

Media Relations:

Mitsubishi Electric Turkey Official PR Agency

Inomist Communication Consultancy

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Mitsubishi Electric and Inomist Communication told their experiences regarding local communication activities of global brands to the students of the Faculty of Communication in Istanbul Aydin University

For Future Communicators, "Localization Strategies of Global Brands" Seminar

Striving to improve the quality of life for societies with its advanced technology, Mitsubishi Electric and the brand's communications consultancy agency Inomist got together with the students of the Faculty of Communication in Istanbul Aydin University. Taking part as a speaker in the seminar organized by PR Workshop incorporated within Public Relations and Publicity Department of the faculty, Mitsubishi Electric Turkey Advertisement and Public Relations Team Leader Savaş Ceneviz and the President of Inomist Communications Consultancy Agency Sibel Selvi Arslantürk told their experiences on localization strategies of global brands.



Striving to increase societies' quality of life globally with its advanced technology since over 95 years in numerous fields such as air conditioners, industrial automation, elevators, escalators, visual data, transportation, energy, automotive equipments, semi-conductors, public systems and satellite technologies, Mitsubishi Electric, together with Inomist, who have been providing communications

consultancy for world's and Turkey's leading brands, came together with future communicators. Under the leadership of Istanbul Aydin University Faculty of Communication Vice Dean **Dr. Prof. Deniz Akbulut** and **Dr. Prof. Gonca Yildirim** and organized by PR

Workshop incorporated within Public Relations and Publicity Department, in the seminar themed "Public Relations and Publicity Students Meet the Industry", **Mitsubishi Electric Turkey Advertisement and Public Relations Team Leader Savaş Ceneviz** and the **President of Inomist Communications Consultancy Agency Sibel Selvi Arslantürk** took their places as speakers. Explaining experiences using examples while giving information on operations of corporate communication departments and communications consultancy agencies regarding "localization strategies of global brands in communication", Ceneviz and Arslantürk relayed priceless information to students regarding studies of global brands to adapt to local markets.

Societies and countries came closer



Reminding that the Silk Road, leading from China to Europe through Anatolia and Mediterranean region which began to be used as a concept in 1870s is a major global trade route, **Mitsubishi Electric Turkey Advertisement and Public Relations Team Leader Savaş Ceneviz** stated that we fell into a new world order with the effect of different cultures from different

continents and continued; "We can say that major inventions such as paper production, printing and distillation techniques made their ways to Europe thanks to the Silk Road. Thus, it is possible to think that the first steps towards globalization began with the Silk Road. Developments in trade routes, transportation technologies and transportation systems for air, sea and land rapidly brought societies and countries together. As a result, countries started to meet with new brands and products."

Brands must adapt to the dynamics of societies

Emphasizing that it is critical for brands to integrate into cultures of different societies, Savaş Ceneviz said; "If you are a global brand, it is vital that you adapt to the dynamics of the society you are a part of. Otherwise, you might have to manage serious brand crisis situations. For example, Mitsubishi Electric with direct operations in 43 countries is a global giant operating in numerous fields ranging from air conditioners to elevators, industrial automation systems to space systems. We pay great importance to localization studies within the light of our brand's global strategies. We are sensitive when it comes to synchronizing with local richness, whether it be our product-based communication studies or our global approach in corporate communication. Turkey is a precious country with various colors and variety in it and as a global brand it is one of the most important items in our agenda to incorporate this variety into our communication strategies."

Brands that most efficiently use global and local varieties will create a difference

Emphasizing for young communicators that it is of great importance to develop strategies specific to the brands they are managing by thoroughly analyzing global and local dynamics, Ceneviz said, "Brands that efficiently use global and local varieties can breakthrough in their own categories", ending his words.

