

**ANALYSIS OF THE COMMUNICATION STRATEGY OF THE BRAND AXE IN
2017 IN COLOMBIA AND THE UNITED STATES BASED ON THE BRANDED
FACEBOOK FAN PAGES AND YOUTUBE CHANNELS**



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SANTIAGO DE CALI
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GLOSARIO

CONCEPT: “essentially the story behind the messages presented in an ad or series of ads.”¹

“it’s telling stories in way that they create an emotional bond with the consumer, that the feelings are connected with the public.”²

COMMUNICATION STRATEGY: “complementary and subservient to the marketing one. It cues from the marketing strategy, which, in turn, takes its direction from the business strategy.”³

COMMUNITY MANAGER: “find out the right path to transfer or say deliver the message to the targeted customers.”⁴

CONSUMER BEHAVIOR: “The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.”⁵

¹ KOKEMULLER, Neil. Creative Advertising Concepts [en línea]. Chron. [Consultado 5 Septiembre 2017]. Disponible en <http://smallbusiness.chron.com/creative-advertising-concepts-18561.html>

² NIETO, Ana. Storytelling: el tipo de storytelling que más engancha. [En línea] Webempresa20 [Consultado 02 Abril 2018] Disponible en <https://www.webempresa20.com/blog/storytelling-2.html>

³ PILBEAM, Chris. What is communication strategy? [en línea]. Cision. [Consultado 5 Septiembre 2017]. Comms Best Practices. Febrero 20, 2013. Disponible en <https://www.cision.com/us/2013/02/what-is-communication-strategy/>

⁴ MSG, Media Strategy Guide, Media Strategy in Advertising. [en línea] managementstudyguide [Consultado 20 Septiembre] Disponible en <https://www.managementstudyguide.com/media-strategy-in-advertising.htm>

⁵ LARS, Perner PhD. Consumer Behavior: The psychology of Marketing. University of Southern California. [en línea] idealogicbrandlab. [Consultado 02 Abril 2018] Disponible en <https://idealogicbrandlab.com/psychology-consumer-behavior-pt-1/>

COPY: "Ad copy is text that is used expressly for selling, as opposed to text used for any other purpose, such as informing or entertaining."⁶

GLOBAL MARKETING: "The process of conceptualizing and then conveying a final product or service worldwide with the hopes of reaching the international marketing community."⁷

SLOGAN: "Simple and catchy phrase accompanying a logo or brand, that encapsulates a product's appeal or the mission of a firm and makes it more memorable."⁸

STORYTELLING: es contar historias que conecten en forma emocional con el consumidor, que conecten con los sentimientos del público.

TARGET: "breaking a market into segments and then concentrating your marketing efforts on one or a few key segments consisting of the customers whose needs and desires most closely match your product or service offerings."⁹

⁶ TAPIA, Allena. The Balance, What Are The Different Types of Copy? [en línea] thebalance [Consultado 02 Abril 2017] Disponible en <https://www.thebalance.com/what-is-copy-1360507>

⁷ WebFinance Inc. Global Marketing [en línea]. BusinessDictionary.com. [Consultado Abril 02, 2018] from BusinessDictionary.com Disponible en <http://www.businessdictionary.com/definition/global-marketing.html>

⁸ WebFinance Inc. Slogan [en línea]. BusinessDictionary.com. [Consultado Abril 02, 2018] from BusinessDictionary.com Disponible en: <http://www.businessdictionary.com/definition/slogan.html>

⁹ WARD, Susan. Target Marketing: Target Marketing Can Be the Key to Increasing Sales. [En línea] .thebalancesmb 2018 [Consultado 01 Noviembre 2018]. Disponible en <https://www.thebalancesmb.com/target-marketing-2948355>

RESUMEN

This thesis embarks the communication strategy with the brand Axe in Colombia and the United States through the Facebook fan page and YouTube channel. Various theories will be mentioned throughout the dissertation to gain a better understanding of the communication strategy that works for both countries. The methodology used is an en línea content analysis of the YouTube channel and the Facebook fan page in Colombia and the United States to perceive reactions towards the commercials.

Palabras clave: concept, communication strategy, advertising, global marketing, slogan, copy, consumer behavior, target, storytelling, Hofstede cultural dimensions, culture identity theory.

INTRODUCCION

A global aim of this thesis is the analysis of the communication strategy of the brand Axe in Colombia and the United States based with the branded Facebook fan pages and YouTube Channels. To do this, I will look at cultural, semiotic and psychological theories that will support the investigation.

Advertising takes part of disciplinary and interdisciplinary studies, such as psychology. The investigations that were researched in this thesis will help us understand how important advertising is in people's life. Does creating a campaign revolves around the countries society or its culture? Do certain campaigns affect the way people will react in society?

Apart from the psychological aspect, advertising plays a role among the everyday life. Although, there are different types of advertising campaigns, we can date back to the 1970s when the use of sexism in ads began. Since the 1970s, there have been many different sexist ads, where there's an unrealistic view of what women should look like. As consumers, seeing these ads start from a very young age, when later on it affects the self-esteem of young women. This then becomes "The Social Identity Theory" by psychologist Henri Tajfel.¹⁰ Self-esteem is a way we all view ourselves. Our self-esteem can be altered in various forms.

Secondly, the term "sexism" is thought to believe that is a recently new word, when in fact that it was first used by Pauline M. Leet during a "student-faculty" meeting back in Noviembre 18, 1965¹¹ and was actually first published by American author Caroline Bird's¹² in her speech called "On Being Born Female" in Noviembre 15, 1968. "There is recognition abroad that we are in many ways a sexist country. Sexism is judging people by their sex when sex doesn't matter. Sexism is intended

¹⁰ TAJFEL, Henri y TURNER, John. The Social Identity Theory of Intergroup Behavior. [En línea] En: Information (International Social Science Council), 1986 vol. 13 no.2, 65–93 [Consultado 15 Febrero 2018] Reading 16 p. 276 Disponible en <https://journals.sagepub.com/doi/pdf/10.1177/053901847401300204>

¹¹ SHAPIRO, Fred. Historical Notes on the Vocabulary of Women's Movement. En: American Speech. 1985, Vol.60, No.1. p. 3-16.

¹² BIRD, Caroline. One Being Born Female. En: Vital Speeches of the Day. Vol.XXXV, No. 3. Noviembre 15, 1968. p. 6.

to rhyme with racism.” Sexism is discrimination and usually expressed toward women and girls.

It's known that the beginning of sexist advertising began around the year of 1970, where you can see the way women were objectified by showing how they should be dressed when their husbands came home from work, what women should take in be skinner for their husbands if they're gaining weight, and such ads have been modernized in a similar way.

At the beginning of this research, I realized there's a brand specifically for men that communicates differently in various countries. Given that their communication strategy might be influenced by the culture or society of those countries. Axe does this with Colombia and the United States, with recent developing social changes in both countries, the brand indeed started to change their strategy, but was only changed in the United States.

1. DISCRIPTIVE HYPOTHESIS

Axe has two different types of communication strategies to create advertising in Colombia and in the United States, this may be caused by culture surrounding the target.

2. PROBLEM QUESTION

What are the similarities and differences of the communication strategy of the brand Axe through social media platforms Facebook and YouTube in Colombia and the United states?

2.1 SUB QUESTIONS

- What are the differences between the 6 culture dimensions of Hofstede in the United States and Colombia?
- What are the differences and similarities in the communication strategy of the brand Axe between the commercials of the Facebook fan page and YouTube channels for the United States and Colombia?
- What are the similarities and differences with the comments in the YouTube channels and Facebook fan page of the brand axe in the United States and Colombia?

3. BACKGROUND INFORMATION

In the introduction of the thesis, it had been mentioned the disciplinary and interdisciplinary studies that advertising use to communicate with the potential clients, such as psychology. Advertising releases new campaigns almost every day were most of the time it Mayoo or Mayoo not affect the way you feel about yourself. A campaign usually relays on the copy and/or slogan. These two concepts are short and direct messages to catch the audiences' attention.

Of course, advertising works in a way that makes you feel as though you *need* something when you really don't. But it's important to have that product or brand in your life because more women might approach you for the way you smell (as is the way Axe works). A multi-national brand under Unilever, introduced to Europe and Latin America around 1983, was then launched in the United States in 2002. When Axe first started off, their communication strategy was specifically to men and for men, about how if you used their line of products like their body sprays, a handful of women would rush towards you. It was a strategy that had been using for many years, but they have recently changed that concept in 2015. This new concept was brought in as a way to 'boost up' men's confidence "by helping them look and feel their finest." ¹³

¹³ UNILEVER. Axe. [En línea] Personal Care: AXE [Consultado 20 Febrero 2018] Disponible en <https://www.unileverusa.com/brands/personal-care/axe.html>

4. GENERAL OBJECTIVE

Conduct a web based content analysis for the communication strategy for the Facebook fan page and YouTube channels of the brand axe for Colombia and the United States.

