How does Nescafe's social media marketing strategy differ between the UK and Indian markets?

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Abstract

The thesis paper focuses on Nescafe's social media marketing strategies in the Indian and United Kingdom markets and more in particular on how Nescafe adapts and understands the local culture of the chosen countries and the differences between the social media strategies in these two countries. For analysis purposes, the paper selected 20 advertisements of Nescafe: 10 for the Indian market and 10 for the United Kingdom that were aired on social media platforms for promotional purposes. Each video has a different style, message and they analysed how well Nescafe understands the local culture and how it communicates its presence on the market. The paper has used Hofstede's cultural dimensions, glocalization and Categorizing Social Media Posts theory, and social semiotics theory in every video.

Throughout the research paper, it has been found that Nescafe's international marketing strategy is "Think Globally, Act Locally" which can be seen in the chosen advertisements in the paper. The Indian advertisements mostly target the younger generation also known as "Gen Z", The campaigns are inspirational, and famous Indian celebrities are cast in the adverts, reflecting upon the struggles of the youths, the use of commonly spoken language in India, infrastructure of the household and society. For the UK, the campaigns reflect the neutral culture of the UK, sustainability, the barista culture, the infrastructure of the family, etc, After analyzing the collected data, it has been found that coffee in India is considered a luxurious product and considered it as a foreign influence, and that is why younger consumers are interested in this product because they are interested in adapting the first world countries cultural etiquettes. India has a tea-drinking culture, so targeting consumers of all ages would have been complicated as the people in India are not very swift with changes, especially the older people, hence Nescafe chose the younger consumers. For the UK, sustainability is a rising issue, besides promoting other products of Nescafe the brand also developed campaigns that paid attention to the sustainability issue and expressed to its consumers that the brand is environment friendly. Raising concerns about losing touch with family and friends are also reflected upon through their adverts and various campaigns like "Good Morning World", "For the Moments that Matter" etc. were developed. The target market for the UK is also the youths

of today and the brand is interacting with them through different social media platforms such as Instagram, Facebook, YouTube, etc.,

In conclusion, the paper expressed that Nescafe's popularity in social media platforms can be observed through several views that the adverts received, the number of times it has been shared on other platforms, developing campaigns where youths come together to share their stories, this shows how tremendous is Nescafe in their advancement and achieving its fame. Nescafe's immense fame in India and the UK makes it a spot loaded with new freedoms for Nescafe if it keeps on serving its clients and constructs new items and Flavors. However, it is recommended that Nescafe's promotional strategy should not completely be diverted towards the coffee drinkers of the future and should carry out activities for adults and old-age consumers as well. The use of 360-degree marketing campaigns is a very effective way of reaching out to the target consumers which should be carried on further.

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Chapter 1: Introduction

1.1 Research Background

In the 21st century, technology holds a strong position around the world. This so-called technology is interconnected with people's everyday lives (Alalwan, Rana, Algharabat, and Tarhini, 2016). Technologies have developed platforms where people around the world are connecting and communicating with each other. This platform is known as a social media platform some examples of such platforms are Facebook, Instagram, YouTube, etc. These online platforms develop social media marketing which has become an important marketing tool that is used by organizations for supporting exceptional marketing campaigns (Tuten and Solomon, 2014). Connecting with customers through these platforms are cheap cost-effective and faster way of gathering knowledge on customer wants. Social media marketing is defined as an online or digital platform that is developed to make it easier for a large number of users to interact or build a network (Walker, 2014).

In South Asian countries like India, the use of social media platforms has increased immensely, As of Statista 2023, India had over 1.2 billion internet users across the country (Basuroy, 2023). Due to this huge number of users which is growing at an increasing rate, social media giants

consider India as a lucrative market for social media marketing purposes. With the advancement in information and communication technology globally, India also transformed its information and communication technologies which influenced its marketing model (Singh, 2020). In the UK, besides big firms, small firms are also considering marketing practices in online platforms because these channels help small businesses to attain awareness, branding, and recognition and contribute to the development and growth of small businesses as a result, firms are using social media platform to promote their products and services (Firend, 2020). To increase sales besides the sales maximization approach, businesses all over the world are adopting a more personalized and client-focused marketing approach with the help of digital media (Dwivedi et al., 2020).

Due to the advancement in social media platforms and technologies, marketing strategies are changing globally because such changes can develop competitive positions for companies and influence their sales increase. (Alalwan et. al., 2016). In recent times, customer engagement and retention have become a big challenge for all types and sizes of organizations all over the world, to deal with the challenge, marketing practices of firms are considering social media platforms for marketing practices (Fournier & Avery, 2011; Hennig-Thurau, Hofacker, & Bloching, 2013). Understanding social media platforms for marketing purposes has become an important aspect for firms (Hennig-Thurau et al., 2013). Social media awareness and engagement have strengthened marketing efforts, as social media connections between users and firms are affecting the purchase decisions of customers. So, the engagement of customers on online social media has opened opportunities for firms to focus on (Hoffman & Fodor, 2010). Firms are taking social media marketing seriously because it has been claimed by experienced firms that social media marketing helps to sustain long-term relationships with a firm's customers as they are their most valuable assets for the business. Firms are developing campaigns and marketing approaches to solve the problems of their customers and plan to build engagement through an interactive customer experience through social media platforms (Aggarwal, 2004; Li et al., 2006).

This paper focuses on Nescafe's advertising in two main markets, namely the United Kingdom and India, and it analyzes the similarities and differences of social media marketing strategies across different markets. The paper has selected the UK market because the market is developed and India because it is a developing country with a rich culture and lots of potential for international companies like Nescafe. This paper was selected because it might be

interesting to know how Nescafe's social media marketing differs in two different countries; countries that are different in terms of infrastructure, culture language, economy, etc. The intention is to find out what social media marketing strategies Nescafe is using to become successful as a brand in India and the United Kingdom with their effective reflection of different cultures in the advertisements.

1.2 Problem statement

The purpose of this research project is to explore how social media marketing strategy differs in the UK and India. For this paper, the brand Nescafe has been chosen, to understand the differences between Nescafe's digital marketing strategy in India and the UK, Marketing videos and advertisements on various social media platforms will be observed and analyzed to understand how much social media marketing varies one country to another, and how Nescafe is approaching the consumers of India and the UK with its products. This study is therefore designed to answer the following research question:

1.3 Research Question:

The paper is focused on the research question that is about companies who enter a foreign market with a good in-depth knowledge of the local culture. The paper will expand on how these cultural differences are part of Nescafe's communication strategy and to what extent they portray the reality of the Indian consumer by comparing their presentation in India to their English roots with a focus on the UK which is a culture hugely different from India.

1.3.1 Main Research Question

How does Nescafe's social media marketing strategy differ between the UK and Indian markets?

1.3.2 Sub-Questions

- How does the global brand Nescafe adapt to the cultural differences in India and the UK?
- How does the global brand Nescafe do its digital marketing in two different markets?

1.4 Significance of the study

Advertising on social media platforms is one of the main operations of social media marketing. As mentioned earlier, this type of marketing practice is cost-effective and helps to develop communication with consumers faster (Nelson-Field et al., 2012). Consequently, the social media platform provides benefits to both consumers and businesses. This study provides a way to understand how a global company uses its social media marketing strategy to connect with its consumers from different countries through various social media platforms because customers are becoming more value creators than just a receiver. The most important factor that influences the behavior of consumers towards a firm, brand, and product's intercultural digital marketing strategy on social media platforms is the content. Consumers are more addressed with posts that are not just commercial and which include emotional parts. Multisensory and interactive posts that contain photos are most likely to receive any kind of feedback, such as likes, comments, and shares (Cheung et al., 2020).

Secondly, the most important significance of this study is to understand the gap between the social media marketing strategies of Nescafe in an intercultural scenario for this case, India and the UK. Nowadays, the company faces a challenge when trying to build a brand in a different culture as they have to make sure that its identity matches its image as closely as possible. This study will be beneficial for scholars and researchers in the future to provide new ideas concerning the rising importance of digital marketing strategy through social media platforms.

1.5 Thesis Outline

The thesis has been organized into eight main chapters. The thesis outline below summarises the purpose of every chapter. The design is as follows: Introduction, Literature Review, Company Background, Theoretical Framework, Research Methodology, Analysis, Discussion, Conclusion and Practical Implications.

Chapter 2: The Literature Review

In this part of the paper, relevant literature that will be helpful to understand the area of research is presented, and will try to critique the literature that was chosen to be used in this

paper if it is necessary. It will try to reflect upon the limitations and weaknesses that the papers have which eventually will lead to the knowledge gap that the paper will try to fill up by expressing its contribution.

With the world rapidly shifting from analogue to the digital world, the digital marketing world in India and UK becoming one of the vital aspects of the business industry. People are becoming more and more consumers of the digital world through devices such as laptops, Smartphones, tablets, and other data-generating devices (Blazheska, 2020). These digitized consumers are the inspiration behind the companies digitizing their marketing and business strategies. So, to get a deep outline of the topic, numerous sources have been utilized in this literature review. This chapter of the literature review will address the academic theories by past researchers that will be relevant to the paper to formulate the research objectives and research questions. The chapter presents papers that have worked on areas that are relevant to the research paper such as the emergence of Digital marketing in India, social media marketing in India and the UK, and Nescafe's digital marketing strategies and intercultural communication strategy through social media marketing and its strategies in today's world.

