Toward Effective Advertising: A Diagnostic Model for Business Communication

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Abstract This study proposes a multilayer diagnostic paradigm for culturally attuned advertising to enhance managerial decision-making in international markets. Contemporary advertisements must balance operating globally and remaining authentic to local cultures while preventing cultural misalignment. This study introduces cultuling analysis, a business-oriented tool that integrates cultural linguistics with advertising strategy to address this challenge. The study has three objectives: first, to demonstrate that cultuling analysis can serve as a diagnostic tool for international corporate communication; second, to examine global, local, and glocal advertising case studies to illustrate how cultural cues directly influence market performance; and third, to provide managers with practical guidance on employing technology-driven strategies to mitigate cultural risks, foster consumer trust, and optimize campaign outcomes. The methodology employs Hymes' SPEAKING model, the emotioncy model, and cultural patterns to assess campaigns at three levels: micro, meso, and macro. Global, local, and glocal marketing case studies demonstrate how organizations may systematically identify and leverage cultural cues to improve customer engagement, brand trust, and market performance. The findings reconceptualize advertising as cultural engineering and a strategic instrument for achieving a competitive advantage.

Keywords: *Culturally astute advertising, Glocalization, Business communication, Digital marketing, Consumer engagement*

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1. Introduction

Advertising has evolved from a peripheral aspect of marketing to a crucial strategic competency that integrates brand, operations, and technology. In today's global markets, businesses must grow internationally while remaining true to their local roots. This challenge intensifies with the growing use of digital platforms and AI-driven personalization (Tan, 2024). Multimodal signals, encompassing visual, auditory, and tactile inputs, have become integral to interpersonal communication, particularly on social media and within immersive environments. Researchers

have established that multimodal advertising existed prior to the advent of digital media (Krishna, 2012). Linguistic strategies, such as slogans, metaphors, and ceremonial language, enhance persuasive communication (Cook, 2001; de Mooij, 2018).

Historically, the conversation about how multinational corporations should talk to different markets has been about whether to keep things the same or make them more local. Levitt's (1983) important view on market internationalization was that standardized campaigns improve brand consistency and operational efficiency. However, empirical research rapidly illustrated that uniform global strategies often do not resonate with local audiences (de Mooij & Hofstede, 2010). Glocalization was created to solve this problem (Robertson, 1995), and it focuses on combining a global corporate identity with local stories that are important to the culture. Studies show that ads based on global consumer culture positioning (Alden et al., 1999) need to be changed to fit in with local values and norms to avoid backlash or becoming outdated. These strategies generally work well across the board, considering important cultural factors. But they often miss the small-scale conversations and sensory-emotional interactions that happen on a medium scale and change how people see things immediately. Recent progress in business-oriented cultural communication research offers practical strategies to address this disparity. Pishghadam's (2013) concept of "cultuling," a fusion of "culture" and "language," encompasses enduring cultural-linguistic elements—such as metaphors, rituals, and slogans—that both reflect and reinforce societal values (Pishghadam et al., 2022). For instance, Iranian tea ads focus on hospitality and family gatherings, Japanese corporate ads use apology rituals to show responsibility, and American Super Bowl ads use humor and boldness to show personality and entertainment (Okazaki & Mueller, 2007). These patterns are more than just choices of style; they are part of deep-seated cultural stories. In business communication, some signs show how well advertising gets its point across to customers. This article expands on the concept of cultuing by operationalizing it into a three-level diagnostic structure for advertising. This integration reinterprets advertising as a form of cultural engineering, enabling the methodical identification, categorization, and utilization of cultural effects on global, local, and glocal scales.

The study has three objectives. Initially, it introduces cultuling analysis as a business-oriented methodology amalgamating cultural linguistics with advertising strategy. Secondly, it employs a multilayered approach to examine case studies of global entities, local examples, and glocal initiatives to illustrate the functioning of cultural signals in practice. Third, it offers actionable insights for international advertisers, outlining diagnostic criteria to reduce cultural risk, enhance consumer engagement, and integrate emerging technologies—such as AI-driven targeting, data analytics, and immersive media—into campaign design (Ng et al., 2025). This study advances business communication and global marketing by redefining advertising as a communicative endeavor and a technology-driven strategic tool.

2. Theoretical Framework

From a managerial perspective, advertising can be analyzed using strategic communication frameworks, consumer behavior insights, and technical platforms. Historically, international advertising research primarily concentrated on broad cultural patterns or thorough discourse analysis of advertising messages (Okazaki & Mueller, 2007). Recent studies progressively underscore the integration of digital platforms, AI-driven customisation, and multimodal consumer involvement as critical determinants of advertising efficacy (Taylor & Carlson, 2021). This study presents a hierarchical framework for culturally sensitive advertising, integrating concepts from macro, meso, and micro analytical levels.

2.1. Macro-Level: Cultural Orientations and International Strategy

Cultural frameworks that show how people in other cultures act in similar ways have had a significant impact on advertising research. Hofstede's (2001) cultural dimensions—individualism versus collectivism, power distance, uncertainty avoidance, and masculinity versus femininity—offer essential insights into consumer preferences. Collectivist civilizations generally prefer advertisements that stress harmony within families and communities, while individualist societies typically favor campaigns that stress independence and personal success (Han & Shavitt, 1994). Cultures that do not like uncertainty prefer messages that stress safety and reliability, while cultures that are more open to ambiguity prefer

new ideas and innovations (de Mooij & Hofstede, 2010). Hall (1976) distinguished between high-context and low-context communication, emphasizing the impact of cultural norms on interaction styles. In high-context cultures, including Japan and several Middle Eastern societies, communication often relies on indirect cues, symbolism, and the primacy of relationships. In contrast, low-context cultures, such as the United States and Germany, favor exchanges that are more explicit, direct, and focused on information (Okazaki & Mueller, 2007). Schwartz's (1994) universal values, Trompenaars' (1997) relational dimensions, and the GLOBE study (House et al., 2004) enhance these concepts by highlighting attitudes such as kindness, performance, and humane orientation, which directly impact brand communication. Besides cultural frameworks, business-oriented advertising research also emphasizes management outcomes such as brand equity, consumer trust, and purchase intention. Keller (2003) highlighted the need for strategic brand positioning in shaping consumer-based brand equity, while Kotler and Keller (2016) underscored the necessity of aligning integrated marketing communication with cultural adaptability and business performance. Sheth and Sisodia (2012) argued that advertising must be regarded as a fundamental element of a holistic company model that generates lasting consumer value. These perspectives situate cultural elements within the overarching context of company strategy, linking cultural adaptation to measurable managerial effectiveness.