5. SPECIFIC OBJECTIVES

- Identify the cultural dimensions based off of the Hofstede insights in Colombia and the United States.
- Discover similarities and differences in the communication strategy of the brand Axe between the commercials of the Facebook fan page and YouTube channels for the United States and Colombia.
- Identify the similarities and differences with the comments in the YouTube channels and Facebook fan page of the brand axe in the United States and Colombia.

6. JUSTIFICATION

The motives for this research is to also analyze of the communication strategy of a multi-national brand to be able to focus on two countries with different cultures and captivate its reaction from its consumers and others.

Given the fact that I was born in the United States but am currently going to university in Colombia, I came to realize that the communication strategy for the brand Axe in 2017 is completely different. With this thesis, it's also imperative to state psychological studies as well as cultural anthropological, social studies and political movements in this day in age.

Axe is a well-known brand around the world and is often used as an example in different classes seen in college. As an advertising student, it's important to learn about different concepts of various brands in the world. Learning the meaning of what is a concept or why a certain idea works for that brand, helps create a broader perspective of what can be accomplished for the audience of the company and the company itself.

Apart from creating a concept, this thesis can give an understanding of how important it is to know about the culture where an ad Mayoo appear. Creating an ad, from what was learned in a college, it's important to know the target, what the audience likes, what they do, what does the brand exactly want and how. While being able to connect with the target, it's also crucial that the brand communicates itself as a person.

With this thesis and what was learned throughout the years in college and as the institution prepared many students before, the importance of how culture and society influences the decision of creativity of advertising.

7. CONTEXTUAL FRAMEWORK

The investigation focuses on the advertising area, which analyzes the communication strategy of Axe, a French brand which then branched to Latin America and the US in 2002. The brand has been known for their sexist advertising towards women as a way to communicate with men, which will be analyzed and compared with their new concept in the United States and Colombia, called “Find Your Magic” and “Cuero y Cookies”.

Axe is a brand by Unilever that sells various kinds of products for men, such as, hair, deodorant/antiperspirant, fragrance, and body wash. This is a brand that has existed for over 34 years, where they’ve tried to help men look and feel attractive. Despite their older concept, they’ve decided it was time for a change.

7.1.1 Colombia

Colombia is a country located in northwestern South America, it borders both Pacific and Atlantic oceans. Colombia shares a border with Brazil, Venezuela, Ecuador, Panama and Peru. The capital is Bogota, with its official language is Spanish, but also has 68 ethnic languages and dialects that are used today. There are about 49 million people, as of 2016 and is the third most populous country in South America.

It also has its own natural and agricultural resources¹⁴, such as coffee, bananas, rice, tobacco, corn, cocoa beans, sugarcane, emeralds, hydropower, gold, copper, natural gas, petroleum, and cotton.

7.1.1.1 Digital Divide Environment

Over the last couple of years, the material access to the internet has grown greatly. For a long time, there were access and there still is, to places known as cybercafés, where’d you pay to access the internet for a certain amount of time.

¹⁴ Colombia. Nationsen linea.org. [En línea] Nations. [Consultado 12 Diciembre 2018] Disponible en <https://www.nationsen linea.org/oneworld/colombia.htm>

There has been many attempts to establish an appropriate policy for technology, especially the internet. There is a government program called “Plan TIC”, which was a program created by interdisciplinary experts in Colombia, where the idea was to have this unite many different regions in the country.

In the following year, 2019, there will be a more detailed analysis of the country and the citizens’ use of the internet and the experience that the program has had.¹⁵

7.1.2 United States

The United States is a country with 50 states, which covers most part of North America, with the Atlantic in the East and the Pacific Ocean in the west. The U.S borders with Canada up north and Mexico in the South and is also third largest country in the world with 326 million people.

It also creates its own natural and agricultural¹⁶ resources such as, coal, lead, gold, iron, mercury, nickel, bauxite, petroleum, natural gas, phosphates, wheat, corn, and cotton.

7.1.2.1 Digital Divide Environment

Digital Divide Environment in the United States is difficult to analyze by region but according to the Pew Internet Project, about 98% of adults between the ages of 18-29 use the internet and following a close percentage rate of 97% of adults between the ages of 30-49.¹⁷

¹⁵ BARÓN, Luis Fernando. De la infraestructura a la apropiación social: panorama sobre las políticas de las tecnologías de información y comunicación (TIC) en Colombia. [En línea] En: Signo y Pensamiento, 14 Mayo 2012 vol. 31 no. 61p 38-55 [Consultado 19 Diciembre 2018] Disponible en <https://www.redalyc.org/html/860/86025373003/>

¹⁶ Nations En línea. United States [En línea] Nations [Consultado 12 Diciembre 2018] Disponible en https://www.nationsen linea.org/oneworld/united_states.htm

¹⁷ Pew Research Center. Internet/Broadband Fact Sheet. [En línea] Pew Research Center Internet & Technology [Consultado 20 Diciembre 2018] Disponible en <http://www.pewinternet.org/fact-sheet/internet-broadband/>

Pew Research Center also began their research in the early 2000s, where they find out today, that about 9 in 10 Americans use the internet. That's approximately 89% of Americans in comparison to about 52% back in the year 2000.¹⁸

¹⁸ Ibid. <http://www.pewinternet.org/fact-sheet/internet-broadband/>

8. THEORITICAL FRAMEWORK

Advertising by definition is “the action of calling something to the attention of the public especially by paid announcements,” by the Merriam-Webster dictionary.¹⁹ Based on the Cambridge Dictionary, advertising means “the business of trying to persuade people to buy products or services.”²⁰ “Advertising is a pervasive form of media to which people do not often give conscious attention, and, therefore, its social messages are likely to remain unquestioned.”²¹ There are many other definitions to what is advertising.

Since the beginning of advertising, it has created a great impact on society. It tells us what to do, be, create, believe, and even listen. Since a very young age, girls are exposed to about 77,000 advertisements by the age of 12.²² This either increases or decreases the girls’ self-esteem. Once again, self-esteem plays a big role in what goes into advertising. These young girls are exposed to what is to be “perfect”, growing up with ads that show that has them to believe that they must look like a model.

Social ads, like Dove, created a campaign called “Real Beauty.” A campaign created 17 years ago, to show real women with real beauty. A study done by Dr. Nancy Etcoff, Dr. Susie Orbach, Dr. Jennifer Scott, and Heidi D’Agostino, revealed that only 2% of women claimed to be beautiful in a category of all ages.²³ In their study “The Real Truth about Beauty”, asked to willingly describe themselves with only positive

¹⁹ Advertising. *Merriam-Webster.com*. [En línea] Merriam-Webster. [Consultado 01 Marzo 2018] Disponible en <https://www.merriam-webster.com/dictionary/advertising>

²⁰ Advertising. *Dictionary.cambridge.org*. [En línea] Cambridge Dictionary. [Consultado 01 Marzo 2018] Disponible en <https://dictionary.cambridge.org/dictionary/english-spanish/advertising>

²¹ STANKIEWICZ, ROSSELLI Julie M., and Francine. Women as Sex Objects and Victims in Print Advertisement. [En línea] Editor. Springer Science + Business Media, LLC 2007. . DOI 10.1007/s11199-007-9359-1. [Consultado 02 Marzo 2018] Disponible en: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.465.4923&rep=rep1&type=pdf>

²² SHIELDS, Rachel. By 12, girls have seen 77,500 ads. And does it make them happy? [En línea] En: The Independent 2007 [Consultado 02 Marzo 2018] Disponible en <https://www.independent.co.uk/news/media/by-12-girls-have-seen-77500-ads-and-does-it-make-them-happy-5328347.html>

²³ ETCOFF, ORBACH, SCOTT, D’AGOSTINO, Dr. Nancy, Dr. Susie, Dr. Jennifer, and Heidi.[en línea] The Real Truth about beauty: A Global Report. Septiembre 2004. [Consultado 05 Abril 2018] Disponible en: http://www.clubofamsterdam.com/contentarticles/52%20Beauty/dove_white_paper_final.pdf

or neutral adjectives the following words were included: natural, average, beautiful, sexy and gorgeous. Although, there might be positive opinions, there's still a problem with sexism. As prejudice it may be to question someone's qualities, sexism may not always be hostile in nature.

