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## **Dynamic Identities and Beauty Products' Ads: Glocalization and Translation in Pakistan's Multilingual Context**

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### **Abstract**

The study aims to examine glocalization and translation strategies in Pakistani beauty product advertisements. Linguistic and cultural adaptation by global ads to meet Pakistan's local settings are investigated. Robertson's (1992) lens is used to see glocalization adaptations. Robertson's (1992) glocalization techniques emphasize the adaptation of global brands to local environments, focusing on selling international goods in local cultures. Nida's (1964) translation dynamic equivalency strategy is used to see the translation strategies in ads. A study by Lee, Kim and Choi (2021) demonstrates how glocalization techniques, which entail language and cultural adjustments, are beneficial for communicating with various audiences. This study examines global brand companies' like Maybelline, Ponds, L'Oreal, and Olivia's strategies to manage glocalization-based strategies in Pakistan effectively. Qualitatively the research addresses the question of what type of glocalization strategies are adopted in the pragmatic context of Pakistan and quantitatively it addresses how advertisements significantly impact local buyers. The study employs a mixed method methodology to investigate the intricate relationship between global

norms of language used in beauty products and regional identities associated with language and culture by clicking snapshots of advertisements on media and by arranging a survey question. The study hypothesizes that international beauty brands in Pakistan strive to balance international norms with local expectations to grab buyers' attention. The qualitative data explores various aspects of beauty advertising, including language selection to fit local expectations. The quantitative data explores the impact which ads leave on the minds of local buyers so that they get ready to buy those products. The study explores pragmatic factors influencing Pakistan's beauty advertising sector, revealing global beauty ideals negotiation and communication in a linguistically diverse context, aligning with glocalization strategic concepts. The study enhances understanding of localized techniques in Pakistan's beauty product promotion, offers practical advice, highlights vital discoveries, and suggests future research in this rapidly evolving field.

**Keywords:** Glocalization, Beauty Products, Ads, Dynamics, Cross-Cultural, Adaptation.

## **Introduction**

An advertisement, also known as an ad, is a public communication that promotes a product, service, brand, or event (Shimp, 2000). The advertising field has evolved significantly, becoming broader, deeper, and more complex, encompassing various platforms such as search engines. Advertising is a subcategory of marketing, a paid advertising method that advertisers have complete control over (Queensberry, 2020).

In the twenty first century, mass media channels like television, radio, and social media significantly influence people's ideals, perceptions, and roles. Advertisements in print, outdoor, broadcast, or internet media are crucial for various platforms like magazines, newspapers, billboards, flyers, and broadcasts (Saraiva, 2020). Due to the media's widespread global advertisements are omnipresent in our everyday lives. As the advertisements are banal and mundane, it is not easy to underestimate their impact on the minds of society members (Goldman & Papsion, 1996). The fact is that ads can reinforce and reshape people's opinions belonging to various backgrounds, religions, genders, ages, classes and social classes (Vila, 2000).

Svensson (2001) defines glocalization as the adaptation of global products or services to suit the customs, laws, or preferences of a local market. A fittest term glocalization, coined by Robertson (1992) in 1980, combines globalization and localization, referring to the simultaneous presence of universal and particularizing tendencies. Global products are standardized for mass audiences that is for global and local. For "localized" products perform better due to marketing tailored to local market environments and needs. Thus, Glocalization refers to the process of enhancing a brand's "personal touch" by providing a unique experience in each region and demonstrating a genuine understanding of the target audience (Helkkula, Arnould & Chen, 2023).

Local and global brands' advertisements play their roles. Beauty product ads have got the most prominence. The global beauty brands' ads have added a local tint to capture the local community's attention, women and men (Wang, 2010). Pakistan too catching up, and this process of globalization is going prominently (Noor & Yasir, 2022). This study captures these strategies through the lens of Robertson's (1992) strategies, which are used by global brands, making them fit Pakistani culture. Global beauty industry is trying hard to meet local requirements. This study explores the glocalization techniques producers employ in advertisements to catch the local audience's attention. The study focuses explicitly on beauty brand advertisements in Pakistan, where international or global brands strategically employ glocalization and translation techniques, which resonates with the multifaceted linguistic landscape. In this connection, Robertson's (1992) theoretical framework provides a lens to analyze these glocalization-based strategies. The framework contains strategies like globalization, localization, adaptation, hybridization, and feedback loop strategies and Dynamic Equivalence of Nida's (1964) provides a lenses to see how global items producers grab the audience's attention through glocal and translation strategies.