2.1 Digital Marketing in India

India is emerging as one of the fastest developing economies on the global landscape. Digital Marketing started to become visible around 2010 in India. With the entrance of e-commerce players like Snapdeal & Flipkart, the digital marketing arena began to pick. The opportunities for the growth of businesses are incredible, specifically for digital marketing. It isn't only an assumption that in the coming years, digital marketers will be enormous in demand, but an analysis that is entirely based on facts (Arya, 2018). The emergence of digital marketing in the marketing strategies of businesses is quite recent and primarily focused on acquiring more customers. The survey by Times Internet and DMAasia reveals that even though the medium of marketing has turned digital, the three basic principles of a successful marketing campaign remain the same. These principles range are engagement with the Customer, leading the market through ideas, and obtaining appropriate Returns on Investment (ROI) (Bhatia, 2015).

2.2 Digital Marketing in the UK

While expenditures in digital marketing efforts have been increasing for other market giants, the UK ad market has been in a somewhat different state. Mobile advertising expenditure is accounted for one in every 4 pounds spent during the third quarter last year and is expected to continuously hit a 30.7% growth each year and for the following years to come as projected by the latest report done by the Advertising Association and WARC (Telle, 2018).

The digital marketing expenditure cost percentage in the UK during 2017 was a big 32.6% but is expected to deviate to 20.7% in 2018. Upon surpassing the £5bn mark in 2017, mobile ad expenditure was seen to have been more focused on video and social media which is what was expected to hit the top of the list of digital marketing techniques (Telle, 2018).

Despite a positive quarter last year which officially became the 17th consecutive digital ad market growth in the UK, growth is still expected to slow in 2018 by 2.7% with an expected spending of £22.1bn which is still a big enough investment (Telle, 2018).

However, there are some drawbacks in the investment process, Some companies in the UK are not interested in investing huge amounts in the digital marketing sector, one example of such a case is Proctor & Gamble, the company is cutting its funds for digital marketing. The reason for such a choice is the company feels they have not experienced any beneficial results from such investment and that is why they are cutting the budget on digital marketing and do not plan to invest any time soon (Telle, 2018).

2.3 The existing and expected trends in Digital Marketing

According to the Mary Meeker annual Internet Trends report for 2018, around 35% of the Indian population has access to the Internet, and this figure is expected to reach over 55% by the end of 2025. Internet usage in India is expanding rapidly, signifying that in India the Golden Age of digital marketing is yet to come (Constine, 2018).

Fig 1: India Internet users and penetration (Mary Meeker Annual Internet Trends Report, 2018)

Indian marketers have always been skeptical of adapting to digital marketing because of the inadequate reach of digital channels to the prospective audience. However, with the internet becoming a vital part of people's common lives, Indian marketers are opening to digital marketing. In 2016, around 19% of an average Indian marketer's budget was allocated to digital marketing which developed to around 21% in 2018 and is expected to see an enormous surge in 2019 (Arya, 2018).

2.4 Social Media Marketing in India

Social media marketing, or SMM, is a form of internet marketing that includes creating and sharing content on social media networks in order to accomplish your marketing and branding goals. Social media marketing includes activities like videos, posting text and image updates, and other content that drives audience engagement, as well as paid social media advertising (Van den Bulte & Wuyts, 2014).

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Social media has revolutionized the people communicate and share information in today's society and is used by millions of people. The largest social media websites attract over 1 million visitors monthly. It is estimated that 17% of the total Indian internet time is now spent on social marketing websites. Social media now reaches one in every four people worldwide (eMarketer, 2017). Currently, marketers invest 22% of all marketing communications in digital media and this percentage is expected to grow to 27% by 2019 (Hernandez, 2014).

2.5 Nescafe's International Advertising Strategy

Nescafe employs a "Think globally, Act locally" marketing strategy. According to Keegan and Green, "Nescafe Coffee is marketed as a global brand, even though advertising messages and product formulation vary to suit cultural differences" (Arena et al, 2010). Nescafe's marketing campaign is global because the company uses the same symbols worldwide, such as the renowned coffee mug and Nescafe logo. However, Nescafe tailors its campaigns to suit diverse consumer attitudes and preferences. For example, marketing advertisements targeting different locations and regions often differ in copy (message and language) and advertising appeal (rational vs. emotional) (Arena et al, 2010).

2.6 Nescafe Social Media Marketing Strategy in India

The core essence of Nescafe's social media communication is about cementing its position as the drink that gets consumers started in the morning. Nescafe's campaign motto "It all starts with a Nescafe" is set its foundation in their chosen social media platforms. Digital media offers a number of streams for Nestle to market Nescafe. These various platforms also help Nescafe to meet a number of marketing objectives, from creating awareness and brand building to driving conversions and cultivating brand loyalty (Naaz, 2019).

1. Build strong communities through content marketing Nescafe is creating user-centric content that brings actual value to consumers' lives. Nescafe by creating informative content like friendship, chasing your Dreams, and morning coffee drives conversation among your consumers and builds strong communities resulting in a loyal customer base (Naaz, 2019).

2. Strengthening digital presence through social media and Facebook is one of the biggest avenues for digital marketing. Nescafe has also used Facebook to get deeper insights into consumer behavior. Nescafe India's Facebook fan page has 37 million followers. However, the consumers aren't using only Facebook. Digital marketing for Nescafe has integrated various channels to have the maximum impact. This includes ads that play before a YouTube video, Instagram posts, promotions through Twitter, and much more (Naaz, 2019).

3. Facebook Posts Nescafe maintains an active Facebook profile, with creative posts based on friendship, morning coffee, and relationships that attract a large number of comments and shares. Nescafe has 37M followers on its FB page. Nescafe also has a very large, vibrant community on Facebook who engages with the brand by writing reviews on their page and interacting with their posts. Nescafe used Facebook video ads to drive awareness and sales of Nescafe 3 in 1 amongst young adults in India, resulting in a 14% higher sales uplift than TV (Facebook Business, 2017).

4. Consistently engage with an audience to encourage brand loyalty to Nescafe Nestle always aimed towards establishing Nescafe as a constant presence in the consumers' lives. Through shareable content, helpful information, and meaningful interaction, Nescafe continues to stay relevant at all times. This helps consumers recall Nescafe at the time of making a purchase decision (Naaz, 2019).

5. Widen customer base through Influencer Marketing Influencer marketing is proving to be one of the most important digital marketing trends for Nescafe. Through the use of influencers, Nescafe taps into its huge number of followers and increases consumer awareness of its products (Naaz, 2019).

2.7 Conclusion

The literature review offers several valuable contributions to the literature on digital marketing and social media advertising. People advance theory on digital marketing requires engagement with social media platforms (Facebook, Twitter, YouTube, LinkedIn, Instagram, etc.). Nescafe uses social media marketing strategies to register its brand in the customer's mind. Business today is being changed from a transactional relationship to a social relationship. It is now more

critical than ever that successful organizations use Engagement Marketing principles to plan for successfully engaging their prospects and customers before, during, and after their purchase cycle, and that the reason for this engagement is high-quality and relevant information. The literature review focuses on the differences in social media marketing of Nescafe in the United Kingdom and India and it states that the social media marketing journey has evolved from the early days of brand building.

The aim of the thesis is to focus on Nescafe's social media advertising in two main markets, namely the United Kingdom and India, and it analyzes the differences in a global brand's communication across different markets. The paper selected the U.K. market because of its position as an established market globally and India because it is one of the most popular growing markets for international brands. One of the intentions is to find out what strategies Nescafe is using to become successful as a brand in India and the United Kingdom with their vastly different cultures.

The literature that is presented in this section starts by giving information about digital marketing in India and the UK, The purpose of these papers was to provide a picture of the digital marketing that exists in India and the UK. The purpose of the paper is to find out "How does Nescafe's social media marketing strategy differ between the UK and Indian market?" and to find scientific literature that is relevant to the paper. However, none of the papers shows a comparison between two countries that have been chosen for this paper, they are India and the UK.

Several kinds of literature are presented in this section that reflect upon the changes that are observed in the digital marketing strategies of the UK and India. Some literature focuses on "The existing and expected trends in Digital Marketing in India", another one focuses on "Nescafe's International Advertising Strategy" and another one discusses how is "Nescafe's Social media marketing strategy in India". However, this literature does not provide enough knowledge that the paper is looking for, The paper looks for knowledge about the differences in social media marketing of Nescafe in two countries such as in India and the UK, and what type of differences are observed in their social media marketing strategies, how Nescafe is implementing its social media marketing strategies in the local market of the chosen countries, how Nescafe is adapting to the cultural differences of these two countries, what types of digital marketing strategies are being used by Nescafe in these two countries. All the literature that

are presented in this section answers some of the questions that are mentioned above however the objective of the papers are different (focuses on the social media strategy in India, the existing digital marketing in India, and its expectation from such marketing platforms, Social media marketing strategy in UK, etc.) which is not like this paper. None of the papers discusses the differences in social media marketing in India and the UK altogether. The paper aims to conduct its own research (trying to find out the differences in the social media marketing strategy of Nescafe in India and the UK) with a chosen company and contribute its findings to the knowledge gap that was found while conducting the research.