Think global, act local



Emphasizing that "paths to follow while relaying messages to target groups" lies in the center of discussions regarding global communication strategies which began as a result of accelerating globalization in 1950s, President of **Inomist Communications Consultancy Agency Sibel Selvi Arslantürk**, informed us on standardization

and adaptation approaches in communication. Stating that some global brands apply uniform communication strategy in all countries they operate in, stemming from the approach where they consider the whole world--as Marshall McLuhan puts it--as a global town, Sibel Selvi Arslantürk also emphasized that there are also companies that apply adaptation strategies while taking numerous factors such as legal regulations into consideration. Stating that it is also possible to talk about unified communication strategies where both approaches are used in unison, Arslantürk informed us on the concept of "glocalization" which was first thought of in 1980s within the understanding of "think global, act local" and brought into the literature by the British sociologist Roland Robertson in 1992.

Deep analysis of local society is a must in order to prevent communication crisis

Stating that the term glocalization, also used in Turkish as "Glokalizasyon", can be summarized as products, services and communication of brands having their own unique origins as well as adapting to the local cultures of the markets they take place in, Arslantürk continued; "While some global brands create products completely specific to local markets, they also develop strategies based on local dynamics when it comes to communication. However, they indeed preserve the global power and main brand statement of the brand in local markets. In our country, we see examples of numerous successful global brands that develop products aligned with Turkish culture and values while also adapting their communication messages in this respect. We also witness brands that ignore worldwide localization applications or fail at them having to deal with major communication crisis in local markets and losing reputation as a result, sometimes even having to pull out of markets entirely. The way to prevent such financial losses which are hard to recover from is by carefully analyzing all elements of target groups in local markets such as their needs,

behaviors, purchasing habits, requirements, incomes and culture in all communication studies for brand names, product contents, colors, packaging design, images in advertisements, brand positioning and all media from conventional to digital. Total of all these observations make up a brand's communication strategy."

Local agencies are important for local communication strategies of global brands

Emphasizing that global brands' strategies to adapt to local markets is more in-depth and critical than just translating their global communication message into the local language, Arslantürk said such studies can only be healthily managed by local communication agencies that understand the country's dynamics and gave examples on the studies they performed for global markets.

About Mitsubishi Electric Corporation

With over 95 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,444.4 billion yen (in accordance with IFRS; US\$ 41.9 billion) in the fiscal year ended March 31, 2018. For more information visit: www.MitsubishiElectric.com*

**At an exchange rate of 106 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2018.*

About Mitsubishi Electric's Activities in Turkey

Mitsubishi Electric's main fields of activity in Turkey are; air conditioning systems, industrial automation systems, advanced robot technologies, CNC mechatronics systems, elevator and escalator systems and visual data systems. Designating Turkey whose power and potential it believes in as a major production headquarter, Mitsubishi Electric produces energy efficient and environment-friendly air conditioners for Europe and Turkey in its digital factory in Manisa which is the brand's first room air conditioner factory in Europe. Working to integrate factories of Turkish industry into digital transformation period, Mitsubishi Electric also draws attention with its automation technologies in the world's deepest sunken tube tunnel, the Marmaray project. Operating in several fields in Turkey such as automotive components, semi-conductor devices, transportation and energy systems, Mitsubishi Electric applies its radar technology which is developed for airports to increase safety for airplanes and flights within its operations in public systems in Antalya Airport. One of the leading developers in space research and development systems, Mitsubishi Electric is also the manufacturer of Turksat 4A and 4B satellites which contributes to Turkey's and neighboring countries' communication and broadcasting infrastructure. For detailed information; tr.mitsubishielectric.com

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About Inomist Communications Consultancy

Providing communications consultancy services since 2012 in order to meet corporations' communication needs in parallel with rapid global changes, Inomist Communications Consultancy has been planning and executing "Innovative Media and Communications Strategies" in order to increase brand value and corporate reputation of corporations, to increase competitive power and awareness. Regarding the corporations we work with as "partners" rather than customers and moving together with team spirit, Inomist Communications Consultancy develops planned and fast solutions built on true and correct strategies, as realistic as they are innovative, in compliance with the values of corporations and societies. Within the scope of agency's services we can list; brand communication, media relations management, topic-agenda management, marketing management, leader communication, risk management and risk communication, corporate social responsibility communication, sponsorship communication, intra-company communication, digital marketing and web solutions, event management, creative services and content services, media planning and purchasing services.

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