The pragmatic lens of Pakistani's culture frames the analysis of beauty advertising in Pakistan. The research revolves around how different beauty product producer brands navigate cultural adaptation and linguistic diversity in Pakistan through local translation in advertisements to meet the minds of local cultural and linguistic applicability. The study explores the type of glocalization strategies employed by beauty products. The selected samples of beauty products

are Maybelline, Ponds, L'Oreal, and Olivia in linguistic and cultural adaptation in the pragmatic context.

The problem statement is that global beauty product producers in Pakistan deliberately perform glocalization to grab the attention of the local Pakistani community to sell their beauty products. The significance of the study is that it sheds light on global beauty products' ideals to snatch the local communities' attention. Thus, the scope of the study is to focus on beauty product advertisements in Pakistan. The investigation spans qualitative and quantitative analyses to provide comprehensive report on glocalization strategies and translation dynamics in beauty product advertisements. The research contributes to marketing practices, cultural studies, and linguistic and translation panoramas. This research provides valuable insight regarding selected beauty brands' strategies in the local environment; it also acknowledges limitations in focusing on a specific beauty brand, not capturing the entirety of the beauty brands' advertising landscape in Pakistan. The study delimited itself by excluding the exclusive examination of linguistic and cultural elements within advertisements without delving into broader market dynamics.

## **Literature Review**

Lot of works has already been performed on glocalization with respect to the different products sale especially in non-developed countries. Kalliny, Saran, Ghanem and Fisher (2011) highlighted the ongoing debate among scholars regarding the distinction between globalization and localization in global advertising campaigns. Bhatia and Bhargava (2008) assert that both advertising strategies are widely supported in the literature. Papavassiliou and Stathakopoulos (1997) suggest the need for clearer guidelines for implementing glocalization or localization advertising strategies. Globalization intensifies worldwide social relations, connecting distant localities and causing local events to be influenced by events from miles away (Giddens, 2003). The interconnection between the globalized beauty brands' ideals and localized brands in producing advertisements reflects the emerging concept of multicultural societies (Kholod, 2018). In this regard Translation dynamics in advertising is not just a linguistic exercise but a cultural mediator (Bassnett, 2014). This section of the research paper explores the existing data on glocalization in the realm of advertisements of beauty brands, generally around the globe in local communities and particularly in Pakistan.

## **Glocalization and Advertisements**

English has consistently captivated even the English illiterate, showcasing attention-getting, internationalism, and premium quality, regardless of proficiency or literacy level Jia-Ling (2008). Isakova (2021) emphasized that English holds a significant role in the European multilingualism system and industrial advertising. Language significantly influences the creation of tastes, ideas, industrial policy, and communication of industrial advertising. Globalization, the English language, and advertising strategies significantly impact industrial communication, making advertising the most crucial selling media in the modern era (Khaled, 2016). Global or socio-politically strong countries ‘usually English speaking’ made ads for other countries, by adding local linguistic aspects, which is called glocalization. Glocalization strategies used on Lays, Vodafone and Coca-Cola are examples of global advertisements which are manipulating peoples' brand choices (Yaplclogluayaz, 2019). Research indicates that international companies often adapt the communication strategies by incorporating global and local cultures in television commercials to effectively execute their marketing advertising strategies (Negm, 2016). Sinclair (2012) claimed that print media or commercial-technical advertisements are a legacy of any country, eye-catching and alter choices, ads are one of them. Ali and Shahwar (2011) claimed that Media ads and images have circumscribed women's bodies, minds and souls to serve male goals. The commercialization of media has significantly influenced women's societal image, affecting their body image, sexuality, and consumer spending habits.