Chapter 3: Company Background

3.1 Company Background (Nestle India Ltd)

NESTLE India is a subsidiary of NESTLE S.A. of Switzerland. Nestle holds a big position in the food and beverage market, it is considered the largest food and beverage company in the world, which is currently operating in 191 countries all over the world and offers a range of over 2000 brands in the global market. Nestle is one of the biggest fast-moving consumer goods (FMCG) companies in India with 10 billion turnovers in 2017. In India, the FMCG industry is the fourth largest industry in the country and for its economy. NESTLE has been a partner in India's growth for over a century now and has built a very special relationship of trust and commitment with the people of India. Nestle India Ltd. has sold multiple brands like NESCAFE, BAR-ONE, MILKYBAR, KIT KAT, MILKMAID, MAGGI, and NESTEA from last more than 100 years (Nestle. in)

3.2 Nescafe

Nescafe is the leader and pioneering brand of instant coffee owned by Nestle. Over the past 85 years, Nescafe has grown on the commitment to a promise to maximize the enjoyment and ease of preparing a cup of coffee. Out of the $102.59 billion revenue of Nestle, above 14% comes from Nescafe which is a flagship brand. Nescafe is supported by a pipeline full of breakthrough innovation and a strong commitment to enhancing the coffee experience for its consumers. The world's leading coffee brand 'Nescafe' has been sold in more than 182 countries across the globe. Nescafe with a 37 rank has become one of the most popular global brands (Interbrand, 2018). Nescafe has 37M followers on its Facebook brand page, in India. The objectivity of the

social media platform has helped to build connections with new customers and the brand aims to earn and retain their consumer trust.

3.3 Marketing Strategy and Analysis of Nescafe

Segmentation

The segmentation of Nescafe is undifferentiated. As per the consumer's choice, there is no need to segment its market. It can be consumed by every person from any background. Hence, Nescafe has reached every age group, family, region, and gender and to people of different income classes (Chaitanya, 2016).

Target

Nescafe mainly targets the coffee drinker who is independent and wants to make coffee without any help. For those working people who want instant coffee before leaving for work and late-night workers who want stimulants in the form of caffeine to stay awake. Having a focus on the classic taste of coffee, it targeted premium urban consumers aged 17-30 and professionals aged 20-30. The main focus of Nescafe is youngsters who are sold Nescafe with the tagline "Coffee at its best" (Chaitanya, 2016).

Positioning

Nescafe being a product of Nestle has positioned itself as one of the world's leading coffee brands. The brand positioning promotes "1 cup coffee, 1 good feeling". All the ads of Nescafe had an emotional attachment to share love and fellowship between people. Nescafe Classic is positioned as "100% Pure Instant Coffee" (Management paradise.com). Every promotional advertisement for the Nescafe demonstration 'sharing a cup of coffee share happiness'. Nescafe coffee in the red Nescafe mug is another symbol of the Brand Nescafe which marks it as standard than others (Chaitanya, 2016).

Differentiation

Nescafe is different from any other coffee brand because of its delicious taste and the value of its parental brand. The packaging is attractive in a blend of red and coffee colors with the front picture of coffee beans. The ads shown by Nescafe are different because it touch on the emotional aspect of the people and make people realize that happiness is always with friends

and our beloved. The unique selling point of Nescafe is '100% pure instant coffee' (Chaitanya, 2016).

Chapter 4: Theoretical Background

This section of the paper will reflect upon the theories that will be used to analyze the data in order to find the desired results from the collected data. Three theories have been chosen for the paper, they are A framework for categorizing social media posts or contents, glocalization, and Hofstede's Cultural Dimension theory. The first theory is chosen to find out the social media marketing strategy that Nescafe uses in the two chosen countries (India and the UK). To find out the differences in the strategies this theory will help to find out Nescafe's digital marketing strategies for India and UK. The next two theories will help to analyze the cultural aspect and its influence on the marketing strategy. Glocalization is chosen because Nescafe's one of the mottos for global market is "Think globally, act locally", Moreover, Nescafe's marketing campaign is global because the company uses the same symbols for promoting its products worldwide, the brand's famous Nescafe logo and red cup have become a symbol for Nescafe. To understand how well Nescafe has understood the Indian and UK markets, glocalization will be used. Hofstede's cultural dimension is also used to understand the cultural differences between these two countries and if these differences have influenced and been considered in the marketing strategy.

4.1 A Framework for Categorizing Social Media Posts

Social media represents web-based and mobile interactive applications that support user-generated content and real-time interactions based on friendship or overlapping interests (Kaplan & Haenlein, 2010). Social media enable users to create personalized profiles, present themselves publicly and interact with other users along dyadic and network ties (Berthon, Pitt, Plangger, & Shapiro, 2012; Peters, Chen, Kaplan, Ognibeni, & Pauwels, 2013). Nescafe's communication approach to its consumer through social media platforms has benefitted the brand as the growth in users or followers on the brand's social media pages were increasing (McCarthy, Silvestre, Kietzmann, McCarthy, & Hermkens, 2011; Lin & Lu, 2011). On Facebook alone, the number of active monthly users has surpassed 1.5 billion by the end of 2015 (Facebook, 2015).

To capitalize on their growing popularity, brands are increasingly implementing social media marketing, which involves exploiting the interactive and networking capabilities of social media to marketing ends (Mangold & Faulds, 2009). An essential component of social media marketing is brand pages, which represent an interactive platform established by brands on social media to connect with their customers and fans (Lipsman, Mudd, Rich, & Bruich, 2012). Brand pages allow brands to build an online community and interact with them on an ongoing basis (Zaglia, 2013). Nescafe's brand pages on the social media platforms are updating brand posts which are relatively frequent, brief, and mostly promotional act for updates in products that is developed by the brand and sent out to their followers on a daily basis for awareness purposes. Brand posts are a rich form of communication that facilitates a variety of brand meanings and experiences (Tafesse, 2016). The capability to connect with users through brand posts joined with their ability to support multiple media formats such as text, photo, video, and website links gives marketers an unusual opportunity to experiment with various contexts of messages (Ashley & Tuten, 2015). Yet, despite this, relatively little is known about the various categories of brand posts that marketers publish on their brand pages. Brand posts are mostly considered and analyzed in a manner of how ad hoc is dealt with.

Accordingly, the purpose of this study is to develop a formalized framework for the categorization of brand posts which draws on the concept of message strategy as a guiding template. Message strategy deals with the problem of how to frame a marketing message so that the message can be received positively by the target audience and desired marketing outcomes can be acquired (Puto & Wells, 1984; Taylor, 1999). Message strategy has proved beneficial in terms of analyzing and classifying the contents of the advertisements into some general typologies (e.g. Laskey, Day, & Crask, 1989).

4.2 Glocalization

The word 'glocalization' is derived from the Japanese term 'dochakuka', which can be rephrased as global localization and describes the practice of adapting farming methods to local conditions. It was later assimilated by the business sphere in Japan (Featherstone, Lash, and Robertson, 2002). Translated into the English language as a portmanteau of 'globalization' and 'localization', the term was theorized and popularized by the sociologist Roland Robertson, who described it as "a refinement of the concept of globalization" and "the conflation of both universalizing and particularizing tendencies" (Robertson, 2012). The translation of the word accurately conveys the concept of adjusting globalization to the local aspect, thus exploring

relations with the international environment. Other scholars define glocalization as the interface or co-optation of the global and the local, the dynamics between cultural homogenization and heterogenization (Grigorescu and Zaif, 2017), or simply as "providing a global offer (brand, idea, product, service, etc.), while taking local related issues into account" (Dumitrescu and Vinerean, 2010).

Glocalism is viewed as an improvement of the global marketing paradigm since it merges the advantages of both global and local marketing. Such a combination allows to lessen or even entirely avoid the limitations occurring if only a global or local approach is implemented (Bekh, 2016). As multinational companies focus on selling products and services that are standardized, consumers from different parts of the world can oftentimes fail to connect emotionally with the corporate philosophy or global marketing schemes which are also standardized. In such instances, corporations neglect to take into account various national or regional differences, such as economic, technological, environmental, social, cultural, political, legal, and ethical (Grigorescu and Zaif, 2017), which in turn leads to losses in international retailing. By recognizing the shortcomings of the global approach, glocalization offers new, innovative means of communication for an improved understanding of local consumers' needs and "involves standardizing the core retail mix while adapting peripheral elements to maintain a consistent brand image and reflect cultural variances" (Kim, Lee and Stoel, 2017). This hybrid strategy plays a crucial role in preventing the damage to brand integrity.

Marketing or brand managers have the task of finding the right balance between requirements from headquarters and those of local branches while capitalizing on local expertise, information, and knowledge. In order to achieve this goal, some multinational companies began assigning local managers with greater authority over product development and marketing (Dumitrescu and Vinerean, 2010). They utilize glocal tactics developed in connection with four variables from the marketing mix: 6 product, place, promotion, and price, frequently enhanced with three more 'Ps': people (recruiting and training), process (procedures to adhere to), and 'physicals' (the physical environment of the outlets). Certain elements are standardized while others are adapted to meet the demands of local markets: For example, processes are the unchanging factor, although there are local alterations in the products and their prices. In other cases, the physical or functional qualities of a product may be consistent from one region to another, while the brand values – that is, the cultural meaning of the brand – can deviate

according to the market. Similarly, in advertising, it is likely to apply a unified advertising strategy and positioning of the product but modify the execution (Sinclair and Wilken, 2009).

Glocal marketing is beneficial for companies, as it gives a greater opportunity to respond to the market and globalization challenges. Despite having to manage a bigger volume of information about customer behavior, companies employ glocal strategies in order to build their customer bases and grow revenues. Glocalized products are of much greater interest to consumers, as the brand appears more relevant and is customized in an effort to fulfill their specific needs and requirements. Glocalization allows for different levels of marketing activity – strategic, tactical, and operative) to be balanced and ultimately leads to greater market share of the brands. Integrating global policies and marketing with local expectations for their products and services gives the possibility to optimize local and global marketing activities simultaneously (ibid., 2009).

