese pop)*

### **- Dance**

- **Answer #1:** *Hip-hop*
- **Answer #2:** *Celebration*
- **Answer #3:** *R&B, Hiphop*
- **Answer #4:** *Varied: you can find dance school for Japanese traditional dance, hip hop, ballet, jazz, flamenco, fula, salsa etc.*
- **Answer #5:** *Hip-hop*

### **- Literature**

- **Answer #1:** *Mystery novel*
- **Answer #2:** *Important part of culture, and depending on people's age. Younger one prefers modern reading materials, fantasy and so on. Older people prefers historical reading materials, and more of story telling.*
- **Answer #3:** *Mystery, self-development*
- **Answer #4:** --
- **Answer #5:** --

### **- Arts**

- Answer #1: --
- Answer #2: *Very modern, but we still have very historical artist that are making art works and people respect them*
- Answer #3: --
- Answer #4: *varied (Japanese aquarelle painting, oil painting, impressionism, fauvism, cubism etc., flower arrangement, tea ceremony)*
- Answer #5: *French art (Japanese are very interested in France)*

### **- Sports**

- Answer #1: *Soccer, golf*
- Answer #2: *Baseball and soccer are the most common*
- Answer #3: *Baseball, Soccer*
- Answer #4: *Varied (baseball, basketball, volleyball, soccer, sumo, judo, karate, hand ball, golf, tennis, badminton, ping-pong etc.)*
- Answer #5: *Soccer, table tennis*

### **- Politics**

- Answer #1: *Democracy*
- Answer #2: *Depend on people*
- Answer #3: *Democracy*
- Answer #4: --
- Answer #5: --

### **- Religion**

- Answer #1: *Buddism and Shinto*
- Answer #2: *Buddhist, Shinto, and Christian are the most common 3.*
- Answer #3: *Buddhism, Christianity, and Shinto*
- Answer #4: *Most of Japanese say they don't have religion. Religion tends to concern them only before marriage and death (in what style of ceremony).*
- Answer #5: --

### **- Gastronomy**

- Answer #1: *Japanese food, French cuisine*

- **Answer #2:** *Well oriented, we do have international varieties more than any other country, but most importantly we have Japanese based food structure, such as many vegetables, tofu, variety of seafood and some meat (pork, beef, and chicken)*
- **Answer #3:** *Japanese original food, Macrobiotic*
- **Answer #4:** *Japanese are basically very gourmet. In Tokyo, you can find most of cuisine in the world and no other city in the world has more Michelin starred restaurants than Tokyo.*
- **Answer #5:** *Japanese food (rice, sushi, bento set)*

#### **- Fashion**

- **Answer #1:** *Elegant and cute for women*
- **Answer #2:** *Fashion-very modern.*
- **Answer #3:** *Cute style of girls*
- **Answer #4:** *Varied*
- **Answer #5:** *Brandy fashion, high-quality*

#### **10. What are common leisure activities there? Example: cinema, bars, nightclubs, karaoke, sports...**

- **Answer #1:** *Karaoke, taverns.....and Tokyo Disneyland!*
- **Answer #2:** *Karaoke, movies, nightclubs, and baseball games (to watch), soccer game to watch, and night out at the bar.*
- **Answer #3:** *Night club (music&alcohol), karaoke, tavern, cinema...*
- **Answer #4:** *Dining out, cinema, bars, shopping, traveling, "onsen" (hot spring), driving, karaoke, nightclubs, photo, hiking*
- **Answer #5:** *Karaoke and arcade games (including pachinko) are very common among younger people. Sumo is a very traditional sport and followed by older people.*

#### **11. In your opinion, what is the most important cultural element that differentiates your country from the rest of the world?**

- **Answer #1:** *Strong relationships between people and people in the company, family and neighbors.*



- **Answer #2:** *Tradition and historical background.*
- **Answer #3:** *Give someone a helping hand when find a person in need.*
- **Answer #4:** *"Safety": You can sleep in the train and have your all belongings intact. My foreign friends forgot her bag (valuable objects including wallet, passport, plane tickets inside) in the taxi, but after calling the company (she had the receipt with the driver's name) driver came back with the bag, nothing was missing. When you lost your bag, you have good chance of finding it at the police station or metro station.*  
*"No tip": Japanese tend to be embarrassed in foreign country where you need to give tip, because we are not used to give money for the kindness we received.*
- **Answer #5:** *Kapanese are very polite and humble people. The orientation to client satisfaction is notable also.*

## **12. Colors have different meanings around the world. Can you describe what different colors mean to your culture?**

- **Answer #1:** *Red is meaning of celebration, black(and gray) is meaning of condolences, purple is traditionally the noble meaning, pink is very popular with young women*
- **Answer #2:** *Color does describe emotion and used in many celebration in our culture. For example, black-sad(funerals), red and white - happy (new years, wedding and other celebration), and so on.*
- **Answer #3:** *Red & white are blissful colors. Like the Japanese national flag.*
- **Answer #4:** *--*
- **Answer #5:** *I found this link in the Internet, very interesting one.*  
[http://www.ehow.com/about\\_6658499\\_meaning-color-japanese-culture\\_.html](http://www.ehow.com/about_6658499_meaning-color-japanese-culture_.html)

