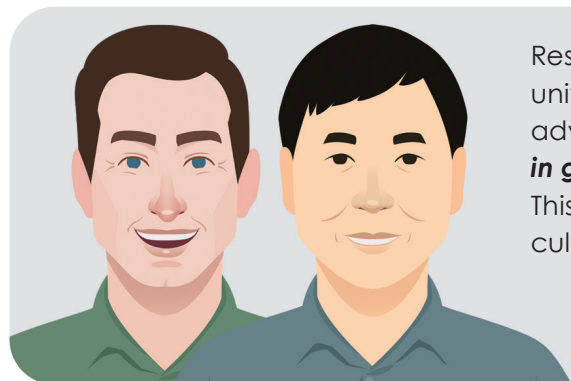
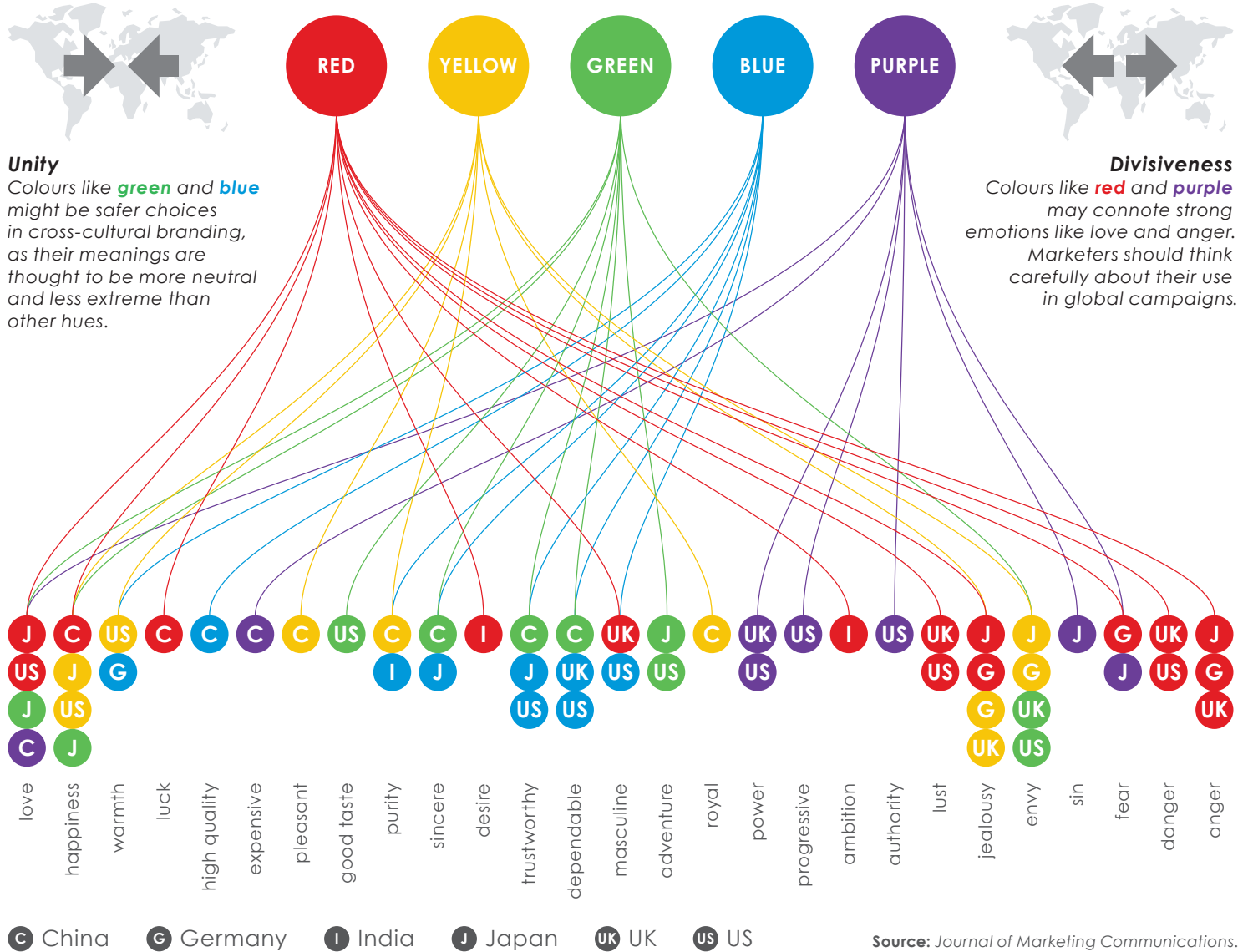


Symbolising culture

The role colour plays in cross-cultural branding

The meaning of subtle symbols like smiles and colours varies between Asian and Western cultures. Marketers would be wise to keep these distinctions in mind when launching global campaigns.



Researchers analysed portraits of political leaders, corporate CEOs, university presidents, characters in children's storybooks, actors in advertisements and Facebook profiles. **They discovered that people in greater China show less-excited smiles than Americans.** This could be indicative of differences between Eastern and Western cultures that marketers should watch out for in advertisements.

Sources: Perspectives on Psychological Science, Emotion, Handbook of Culture and Consumer Behavior.