### **Localization and Beauty Products' Advertisements in Global-Context**

Globalization in the realm of beauty products has crossed geographical boundaries. The purpose is to expand business worldwide and promote standardized ideals of beauty. The process of converting global into local is called glocalization. Years back, a scholar, Kellner (2003), argued that globalized beauty products disseminate beauty standards, but local audiences need local adaptation. Local people understand the concept of beauty products if the global language is translated well into their local languages, containing a tint of cultural diversity to cope with local people. In the same vein, Lee, Kim, and Choi (2021) show their concern that globalization strategies involve linguistic and cultural adjustments to resonate with local audiences. Hogan (2009) claimed that there are three theories regarding the conversion of global trends into local

ones: homogenization, polarization, and hybridization. Li (2019) posited that intertextuality acts as a mediator, integrating global marketing strategies with advertising communication. Jeene and Sezen (2022) found that glocalization strategies' sub-dimensions like sensitivity, promotion, price, and distribution effectively influence consumer preferences, while product and environment dimensions were ineffective. Pakistani media is concerned about the advertisement of beauty brands and is not behind any country. Li (2016) noted that local translation is done to capture cultural nuances in linguistically diverse countries like Pakistan. Francisco Cantón (2023) claimed that in the Pakistani context, globalized beauty brands face the challenge of meeting local standards and expectations.

The use of English in advertisements is often tied to historical legacies, and the pragmatic approach acknowledges the functional aspect of language use within the advertising discourse (Widdowson, 1998). In this regard Said (1978) claimed that global products contain post-colonial pragmatism when negotiating Pakistan's cultural instant. Thus, advertisements by producers or international merchants in Pakistan are presented with local culture, keeping the post-colonial context in view. Cosmetic advertisements portray a woman's image based on producers' perceptions of feminine beauty ideals, primarily focusing on white skin, young age, and glamorous persona (Umar & Rasul, 2022). Shah and Saher (2019) assert that advertising aims to captivate customers through various persuasive techniques, which are fundamental requirements of advertising.

The literature review suggests the connection between globalization translation and post-colonial pragmatism in beauty advertising. This review sets the ground or stage for the empirical investigation or research gap of beauty brands like Maybelline, Ponds, L'Oreal, and Olivia, which negotiate linguistic and cultural diversity in the Pakistani context, for type of glocalized strategies and for significance on local buyers.

## **Research Methods**

The research design is based on mixed method research approach. The rationale of the selection of sample data of ads of selected beauty brands is to highlight how linguistic co-text in the advertisement's pictorial context contributes to producing a comprehensive understanding of the globalization phenomenon in beauty advertisements. The sample data is based on four selected

advertisement snapshots. The snapshots of selected advertisements are collected randomly. Sampling consists of static images and co-text of selected ads, such as Maybelline, Ponds, L'Oreal, and Olivia. The brands were chosen based on random selection. These well-known global brands in Pakistan spend significant amounts on advertisements due to their global presence and substantial advertising budget. Qualitative data collection and analysis methods consist of content analysis and semiotic analysis. The data is scrutinized through the lens of the theoretical framework of Robertson's (1992) communication strategies on glocalization. Content analysis is performed in terms of its significance in extracting linguistic and cultural elements, while semiotic analysis is detailed regarding its application in decoding visual elements within advertisements. In addition, it is used to analyze the meaning behind the text. Qualitative analysis also involves narrative analysis, providing insights into employed strategies and the storytelling aspect of advertisements. Research by Garcia and Calantone (2002) validates the applicability of Robertson's (1992) framework in understanding global marketing strategies in advertisements. The quantitative data is analyzed by arranging a survey question to know the significant effects of ads on buyers.

**Theoretical Framework**

Glocalization strategies (Robertson, 1992) and (Nida's, 964) translation strategies are triangulated to find out the answers to the research questions.