But advertising has changed over the years and in modern advertising you can see the use of storytelling, emotional messages and a connection that it does with the audience. Storytelling²⁴ with advertising helps the audience create a deeper connection with the brand, because it helps them understand a bit more about what the brand wants to communicate. It's important with storytelling that even though consumers remember specific things about the commercial that they are able to associate it with the brand.

The social change in different countries do have an impact on the aspect of what any advertisement needs to communicate, as mentioned at the beginning of this thesis. Axe, before their communication strategy change, their commercials communicated what the brand wanted their audience to feel. In an Axe commercial "Even Angels Will Fall" to promote a new body spray called Lynx (known to some markets) dated in 2011, made by the BBH agency, which starred various world-known models such as Madga Klebanska, Adewole Betty, Ivanovic Josipa, Frances Philips, Sara Sampson, and Iva Grdic, respectively.

This spot in comparison to other Axe commercials, has a touch of storytelling. For the most part you see the set is in Italy, where the models start falling from the sky and everyone in the street and in the cars would stare and wonder what had just fallen. The spot starts to tell you a story, all the "angels" fall in different parts of the city, so you also begin to wonder what is about to happen. Although, in some aspects it is storytelling, there isn't a plot. Towards the end of it all the "angels" come together towards one man about to ride on his motorcycle. One of the "angels" smashes her halo onto the ground which is controversial in certain religions. As she smashes her halo onto the ground, the other "angels" look at each other and continue to also smash their halos onto the ground.

²⁴ NIETO, Ana. Storytelling: el tipo de storytelling que más engancha. [En línea] WebEmpresa 20. [Consultado 15 Agosto 2018] Disponible en <https://www.webempresa20.com/blog/storytelling-2.html>

Axe in this spot it wants you to understand that by using the Lynx body spray, even angels will break their halo to be with a man. As much as that isn't storytelling, it is telling their audience that the use of the body spray can turn people good to bad.

The idea that Axe originally had was to be man's number one grooming brand.²⁵ The change was made by 72andSunny because the brand began to feel that they weren't connecting with the consumers. The way society is changing, brands have to adjust to changes. "Axe asked 72andSunny to connect it with a broader purpose: to advocate for the abandonment of male stereotypes."²⁶

While 72andSunny started their investigation, it became clear that the brand was not connecting with women. Knowing that the brand, Axe is directed to men, it's important to be able to connect with women as well and not reject them or objectify them. "According to Unilever, 90% of women said they liked men who were "true to themselves."²⁷

8.1 GEERT HOFSTEDE AND CULTURAL DIMENSIONS

Dr. Geert Hofstede was a Dutch psychologist that focused on cultural dimensions across modern nation, which is understanding cultural differences. There are 6 dimensions that he created with colleagues, Dr. Michael Minkov, a Bulgarian linguist and polyglot and Dr. Michael H. Bond, social psychologist. Both Drs. met with Dr. Hofstede to work on new cultural dimensions that would later on, help interpret the dimensions in different countries on various levels.

Below is a description of the 6 dimensions for Colombia and the United States, where each is independently explained with the results.

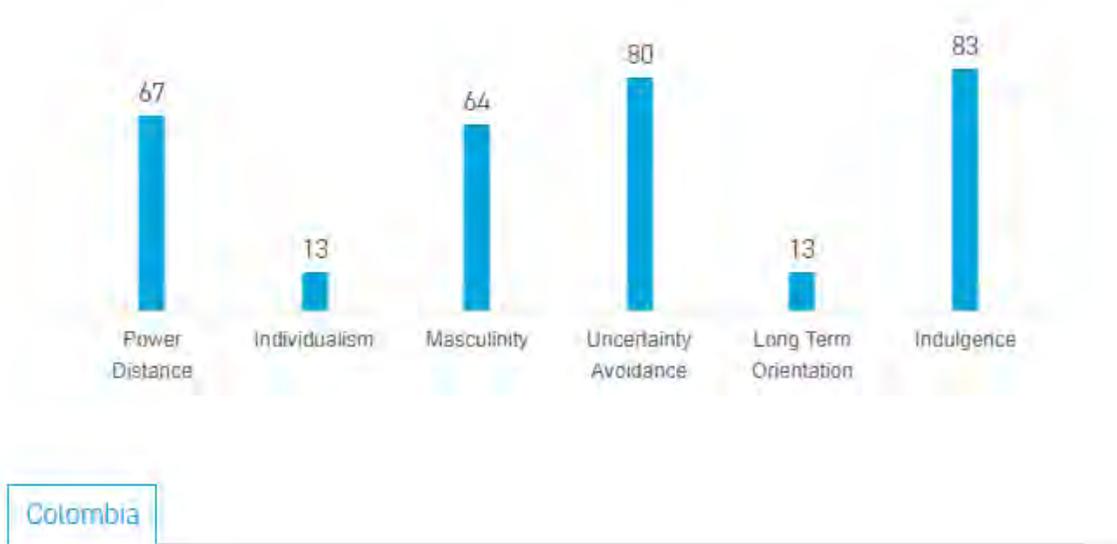
²⁵ KEMP, Nicola. Case Study: How Axe redefined masculinity. [En línea] Campaign 2017. [Consultado 02 Septiembre 2018] Disponible en <https://www.campaignlive.co.uk/article/case-study-axe-redefined-masculinity/1430092>

²⁶ Ibid. Disponible en <https://www.campaignlive.co.uk/article/case-study-axe-redefined-masculinity/1430092>

²⁷ Ibid. Disponible en <https://www.campaignlive.co.uk/article/case-study-axe-redefined-masculinity/1430092>

8.2 COLOMBIA- COUNTRY COMPARISON HOFSTEDE INSIGHTS

Figura 1. Colombia- Country Comparison Hofstede Insights



Fuente: Country Comparison.[en linea] Hofstede Insights [Consultado 11 Noviembre 2018] Disponible en: <https://www.hofstede-insights.com/country-comparison/colombia/>

8.2.1 Power Distance

The chart seen above describes 6 dimension values that Colombia has. Power distance is described as “the extent to which the less powerful members of institutions and organisations within a country expect and accept that power is distributed unequally.”²⁸ This basically means that Colombia believes in inequality among people and is accepted in the government as well.

²⁸ Hofstede Insights. Country Comparison [En línea]. Hofstede Insights. [Consultado 02 Septiembre 2018] Disponible en <https://www.hofstede-insights.com/country-comparison/colombia/>

8.2.2 Individualism

Individualism in Colombia is very low, which means the “I” or “We” doesn’t really exist because it’s a collectivist society, people belong to ‘in groups’, where other take care of them in exchange for loyalty. “Colombians will often go out of their way to help you if they feel there is enough attention given to developing a relationship, or if they perceive an “in-group” connection of some sort, however thin. However, those perceived as “outsiders” can easily be excluded or considered as “enemies”. The preferred communication style is context-rich, so public speeches and written documents are usually extensive and elaborate.”²⁹

8.2.3 Masculinity

There was a high score in this section, thus implying that Colombians are driven by competition, although being a collectivist society, the competition is between other social groups or social classes not towards your own ‘in-group.’ There will always be a type of competition with other people to just proven that you are the best at what you do, because Colombians want to establish dominance.

8.2.4 Uncertainty Avoidance

This means, “The extent to which the members of a culture feel threatened by ambiguous or unknown situations and have created beliefs and institutions that try to avoid these.”³⁰ Colombia is a very emotional country, there are rules and is conservative. Religion has a great deal to do with this, thus explaining the social conservatism.