2.2. Meso-Level: Stimulating the Senses and Emotions

Macro-level frameworks provide substantial insights; nonetheless, they often inadequately capture the complex emotional and sensory responses of consumers to advertising. The emotioncy model (Pishghadam, 2015) delineates a comprehensive framework that categorizes units along a continuum from avolvement, characterized by minimal exposure or connection, to exvolvement, where indirect knowledge is acquired through auditory or textual sources, to involvement, where individuals engage directly, and ultimately to metavolvement, where the connection is sufficiently profound for the cultural unit to be internalized and disseminated to others. The concept of emotioncy elucidates the varying effectiveness of certain advertisements over others. The "Open Happiness" campaign by Coca-Cola achieved significant global success by employing multiple sensory and emotional dimensions to engage audiences. Scenes depicted individuals enjoying collectively, accompanied by joyful music and the tradition of communal food sharing. Chevrolet's "Nova" campaign in Latin America failed due to the slogan's inability to establish a favorable emotional connection. Instead, it was associated with "no va," signifying "does not go" (Mueller, 2017). A recent marketing study indicates that multimodal and emotionally engaging designs enhance brand recall, trust, and purchase intent more effectively than informative designs (Al Abdwani et al., 2025). With the increasing prevalence of AI-driven personalization, the significance of emotioncy is re-emerging. This is due to algorithms potentially altering real-time advertisements to align with individual moods and sensory preferences (Peter, 2025). At the meso level, advertising links abstract cultural concepts with tangible consumer experiences by transforming these concepts into compelling, persuasive strategies.

The rationale for employing the emotioncy model is its capability to activate the sensory-emotional aspect of persuasion in ways that alternative models cannot (Pishghadam et al, 2021). Traditional advertising theories, such as the AIDA model (Strong, 1925) and the Elaboration Likelihood Model (Petty & Cacioppo, 1986), primarily emphasize the cognitive stages of consumer decision-making or the distinction between central and peripheral processing routes. While these models clarify consumer reasoning, they insufficiently account for the direct impact of sensory stimulation and emotional resonance on consumer involvement in multimodal environments. The emotioncy model distinctly delineates the degree and nature of emotional engagement, ranging from avolvement to metavolvement. This enables the identification of why certain efforts establish enduring connections while others merely capture attention temporarily.

The emotioncy framework organizes advertising strategies along a continuum, allowing academics and practitioners to predict both short-term engagement likelihood and the possibility for deeper results such as brand loyalty, advocacy, and word-of-mouth communication. The methodology transforms ambiguous cultural narratives into quantifiable business outcomes. Emotioncy is advantageous for managers since it links sensory-emotional resonance to essential business indicators such as brand memory, consumer trust, and return on advertising expenditure (de Mooij, 2018; Ng et al., 2025). The

justification for embracing the emotioncy model resides in its ability to bridge theory and practice by clarifying the processes via which sensory and emotional elements transform cultural conceptions into impactful, persuasive, and strategically relevant advertising.

2.3. Micro-Level: Communication Structure and Discourse Design

At the micro level, advertising can be regarded as a systematic communication act, where meaning resides in the characteristics of the discourse. Hymes' (1972) SPEAKING model provides a systematic framework for event analysis, breaking it down into setting, participants, purposes, act sequence, key, instrumentalities, norms, and genre. These factors can influence the effectiveness of a message's connection with its intended audience. The location of an advertisement, such as a family room, sports arena, or online platform, can exert significant cultural influence. Celebrities, entrepreneurs, or ordinary individuals seeking to connect with a specific demographic must demonstrate an understanding of their cultural identities. The tone of the message must align with the typical conversational style of the local populace, whether it be humorous, empathetic, or motivational. Language, music, imagery, and AI-facilitated engagement significantly influence human responses. Cultural norms delineate acceptable and unacceptable behaviors. For instance, when advertisements have faltered due to poor translations or cultural missteps. The core of the message—whether narrative, testimony, or ritual performance—impacts the development and perception of cultural meanings.

Recent empirical investigations confirm that micro-level discourse techniques directly affect consumer responses. For example, narrative advertisements have demonstrated a superior impact on brand perceptions, recall, and purchase intent compared to informational advertisements. This mostly occurs due to the utilization of narrative conveyance, which engenders a sense of participation in the story (Chen, 2024; Escalas, 2004). Similarly, visual fluency and narrative perspective are critical elements influencing consumers' comprehension of brand communications at a micro-discursive level (Chang, 2013). Sensory and multimodal elements—such as visuals, sounds, and potential olfactory or tactile stimuli—influence memorability and emotional resonance, hence augmenting brand equity and customer trust (Krishna, 2012; Krishna & Schwarz, 2014).

Empirical research indicates that discourse design can predict measurable business results. Tsai (2020) found that storytelling-based advertising improves purchase intention and brand image by augmenting narrative involvement. Furthermore, several structural equation research confirm that multimodal storytelling is favorably associated with consumer advocacy and willingness to pay. Multimodal discourse analyses demonstrate how semiotic elements, including the emphasis on protagonists, the use of symbolic cultural cues, or the placement of products within ritualized contexts, produce varying interpretations across cultures, clarifying differences in campaign effectiveness (Forceville & Urios-Aparisi, 2009; Guo & Feng, 2017). The findings indicate that the SPEAKING model operates in both a descriptive and diagnostic capacity; it identifies the specific communicative elements—setting, tone, genre, and instrumentalities—that empirical research shows directly affect brand performance metrics, such as consumer trust, brand recall, and purchase intention. Thus, the integration of micro-level discourse analysis with empirical business research creates a robust framework for managers to evaluate advertising campaigns before their launch and to improve message design for greater commercial effectiveness.