**A. Glocalization Communication Strategies**

Table 1

*Glocalization Communication Strategies (Robertson, 1992)*

Localization	Adaptation	Hybridization	Localization	Transcreation
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Robertson's (1992) framework on glocalization captures the interplay between global and local forces, highlighting how they mix and influence each other. It is a dynamic process that helps to understand the complex interactions between global trends and local contexts. The feedback loop emphasizes the continuous interaction and feedback between the global and local spheres. It recognizes that glocalization is an ongoing process where global influences shape the local, and the local, in turn, influences the global.

## **B. Dynamic Equivalence**

Nida's (1964) description of translation dynamic equivalency aims to establish a similar relationship between the target text and its audience as the source text, focusing less on language matching. This research uses the lenses of dynamic equivalency to see translation in communicative strategies used by global beauty product sellers.

## **Results**

### **Qualitative Data Analysis**

Qualitative data analysis deals with the research question of what type of glocalization strategies are adopted in the pragmatic context of Pakistan. Robertson's (1992) communication strategies on glocalization reveal the interplay between global and local cultures due to their relationship. Global brands aim to expand their reach across various countries by observing and studying the people they target. They create global brand strategies and policies, fostering positive perceptions of their brands and companies among the Pakistani public to enhance their appeal to the target society. Following strategies are found in Pakistani ads, when observe through the lenses of Robertson (1992).

**1. Localization or Influencer Collaborations:** This step involves acknowledging the importance of local contexts, cultures, and identities. Global beauty brands in Pakistan often collaborate with local influencers or beauty experts to promote their products. These influencers provide reviews, tutorials, and demonstrations in Urdu, making it more relatable and accessible to the local audience. It adopts bilingual packing as a 'dynamic translation strategy'. Many beauty product brands in Pakistan use bilingual packaging, where the product information, instructions, and ingredients are printed in both English and Urdu. This makes consumers more comfortable with either language to understand the product details.

### **Figure 1**

*Localization of Beauty ad of Maybelline in Pakistani-Context.*



**Figure 2**  
*Localization of Beauty ad of Olivia in Pakistani-Context.*



Figure 1 shows Maybelline, 'an American beauty brand'. The ad is published in Pakistan. To fit it in the localized context of 'culture and identity', the global brand has added Urdu (dynamic translation) or sense for sense translation, the Pakistani language's slogan, "*Har Pakistani skin tone k liya*". Pakistani female actress as brand ambassador is presented instead of the original ad and brand ambassador working in America. Local influencers in Pakistan have added this slogan in ad, keeping it in view and accessible to the local audience. The ad is performed in Urdu and English language, which is bilingual packing.

Figure 2 also shows the bilingual dynamic strategy of a beauty ad by Olivia (Origin Greece). It contains the Urdu slogan "is ki khushbo main kho jao," a bilingual dynamic packing translation strategy. Urdu and English strategies are implied to keep the audience comfortable with local and global standards. Thus, while localizing beauty ads, global brands are undergoing the process of

glocalization by adding local culture while making local ads. In this regard Kellner (2003), argued that globalized beauty products disseminate beauty standards, but local audiences need local adaptation. Local people understand the concept of beauty products if the global language is translated well into their local languages, containing a tint of cultural diversity to cope with local people. The business companies consider that the buyers in Pakistan are not very aware of the English language, moreover, they may not get inspired by actors of global lands, so they choose local language and local actors and use local culture in international items marketing.

**2. Adaptation:** This step highlights the process of adapting global ideas and practices to fit local communities' specific needs and preferences. It involves modifying, blending, or even rejecting certain aspects to create a unique local expression.