The aim of global strategies is to bridge the gap between local preferences and the globalization of marketing activities, as well as trying to restore the relationship between global brands and local cultures. Ultimately, there is a demand both for global and local brands – brands that make customers feel part of an extensive international community but also brands that root them in their domestic culture, while representing their tastes and catering to them (Dumitrescu and Vinerean, 2010).

4.3 Hofstede's Cultural Dimensions Theory

"Hofstede's cultural dimensions theory is a framework that reflects upon the cross-cultural communication of a country's society, developed by Geert Hofstede. It helps to understand the effects of a society's culture on the values of its people, and how these values are connected with people's behavior, using a structure derived from factor analysis." (Hofstede Insights, 2020).

Power distance (IDP)

The power distance index reflects the degree to which people in that culture perceive social inequality; the extent to which members of a culture expect and accept that power is unequally distributed in society and in organizations. A higher power distance index reflects inequalities in people's access to power and wealth. These societies are oriented towards the caste system, with reduced possibilities for the mobility and progress of citizens. On the other hand, a lower

power distance index is specific to societies where equal opportunities and the opportunity for people to access better status are evident. Thus, the impact of a national culture with a high IDP is materialized by: the inequality between individuals and groups highlighted at the level of the hierarchy; frequent centralization; large salary differences between the top and bottom of the hierarchical pyramid; invoking the privileges and symbols of the status of managers; autocrat style of management. At the other extreme, a reduced power distance index is reduced to decentralization; reduced salary differences between the top and base of hierarchical pyramids; and participatory management; the hierarchy reflects the importance of conventionally established roles.

Individualism (IDV)

Individualism concretizes the extent to which a culture encourages the independence and freedom of the individual in relation to the group to which it belongs. A high level of individualism characterizes societies in which the rights of the individual play an important role, at the same time tending to the development of a large number of free relationships and to a central concern for their own interests. A low degree of individualism (Collectivism) is specific to societies that value the group, the collective space being identified as a collective perception of the property of goods and the individual; values such as freedom and solidarity are cultivated. The impact of individualistic culture is materialized through: the management of individuals; the proportion of work tasks to the detriment of interpersonal relationships; and employment and promotion based on impersonal skills and rules. On the opposite pole, the culture with low individualism perceives employee-employer relations as established in moral terms; employment and promotion are influenced by interest groups; management of groups with different interests; and interpersonal relationships take precedence over work tasks.

Masculinity (MAS)

Masculinity as a cultural dimension, implies a clear differentiation of the social role by sex: the preference for competitiveness and promotion to the detriment of cooperation and harmony and vice versa. The national culture with a high degree of masculinity characterizes the societies in which a clear differentiation of roles is manifested and special importance is given to the ego-psychological needs: motivating salary, recognition of merits, advancement, inequality, and value. At the other extreme is the culture with a low degree of masculinity (femininity) specific to societies in which there is a high degree of social needs: good relations

with bosses, cooperation, job security, a pleasant climate, harmony, and gender equality. At work, the two extremes are materialized by: emphasis on competition and performance; conflict resolution through direct confrontation in a masculine culture and emphasis on the quality of working conditions and performance; resolving conflicts through negotiation and compromise in a female culture.

Uncertainty avoidance (UIA)

The Uncertainty Avoidance Index measures the degree of tolerance that a culture can accept in relation to the anxiety caused by the uncertainty or ambiguity of the course of events. In societies characterized by a high degree of uncertainty, the main concern is to minimize anxiety and assess stability and predictability. Members of society are guided by the idea that everything new is dangerous and should therefore be avoided. In this sense, it militates for the observance of some formal rules and discourages the behaviors that deviate from the norms and standards. At the managerial level, the main consequence of the culture with a high degree of uncertainty avoidance, the main emphasis falls on more formal forecasting and planning, regulations, and procedures. At the opposite extreme, societies with a low degree of uncertainty avoidance are more tolerant of risk and insecurity, considering them integral parts of life that can never be completely avoided. Their members are guided by the principle that what is different is interesting, often accepting the challenge. At the managerial level, less emphasis is placed on meticulous planning, with employees often being encouraged to make individual decisions based on context and to accept ambiguity.

Long-term orientation (LTO)

Long-term orientation reflects the extent to which a society accepts or rejects long-term dedication, the orientation toward tradition and thinking values as well as the extent to which society members tend to sacrifice today's gratuity for a future outcome. Cultures with a high degree of long-term orientation are characterized by an orientation towards long-term values, tradition, and values of thinking, as well as by cultivating organizational values and work ethic, loyalty, and fairness. Regarding the reward, it is considered the result of daily work, materialized in the increase of prestige as a result of the recognition of the effort made in time. In contrast, societies with a culture with a lower degree of long-term orientation are oriented towards pragmatism, cultivating values aimed at performance and excellence. At the organizational level, the orientation towards ethics is present due to the effects that can be

achieved in terms of performance and prestige, and the reward is based on transparent and measurable systems, depending on the concrete performances.

Indulgence (IVR)

Indulgence is the cultural dimension related to the characteristic of a society to allow the relatively free satisfaction of desires and feelings related to leisure, marriage, friends, shopping, consumption, or sex. On the other hand, coercion characterizes a society that controls the satisfaction of the desires of its members, restricting their ability to enjoy life.

Chapter 5: Methodology

The first chapter of this paper describes the research area & includes the research aim and research questions. This chapter contains a methodological explanation to give the readers a clear idea about the methods and tools of this research paper. According to Daniel & Sam (2011), methodology is a crucial part of research as it helps the researcher to create an alignment with the objectives and aim of the research by answering the what, why, and how of the research (Daniel & Sam, 2011). In this chapter, the readers will receive a detailed demonstration of the research philosophy, research approach, research choice, research strategy, time horizon, and lastly, the research techniques and procedures which elaborately narrate the data collection method and data analysis process (Saunders' et al., 2007) and finally the research ethics consecutively.

The research methodology chapter is designed by Saunders' research onion (Saunders et al.,2007). According to Phair & Warren (2021), research methodology is an effective tool that assists researchers in thinking about methodology holistically (Phair &Warren,2021). Basically, Saunders' research onion is used to make different decisions to develop a proper research method.
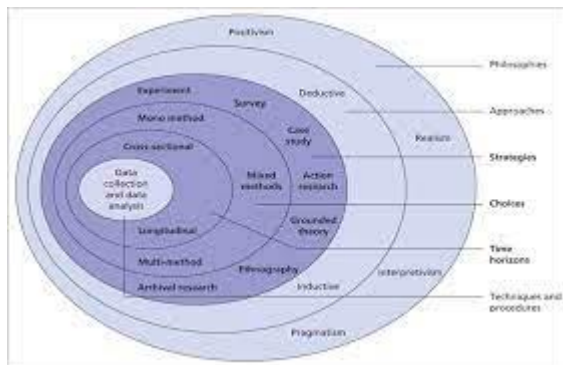
Source: Research Onion (Saunders et al., 2019, p. 108)

5.1 Philosophy of Science

According to Moon et al., (2017), philosophy of science is considered a philosophical discipline that includes the study of the assumptions, foundation as well as the implementation of science which expresses the thoughts of the researcher while writing problem formulation, research strategy, data collection, coding & data analysis process (Moon et al., 2017). In simple words, it can be said that a bunch of theories are referred to as the philosophy of science which are based on different researchers' thoughts and explanations of science, more elaborately, what science is & how it should be. Smith (2003) argued that the philosophy of science is the knowledge that we use to understand the language through which we communicate and describe our world and experiences (Smith, 2003). Different epistemological backgrounds and ontological understandings shape different theories of philosophy of science.

Ontology directs the researchers to recognize the certainty of the object's existence and nature they want to research (Smith,2003). Besides, Moon et al., (2017), argued that Epistemology deals with the techniques of acquiring knowledge, and the extent & authenticity of the gained knowledge (Moon et al., 2017). Epistemology is the theory of knowledge. It studies the nature, origin, and limitations of human produced knowledge. Moon et al., (2017) stated that epistemology investigates the discipline of a knowledge claim, the mechanism of knowledge generation, and finally the measurement of the transferability of that knowledge (Moon et al., 2017).

Research philosophy is a vital part of research as it adjudicates the mainstream concepts of theoretical background, cognitional approach, and self-awareness as well. Research outcomes vastly depend on the intelligibility of the researchers' decisions. Social science research becomes meaningful only if there is enough comprehensibility and clarity about those decisions

(Moon et al., 2017). Philosophy of science creates a lucidness among problem formulation, selected methods, theories, and findings. The presumptions made by a research philosophy provide the justification for how the research will be undertaken (Flick, 2011). Research philosophies can differ on the goals of research and the most ideal way that may be used to achieve these goals (Goddard & Melville, 2004). This paper used a social constructionism philosophy of science to conduct the research.

5.1.A. Social Constructionism Philosophy of Science

According to McKinley, J. (2015), social constructionism is a theory of knowledge that is related to sociology. This philosophy believes that people construct knowledge through their interaction with each other and that human development is socially constructed (McKinley, J., 2015). To remodel the grounded theory, social construction is used as an instrument. Social constructionists argue that rather than being created, knowledge is constructed with a view to gaining an understanding of the social world (Collins, 1981). Social constructionism focuses on the nature of knowledge and the process through which knowledge is created. Social constructionism does not have any particular focus on ontological and epistemological issues. Social constructionism is not any realistic social science as the core statement of this philosophy states that the world around us is socially constructed. That's why it does not have any epistemology and ontology either. The social world exists both as a subjective and objective reality according to this philosophy. Young & Colin (2004) argued that social constructionism focuses on the concept that an individual participates in the learning process by interacting with each other. In this process, people generate knowledge by having cognitive participation in the learning process within their mind according to their experience (Young & Colin, 2004).