8.2.5 Long Term Orientation

Long term orientation means “how every society has to maintain some links with its own past while dealing with the challenges of the present and future, and societies prioritise these two existential goals differently.”³¹ What this explains is that

²⁹ Ibid. Disponible en <https://www.hofstede-insights.com/country-comparison/colombia/>

³⁰ Ibid. Disponible en <https://www.hofstede-insights.com/country-comparison/colombia/>

³¹ Ibid. Disponible en <https://www.hofstede-insights.com/country-comparison/colombia/>

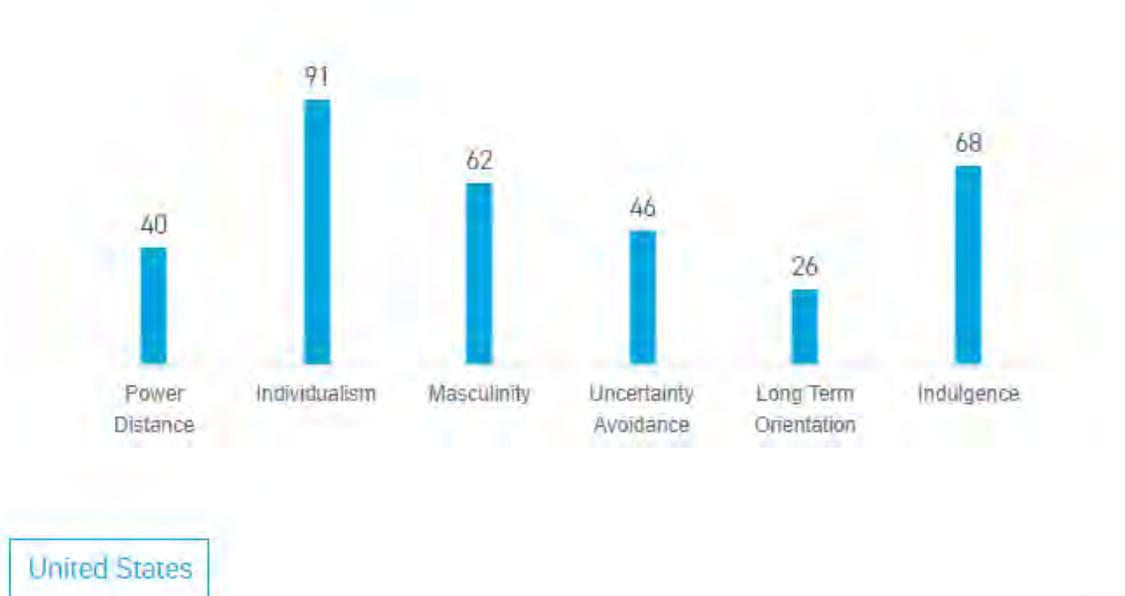
Colombians appreciate long time traditions, even though times are changing especially in society, they do not approach this lightly and tend to question the transformation in the country and general society.

8.2.6 Indulgence

This is defined as “the extent to which people try to control their desires and impulses”³², basically the way you were raised. Colombia is an indulgent country where they enjoy life and have fun. People have positive attitude and are optimistic.

8.3 UNITED STATES- COMPARISON HOFSTEDE INSIGHTS

Figura 2. United States- Comparison Hofstede Insights



Fuente: Fuente: Hofstede Insights. Country Comparison. [Grafico] Hofstede Insights. [Consultado 11 Noviembre 2018] Disponible en: <https://www.hofstede-insights.com/country-comparison/the-usa/>

³² Ibid. Disponible en <https://www.hofstede-insights.com/country-comparison/colombia/>

8.3.1 Power Distance

The Figura above is an analysis of the United States using the Hofstede Insight, there's an interesting result with the U.S in considering the social changes currently happening.

Power distance in the United States means that not all the individuals are not considered equal. Mostly it's from how society still shows inequality, by both government power and regular citizen.

8.3.2 Individualism

This an important part of the chart and the U.S has a score of 91. Individualism has to do with 'I' or 'we', these are people who look after themselves and don't belong with an 'in-group', like in Colombia.

"The American premise of "liberty and justice for all." This is evidenced by an explicit emphasis on equal rights in all aspects of American society and government."³³ It's known that Americans are quite independent, although they look after their immediate family as well besides themselves. The social and political changes occurring, such as the #MeToo movement, which was founded in 2006 to help survivors of sexual violence, specifically black women and girls from low income.³⁴ There have been political movements such as #BlackLivesMatter and movements against gun violence, called Zero Gun Violence Movement.³⁵

These movements to protect human and women rights, have caused an up roar in the country because of political reasons. The movements has united the majority of people in the U.S but right now the country is divided. The constitution of the United

³³ Hofstede Insights. Country Comparison. [En línea] Hofstede Insights. [Consultado 13 Noviembre 2018] Disponible en <https://www.hofstede-insights.com/country-comparison/the-usa/>

³⁴ BURKE, Tarana. Founder, Me too Movement [En línea]. About: History and Vision [Consultado: 17 Noviembre 2018] Disponible en <https://metoomvmt.org/about/#history>

³⁵ Zero gun violence movement. About. [En línea] Zero gun violence movement [Consultado 17 Noviembre 2018] Disponible en <http://www.zerogunviolence-movement.com/about/>

States, states its first three words of the constitution, “We The People.” ‘We’ as united, as one country and people in the nation.

8.3.3 Masculinity

“A high score (Masculine) on this dimension indicates that the society will be driven by competition, achievement and success, with success being defined by the “winner” or “best-in-the-field” A low score (Feminine) on the dimension means that the dominant values in society are caring for others and quality of life.³⁶

This part of the chart explains that Americans strive to be the best and to talk freely about their successes. Most people who receive a promotion with substantial payment would move to a more organized, ‘fancy’ neighborhood. “This mentality nowadays undermines the American premise of “liberty and justice for all.” Rising inequality is endangering democracy, because a widening gap among the classes Mayoo slowly push Power Distance up and Individualism down.”³⁷

8.3.4 Uncertainty Avoidance

Uncertainty avoidance is how society might deal with the future, meaning how you can never know what Mayoo happen. Can it be controlled? Or just wait and see what Mayoo occur?

With technology advancing, there’s new innovative products that Mayoo help with a certain situation that can be avoided or slow down. Once a fear is created among Americans, society culminates to prevent another accident or attack, thus, having the government create different programs to protect the American people and whoever else is visiting the country.

³⁶ Hofstede Insights. Country Comparison. [En línea] Hofstede Insights. [Consultado 13 Noviembre 2018] Disponible en <https://www.hofstede-insights.com/country-comparison/the-usa/>

³⁷ Ibid. Disponible en <https://www.hofstede-insights.com/country-comparison/the-usa/>

8.3.5 Long term orientation

Just like Colombia, the score the U.S received can be interpreted as though society time honored traditions and changing social norms, although those can create suspicion.

According to the Hofstede Insight, the U.S is reflected by the 5th dimension with a score of 26. We can understand this by how Americans analyze new information before believing in its content. Although many Americans have very strong ideas about what is 'right' or 'wrong', this can include information about abortion, drugs, and right of government versus citizen, it can become complicated to transmit. It is as though there are only two types of people in the U.S; those who research before believe and those who believe in what they have been told.

8.3.6 Indulgence

This, again, has to do with how we are raised. If you do not socialized while you are young, you do not become 'human.' The U.S with a score of 68 is on the 6th dimension, which has a combination with normative score which can lead to contradictory attitudes.

In the U.S you work hard, to enjoy what you have earned, but then focusing on real issues with drugs and violence become almost secondary.

8.4 CULTURE IDENTITY THEORY

The study of culture identity usually depends on the study the investigator wants to accomplish. Despite that, *culture identity* can have a related group, such as ethnicity, sex, race, nationality, gender, sexuality, socioeconomic status, etc. The "identity" placed in an intergroup create an intercultural communication, similar to studies Greet Hofstede would do. Interacting with others from different cultures, thus giving us an intercultural communication between different groups of people.

8.4.1 Cross-cultural communication and Ethnocentrism

Cross-cultural communication is vital. To understand another people and their habits is what makes humans the way they are. Learning about another culture, understanding the language and being able to communicate with the other person. Assuming one does not completely understand or know the new culture, the communication can be limited, thus, avoiding certain type of nonverbal communication.

Ethnocentrism, “one’s to view own group as natural and correct...”³⁸ Being a part of a group, where the person feels completely comfortable because they understand and know how their group will behave. This also makes room for how that group or person will become distrustful of another party, because they do not understand the way they function.

Having been aware of the intercultural and ethnocentrism mentioned above, a similar comparison mentioned in this dissertation is Colombia’s Hofstede Insight graph (see Figura 1). Colombia has a low percentage of 13% in Individualism, which means that there are “in-groups.” The groups work together and are distrustful of other groups of which they might not comprehend. A fear of change and believe that what they know and have experience is correct, hence, ethnocentrism. But, Colombia is made up of many internal cultures, which include various types of languages and ethnicities. Regardless, of each rich culture within the country, the “in-groups” will continue being a safe place for people.

The United States, being a country of immigrants, has many cultures within. As individualist, it seems to be less difficult to explore other cultures. Since there isn’t any “in-groups” like Colombia, it’s tricky to categorize the country in ethnocentrism.

³⁸ Communication for Governance and Accountability program (CommGAP). [en línea] Intercultural Communication [Consultado 19 Diciembre 2018] Disponible en: <https://siteresources.worldbank.org/EXTGOVACC/Resources/InterculturalCommweb.pdf>

9. METHODOLOGICAL JUSTIFICATION

Throughout the passing decades we have made metaphorical references towards what women and men are, advertising has then unconsciously taken in charge of showing the society what both genders are. Cats or dogs. Today, we live in a society where you see single mothers working and taking care of her kids. But then you also see that the male gender does the same. Stereotyping that women shouldn't be allowed to work because their "place" is being a housewife is as shown in old advertising.