**Figure 3**

*Adaptation of Beauty ad of Maybelline in Pakistani-Context.*



**Figure 4**

*Adaptation of Beauty ad of Ponds in Pakistani-Context.*



**Figure 5**

*Adaptation of Beauty ad of L'Oreal in Pakistani-Context.*



Figure 3 shows the American Maybelline ad, 'Maybelline Foundation Perfect Pakistani Match', which features a Pakistani twist to appeal to Pakistani buyers and create a unique local expression. The co-text is removed or rejected, and a local slogan is added to attract local beauty product buyers' attention. Figure 4 shows a Ponds (American) ad with a unique local touch. To fit in with the local community, a distinctive nostalgic act is performed. On the eve of 14 August, Ponds added the Pakistani Flag to their product advertisement to capture the attention of Pakistani people's solidarity. Figure 5 shows L'Oreal (French) ad containing a co-text regarding foreign brands. It has adopted a religious concept to catch the attention of local Pakistani women and men. It seems the ad has made it compulsory for the Eid celebrations to buy makeup, "Are you ready for the biggest Eid sale"? Eid celebrations can be completed if women and men purchase Ponds, like a religious act. Thus, figures 3, 4 and 5 exclusively show the strategy employed by global brands to fit with local ones. Thus, a phenomenon of glocalization is strongly going on in the sale of global beauty products.

Brands spread messages through advertisements and choose nostalgia concepts, as well as use national and religious events to enhance brand reputation. As, Jeene and Sezen (2022) found that glocalization strategies' sub-dimensions like sensitivity, promotion, price, and distribution effectively influence consumer preferences. The use of English in advertisements is often tied to historical legacies, and the pragmatic approach acknowledges the functional aspect of language use within the advertising discourse (Widdowson, 1998).

**3. Hybridization:** Glocalization often leads to the creation of hybrid forms that combine global and local elements. This step explores how these hybrid forms emerge and evolve, resulting in new cultural expressions, products, or practices.

**Figure 6**

*Hybridization of Beauty Ad of Ponds in Pakistani-Context.*



**Figure 7**

*Hybridization of Beauty ad of L'Oreal in Pakistani-Context.*



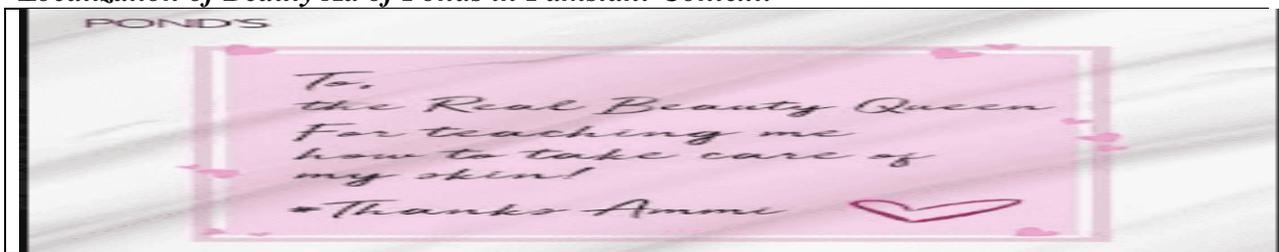
Figure 6 shows a Ponds (American) ad containing the local slogan "This is the last time you made me cry," a metaphorical statement. Women in Pakistan are usually non-liberal and nourished under religious laws, while women and men in Europe are usually liberal. This slogan exclusively fits Pakistani women, as the woman wants to say in picture; though she was earlier ugly and the men rejected her, after using Ponds, she will get prettier. That is, Ponds is found to be the only solution to gaining and maintaining beauty. Ponds is shown as a symbol of hope in

brown-skinned women and men's countries; in other words, they are telling them to be white as a beauty.

Figure 7 shows the L'Oreal (French) ad. The ad contains co-texts such as “Stand up against street crime” and L'Oreal Paris. This Paris brand is playing with the emotions of people in Pakistan, especially women; the brand wants to show its closeness with women as Ponds is with them if some wrong or misconduct is going on in Pakistan, so for women rights are concerned. Thus, brands share their product's motives and missions, by dealing with social issues, focusing on beauty-related issues (women inequality or color complexion issues) etc. In the same vein, Lee, Kim, and Choi (2021) show their concern that globalization strategies involve linguistic and cultural adjustments to resonate with local audiences.

**4. Localization:** Brands often create advertising campaigns specifically for the local markets, featuring local models, celebrities, or influencers. The advertisements are also localized using Urdu language, cultural references, and visuals that resonate with the Pakistani audience. Brands often create advertising campaigns specifically for the Pakistani market, featuring local models, celebrities, or influencers. The advertisements are also localized using Urdu language, cultural references, and visuals that resonate with the Pakistani audience.