The social constructionist approach originated from the interpretivist approach to thinking (Andrews, 2012). Like interpretivists, social constructionists also focus on how meaning is created, modified, maintained & mediated (Schwandt, 2003). Though both of these approaches share a common philosophical root, social constructionism is different from interpretivism. It is connected to Bacon's posed hyperbolic doubt. Bacon's idea was that observations are a correct reflection of the observed world (Murphy et al., 1998). According to Hammersley (1992), social constructionism is an anti-realist, relativist stance (Hammersley, 1992).

5.1.B. Argumentation of using social constructionism philosophy of science

a. Social media platforms caused a transformative shift in the world of marketing. As the purpose of this study is to investigate the comparative market strategy of Nescafe in the UK and Indian markets, this research requires a comprehensive recognition of the rudimentary dynamics. The selected philosophy provides an explicit lens for the researcher to perceive the subtlety of different marketing strategies in different cultural contexts. According to the social philosophy of science, the reality is constructed by people through their regular interactions, understandings & interpretations. It concentrates on the social, cultural & historical factors and how these factors shape the behavior and perceptions of human beings. The use of this philosophy as a lens to this study helped the researcher to explore the manner in which people in India and the UK fabricate meaning towards the company.

b. Nestle is an international brand and it has numerous branches in different countries (Nestle, 2023). This organization needs to understand different sociocultural & economic contexts while formulating marketing strategies. To gain an in-depth knowledge and understanding of the perception and contextualization of Nescafe's marketing strategies the recognition of the consumers is needed. To understand how Nescafe deals with different consumers in different contexts with different perceptions and cultural relevance, this philosophy prioritizes cultural intricacies. This philosophy is selected to avoid a shallow analytical perspective which will also provide a multifaceted angle.

c. This philosophy allows the researcher to investigate the causes of cultural narratives and identities. It assists the analyst in understanding the reasons why different types of content and advertisements become more attractive in one country compared to another region. This philosophy facilitates the researchers to acknowledge consumers' perceptions and interpret different posts, advertisements, and market-specific strategies.

5.1.C Drawbacks of Social Constructionism Philosophy:

a. One of the major drawbacks is it neglects the consequences of the social issues in a society. A strict social constructionist landscape ignores the consequences of social problems by favouring the reasons through which social problems arise. In the perspective of this research, it is considering consumers' aspects regarding Nescafe's social media marketing strategies and how this renowned brand is continuously adapting to their consumers' perspectives in two different contexts. It is really very challenging to evaluate the real impact or consequences of their constructions on the market. However, this limitation might be overlooked as this issue is outside the research area.

B. According to this philosophy, reality is subjective. Reality is evaluated and interpreted through social and individual perspectives which causes interpretation bias. In this case, the researcher might overlook objective aspects of the marketing strategy by overemphasizing their own personal aspects.

c. It may create a lack of objective grounding by challenging the consequences of an objective reality. It creates difficulties to set a reliable baseline which challenges the comparison process of Nescafe's market strategies in different markets.

d. It creates difficulties in the generalization process as it focuses on individual and cultural interpretations and uniqueness. The findings might not be generalized as the philosophy creates a lens to observe from limited insights.

5.2 Research Approach

An inductive approach is selected to analyze the collected data for this research. Chetty (2016) argued that an inductive approach is the best fit for analyzing qualitative data. This type of research is more subjective, and the outcomes of the research may often vary due to the researcher's interpretation. Besides, as the sample size is usually small, the findings of the research can be less generalizable. An inductive approach requires an intensive reading of secondary data to generate concepts, themes, and models. That's why scholars widely use an inductive approach to analyse qualitative data. This approach starts with the selection of the area of research to construct a theory. An inductive approach includes a brief summary that consists of a combination of a wide range of secondary data, a clear link between the outcomes

of raw data and the aim of the research, a logical demonstration to make the links clear to the reader by explaining how the links are relevant to accomplish the research aim and finally a theory construction based on the process and experiences guided by the collected data (Jebreen 2012). An inductive approach does not intend to test the hypothesis.

One of the most fundamental advantages of using this combination of research approaches for this study is that qualitative research is open-ended and flexible in nature which perfectly suits the aim of this research. This study aims to probe the social, cultural as well and perceptual concepts that leverage consumers' emotions and perceptions toward Nescafe's marketing strategies. The inductive approach considers these intricate aspects and assists the researcher in generating ideas from data by creating an alignment with the exploratory nature of the study.

5.3 Methodological Choice

In this segment the methodological choice of this research paper is explained. Methodological choice means how many data types are used in a particular study. There are three types of research methods: mono-method, mixed methods, and multi-method (Saunders et al., 2009).

5.3.A Logical Representation of Selecting a Mono-method.

This study selected a mono-method with a view to doing an in-depth exploration of cultural nuances. Qualitative data assists the research process by doing a deep exploration of the contextual factors that influence Nescafe's marketing strategies by focusing on consumers' perceptions. The entire study focused on intricate details of the contextual concepts and did an in-depth investigation into the complexity of the cultural dynamics which resulted in a more comprehensive understanding.

Researchers can gather knowledge from the experiences of the consumers in two different markets India and the UK by recognizing their meaning construction towards Nescafe's social media marketing strategies. The qualitative method often provides research depth especially when the topic is as intricate as this study. Besides, it creates empathy and respect towards cultural identities as it allows the paper to dig deeper into a particular phenomenon.

5.4 Research Strategy

According to Phair & Warren (2021), research strategy guides the researchers in the process of conducting research based on their research aim (Phair &Warren, 2021). The primary objective of the research strategy is to enable the researcher to answer the research question and achieve the research objectives. The options available to the researcher have grown over the years due to the advancements in technology (Creswell, 2014, p. 12).

There are several types of research strategies as they are widely convergent. For instance: experiments, surveys, case studies, action research, cross-sectional studies, grounded theory, and so on (Saunders & Lewis, 2018, pp. 119-127). This study has selected a case study method with a view to doing the research. This method enriched this study by providing the opportunity to understand the phenomenon intensively within Nescafe's context.

5.4.1 Case Study Method

Phair & Warren (2021) argued that a case study is an in-depth, extensive analysis of a single subject. The subject might be an event, a group, or an institution, an individual, an issue, or a phenomenon. The advantage of a case study analysis is that it assists the researcher in achieving an in-depth understanding of issues in a real-life context by analyzing the subject. In case study analysis it is not mandatory for the researchers to generalize their findings.

5.4.1. A logical demonstration of choosing a case study method for the research.

A case study method is the best fit to get deep insights into a particular case or instance. As the aim of this study is to investigate Nescafe's comparative strategies in two different markets, the case study method assists the researcher in gaining a deep understanding of the brand's strategic success, consumers' responses towards the brand advertisements & different messages and tactics. It enhances the depth of the study. To investigate the process of how Nescafe tailors its contents, engagement techniques, messaging, and so on with different societal & cultural characteristics of each market, a case study helps the researchers to get an affluent understanding of different contextual factors. The case study method provided a holistic approach by allowing the researcher to contemplate different issues holistically from consumer

preferences to cultural norms. It helped to understand the multifaceted consequences of Nescafe's marketing strategies by providing a comprehensive understanding of each market.

5.5 Time Horizon of the Research

The Time horizon is the fifth layer of the research onion which demonstrates the quantity of time periods that were used to collect data for the study (Phair &Warren,2021). Research can be done in two different ways: longitudinal or cross-sectional (Saunders and Lewis, 2018, p. 128). Longitudinal alludes to undertaking a study over an extended period (Rindfleisch et al., 2008). Due to the fact that they measure the same sample units of a population repeatedly over a period of time, they are often called 'movies' of the population (Burns et al., 2017, p. 99). While cross-sectional alludes to analyzing the phenomenon at a definite point in time. When research has time constraints, the researcher generally opts for cross-sectional research.

5.5.A Logical Representation of Selecting Longitudinal Time Horizon of the Research

This paper used a longitudinal time horizon as it is a highly effective option for the researcher if he appreciates progressions and changes over time. This paper studied Nescafe's market adaptation in two different contexts by continuously unfolding the contents and advertisements in each market. This paper studied different contents and techniques from the advertisements from different time zones to gather enriched data and that's why a longitudinal time horizon seemed to be the best fit for the research.

5.6 Research Techniques & Procedures

Research techniques and procedures are the sixth layer and it is at the center of the research onion. At this level of the research process, the researchers make decisions about the method selection, data selection, the technique of sampling of the population, selection of data analysis category and lastly organization of all the materials to execute the study (Phair &Warren, 2021).

5.6.1 Data Collection

The aim of this research is to investigate the social media marketing strategies of Nescafe in two different countries. To understand how Nescafe deals with different contexts without any sort of similarities it is vital to assemble the techniques and processes it follows to grab the attention of their consumers. India and the UK are two entirely different countries with different values, norms, cultures, perceptions, environments, lifestyles, morals, ethics, language, and so on. It is equally interesting and challenging for an organization to successfully connect with their consumers, understand their perspective and continuously unfold several strategies to deal with their demand. This paper focused on collecting qualitative data to disclose meaningful feedback from different contents, advertisements, messages, branding, and market segmentation with a view to unveil Nescafe's strategies to adapt to different contexts. According to Wright (2016), qualitative data is required for research if a researcher's objective is to explore ideas, gain an in-depth understanding of any concept, and achieve deeper insights into any particular context (Wright, 2016).