2.4. Advancing Towards a Multilevel Framework for Business Communication

The proposed framework integrates several perspectives and conceptualizes advertising as a form of cultural engineering operating simultaneously at macro, meso, and micro levels. Cultural orientations at the macro level establish a strategic framework for global initiatives. The effectiveness of communications at the meso level is contingent upon their ability to engage individuals' senses and emotions. At the micro level, discourse structures convey cultural significances through distinct communicative selections. This integration allows advertisers to identify global cultural trends, such as empowerment, happiness, and innovation, which act as universal engagement catalysts; to discern local cultural trends, such as hospitality, apology, or prestige, that promote authenticity and trust; and to develop glocal cultural trends that align global scalability with local adaptation. This multilevel paradigm perceives culture as a dynamic and functional resource for business communication,

contrasting with traditional approaches that regard culture as a static backdrop. This equips practitioners with the necessary tools to develop culturally flexible, emotionally compelling campaigns that are technologically optimized for a data-driven market.

3. Methodology

This study uses a multiple case study methodology to analyze advertising strategies of multinational firms. We deliberately selected these three scenarios to emphasize three categories of cultulings: global, local, and glocal. Nike's "Just Do It," Coca-Cola's "Open Happiness," and Apple's "Think Different" exemplify globally effective branding. These campaigns employ universally comprehensible messages. Local cultulings are initiatives tailored to a particular culture. For instance, Iranian tea advertisements emphasize hospitality, Japanese apology commercials illustrate humility, Gulf luxury perfume promotions highlight heritage and distinction, and American Super Bowl advertisements employ humor. A good example of a glocal strategy is McDonald's advertising, which uses its worldwide brand's strength while being aware of local cultural differences. The company always sends out a universal message of fun and convenience, but it changes its products to fit the demands of different regions. For example, in the Middle East, it offers halal-certified meals, and in India, it offers vegetarian options. We chose the case studies based on two primary factors: (1) how important and influential they were in their markets, and (2) how well they showed how different cultures work. This purposeful sample method ensures that both prosperous and less successful cases of cultural adaptation are included. This shows how functional cululing analysis can be as a diagnostic tool.

3.1. Proposed Analytical Framework

This study utilizes a comprehensive framework to methodically and multilayeredly assess advertising discourse, including Hymes' SPEAKING model, the emotioncy model, and theories of cultural factors. Each of these models signifies a distinct yet interrelated level of analysis.

The SPEAKING model (Hymes, 1972) provides a structural framework for the analysis of discourse aspects such as setting, tone, participants, and genre at the micro level. This facilitates the understanding of how certain linguistic and contextual choices influence meaning in advertisements. We employ this model to analyze the communicative structure of each advertisement. The eight components—setting, participants, objectives, act sequence, key, instrumentalities, norms, and genre—are methodically examined to identify the discursive signals that manifest cultulings (Pouryazdanpanah Kermani, 2021). An Iranian tea advertisement may depict a family convening around a table, with individuals of various ages engaged in the gathering. The objective is to demonstrate unity; the sequence of actions illustrates the tea serving ritual. The key conveys warmth and friendliness, while the instruments consist of vocal slogans and visual imagery. Norms emphasize anticipated actions, such as respecting elders, while the genre encapsulates a slice-of-life tale that mirrors quotidian realities. Each of these dimensions provides evidence of the development of hospitality. The analysis employs the SPEAKING model to ensure cultural interpretations are derived from explicit discourse characteristics rather than arbitrary conjecture.

The emotioncy model (Pishghadam, 2015) underscores the importance of sensory-emotional engagement at the meso level. It classifies consumer engagement into four stages—avolvement, exvolvement, involvement, and metavolvement (Pishghadam et al., 2019)—thereby clarifying the factors contributing to the success of specific advertising campaigns in fostering lasting attachment, while others do not establish a connection.

Cultural patterns (Hall, 1976; Hofstede, 2001; House et al., 2004; Schwartz, 1994; Trompenaars, 1997) situate advertising methodologies within broad cultural contexts. They clarify the influence of cultural orientations, including individualism-collectivism and high-/low-context communication, on international variations in advertisement effectiveness.

Table 1 delineates the essential components of the three models to eliminate redundancy and provide clarity. It encapsulates their theoretical contributions, analytical levels, and practical applicability in business and illustrates practical examples of their potential use in advertising. Each of these models signifies a distinct yet interrelated level of analysis. We selected prominent advertising campaigns from

global corporations to demonstrate their practical applications. Nike's "Just Do It" campaign exemplifies motivational rhetoric within the SPEAKING model; Coca-Cola's "Open Happiness" illustrates multisensory engagement in the emotioncy model; Chevrolet's "Nova" demonstrates the pitfalls of lacking emotional resonance; and Apple's "Think Different" showcases the efficacy of cultural values such as innovation on a grand scale. These brand exemplars link theoretical concepts to the practical functioning of advertising in reality.

Table 1
Integrated Analytical Framework for Advertising Discourse

Component	Theorist	Key Elements	Level of Analysis	Relevance to Advertising	Illustrative Example
SPEAKING Model	Hymes (1972)	Eight discourse features: Setting, Participants, Ends, Act Sequence, Key, Instrumentalities, Norms, Genre	**Micro-level**	Identifies how ads structure communication (tone, participants, context); shows how discourse shapes interpretation	Nike's *"Just Do It"*: motivational Key + athlete Participants reinforce empowerment
Emotioncy Model	Pishghadam (2015)	Four levels of emotional involvement: Avolvement → Exvolvement → Involvement → Metavolvement	**Meso-level**	Captures sensory–emotional engagement; explains why some ads create loyalty while others fail	Coca-Cola's *"Open Happiness"*: Metavolvement via joy & multisensory cues; Chevrolet's *"Nova"*: Avolvement due to negative association
Cultural Dimensions	Hofstede (2001); Hall (1976); Schwartz (1994); Trompenaars (1997); House et al. (2004)	Dimensions such as individualism–collectivism, high/low context, universalism–particularism, value orientations (hedonism, power, security)	**Macro-level**	Situates ads within cultural systems; explains cross-national differences in responses	Apple's Think Different: individualist & innovation-oriented values; McDonald's's localized menus: global slogan "I'm Lovin' It" with local adaptations (halal meals in the Middle East, vegetarian options in India)