**Figure 8**  
*Localization of Beauty Ad of Ponds in Pakistani-Context.*



**Figure 9**  
*Localization of Beauty ad of L'Oreal in Pakistani-Context.*



**Figure 10**  
*Localization of Beauty Ad of Ponds in Pakistani-Context.*



**Figure 11**  
*Localization of Beauty Ad of Ponds in Pakistani-Context.*

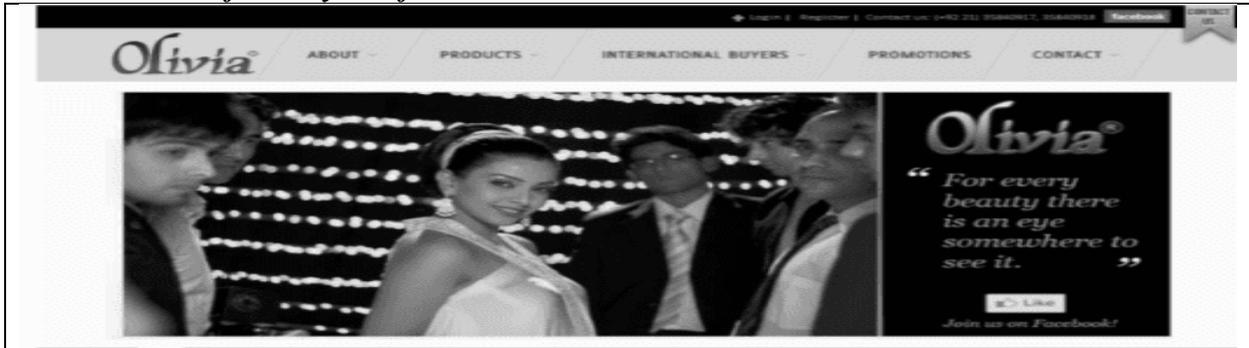


Figure 8 shows Ponds (American) ad containing emotional statements like “To the real beauty queen for teaching me how to take care of my skin, Thanks Ammi”. A mixture of English and Urdu is done, and local Pakistani stereotypical emotions are added in the ad, like ' Thanks ammi”.

Figure 9 shows the localization strategy of the L'Oreal (Paris) advertisement. The co-text contains 'Pakistani Khawateen ki qamyabi ki taraf aik naya aghaaz L'Oreal Professional Institute of Pakistan proudly welcomes its first batch". The slogan or co-text contains text which can be depicted that Pakistani women and men only can achieve success if they join L'Oreal Institute. Women and men are shown in Pakistani (local) and foreign dresses. The ad shows how to do makeup and carry on a journey on the map designed beauty products, which is a journey to success for women and men. Figures 10 and 11 show localization as local or Pakistani models perform ads instead of international ones. For direct promotion brands take the support of local language, local emotions and local models. Li (2016) noted that local translation is done to capture cultural nuances in linguistically diverse countries like Pakistan.

**5. Transcreation:** Transcreation is a strategy where the brand adapts the marketing content, slogans, and taglines to suit the local language and culture. This involves not just direct translation but also consideration of Pakistani consumers' cultural nuances and preferences.

**Figure 12**  
*Transcreation of Beauty ad of Olivia in Pakistani-Context.*



**Figure 13**  
*Transcreation of Beauty ad of Ponds in Pakistani-Context.*



Figure 12 shows the marketing strategy 'transcreation' adopted by Olivia Cosmetics. The co-text or slogan says, "For every beauty, there is an eye somewhere to see." The picture's context shows that many men are looking at a beautiful lady, as she uses ponds cream. In a country like Pakistan, where there is a trend to look fair and charming, these statements are eye-catching for every woman to get fair skin.