Secondary data are the main source of this study. Secondary sources of data contain increased layers of data analysis, and data interpretation of the primary data. Basically, secondary data is based on primary data. For example: intellectual or other journals by scholarly people, interpretation or analysis of primary data, particularly by people who are not directly involved, documentaries, most books or articles about a topic, etc. Mostly, it depends on the topic and use of that topic which determines whether the source is a primary or secondary source (Bowling Green State University, Library User Education).

This research gathered secondary data from various sources for example, Aalborg University's online library (aub.aau.dk), books published on the concepts of social media marketing strategies, Nescafe's official web page, relevant articles, and numerous web pages which are explicitly mentioned in the bibliography chapter as well as in-text references. This paper predominantly depended on Nestle's official web page. Nestle's official web page helped this research paper to delve into the mission, vision, motive, goals, history, the background of its strategy formulation, and so on. Besides this paper analyzed several contents, articles, advertisements, you tube videos of Nestle based on India and UK markets, and each of the

sources is mentioned in the analysis chapter and in the bibliography chapter as well as within text references.

Enriched research work requires an interdisciplinary approach that enables the researcher to create a bridge between the aim of the research, the selected theories, concepts, data collection, coding and analysis method, data interpretation, and answering the research question. The summary of the data collection method is given below:

Purpose of data collection	To understand Nescafe's competitive social media marketing strategies.
Category of data needed	As the aim is to understand concepts, and contexts and explore ideas it requires qualitative data.
Data collection appliance	Contents, advertisements, news & articles
Data source	secondary data

5.6.2 Data Analysis:

This paper used discourse analysis with a view to analyzing and coding the collected data. At the beginning of this chapter a description of the concept of "discourse" is demonstrated to the readers. According to Henry & Tator, discourse studies a 'language' that is used in a social context with a view to deliver wide historical meanings. It considers the social context of a language as well as who is using the language and in which condition they are using it (Henry and Tator, 2002). To understand any conversation, the researchers need to be aware of the situational knowledge beyond just focusing on the words spoken. According to Bloor and Bloor (2013), the study of discourse is involved with different matters, for instance, the context of the language, background knowledge, or information of a conversation that was shared between a hearer and speaker (Bloor and Bloor, 2013).

In simple words, it can be mentioned that discourse analysis is a qualitative research method that is responsible for conducting an in-depth examination of any spoken, written, visual, and non-verbal language in a context that is interested in how language can transmit meaning.

Discourse analysis examines the whole chunks instead of individual utterances. The speech might be planned or spontaneous spoken, written, or visual language. The important feature of discourse analysis is that it considers the context of the speaker because context includes social norms, political background, place, time, socio-cultural background, intended audience and all these things play a crucial role in interpreting the meaning of a language. That's why it is a diverse and varied research method and is used across multiple sectors like sociology, history, linguistics, media studies, and so on.

Discourse analysis assisted the research process by offering an in-depth understanding of the cultural intricacies, language, communication, and so on. It also allows the researcher to investigate how these factors influence brand identity and consumers' perception of Nescafe's social media marketing strategies. Discourse analysis unveils cultural references, ideological implications, and underlying meanings within Nescafe's content by examining shallow messages. With a view to exposing Nescafe's brand tailoring techniques, this analysis plays a crucial role. It helped to investigate how Nescafe connects with its divergent audience.

5.6.3 Research Ethics:

Research ethics refers to the guidelines that the researchers must follow to conduct responsible research (Moreno et al.,2008). Research ethics fosters good scientific practice by promoting free, responsible, and reliable research (NESH, 2021).

The Truth Norm: The most basic and fundamental norm of ethics is the truth norm (Merton, 1973). This research work was motivated to seek truth, integrity, honesty, and commitment to truth.

Methodological Norms: Methodological norms refer to transparency, accuracy, factuality, and accountability of the research (Tranøy, 1986) which this paper followed.

Institutional Norms: This paper considered institutional norms which indicate that the research is independent, open, collective, and critical-which is also known as the ethos of science (Merton, 1973).

Dissemination of research ethics: It is also an important feature of research ethics which illustrates that research work must consider risk factors and should be nonharmful to societal norms, nature, human beings, and the environment (UN, 1948). This paper considered all the factors sensitively.

Academic assessment: Researchers should be open to the interests and roles regarding academic assessment to facilitate learning, accountability, and critique (UNESCO,2017). That means while conducting research, the researchers must be open to different modes of traditional research thinking and consider arguments and limitations of their own competence. This paper respected all the traditional contexts and clearly mentioned the research limitations.

Values & motives: Researchers should respect different social values, norms, and motives while using and interpreting different theories and data collected from different sources. This paper considered this rule of ethics (NESH,2021).

Respect for cultural differences: To gain knowledge from the local context, the researchers should respect cultural aspects. Here, culture is used in a broad sense which includes different religious groups, subcultures, minorities, etc. (UN, 2007). This research respected the cultural differences of the participants and also considered the sensitivity & the personality of each interviewee. As some of my interviewees had socioeconomic differences, I highly respected their position & did not ask any sensitive questions. I prepared the questionnaire carefully to avoid any provoking questions.

The above discussion illustrates the rules of ethics that were followed to conduct this research. Basically, norms of research are important for research as these promote crucial moral and social values. This research was conducted honestly and it explained data results, procedures, and methods transparently to avoid any fabricated, false, or misinterpreted data. This research carefully avoided bias in data analysis, interpretation, and other aspects of research and minimized self-deception so that the research could stick to the objectivity of the research.

Chapter 6 Analysis

In this section the paper will intensively analyze the data that has been collected with respect to the chosen theories for this paper. The analysis part is divided into two parts, the first part will reflect upon the advertisements that have been performed in India for the Indian market and the second part will reflect the advertisements that have been done for the UK market. The paper will try to deconstruct the collected data to find out the digital marketing strategies that Nescafe used in these two different markets through social media and the differences in these strategies. The paper will also try to find out how well Nescafe represented the cultural aspect of the countries (India and the UK) through the advertisements and differences in Nescafe's digital marketing strategies in the chosen markets. The data that has been collected for analysis purposes are digital advertisements of Nescafe in the form of videos, posts, and photos which were published on different social media platforms in India and the UK. There are hundreds of videos that are available on different social media platforms, Each video has its own context, some promote the different range of a product of Nescafe, some are part of a campaign, etc.

From the hundreds of videos, the paper chose videos that are part of a campaign as the paper believes it will help it to achieve its objective for the paper. The data presented here are 20 advertisements in total: 10 from Nescafe India and 10 from Nescafe UK, These adverts were collected from different social media platforms such as Facebook, YouTube, Instagram, etc. Initially, the video of the adverts will be deconstructed with the help of semiotics and multimodal analysis where aspects like language, music, visual references, etc. will be taken into consideration. This process will help the readers to understand how well the cultural aspect of the chosen country for this paper was represented in the video, how well Nescafe understands the market, what Nescafe's target audience is, and the difference in the context of the two countries' advertisements. To understand Nescafe's cultural aspect further, the paper will use theories like glocalization and Hofsted's cultural dimensions. To understand the differences in digital marketing strategies of Nescafe in the social media platforms of the two countries, the paper will use the framework for Categorizing Social Media Posts or Contents, hence The advertisements of Nescafe from different social media platforms have been collected.

6.1 Part 1 Nescafe India

The evolution of Nescafe's advertisement in India is given below, The paper will analyze the videos under these campaigns that were developed in India throughout its journey from the 90s till now:

1990s: Taste that Gets You Started Out (Energetic start to the day)
2010-2013: Switch on the Best in You (make connections)
2014-2016: It All Starts with Nescafe (Cup of resolve in daily struggle)
2017-2019: It All Starts with Nescafe – Badal Life ki Raftaar (Energy boost for fast-paced life)
2020-2021: It All ReStarts with Nescafe – Karne Se Hee Hona Hai (Get started again after lockdown)

Initially the paper will analyze the video using semiotics and multimodal analysis and through this process, the reader will understand the changes or developments that were brought in the context of the advertisements that were done in India.

1990s: Taste that Gets You Started Out (Energetic start to the day)

<u>**Advert 1**</u> **Old Indian Ad of Nescafe in the 90s**

The above advertisement is one of the oldest adverts that was found in the social media platform specifically for the Indian market. The advert was released in the 90s and the context of the advert was quite unique considering the Indian market which is represented as conservative, patriarchal, etc. The video uses a pepped up spirited music which gives a positive and energetic impression while hearing it (just the way someone feels while having a cup of coffee) and the lyrics that were used in the video promote the tagline of Nescafe which was "Taste that gets you started out". The paper will discuss the cultural aspect of this video later in the paper.