3.2. Data Analysis

The analysis occurred in multiple stages. Initially, we discussed the SPEAKING components of each advertisement. Secondly, cultulings were discerned in the discourse by examining prevalent themes, metaphors, rituals, and linguistic patterns. Third, the emotioncy model was employed to ascertain the significance of each cultural phenomenon by analyzing its frequency in actual life and the intensity of the emotional responses it elicits. The cultulings were finally classified into three groups: global, local, and glocal, based on how far and wide they spread. Figure 1 depicts the analytical methodology of culturing analysis.

Figure 1
Analytical Process of Cultuling Analysis
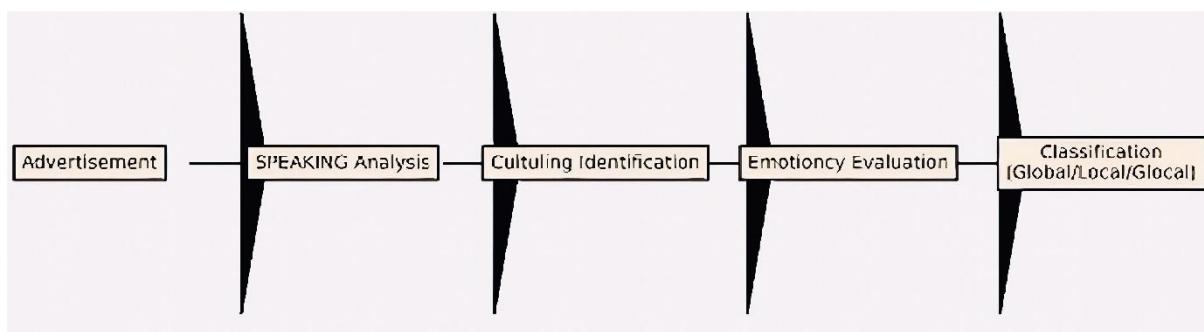
4. Findings

4.1. Cultuling Analysis as a Strategic Business and Management Tool

The study's results illustrate the functioning of cultuling analysis across three analytical levels: micro, meso, and macro. The SPEAKING model identifies the communicative elements of advertising at the micro level, such as context, participants, and tone, that directly affect cultural significance. At the meso level, the emotioncy model clarifies how sensory-emotional engagement affects the audience's relationship, either amplifying or reducing it. Cultural influences at the macro level place advertising strategies within broad societal frameworks, clarifying cross-national differences in effectiveness. These models collectively demonstrate how cultuling analysis serves as a diagnostic tool to reveal the cultural dynamics influencing the success or failure of campaigns.

Hymes' (1972) SPEAKING model offers a systematic framework for analyzing the communicative structure of advertising. Each component illustrates the functional application of language and culture. An advertisement's context typically reflects significant cultural values and norms, influencing the target audience's perception of the ad's message. For example, Iranian tea ads commonly show families from different generations sitting together in living rooms, which shows values of warmth and unity. American Super Bowl advertisements, on the other hand, often use celebrities or regular people to show how distinctive and fun the product is. Advertisements do more than only sell things; they also help spread cultural meanings and values. Coca-Cola's Ramadan campaign exemplifies how consumption fosters communal bonds and enhances spiritual fulfillment, effectively merging commercial messaging with cultural traditions. From a management point of view, these communication methods are strategic levers that build trust in the brand and help keep customers for a long time.

The series of plays narrates renowned cultural tales, such as Nike's transformation from failure to success and the portrayal of Gulf perfume advertisements, illustrating a brand's evolution from recognition to respect. The tone or key must match the culture. For example, comedy is effective in American ads, but it may be misinterpreted in Japan, where a serious and polite tone is preferred. Instrumentalities—linguistic and semiotic mediums—exhibit cultural positioning. For instance, Middle Eastern advertisements employ traditional music and calligraphy to enhance authenticity, but Apple utilizes minimalist images and slogans such as "Think Different" to convey innovation. These components illustrate the role of communication design in brand strategy by directly influencing managerial decisions on product placement and differentiation.

Norms are crucial, as advertisements that deviate from them fail to succeed. KFC's direct translation of "Finger-lickin' good" into Chinese contradicted typical behavior in China. Conversely, Iranian advertisements depicting tea offered to elders emphasized respect and deference. Ultimately, the nature of the narratives transforms. In collectivist cultures, stories that focus on family ties and traditional values are more common. In individualist cultures, on the other hand, testimonial or direct communication methods seem to work better. Cultuling analysis gives managers a disciplined way to make smart market decisions by looking at language patterns with specific strategic goals, such as making ads more effective, building brand equity, or changing how people act.

Hymes' (1972) SPEAKING model situates cultulings within the broader discourse framework. In contrast, the emotioncy model delineates the components of a cululing that facilitate metavolvement (complete engagement) and those that maintain it at the avolvement level. Insufficient levels of emotioncy, sometimes limited to minor aural engagement, typically fail to maintain sustained attention. Conversely, when cultural and linguistic patterns are absorbed and imbued with emotional significance, heightened sensory and emotional engagement fosters a more profound connection. The "Open Happiness" ad from Coca-Cola shows a culture where people are more open about their feelings. The campaign uses pictures of social events, lively music, and real-life shopping habits to appeal to many senses. On the other hand, Chevrolet's "Nova" had a hard time in Latin America since it did not connect with local consumers favorably. This shows how hard it can be to engage with different cultures. The emotioncy framework is valuable for advertising managers who want to create ads that appeal to more than one sense. This will facilitate the transition from mere awareness of a company to a sense of belonging within it. This method facilitates managers' analysis of two critical business metrics: customer lifetime value (CLV), representing the total revenue anticipated from a customer throughout their relationship with a brand, and return on advertising spend (ROAS), which quantifies the revenue generated for each dollar invested in advertising. Advertisements that evoke emotions are more likely to enhance CLV by fostering long-term loyalty and improve ROAS by prompting discussions and recommendations of your company.