Figure 13 carries a slogan, "Your back to college essentials." This ad is made to grab the attention of college girls so that they may buy it; this ad is capturing the attention of local college students who may buy it to enhance their beauty. In Pakistan, college girls are brand-conscious, and this ad is made to catch their attention so that they may buy more makeup. Hence Brands, for brand awareness, reputation, direct promotion, and shared mission use local language, local culture and local emotions. As, Svensson (2001) defines glocalization as the adaptation of global

products or services to suit the customs, laws, or preferences of a local market. Francisco Cantón (2023) claimed that in the Pakistani context, globalized beauty brands face the challenge of meeting local standards and expectations.

**Quantitative Data Analysis**

Quantitative data analysis deals with the research question that do advertisements significantly impact on local buyers. The following survey research question was asked from buyers: do you buy beauty products after watching beauty product ads on media?

Table 2  
*Advertisements' impact on local buyers*

No of participants	Research Question	Yes%	No%
250	Do you buy beauty products after watching ads in the media?	85%	15%

The data indicates that beauty ads can alter people’s perception and can enhance its economy. As, 85% people buy products after getting impressed by promotion. In this regard Vila (2000) claimed, the fact is that ads can reinforce and reshape people's opinions belonging to various backgrounds, religions, genders, ages, classes and social classes.

**Discussion**

Advertising is a crucial media industry in modern societies, promoting brand sales and acting as a structural intermediary. The relationship between commercial media and consumer goods and service industries can be viewed as a complex of manufacturing, marketing, and media. The reason for this is that they facilitate communication between consumers and buyers. Moreover, the importance of ads is in the way that they have the quality to capture people's attention by playing over and over again. Advertisements are a specific method for brands to gain specific interests due to their power. Socio-politically and socioeconomically powerful countries manipulate globalization to enhance its effectiveness. Robertson (1995) defines glocalization as a global brand strategy to communicate or connect with individuals with different cultural characteristics. Culture plays a crucial role in shaping human characteristics throughout the life

cycle. The study explores pragmatic factors influencing Pakistan's beauty advertising sector, revealing global beauty ideals negotiation and communication in a linguistically diverse context, aligning with glocalization strategic concepts. Glocalization is a ubiquitous phenomenon where brands indirectly interact with individuals from diverse cultures, languages, and geographical locations. Global brands significantly influence people's preferences, perceptions, and expectations, shaping them uniformly. In this regard Said (1978) claimed that global products contain pragmatism when negotiating Pakistan's cultural instant.

**Findings**

Content analysis of commercials reveals that localized strategies are tremendously used in Pakistani beauty product ads to gain fame and enhance sales. Moreover, the linguistic strategies carry cultural nuances and tint to capture local attention. The strategies adopted for glocalization found in the advertisements are localization, hybridization, adaptation, and localization or influencer collaborations. Brand ambassadors or representatives are replaced with local models. Original words are translated into dynamic or sense-for-sense translation methods, moreover, almost 85% percent people buy products after watching ads in media.

The study emphasizes the significance of advertisements for businesses as they are the most effective and proven method of reaching potential customers. Advertising can significantly impact a business by increasing brand awareness and facilitating the first step into the sales funnel for the target audience. Crafted messages are crucial in establishing a brand's reputation and guiding its audience through its values and operations. Advertising can be utilized to establish a strong reputation by promoting a shared mission, philosophy, values, and track record. Most ads aim to boost sales through less direct methods. The study recommends future studies on as economically these foreign products are costly and even people would like to buy, either the impact is too high that people are mentally grasped or buy just these products as belong to the high rich countries or due to high quality?

**Table 3**  
*Accumulative Results*

Adapted	Purposes of Advertisers	Advertisements' impact on local buyers	Translation Strategies
<b>Glocalization</b>			