So, why keep objectifying women in the modern age? There are different brands that they might want to give a certain message to their audience, but in reality they're saying something else. In advertising we are prone to see the beauty and physical specimen of both genders who are care-free and with clear skin showing the public a certain product or event.

On Easter day of 1929, during a parade, Edward Bernays organized a public display of women smoking and the father of public relations believed the following: "The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country. We are governed, our minds are molded, our tastes formed, and our ideas suggested, largely by men we have never heard of.... It is they who pull the wires that control the public mind."³⁹

Many women and man have been sexually assaulted or exploited but a small percentage of them have spoken up about the ordeals. My interest in this subject is very personal, because I believe in the fact that we are all equal, both men and women and there isn't a rational explanation to why women are still viewed as a sexual object of some sort or are still exploited and have no said anything to the authorities. As for my professional development as a student and future publicist, it's important to know about this subject to be able to broaden my knowledge and creativity when I am in the industry.

³⁹ BERNAYS, Edward. Propaganda. [En línea] IG Publishing. 1928 [Consultado 05 August 2017]. Chapter 1, Organized Chaos. Disponible en <http://www.historyisaweapon.org/defcon1/bernprop.html#SECTION1>

10. PROBLEM SYSTEMATIZATION

What is the cultural understanding of the content analysis of the ads from Axe?

11. METHODOLOGY

11.1 METHODOLOGY DESIGN

The following investigation has a qualitative focus, which will correspond a method and procedure that was implemented for the development of the project in order to meet the objectives set in this thesis.

11.1.1 Epistemology

The philosophical conception in which the research project stands out lies in the paradigm of interpretive and / or constructivist type, it is considered to analyze and understand the contents of the advertisement from the perspective of the male consumer, which is located in the Colombian and North American socio-cultural understanding. The changes of the consumer's needs for social acceptance and the ideal representation with which it is identified, are factors that are sought to be understood in the contents of the message of the communication strategy of the commercials and print advertisement of the brand Axe.

11.1.2 Theoretical Perspective

Located in the hermeneutical paradigm as the basis of the methodology to set the context for the development of research. Hermeneutics, seen as the science of interpretation, declares the diversity of modalities to be obvious, and allows it to be applied to the social and cultural aspects, unleashing the discovery of meanings of different expressions of human communication.

11.1.3 Approach

For this following part, it's important to explain exactly what will be compared. For YouTube, there will be two commercials that will be compared from the AXE US Channel and the AXE LATAM channel. The purpose is to understand the differences between both cultures in the commercials. It's important to understand the cultures in both countries that these spots were aired. The way they were made and the story that it tells.

The Facebook fan page for AXE US and AXE LATAM will also be compared. By analyzing this social media, we will be able to understand the different posts made and comments written by followers, just like with YouTube. The comments and language used by the audience of the brand in Facebook were very negative, homophobic and racist. Other comments were positive, but not many of those were found.

An online source will be used to get detailed statistics on both AXE US and AXE LATAM YouTube channels and will help to get a better understanding on how these channels are working by their ranking on the platform, as well as the amount of views and subscribers monthly.

11.2 POST-MODERN SEMIOTIC

11.2.1 Critical Analysis of Multimodal Discourse

Over the last 34 years, since the beginning of the IP, later on the World Wide Web in 1990, created by computer scientist Tim Berners-Lee⁴⁰, the way the media communicates with the world or how people communicate with each other has changed drastically. The beginning of social media, Facebook, YouTube, Instagram, Twitter, which are the most commonly used platforms. Understanding this means that older theories such as Paul Lazarsfeld's two-step theory⁴¹, is outdated when social media is involved.

With many social changes, as well as the way people were communicating with each other, experts in semiotics needed to combine a theoretical framework where it embarks interdisciplinary studies. Given the fact of how complex technological advances were, it was a huge impact on the culture. "...how multimodal texts construct meaning by drawing upon a complex array of semiotic resources and strategies, and how interactive digital tools may assist in the critical discourse analysis of these meanings and their expression."⁴²

⁴⁰ ANDREWS, Evan. Who Invented the Internet? [En línea] History.com. [Consultado 19 Diciembre 2018] Disponible en <https://www.history.com/news/who-invented-the-internet>

⁴¹ Communication theory. Two step flow theory. [En línea] Communication theory. [Consultado 19 Diciembre 2018] Disponible en <https://www.communicationtheory.org/two-step-flow-theory-2/>

⁴² O'HALLORAN, K. L., Tan, S., Smith B. A., and Podlasov, A. Multimodal Discourse: Critical analysis within a interactive software environment. [en línea] multimodal-analysis [Consultado 19 Diciembre

Axe presents their commercial as “corporate advertisement.” This means that the way the message is transmitted, is a form of filmic narrative, where there is a protagonist and a cause and effect. The communication strategy in Colombia and in the United States, has a rhetoric form, a way to convince an argument and/or persuade their target to “adopt a particularly point of view.”

In the United States, the communication strategy is “Find Your Magic”, this helps men become confident and disregard anything society says about them. The commercial “Is it ok for guys?...” (see Tabla 1), uses a documentary and rhetoric form to convince their target using a voice over asking all the questions if it’s ok for guys to be a certain way Axe usually wouldn’t portray them as before.

In Colombia, the communication strategy is “Cuero + Cookies”, uses a rhetoric form for their commercial and this is to give the impression that if teenage boys or older men use these products, they’ll be able to attract any women that would cross their way. There’s two examples (see Tabla 1 and 2), using this form.

2018] Disponible en: <http://multimodal-analysis-lab.org/docs/pubs09-MultimodalDiscourse-CriticalAnalysis-O'Halloran.pdf>

12. RESEARCH

12.1 COMPARISON OF SOCIAL MEDIA – YOUTUBE CHANNELS

Tabla 1. YouTube. Commercials. Is it ok for guys vs Nuevo Axe Cuero + Cookies

	Axe USA	Axe Colombia
YouTube	Axe https://www.youtube.com/watch?v=0WySfa7x5q0	Axe_Latam https://www.youtube.com/watch?v=qkyAFrJauJ0
Copy	Is it ok for guys	Nuevo AXE Cuero + Cookies
Narrative	In the beginning, The Man Box Study, Promudo, 2017: US, gives us a statistic which reads “72% of guys have been told how a real man should behave.” During this spot, the different characters ask the audience “is it ok for guys to...” and give a list of examples for things society has told men not to do or not to be.	In the beginning of the spot, we see a product shot of the new Axe body spray over black leather, next to three cookies. Then, we see a young Caucasian man, who seems fit, with light colored eyes, taking the product in his room, asking himself “what? If this smells good, I’ll probably go out naked on the highway.” Right after he says that, he’s taken out of his room and placed in the middle of the highway, naked trying to hitch hike with a sign that says “Cancun”. Next scene, is the same character, with his arm spraying the body spray on himself and a new character is entered in this last scene. She’s a young African American woman, who seems attracted to the man and says “mmm, leather and cookies” and starts to take off her jean jacket, while walking backwards toward a couch.
Number of times Product placement	3	5
Video length	0:51 seconds	0:20 seconds
Tags	#Isitokforguys #FindYourMagic	No tags.
Number of subscribers	70,083	13, 613

Tabla 1. (Continuación)

	Axe USA	Axe Colombia
Channel name	AXE	AXE_LATAM
Characters	Approximately 13 guys in the spot asking the question, is it ok. All the characters are diverse and doesn't show a stereotypical guy, who seems sure of himself.	Only 2 characters, the young man and woman. Both skinny and fit.
Wardrobe	In various scenes in the commercial, not all of the characters can be seen in their wardrobe. The first scene of the commercial, the first question asked is "is it ok to be skinny?", you can see a skinny young man, with long black hair, putting on jeans looking in the mirror while asking that question.	The young man in the beginning is wearing a slightly pink oversized t-shirt and grey sweatpants. He's then pulled out of his clothes and is left naked. Last scene, he's just wearing black jeans. The young woman is wearing a type of jean jacket with a tank top and jeans.
Number of views	706,142	6,089,134
Number of likes	5.9k likes 413 dislikes For every 14 likes, there's 1 person who dislikes the video. 14:1	91 likes 41 dislikes For every 2 likes, there's 1 person who dislikes the video. 2:1
Lighting	The lighting in this spot focus on a very earth like tone. In some scenes it's somewhat dark, as though it's about to rain. The colors you can see in the lighting are brown, green and blue. They are all mixed together to get a sense of each question that's asked in different situations.	The lighting in this spot is very warm. The only time there's a lot of brightness is when he is pulled out to the highway. Then back to the room, where is warm, but working with the colors around the room. Which is a dark blue-gray color on the walls, a dark blue couch and a wooden Tabla by the mirror.