At the macro level, cultural models enhance these methodologies by situating cultulings within a broader social and cultural framework. This provides a strategic perspective on global campaign design. Hofstede's (2001) aspects elucidate the propensity for harmony and familial appeals in collectivist cultures, as demonstrated by Iranian tea advertisements, in contrast to the emphasis on autonomy and achievement in individualist societies, exemplified by Nike's American marketing campaigns. Hall's (1976) theory of high-context versus low-context communication clarifies the use of symbolic imagery and formalized apologetic strategies in Japanese marketing, in contrast to the directness and explicit persuasive techniques commonly employed in American advertisements.

From a business strategy perspective, these frameworks assist managers in effectively segmenting global markets and ensuring corporate communications align with local cultural standards. Nisbett's (2003) differentiation between holistic and analytic cognition elucidates the distinctions in visual composition: People from East Asia usually pay more attention to relationships and context clues, while people from the West usually pay more attention to important characters and foreground elements. The results align with Schwartz's Value Theory (1994), demonstrating that security and compassion appeals were more effective in Iranian marketing, whereas hedonism and achievement appeals dominated in U.S. advertising. Trompenaars' aspects explain why ads based on rules, like health insurance, did well in the West. On the other hand, perfumes and other things that were based on stories and relationships worked well in the Middle East. The GLOBE dimensions clarify the prevalence of performance-oriented appeals in U.S. marketing, contrasting with the efficacy of humane-oriented appeals, as demonstrated by Ramadan advertising in Iran. These theories together show that cululing analysis is both interpretive and useful for business leaders. It helps you guess how customers will react, think about possible reputational risks, and make sure that ads fit with your market strategy and use the right technologies.

4.2. Categorization of Cultulings in Strategic Advertising

The analysis of advertising campaigns in various cultural contexts revealed three key themes. First, great global companies always use universal ideals that appeal to people worldwide, such as empowerment, happiness, and innovation. Second, local brands or campaigns exclusive to certain areas focus on unique attributes, such as hospitality, humility, or social status, to gain trust, authenticity, and relevance in those markets. Third, glocal initiatives that combine global and local cultural components skillfully get the most consumer involvement and cultural resonance. On the other hand, advertising failures are sometimes caused by cultural mismatch, including ignoring local cultural stories or not handling global messaging well. These findings facilitate systematically categorizing cultulings into global, local, and glocal classifications. This provides a method to ascertain campaign efficacy.

4.2.1. Global Cultulings in Advertising

Nike's "Just Do It" campaign exemplifies effective empowerment promotion (Figure 2). Using Hymes' (1972) SPEAKING model to look at the campaign shows that things like the setting (sports arenas, cities), the people involved (both everyday athletes and famous sports figures), the goals (personal achievement), the order of events (preparation, effort, victory), and the tone (motivational and assertive) all show a culture that is focused on action and motivation. The emotioncy paradigm posits that empowerment functions as a significant emotional catalyst, provoking intense affective reactions and often appearing in routine dialogues, social media hashtags, and international motivational settings. From a strategic branding standpoint, empowerment as a worldwide phenomenon demonstrates how corporations may transform a unique cultural meme into brand equity in several countries. This scalability not only makes it more cost-effective, but it also makes sure that the brand stays the same. This is especially important in technology-driven fields like e-commerce and digital fitness platforms, where stories of empowerment are a big part of keeping users interested and coming back.

Figure 2
Sample Visuals from Nike's "Just Do It" Campaign Illustrating Empowerment Themes

Coca-Cola's "Open Happiness" campaign exemplifies the global dissemination of culture (Figure 3). It employs multimodal cues and universal emotional resonance to enhance global brand identification. The conclusion of the advertisement emphasizes the dissemination of joy, typically illustrating individuals uniting, and evokes a sense of warmth and happiness. The slogan has evolved into a cultural reference across numerous languages and contexts. Emotioncy study indicates that "happy" is a potent emotioncy due to its widespread acceptance, significant emotional resonance, and frequent utilization in brand discourse and consumer-generated content. For managers, happiness serves as a mechanism to facilitate interaction among individuals from diverse markets. The campaign illustrates the diverse applications of these fundamental concepts in both traditional media and digital platforms.

Figure 3
Coca-Cola's "Open Happiness" Campaign Showing Joy And Social Bonding

"Think Different" by Apple exemplifies the promotion of creativity and innovation (Figure 4). The ad used famous people like Albert Einstein and Mahatma Gandhi to show the importance of being yourself and not following the crowd. The analysis uses Hymes' (1972) SPEAKING model to demonstrate that participants (historical innovators), objectives (breaking conventions), and important aspects (an inspirational and visionary tone) jointly establish innovation as a culturally significant force. This

impact is felt worldwide, since people in many situations value progress and new ideas highly. The emotioncy paradigm posits that innovation possesses considerable emotional meaning and is often cited in social and professional contexts, highlighting its recognition as a global phenomenon. For executives, innovation has effects that go beyond just marketing. It is a strategic intangible asset that enables organizations to enhance their brand and effectively compete in technology-intensive sectors such as AI, software, and consumer electronics.

Figure 4
*Apple's "Think Different" Campaign Emphasizing Innovation and Individuality*

### 4.2.2. Local Cultural Elements in Advertisements

The following examples show how advertising uses local cultural elements to make their messages more real. Ads for Iranian tea are a good example because they usually show traditional family gatherings with people from different generations (Figure 5). This shows the values of hospitality and unity. Showing that you care about others by using pictures shows you are kind and caring. Both pictures and words show how important hospitality is in society. For example, pictures of people serving and asking each other for tea show this idea. The emotioncy framework classifies hospitality as a high-emotioncy cultural practice in Iran, distinguished by its substantial emotional importance, frequent presence in daily life, and intrinsic connection to cultural identity. As a result, ads that focus on this cultural aspect really speak to people.