2010-2013: Switch on the Best in You (make connections)

<u>**Advert 2**</u> **Nescafe's "Switch on the best in you" campaign with famous celebrities (2010-2013).**

To revive Nescafe's popularity in the Indian market, Nescafe launched a new campaign 'Know Your Neighbour' in 2010 introducing famous celebrities of Bollywood like Deepika Padukone & TV actor Purab Kohli, and the promotional tagline was "Switch on the best in you". A similar campaign was done by Nescafe earlier in the UK market in the early 90s. The famous Nescafe "Gold Blend" is a series of advertisements in the UK that presented a story of a couple, the campaign became so famous that Wikipedia created a page known as "The Gold Blend Couple". Nescafe used that same strategy, they were looking for a cause that they could use to develop a campaign and they found that opportunity, They expressed that interactions between people are reducing due to their fast-paced lifestyles, and people are not engaging with their neighbors like before, so they developed the campaign "Switch on the best in you" which was a series of adverts featuring famous celebrities in every part who promoted the need for connections over a cup of Nescafe. During this promotional campaign, Nescafe created a digital page on Facebook, naming it as "Know Your Neighbours" which increased the followers of the page. In 2012, the Facebook page gained 2.2 million followers which made it the most popular page for Nescafe globally (Roy, 2021).

2014-2016: It All Starts with Nescafe (Cup of resolve in daily struggle)

Advert 3 It All Starts with Nescafe (Cup of resolve) (2014-2016)

Advert 4 **NESCAFÉ Cartoonist. #ItAllStarts (2015)**

Advert 5 #StayStarted with NESCAFÉ, RJ Rishi's story (2016)

The global was market is continuously changing, which makes it competitive for global companies to sustain in the global market. In order to do that, companies that run their businesses globally have to be active so that they can deal with the rising competition. When

Nescafe struggled with the rising competition, they developed a global prepositional promotional campaign, known as the "Revolution" (Muralidhara and Rao, 2015), under that campaign, a new tagline was promoted, "It All Starts with Nescafe".

The 'Revolution' campaign started its journey in India around 2014 and the first part of the 'It All Starts with Nescafe' series advertisement was released in India. The first advert represented a struggling life a stammering stand-up comedian, who used his weakness and converted that into his strength and Nescafe was an important of the journey. Nescafe portrayed itself as the 'Cup of Resolve' in the #ItAllStarts campaign.

The change in the context of the campaign from the previous "Switch on the best in you" and "Know your Neighbours" shows that the change of views and values of the younger audience during 2014. Social media users were increasing and users were using the platforms to express their interests and preferences from the society. Nescafe observed that and when the campaign was released there was a massive increase in followers on Facebook. Also, the consumers of Nescafe were sharing stories of their own on the Facebook page of Nescafe (Roy, 2021). In 2014, the adverts with the stand-up comedian were so popular that it was in the top 10 YouTube adverts in India in 2014 (Roy, 2021).

The advertisement has 6 million views till now and continuing. After such popularity, Nescafe moved from a celebrity appeal to connect with the natives digitally along with their struggles. The next advert of the series narrated the story of a cartoonist and its struggle to succeed. The advert also highlighted the use of social media in the video and how it supported in building a creative career successfully. The video struck the right chord of the audience and again became popular within the market achieving 7.3 million views and still counting.

In 2016, Nescafe collaborated with MTV (a popular youth channel in India), and together they developed a platform known as "Nescafe Labs", The purpose of such initiative was to bring out the creative talent of India who will be trained and learn from the industry experts. In the same year, Nescafe came up with another advert for the 'ItAllStarts with Nescafe series, introducing a character named 'RJ Rishi' who struggled his way to achieve success. Achieving 9.6 million views on the social media platform.

2017-2019: It All Starts with Nescafe – Badal Life ki Raftaar (Energy boost for fast-paced life) 43

Advert 6 #BadalLifeKiRaftaar with NESCAFÉ (2017)

Advert 7 Nescafé badal life ki raftaar (2018)

Advert 8 NESCAFÉ #BadalLifeKiRaftaar India (2022)

In 2017, Nescafe made some new changes in its ##ItAllStarts campaign and introduced a new slogan "Badal Life ki Raftaar", the target audience was the younger generation like the previous adverts but this time Nescafe focused on their preferences who wants to achieve a lot in life but has so little time to achieve so much. So, the adverts reflected motivation towards such aspirational youths. The adverts became popular in the social media platform each advert of the series gained more popularity within the audience. The recent video that was released in 2022 received over 127 million views and still counting.

2020-2021: It All ReStarts with Nescafe – Karne Se Hee Hona Hai (Get started again after lockdown)

Advert 9 "Karne Se Hee Hona Hai" campaign. (2020)

After COVID-19, Nescafe needed to change its marketing strategy and introduced a new slogan "Karne Se Hee Hona Hai' It was a reinvention of #ItAllStarts which was changed to #It All Re-Starts with Nescafe. The adverts motivated youths to come out of the lockdown life and reinvent an effective way to start their daily lives. The advert has been viewed 27 million times on Facebook and the number is still increasing.

Advert 10 **Nescafé celebrates India's real heroes in its new campaign – Thoda Aur Machaa! (2022)**

After the #ItAllRestarts with Nescafe campaign, Nescafe introduced a new campaign that presents stories of real Gen Z heroes who work for society believing that actions and positive attitudes can bring meaningful changes in society. Till now the campaign has released three videos, where each video tells stories of three inspirational youth who are working for the welfare of society. The tagline of the campaign is "Thoda aur Machaa".

The first part of the video shows the story of 23-year-old Malhar Kalambe who runs an NGO known as "Beach Please" whose operation is beach clean-up and whose most common waste type is plastic packaging. Nescafe plays an important role here, as they promote that they are plastic-neutral and take further steps for sustainability.

The second video narrates the story of animal rights activist Zabi Khan whose goal is to set a standard for animal rights as he believes rights for animals are equally important as human rights.

The third video is about Rayna Singh, an eighteen-year-old, who teaches self-defense to underprivileged girls.

According to Nescafe, Gen-Z of India holds an important position in the Indian market. Their presence and engagement on the social media platform are huge. As a result, Nescafe came up with a campaign that reflects the Gen-Z who are not walking the beaten path rather than they are truly being the change that they want to see. There are many more stories to share like these and the new campaign of Nescafe will keep on doing that (Geethapratha, 2022).

A semiotic and multimodal analysis

Visual Preferences

To analyze the ad in-depth, there are signs that support the understanding of "how well did Nescafe understand the Indian culture?" Some visual semiotic resources are found which helped to identify the Indian cultural references that are present in the ad.

Location

The location used in the video is actually situated in India. The surroundings, structures of the housing, and environments are the actual representations of India. The apartments shown in the video provide the right essence of the Indian infrastructure. The hilly locations represent the natives of India such as Assam, Dehradun, etc. Spacious Studio shown in the video is normally found in the city centers of the Indian states where young entrepreneurs start their businesses. To give a correct depiction of places and locations of India, the shoot of the advertisements was done in the country, of India.

Music

The background score is a reflection of the modern music that can be seen in recent times in the Indian musical industry. As the video is a story-telling type, where the character shares his emotional journey of failure and success, to support such emotion so that the whole story-telling process can flourish. The video ends with Nescafe's official jingle or tune. The dialogue was given more emphasis over music as the story plays an important factor in the video to

create an ambiance the slow subtle background score is developed which gives the whole video a good feeling to its audience. The music is different from the traditional Indian music which it is known for, as the target audience is the younger generation that is why such modern music is used as they can relate to it more.

Music is an important segment of an advertisement. It helps to create brand recognition and impacts sales as well. Big brands are not always about their products and services, they are about the experiences that influence the customer to connect with them psychologically and eventually loyalty and advocates for brands.

Music has a few hidden abilities that deeply impact a customer and his/her way of thinking. Music evokes emotion, it helps to create a story, a source of inspiration, helps to reinforce the sale, and connects with the brand.

In this particular advertisement, the way the music is presented it gives an impression of an upbeat feeling. This advertisement is about motivating the young audience and the music helps to present the whole storytelling process effectively. The music starts with a slow tempo with some musical beats creating an impression of a beginning to a story. With time the tempo increases and more instruments are played giving an impression of excitement and happiness and it ends with Nescafe's official music which lasts longer to give a perfect ending to the storytelling process.

The music and the visual semiotic resources reflect the millennial generation of India and its culture that is relatable to them. The reason Nescafe's ad can be appealing to audiences is because of the way they portray the happiness and togetherness of an Indian millennial generation. In this way, the brand seeks to connect with younger audiences and be aspirational to audiences who are aware of the Nescafe brand.

Language

A Simple form of Hindi has been used in the video to narrate the story to the targetted audience. The language that has been used in the video, reflects the general form of Hindi language that is used by the younger generation and their easiness of speaking it in everyday life.

The video consists of a motivational song and the language of the song is Hindi. The reason would be so that the Indian audience could relate to the context of the advertisement. The lyrics are quite simple to understand, and they target the young audience or the millennials. The wordings of the song are simple yet motivating, Here is an example of the lyrics, "Nobody said it's going to be easy. But hope has to start flying once again."

Social Semiotics

The character and the environment that is presented in the video reflect the lifestyles of a young man who lives in the developed parts of the state, The reason for such assumptions are certain scenes that were shown in the video which reflect the city-life of a state of a country. One example is the character performing stand-up comedy in a club which is normally seen in the sub-urban of the country. The interiors of the indoor places were modern and expensive. Expensive technology equipment used in the video such as tablets, laptops, etc. The whole staged environment shown in the advertisement tries to reflect the upper middle class in the country, who live a modern lifestyle and are quite updated with new technology and talents like stand-up comedy performing in clubs. Nescafe, a brand of coffee, is considered a luxury product, Due to this reason, the target customers of this product are the younger generation who try to follow the modern lifestyle and are inspired by it and also targets the upper middle class people who can afford such luxury in their daily lifestyle. The advertisement tries to portray the modern version of the Indian culture that exists in the present time.