Figura 3. Comments US – Positive



Fuente: YouTube channel [Figura] youtube [consultado 15 de marzo de 2018]
Disponible en: <https://www.youtube.com/watch?v=0WySfa7x5q0>

Figura 4. Comments US- Negative



Fuente: Facebook Axe Fan page [Figura] Facebook [consultado 15 de marzo de 2018]
Disponible en: <https://www.youtube.com/watch?v=0WySfa7x5q0>

12.2 RESULTS

For this first Tabla, two commercials were compared, the US spot “Is it ok for guys?..” and LATAM’s spot “ Nuevo AXE Cuero + Cookies.” When watching both commercials you can immediately tell how different both storylines are. The characters represent the storyline very well, how in the US spot you can see a diverse amount of men asking the question “is it ok for guys?”. As for the LATAM commercial, the story line is short and goes straight to the point. All it asks is “if I use this will I end up naked?” or “getting what I want.” In the context that the word *cookies* is used, is a reference to a women’s genitals. Latin America, specifically Colombia, is still very much a sexist country and can use *cookies* as a reference.

There were more product placement in “Cuero + Cookies” than “Is it ok for guys,” which is understandable, reason being is that in the commercial in LATAM, was made to show various time the new fragrance AXE has. Compared to the US commercial was telling more of a story, not selling a new body spray, but the product placements are very subtle, you can almost miss it.

12.2.1 Similarities with positive comments

The positive comments on the Axe YouTube channel in the US (see Figura 4), both comments expressed how much they enjoyed the change Axe has made to their commercials. Which can come to show that there’s an audience that favor the change in the communication strategy the brand made. Also, both comments have a significant amount of likes. YouTube user, Mikey Curran had a total of 366 likes with his comment and Nikklas Jonsson Westerlund had a total of 187 likes.

The commercial “Is it ok for guys?...” created by 72andSunny was able to connect with their audience showing them a positive message for change. The new communication strategy that Axe launched, gives guys a confidence boost. Axe tells guy that it’s ok to be themselves, despite what society might say.

12.2.2 Differences with negative comments

The negative comments made by two users (see Figura 5) in the YouTube channel in the U.S, expressed both a disagreement with the fact that Axe did not show the type of “masculine” commercial they are known for. One of the comments mentioned that after using the brand for a certain amount of time that they were going to stop using the products. Another user mentioned how “anti-masculine” the commercial was. Understanding what these users are saying, they are not subject to change nor have an open mind. Now, their comments were not very popular. YouTube user, Rick TheLSDLiberation had 4 likes to his comment and Renato Pedrosa only had 1.

12.2.3 YouTube

Tabla 2. YouTube. Comercials. Superbowl 2016: Axe Ad vs AbrázalaCómoQuieres con el Nuevo AXE Signature Antibacterial. Porque ¿A quién no le gusta doble?

	AXE US	AXE Colombia
YouTube	Wall Street Journal https://www.youtube.com/watch?v=aVxYSeZp8Z4	AXE_LATAM https://www.youtube.com/watch?v=OXM5YBH_pnl
Copy	Superbowl 2016: Axe Ad	“AbrázalaCómoQuieres con el Nuevo AXE Signature Antibacterial. Porque ¿A quién no le gusta doble?”
Narrative	<p>For the first second of this commercial, we see a slight glimpse of two billboards of very fit models with six packs that then pans down towards to an ordinary guy with a large nose and a girl who’s going to start driving a car. The VO says “who needs a six pack, when you’ve got the nose.”</p> <p>Following up with, “Or a nose, when you got the suit, “you don’t need the suit when you got the fire, or fire when you got those heels, or when you got the brain, the- aww, who needs some other thing when you got your thing now work on it.” In each scene that you have, the VO says what thing you have or don’t have, but most importantly you can see diversity and sexuality in men.</p> <p>At the end, you have Find Your Magic, which is the name of the main campaign, but while Find Your Magic appears on screen separately 3 men appear, as well. When you see all 3, you get the idea that they found their magic or they feel good about themselves.</p>	<p>This narrative is short and simple. There’s one guy in the middle of two girls, which he hugs, smiles to and then looks straight into the camera also smiling and gives us a wink. There girls are just they’re just admiring him.</p>

Tabla 2. (Continuación)

	AXE US	AXE LATAM
Number of times of Product Placement	2	0
Video length	0:30	0:06
Tags	No tags.	#AbrázalaCómoQuieras (Hug her however you want.)
Number of subscribers	1,118,639	13, 613
Channel Name	Wall Street Journal (WSJ)	AXE_LATAM
Characters	There are approximately 7 main characters in this spot.	There are only 3 characters.
Wardrobe	The wardrobe was different with every character they had showed. Each character is his own person and it showed off their personality.	For both girls, one of the girls is wearing overall shorts and the other girl is wearing shorts. Both are very simple t-shirts, with medium-short hair, and brunettes. The man is wearing jeans, with a green tropical shirt.
Number of views	74,388	943
Number of likes	80 likes 27 dislikes	5 likes 4 dislikes
Lighting	Most of the commercial in the beginning was black and white, but there was a subtle change into color and the lighting was still very soft, using white, light blue, grey colors.	The lighting in this short spot is very well balanced, the contrast between the blue/grey backdrop and a white lighting behind the 3 characters.

Figura 5. Comments Positive- US



Fuente: Wall Street Journal YouTube Channel [Figura] youtube [consultado 15 de marzo de 2018] Disponible en: <https://www.youtube.com/watch?v=aVxYSeZp8Z4atch?v=aVxYSeZp8Z4>

Figura 6. Comments negative- US



Fuente: Wall Street Journal YouTube Channel [Figura] youtube [consultado 15 de marzo de 2018] Disponible en: <https://www.youtube.com/watch?v=aVxYSeZp8Z4atch?v=aVxYSeZp8Z4>

12.2.4 YouTube channel Banner US

Figura 7. Axe “The Label”

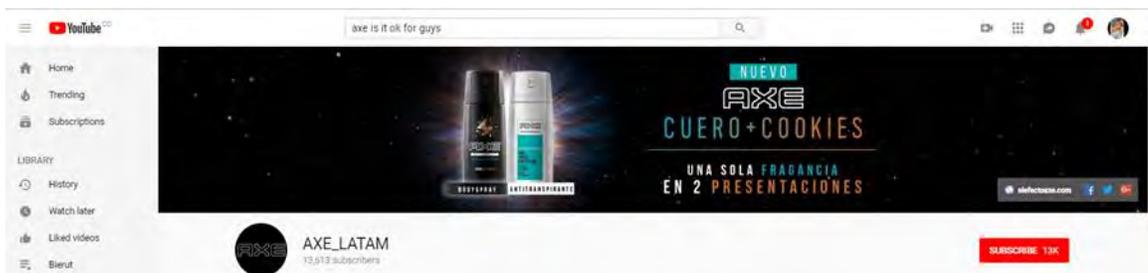


Fuente: No author. YouTube banner. [Figura] youtube [Consultado 15 October 2018] Disponible en: <https://www.youtube.com/user/AXE>

Copy	“Go From Anonymity to Notoriety. W/out the labels.”
Design	This banner design is simple, just the use of two colors: black and white. The lettering is a sans serif, except for the word “Axe”, which by design is the company’s type of lettering. The banner design portrays itself sort of masculine.

12.2.5 YouTube Banner Colombia

Figura 8. Axe “Cuero + Cookies”



Fuente: No author. YouTube banner. [Figura] youtube [Consultado 15 October 2018] Disponible en: <https://www.youtube.com/user/elefectoaxelat>

Copy	“Nuevo AXE Cuero + Cookies” “Una sola fragancia en 2 presentaciones”
Design	This banner design is very space-like with two types of body sprays about 1/3 into the banner, as well as the copy. The brand uses similar colors in the lettering as the space-like background.