Figure 5
Iranian Tea Ads Highlighting Hospitality and Family Unity
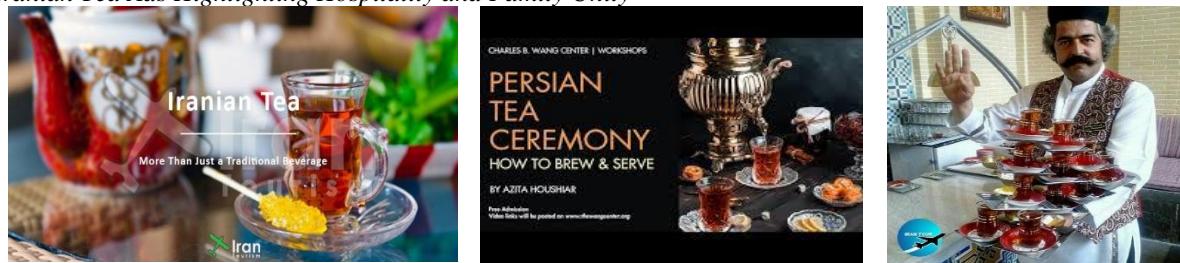
From a business point of view, ads that focus on hospitality make a brand more authentic, which is important for keeping market share in industries where trust between people significantly affects how people buy things. This means managers should spend money on community service and media advertising projects that help the organization connect with cultural traditions. When Japanese companies talk about product or service recalls, they often use apologies and humility in their ads. In most cases, these sequences show a company representative bowing, speaking politely, and clearly taking responsibility. The tone is honest and humble, and the rules stress honesty and respect. Research on emotioncy shows that apologizing is a deeply rooted cultural practice in Japan that is widely accepted and often seen in public discourse. Ads that use this cultural strategy well bring back customer trust by following the rules of humility and responsibility. Apology-based advertising demonstrates how corporate communication can serve as a strategic instrument for crisis management, fostering trust among managers, and safeguarding brand integrity.

Figure 6
Japanese Apology Ads Showing Humility And Responsibility
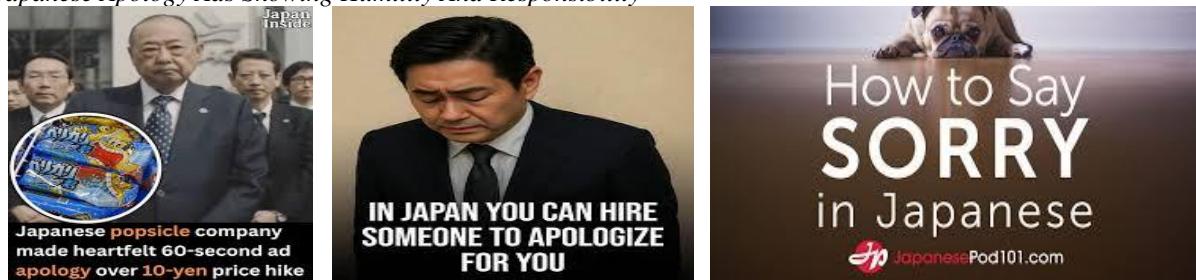
In the Persian Gulf region, fragrance advertisements predominantly emphasize family, heritage, and social standing (Figure 7). These advertisements frequently employ historical architecture, calligraphy, and familial emblems to demonstrate the vitality of the culture and its association with luxury. For instance, two prominent Gulf perfume companies, Ajmal Perfumes and Abdul Samad Al Qurashi, utilize imagery to demonstrate that their fragrances are handcrafted and have been favored by royalty. Such advertisements exploit individuals' profound feelings of cultural pride and social status. They represent an innovative approach to utilizing culture in advertising.

Figure 7
Gulf Perfume Ads Emphasizing Heritage, Prestige, and Lineage

From a business point of view, ads that focus on prestige help high-end businesses stand out, which lets managers set prices and keep things private. In the U.S., Super Bowl ads usually use humor and fun to get people's attention (Figure 8). Many people like this, making the ads more memorable and enjoyable. The main goal of this genre is to entertain, focusing on both enjoyment and persuasion. In the U.S., irony and audacity are valued in advertising, and humor is a way for people to share their culture. Studies on emotioncy show that comedy can make people feel different excitement levels. This is often used in presentations, memes, and online conversations after the Super Bowl. Projects that use humor show management how entertainment can help clients get more involved, especially in markets with much competition. However, these strategies need to be carefully changed to avoid misunderstanding in other cultures.

Figure 8
Super Bowl Ads Using Humor and Entertainment to Capture Attention
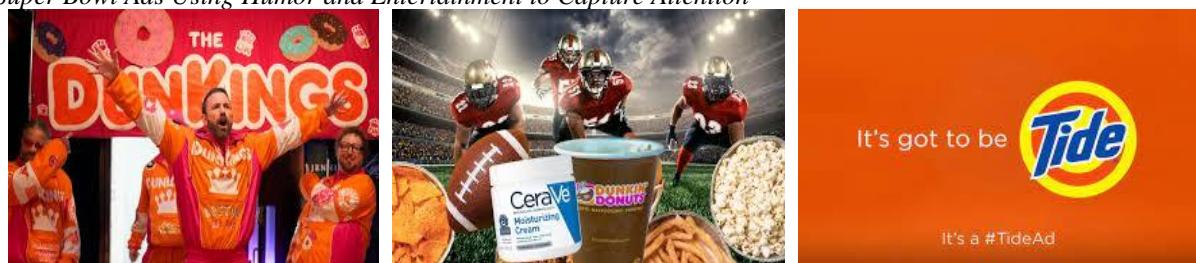
4.2.3. Glocal Cultulings: Integrating Global and Local

The last group of results is glocal cultulings, which skillfully combine global and local parts (Figure 9). This is well shown by McDonald's. The universal slogan "I am Lovin' It," happy music, and pictures of families all show that people are happy in all markets. At the same time, localized changes ensure the content is culturally relevant. In India, vegetarian food meets certain dietary needs, and in the Middle East, halal-certified food meets religious needs. Regional symbols also make local celebrations and rituals more fun. The main goals of enjoyment and convenience stay the same, but the rules, participants, and setting change to fit the culture of each place. Research on emotioncy shows that glocal cultulings have higher arousal and frequency because they are popular worldwide and resonate with people in their own areas. From a management point of view, glocal cultulings show strategic agility, which is the ability of companies to keep their brand strong while adapting to different markets .