**Strategies**

1. Localization or Influencer 2. Collaborations, 3. Adaptation 4. Hybridization 5. Localization 6. Transcreation	1. Awareness, 2. Reputation, 3. Mission, 4. Direct Promotion.	85%	Dynamic Equivalence
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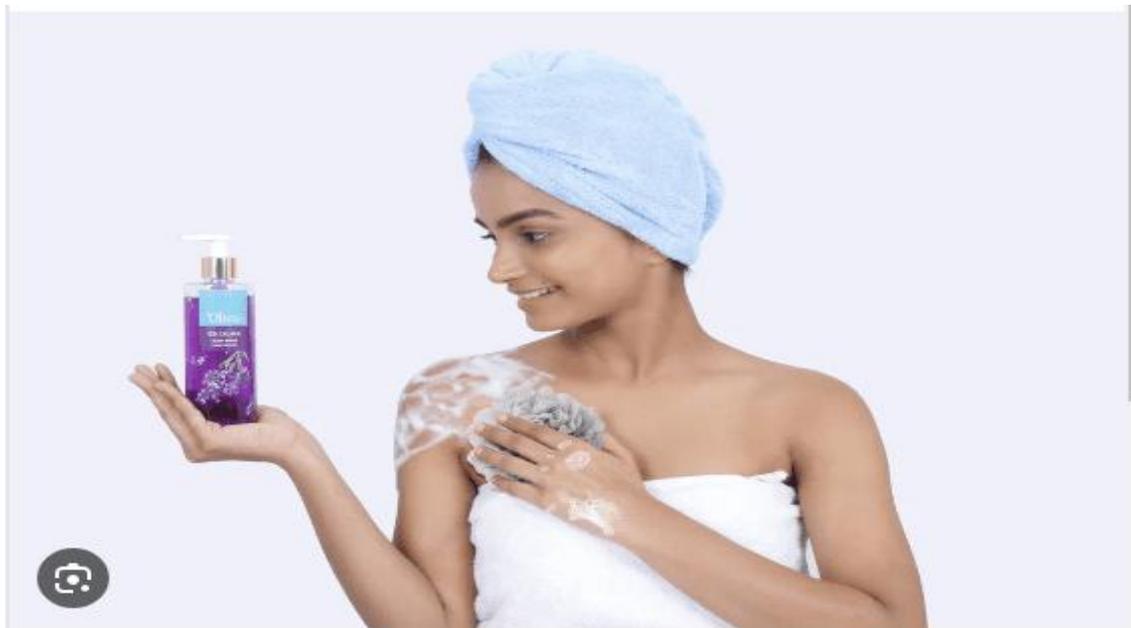
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Appendix B.

Olivia ads





Appendix C.  
L'Oreal ads



The fabulous French secret... hair colours by  
**LOREAL OF PARIS**  
...found only in the finest beauty salons

myvintagelove.com

**NOW MADE IN U.S.A.**

There's a reason why the famed hair colours of L'Oréal of Paris are to be found only in the country's finest beauty salons. Ranging from exquisite pastels to the deepest of tones, they're French inspired hair colours, subtle, delicately formulated, more than just a little mysterious. In the skilled hands of your Professional Beautician, they create a so much more beautiful you... which is why women in over 44 countries have been using nothing else for years! Kiss, grin, touch-up or trim... try L'Oréal of Paris Hair Colours in temporary or permanent shades... the most captivating colours in the world.

MORE RESTAURANTS IN MORE THAN 44 COUNTRIES USE MORE L'ORÉAL OF PARIS HAIR COLOURS THAN ALL OTHER PRODUCTS COMBINED. [www.lorealparis.com](http://www.lorealparis.com)



**NOT A SINGLE GREY HAIR—**  
Not even if you look with a magnifying glass!  
Would you believe it? Some of my hair was quite grey and faded before I used L'Oréal. Now it has all the colour and sheen it used to have, and is in better condition as well. I feel ten years younger since I have used it.

**L'ORÉAL**  
**IS THE ONLY GUARANTEED HARMLESS**  
**COLOUR REGENERATOR OF THE HAIR.**

Applied and obtainable at all Hairdressers and Stores (Hairdressing Dept.).  
Write for our illustrated booklet, "Through Legend to Fact."  
ENQUIRY BUREAU AND SHOW ROOM where you can obtain all information and Free advice from our expert. Open daily from 2-6 p.m.  
9 DERING STREET, NEW BOND STREET, W.1 (Oxford Street End).

**alamy**

ENQUIRY BUREAU  
[www.alamy.com](http://www.alamy.com)

Appendix D.

Maybelline ads