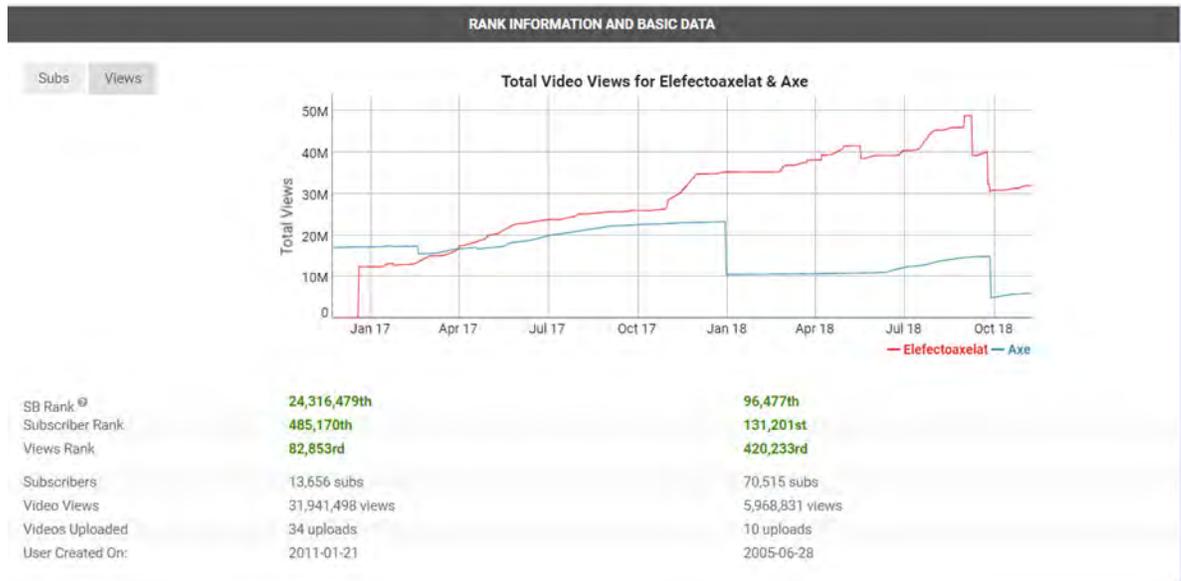
12.2.6 YouTube Channels and Statistics Comparison

Figura 9. Rank information and basic data- Subscribers



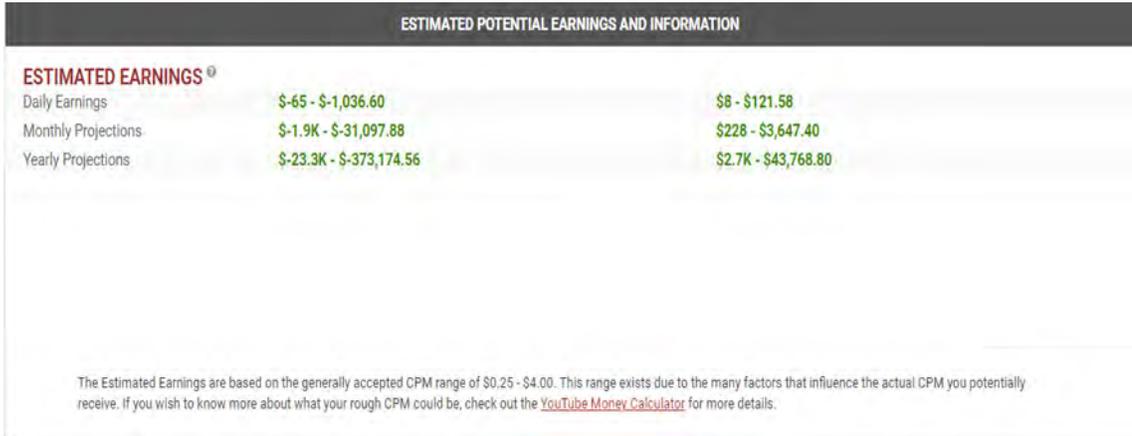
Fuente: Rank Information and basic data [Figura] socialblade. [Consultado 20 October 2018] Disponible en: <https://socialblade.com/youtube/compare/elefectoaxelat/axe>

Figura 10. Rank information and basic data- Views



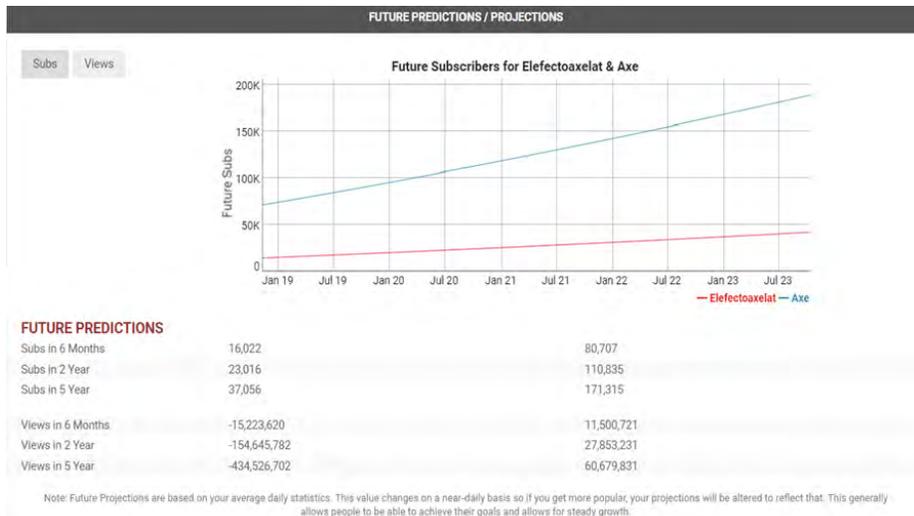
Fuente: Rank Information and basic data. [Figura] socialblade [Consultado 20 October 2018] Disponible en: <https://socialblade.com/youtube/compare/elefectoaxelat/axe>

Figura 11. Estimate Potential Earnings and Information



Fuente: Estimated Potential Earnings and information. [Figura] socialblade [Consultado 20 October 2018] Disponible en: <https://socialblade.com/youtube/compare/elefectoaxelat/axe>

Figura 12. Future Predictions/ Projections- Subscribers



*Future projections are based on your average daily statistics. This value changes on a near-daily basis so if you get more popular your projects will be altered to reflect that. This generally allows people to be able to achieve their goals and allows for steady growths.

Fuente: Future Predictions/Projections. [Figura] socialblade [Consultado 20 October 2018] Disponible en: <https://socialblade.com/youtube/compare/elefectoaxelat/axe>

12.3 RESULTS

For the AXE US commercial, it is uploaded into the Wall Street Journal YouTube channel, the reason being that that video was chosen from that channel is because in the actual AXE US channel, most of their videos were deleted. Which is interesting because it can make you wonder if new productions are on the way and if AXE is completely done with their old concept.

Considering that the amount of subscribers in the WSJ compared to the number of views, which was 74, 388 seems to be a fair amount. Although, the number of likes (80) is strange, again, because of the amount of subscribers. Perhaps the audience that are subscribed to the channel don't fall under the new demoGrafico AXE is trying to connect with.

The AXE LATAM six second spot, considering its length, the message that it communicates is very clear. In the beginning of the spot, there's a copy that says in Spanish "Abrazador Sandwich, al que le gusta doble," which translates to "The hugger sandwich, to whoever likes a double." If you observe the AXE LATAM YouTube channel, you can see that slowly the videos are starting to change towards to what the US 72andSunny agency is doing.

12.3.1 Similarities with positive comments

12.3.1.1 YouTube US

The positive comments on this commercial, were for the Superbowl 2016 ad and it started conveying a positive message to guys. The comments were supportive, understanding that this is somewhat the beginning of what is now the communication strategy for Axe. Just like the previous video analysis, the comments from the users were in favor of this change, because Axe has had the same concept or message for many years and with recent social changes, it must adapt.

Each comment has 1 like, although this spot is not on the Axe US YouTube channel, there were still many people who saw it (74,388 views) on the Wall Street Journal channel.

12.3.2 Differences with negative comments

12.3.2.1 YouTube US

For this commercial, there was only 1 negative comment also against the new communication strategy Axe was portraying. Comparing to the previous negative comments analyzed above, (see 15.2.2), there are people that are not open to change and agree with many things that Axe was doing with their communication strategy before.