Figure 9
McDonald's' Glocal Campaigns Combining the Global Slogan with Localized Menus

The idea of pleasure in Coca-Cola shows how cultures from all over the world can work together. In mostly Muslim countries, Coca-Cola ads often show families breaking their fast during Ramadan. This connects happiness to cultural and religious practices. This approach creates a "glocal" culture that keeps the brand's global appeal while encouraging local authenticity. These programs teach business leaders how to carefully link global stories with local consumer experiences to build trust, get more people involved, and improve marketing.

Nike has changed its global empowerment marketing strategy by using local athletes and telling stories important to people from different cultures. Japanese ads stress hard work and humility, which are collectivist ideas linked to empowerment. Many campaigns in Latin America have used soccer to show pride in the community. These changes show that global cultural elements can still be important in local settings while keeping their larger meaning. Business leaders might see these adaptive techniques as ways to share knowledge between markets, where a global idea becomes a brand story that fits a certain area.

4.3. Advertising Failures: Cultural Discrepancies

The research indicated that numerous advertising strategies were unsuccessful due to cultural disparities. The translation of Pepsi's slogan in Taiwan, "Pepsi brings back your ancestors," was incorrect. This exemplifies a significant failing to accommodate diverse cultures and languages. The erroneous translation not only altered the advertisement's content but also contradicted deeply held cultural ideas regarding ancestors. This narrative illustrates the significance of corporations meticulously customizing their worldwide marketing strategies to accommodate linguistic and cultural variances in each market. This aims to retain clients and safeguard their reputation. Emotioncy analysis classifies this as an "avolvement" culturing: it did not provoke positive arousal and was never positively reinforced in dialogue .

Chevrolet's "Nova" ad campaign didn't work in Spanish-speaking areas because the name sounds like the phrase "no va," which means "does not go." The phonetic discrepancy rendered the products less attractive, illustrating how linguistic errors can alter perceptions. This underscores the significance of meticulously examining language and culture when devising product names and marketing campaigns to ensure that brand messages are positively received throughout diverse regions. KFC's initial slogan

in China, "finger-lickin' good," contradicted the social convention that prohibits licking one's fingers in public. It worked well in the U.S. to encourage excess, but it didn't work well in a culture that values humility and good manners. This disparity illustrates the risks associated with relocating cultlings without implementing any modifications.

People all over the world praised Nike's "Equality" campaign, but some people didn't like it because of the political climate at the time, which made its message tone-deaf. The idea of equality became well-known worldwide, but it didn't fit with the political and social realities in many places, which led to backlash .

These failures illustrate the financial and reputational risks associated with neglecting cultural due diligence from a managerial perspective. They are not only making mistakes in how they talk to each other, but also in how they plan. Companies can avoid costly mistakes and protect their brand equity over the long term by adding cultural analysis to their risk management and compliance frameworks. In places with much technology, AI-driven pretesting systems can make these protections even stronger by finding messages that could be offensive or useless before they are sent. This way, cultural insights are an important part of global advertising campaigns. These mistakes show how cultural differences can hurt a company's bottom line and slowly erode its brand equity. Adding cultural analysis to standard risk management tools like financial audits and compliance checks is a proactive way for managers to find possible cultural issues before a campaign starts. This will make things run more smoothly for the business and the brand. The results also show that cultuling analysis helps learn how ads work. Global cultulings become more popular by using ideas everyone can relate to, while local cultulings become more real by fitting in with stories unique to their area. Glocal cultulings use both methods to get the most people and the best results. When cultural norms are not understood, ignored, or do not match what society expects, they can lead to failures. Using the SPEAKING model, the emotioncy model, and cultural factors gives a structured way to find, study, and deal with these problems in advertising.

5. Discussion

The results of this study indicate that cultuling analysis serves as both a descriptive tool for delineating cultural values in advertising and a predictive framework elucidating the factors influencing the varying performance of campaigns. This research integrates Hymes' (1972) SPEAKING model, the emotioncy model, and macro-level cultural factors, demonstrating that their primary advantage lies not in linguistic description but in enhancing the efficacy of advertising. These frameworks are crucial for managers as they illustrate how speech structures, sensory-emotional triggers, and cultural orientations may be transformed into persuasive techniques, explaining the varying effectiveness of certain advertising. Nike's "Just Do It" and Coca-Cola's "Open Happiness" are successful global campaigns because they use consistent stories and make people feel strong emotions. They also turn universal values like empowerment and happiness into rituals (de Mooij, 2018). These examples demonstrate that cultural and linguistic attributes are effective in advertising when employed to foster resonance, trust, and recall. Conversely, Chevrolet's Nova in Latin America and KFC's mistranslation in China illustrate that variations in tone, cultural norms, or emotional resonance may diminish the efficacy of persuasion (Usunier & Lee, 2009).

From the management perspective, these findings indicate that cultural analysis can serve as a strategic diagnostic tool, enabling organizations to improve advertising effectiveness, anticipate cultural risks, and tailor messages for diverse markets. Rather than relying solely on intuition or previous experiences, managers can incorporate cultuling analysis into a risk management framework for global advertising to systematically evaluate the cultural alignment of campaigns prior to their launch. This aligns with the practices of most corporations, whose cultural missteps are perceived not merely as communication errors but as significant threats to brand equity and shareholder profitability. Consequently, this study challenges the sufficiency of traditional cultural frameworks. Hofstede's (2001) dimensions, Hall's (1976) context theory, and Schwartz's (1994) values provide overarching frameworks; yet, they lack the dynamism required to clarify the micro-level discursive processes that enable persuasion. Semiotic and narrative studies can clarify symbolic meanings, although they seldom address the reasons certain communications elicit distinct emotional or cognitive responses in audiences. Cultuling analysis

rectifies this shortcoming by identifying the ritualized and emotionally resonant discursive strategies through which advertising encodes and delivers culture for market impact. It expands upon cultural mismatch theory (Usunier & Lee, 2009) by delineating failure mechanisms such as discordant tone, inappropriate participant roles, or inadequate emotioncy. In advertising terms, these failures manifest as reduced recall, lower engagement, and weakened persuasion. This changes how we think about glocalization from a strategic idea to a discourse-based activity, where global values only work when put into stories relevant to the local area (Robertson, 1995).

This new way of thinking is perfect for businesses. Multinational companies can use culturing analysis to figure out the best way to enter a market, spend their money wisely, and promote their brand. Global cultulings are useful tools that can grow, but local cultulings need money to be real and build relationships that change over time. Global cultulings show that businesses can be strategically flexible by finding the right balance between size and local relevance. Thus, culturing analysis integrates cultural theory directly with executive brand management and global advertising practice.

This research theoretically advances the notion of cultulings as cultural memes with predictive utility. Cultulings can be systematically categorized and observed throughout campaigns to predict whether discursive practices will expand globally, remain localized, or ultimately fail (Pishghadam et al., 2021). This is in contrast to static cultural values. The predictive efficacy derives from the capacity to anticipate the performance of advertisements, encompassing consumer trust, brand recall, and purchase likelihood, rather than from nebulous cultural categorization. This aligns with recent research indicating that advertisements employing narratives and metaphors to promote a product are significantly more effective in enhancing brand recall, fostering emotional connections, and stimulating purchase intent compared to advertisements that solely present information. Moreover, it corresponds with cognitive psychology research suggesting that emotional congruence improves trust and decision-making in various marketplaces (Ng et al., 2025). The research also gives businesses a diagnostic toolkit that greatly affects them. Businesses spend well over US$1 trillion annually on advertising, so failed campaigns can cost a lot of money (WARC, 2024). This all-encompassing method lets experts carefully check for cultural alignment before starting a campaign. The SPEAKING method ensures that the participants' tone, setting, and roles align with cultural norms. The emotioncy model aims to ascertain whether slogans, rituals, or visual stimuli will meaningfully engage individuals or render them disengaged (Pishghadam & Ebrahimi, 2024). Hofstede's (2001) dimensions and the GLOBE study (House et al., 2004) exemplify macro-level frameworks that facilitate strategic cultural positioning. When utilized in conjunction, these methodologies transform advertising strategy from dependence on intuition to reliance on empirical diagnostics that forecast market performance.

The necessity for management extends to marketing technology (MarTech). As AI and algorithmic targeting change how ads work, culturing analysis can help machine learning systems find cultural and linguistic risk concerns in multimodal campaigns before they go live. This indicates that cultural analysis serves not just as a linguistic tool but also as a strategy to safeguard advertising frameworks inside MarTech. This proactive approach helps avoid backlash and makes it easier to use in a way that works with different cultures (Peter, 2025). By adding culture-specific indicators to AI pipelines, businesses can make advertising systems that can change. These systems can change the material in real time while still keeping the brand's global consistency.

This study improves our understanding of contemporary advertising contexts. Research on Generation Z reveals that AI-driven, hyper-personalized marketing elicits complex emotional responses, including curiosity, skepticism, engagement, and loyalty that affect brand relationships (Peter, 2025). Cultuling analysis elucidates the significance of these responses by pinpointing linguistic patterns that foster inclusion and those that jeopardize audience marginalization. Investigations into unconscious emotional signals indicate that facial expressions and cognitive clues are intricately associated with the efficacy of advertising. This indicates that effective campaigns rely on the integration of language, culture, and emotion. These results underscore that cultural and linguistic clues are important not in isolation, but as strategic resources for advertising persuasion.

From a managerial perspective, culturing analysis aids managers in formulating and assessing advertising campaigns across diverse cultures by providing a systematic approach to identify risks and

opportunities prior to implementation. It can be institutionalized within marketing departments or advertising strategy units, enabling organizations to stay ahead of evolving customer preferences, refine their creative processes, and enhance the effectiveness of their campaigns both immediately and over the long term in rapidly changing worldwide marketplaces. Still, there are some problems with the study. The dataset primarily focused on prominent campaigns, providing useful insights but lacking a comprehensive overview of contemporary advertising techniques. Adding regional campaigns, smaller businesses, and businesses that started online to the study would make the results more useful in other situations. Additionally, notwithstanding its interpretative depth, reliance on qualitative discourse analysis constrains empirical generalization. Future research should employ multimodal methodologies—including surveys, experimental testing, neuromarketing, and big-data analytics—to assess cultural resonance with greater precision. Furthermore, emerging domains such as influencer marketing, AI-generated campaigns, and immersive environments like the metaverse necessitate examination, as cultural narratives within these contexts are actively negotiated. Longitudinal studies are crucial for examining the persistence of global cultural norms across generations and the evolution of local norms, thereby evaluating the sustainability of brand strategies in dynamic cultural contexts. These insights enable marketers and brand managers to make informed decisions when entering new markets or modifying existing campaigns. This provides them with a competitive advantage over their rivals.

In general, the study perceives cultuling analysis not merely as a linguistic instrument, but as a means to explicitly correlate cultural-linguistic patterns with the efficacy of advertisements. This methodology provides managers with effective tools to assess campaigns before their initiation and mitigate the risk of cultural misalignment by integrating discourse frameworks, sensory-emotional involvement, and macro-cultural perspectives. The findings suggest that as advertising increasingly depends on data and becomes more globalized, cultural dynamics should be viewed not as static elements but as dynamic forces that affect customer perception and brand equity. Generation Z, shaped by digital-native and transnational cultural codes, represents a crucial demographic whose expectations will revolutionize advertising methodologies in the forthcoming decades. Cultuling analysis improves scholarly understanding of communication within culture and guides management practice by offering a predictive framework for navigating the complex, continuously changing global advertising environment.

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