12.4 COMPARISON OF SOCIAL MEDIA – FACEBOOK FAN PAGES

Figura 13. Banner AXE US



Fuente: Facebook fan page banner. [Figura] facebook [Consultado 25 October 2018] Disponible en: <https://www.facebook.com/Axe/>

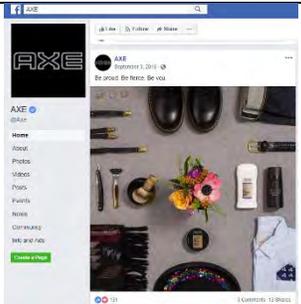
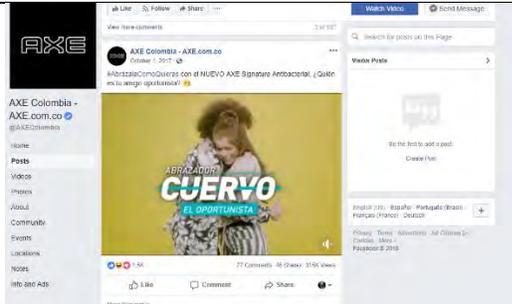
Figura 14. Banner AXE Colombia



Fuente: Facebook fan page banner.[Figura] facebook [Consultado 25 October 2018] Disponible en: <https://www.facebook.com/AXEColombia/>

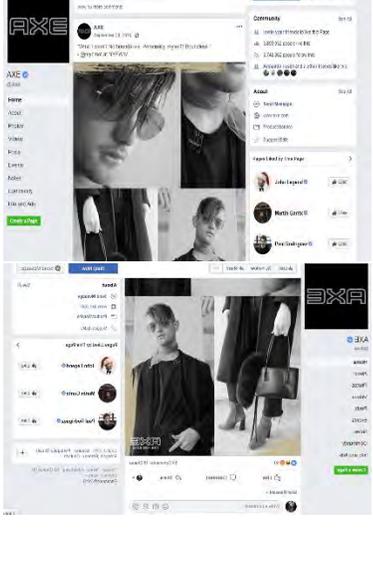
12.5 FACEBOOK POSTS- US AXE

Tabla 3. Comparison of the Fan page

Facebook Fan page	US	Colombia
Post 1		
Engagement	Total likes: 132 Likes: 124 Love reactions: 8	Total likes: 1.5k Likes: 1.3k Love reactions: 50 Laugh reaction: 81 Surprised reaction: 2 Angry reaction: 7 Sad reaction: 6
Positive comments	1	n/a
Negative comments	n/a	1

Fuente: Facebook fan page post. [Figura] facebook [Consultado 25 October 2018] Disponible en: <https://www.facebook.com/AXEColombia/>

Tabla 4. Comparison of Fan Page

Facebook Fan page	US	Colombia
Post 2		
Engagement	Total likes: 91 Likes: 75 Love reactions: 1 Laugh reaction: 12 Angry reaction: 2 Surprised reaction: 1	Total likes: 1.6k Likes: 1.4k Love reactions: 73 Laugh reaction: 103 Surprised reaction: 10 Angry reaction: 8 Sad reaction: 3
Positive comments	1	5
Negative comments	13	n/a

Fuente: Facebook fan page post. [Figura] facebook [Consultado 25 October 2018]
 Disponible en: <https://www.facebook.com/AXEColumbia/>

12.5.1 Results

Overall, for the Axe Facebook Fan page in Colombia and in the United States, there were various reactions from users of the social media. In Colombia there were more reactions and comments to the posts made by Axe. In the United States there weren't as much, comprehending that despite of the amount of people who follow the fan page (3,890,191).

12.5.2 Similarities with positive comments

The AXE Facebook fan page US post, had only 1 positive comment, because the other 2 comments that were there, had been filtered out. The posts Axe uploads onto the Facebook fan page, since they are Grafico designed or photographed ads, the engagement with the Facebook audience isn't as active as they are with YouTube. However, the most interaction that there is, is with the reaction options that Facebook has to offer.

As for the post in the AXE Colombia page, did have more engagement with the reactions that Facebook has, but the comments were not relevant and not applicable for this analysis.

12.5.3 Differences with negative comments

The US Facebook fan page post had a lot more negative comments than positive. Those 13 comments were homophobic towards the model in the post. Observing the post, there are a lot more of those comments on the Facebook fan page than on YouTube channel. Upon seeing the profiles of those who made homophobic comments were usually white younger/older males.

The post on the Colombian fan page, had sexist comments but created a lot of engagement with its users. The negative comments were not applicable because they were not relevant to the post.

13. CONCLUSIONES

13.1 DISCOVERING SIMILARITIES

While analyzing both Facebook fan pages and YouTube channels in both countries, there were few similarities that were found. Both social media were very consistent in their Grafico design and they use different ways to connect with their target.

The AXE US Facebook banner design works well, knowing that their target are millennials so it draws attention. On their YouTube channel as well, the same banner is used. There's consistency on both their social media.

The AXE LATAM Facebook page works with short 6 second spots that works for their audience. The banner is a video, with the same colors, consistency and design as their static design on YouTube.

13.2 DIFFERENCES

The most important difference between both the United States market and the Latin America/ Colombian market is AXE's creative concept. They're distinctive, because the concept needs to readjust to countries culture and social environment. In United States, the creative concept used is "Find your magic" and in Colombia its "Cuero + Cookies" has been used.

Another thing that was noticeable, was the engagement with the AXE US Facebook fan page. There wasn't as much interaction as you would expect. The AXE YouTube channel, did receive a lot more interaction and views on its videos. Meanwhile, the AXE LATAM Facebook fan page had a high number of engagements with its 6 second post. But on the YouTube channel, it did very poorly in terms of comments and the ratios between likes and dislikes.

One of the most important things in a campaign is its visual communication. For the US and LATAM, the designs of their banners communicated differently. The US YouTube channel, showed a very modern, clean design using black and white. The LATAM YouTube channel, was futuristic, somewhat space-like. Reason being they're so different is the target they're trying to communicate with. As said before,

the concept has to adapt culturally and socially in a country. The colors that AXE LATAM uses, might not capture the US audience as well because it doesn't transmit well.

13.3 ADAPTING TO SOCIAL CHANGES

The message you transmit to your audience/target has to click, it needs to communicate well, which is why your concept has to adapt to any social changes whatever country the campaign is going to air.

The United States is going through major social changes with equality, feminism and body positivity. The idea that a company like AXE started to slowly change its communication strategy is very important because you start to realize that not everything can stay the way it has been forever. AXE's campaign for the #FindYourMagic is a big step for the company. This concept let's men know that it's ok to be the way you are, no matter what anyone says. Especially dealing if they're dealing with their sexuality, you are magic. Jessica Valenti says in an opinion article in the New York Times "Feminist ideas can help men — be it the rejection of expectations that men be strong and stoic or ending the silence around male victims of sexual violence. But boys also need the same kind of culture we created for girls. There is an understandable feminist skepticism of claims that the culture is failing boys. White male leaders in government, corporations and institutions vastly outnumber women. Men have more cultural and economic power than women. And more often than not, assertions that young men are under siege are more about reinforcing traditional gender power dynamics than helping to see how those norms harm boys."⁴³

In Colombia and Latin America, the communication strategy, which touched sexism, is still being used today. But culturally, has Latin American men always been sexist? Or is it the way they were raised? Does sexism lead to violence against women? Oxfam interviewed 4, 731 men and women between the ages of 15-25 in Colombia, Bolivia, Cuba, El Salvador, Guatemala, Honduras, Nicaragua, and Dominican Republic and studies showed that violence against women has become normalized in

⁴³ VALENTI, Jessica. What Feminist Can Do for Boys, [en línea] New York Times. nytimes 2018. [consultado 15 de marzo de 2019] Disponible en: <https://www.nytimes.com/2018/07/25/opinion/feminists-misogyny-patriarchy.html>

those regions.⁴⁴ So, what example does AXE want to communicate towards men? AXE has to accustom to the changes that Latin America is going through, to be able to support women's rights and not create campaigns that don't portray a sexualized act towards women.

⁴⁴ Oxfam. Jóvenes de América Latina aún consideran "normal" la violencia machista[en línea] Oxfam. 2018.[consultado 15 de marzo de 2018] Disponible en: <https://www.oxfam.org/es/sala-de-prensa/notas-de-prensa/2018-07-25/jovenes-de-america-latina-aun-consideran-normal-la>

14. RECOMENDACIONES

An advertising campaign should always use a specific language and type of media to communicate effectively according to the target, in this case, Axe used both social media, Facebook and YouTube providing different messages in each countries, such as Colombia and the United States. The communication strategy should be consistent throughout all the media platform, including message, copy, Grafico design, and media content.

With many social changes happening in the world, advertising can be used as communication tool to educate society. For example, Axe US is campaigning an inclusive creative concept "Find Your Magic," which transmits that it's ok for guys to be themselves.

The percentage spent on digital advertising is constantly growing. Social media as, Facebook, YouTube, Instagram allow brands to adjust communication strategy in an effective way, according to changes in the society.

My final recommendation to fellow colleagues who might work for multi-national companies is to research the social and cultural changes of the country where a campaign will be created for. It's very possible that the same brand communication strategy might not work effectively in different context.

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