In order to understand the meaning that the advertisement is trying to make we need to scrutinize social semiotics in-depth. The notion of the ad and semiotic resources are linked with each other. With culture, the notion and semiotic resources create basic elements of visual communication.

First, the paper analyses the characters of the ad to get a view of the various elements that have been used in the video. All this will help the paper to analyze the situations that have occurred between the characters and the meaning that has been created eventually. When looking at the actors involved in the clip, their ethnicity seems to align with the majority of the targeted market, which makes the simulated younger generation more relatable for viewers in India. Through the video images, it has been sure that the country where the video was shot is India,

it is assumed that it was a deliberate choice for the producers of the video, on the other hand, it could have been an obvious choice if the production took place in India.

At the beginning of the video, a young woman starts her morning by stating the number of days, later on in the video it is understood that the number of days represents the lockdown that took place due to COVID-19. Then few more characters were introduced in the video, The start of the video shows that a new day begins with news of bad weather, all the characters seem disappointed, but they are still preparing themselves to start working with the challenges. One-character shows starting online dance classes, another character broadcasts his own news channel from home by making necessary changes in his home. Some more characters and their motivation to start to work in a new normal were shown in the video. To find similarities with the Indian culture would be, involving actors who belong to India, and showing activities that are part of Indian culture like Dancing, Kite flying, and news presentations. The characters in the video are young and reflect the younger generation of India also known as the millenials. The younger generation around the world is more or less the same when it comes to representation of characteristics, so the paper tries to find out the cultural aspect of India in the video. The use of language, genre of music, location in the video, and activities that are shown in the video represent the Indian culture. Moreover, the video reflects the modern Indian culture which is more relatable to the millennials.

Male figure

The paternal figure in the video is one of the analyzed elements as he exhibits unusual behaviour, or alternatively, a behaviour that we would not expect in an advertisement specifically targeted at the Indian market. In Indian culture father figure plays a huge role in society and in the family. When a child of an Indian family takes any kind of decision, he/she has to consult with the father first, If the father agrees with his/her decision only then he/she can move forward, and this scenario has been shown in the video. However, the depiction of such cultural activity is shown in a positive manner, in this video the father reflects a modern mindset and shows support to his kid. Not only supports but also encourages his daughter to move forward in life with a strong dedication. Additionally, the cooking scene where he plays the major role portrays him as a modern man who goes to some extent against the old patriarchal stereotype that is still present in India. Again, as the target audience is the younger generation and their mindset is quite different than the traditional conservative Indians, the

video shows how the father, the male figure, the most powerful one has a modern mindset and supports the life objective of the younger generation.

In this advertisement, Nescafe adapts to the Indian culture but gives its own modern twist. Also, as Nestle has been operating in the Indian market for a long time, it has gained quite a good knowledge about the Indian culture and the type of people that exist in the market. As Nescafe, targets the younger generation, they try to reflect the modern essence of India that exists in the market. In our understanding, this is Nescafe's attempt to project its own values into the video, taking into account the firm's engagement in the motivational and encouragement source for the younger generation movement. Hence it presents a deliberate choice to not assume a local tradition but to utilise Nescafe's moral values instead.

Family formation/lifestyle

The advertisement shows adaptation in regard to family formation since the nuclear family comprises 1 parent and a child. This reflects trends of the Indian population in terms of fertility rate. Historically, it was common for parents in India to have more than 3 children according to World Bank's data (2019). Interestingly, the World Bank (2019) also reports a steady decrease in the fertility rate driving the figure below the 2.5 value in very recent years, however having 3 is still very common in the country. In comparison, the fertility rate in first-world countries continuously remains below the 2.0 value point as reported by Anon (2014) in the European Statistical Yearbook 2014, meaning that it is common for women to have one or two offspring.

Additionally, the mentioned decrease in fertility rates in India especially in recent years is a common trait of developed countries. This means that as the economy of a country becomes more industrialized and the life standard of families increases, families generally tend to have fewer children. That is also connected to enhancements in health care which usually improve children's chances of survival. By meaning these trends we aim to affirm our previous statement that Indian and Indian families are becoming more aspirational and that their lifestyle is changing.

A Framework for Categorizing Social Media Posts

After observing the advertisements of Nescafe in the Indian market and detailed observations of previous literature on digital marketing strategies of Nescafe in different markets, the paper found that Nescafe follows a four-step utilization framework which includes four strategies such as Scan, Engage, Learn, and Internalize framework, to strengthen Nescafe's brand image to the Indian market they utilized the social media platforms. The strategies of this framework have been explained in the following:

Nescafe's first strategy is to specify the goal or objective for its marketing. Before applying the framework and engaging with consumers on social networks, Nescafe studied the market well as they have been operating in the Indian market since 1938 and have become one of the leading coffee brands in the Indian market. In order to attract its targeted customers through social media marketing Nescafe increases brand awareness, brand loyalty and engagement, intelligence gathering, or new product development.

Nescafe wanted to find ways to leverage social media as a means to build enthusiasm among 18 to 24-year-olds for Nescafe, a leading coffee brand in the Indian market. Given how fast the generation is growing the use of social networking tools among 18 to 24-year-olds is also becoming more popular, Due to the huge usage of social media platforms by young users there is a massive amount of information and content available in online, social media was an obvious channel for brand development especially as the Nescafe brand already had its own dedicated Facebook fan page and an active user audience of more than 200,000 users.

The first strategy: Nescafe scanned and mapped the social space around the brand and its competitors. Researchers have known for the better part of a decade that insights embedded in social networks are an important source of brand-related business intelligence. Managers actively monitor and track user-generated content the conversations that are happening on both their own and competitors' social media pages to help identify emerging trends. To extract information about the Nescafe brand, the company used advanced IT tools to analyse, text mine, and data mine user-generated content to find clues about how they might deepen attachment to the brand. One such insight: Flavors were often a major topic of conversation among Nescafe fans posting on the Nescafe Facebook page. It is believed by experts that it gave the followers a forum to discuss their stories with others or encouraged people to share their stories with the world, and with their narration of stories Nescafe showed interest to be a part of it. The product is why they are there; they want to talk about the brand. This was a

perfect lead for Nescafe to use the Facebook audience to drive commercial success through running a different campaign and telling the audience to share their stories with the world.

The second strategy is engaging with consumers on social networks to increase external knowledge inflows. Next, companies reached out to consumers whose stories are worth sharing and will engage and create a dialogue with consumers based on the insights developed by scanning the social media space. The social networking sites of recent times offer multimodal means of communication which include pictures, text, and tools related to audiovisuals, as well as the sharing the videos on different social media platforms such as YouTube videos on Facebook. By using these tools, Nescafe increases access and outreach to engage a larger audience of consumers in a way that may help further develop and refine the market insights the company gains.

Around 2012, Nescafe India started a social media campaign "#ItAllStarts with Nescafe" to capitalize on user interest in sharing their real-life success or inspirational stories with the audience. If the contents of a post are used by the brand strategically, then the brand manager can increase users' interest in the brand and can gain insightful information that helps brand development and other strategic goals of the company. Beyond stimulating conversations about the brand, Nescafe used this process to gauge consumer reactions as well as interactions, opinions, and behaviors in relation to the content consumers had posted.

The third strategy is learning from engagement with consumers. Once the company became in an active process of creating a strategic dialogue with consumers on social media, their next step was to piece together the knowledge acquired to ensure learning. Learning occurs through a conversion process, in which the company uses polls, conversation threads, and open-ended questions to make user-generated content more digestible and Nescafe does that after every new campaign is introduced (Roy, 2021).

Nescafe outsourced this capability through an active partnership with Facebook as well as with other social platforms such as YouTube, Instagram, etc These platforms helped the company handle the volume of data and user-generated content flowing from Nescafe's various social media pages. The reason for such a strategy is that it helps Nescafe to use the data and make the most of it in terms of developing a new campaign that fulfills targeted audiences' preferences. They help Nescafe to realize its capability on social media, keeping the company

up to date with how the demographics of India are changing and the trends the brand sees from the social space.

Powerful analytics and internal capabilities are required to derive meaning from social media interactions. In the research, it is found that a lack of an internal capability to deal with the large volumes of data generated on social networks can hinder a business's ability to gain insights from its end-user communities. The success of Nescafe's partnership with Facebook suggests that intermediaries or consultancies can play an important role in translating user-generated content into explicit knowledge that the company can learn to understand the advantages of social media engagement. This process helped Nescafe India uncover more details about user impressions of the brand, new product opportunities, and potential opinion leaders whose enthusiasm might be researched to develop word-of-mouth impacts and increase the brand's awareness among its users.

The fourth strategy is to internalize and apply knowledge gained from social networks. Nescafe must communicate the lessons and knowledge learned from social network interactions throughout the whole organization or division to ensure that the new knowledge, best practices, and solutions gained from interacting with social networks are put to work.

Nescafe, by using social media, was able to conduct market research on a larger scale than ever before. Specifically, Nescafe reflected on the way social media enabled them to conduct large-scale market research at low cost. Nescafe marketing managers had successfully engaged consumers in cocreation to generate and produce new brand alternatives that were better aligned with the needs of their target audience, which at the same time facilitated brand rejuvenation.

After the first campaign was a huge success, Nescafe managers decided to repeat the campaign the following year. The brand keeps on changing campaigns after a certain period this is in order to brand repositioning.

The implementation of social media for brand development had a positive impact on Nescafe. Furthermore, the interactions in the social network led to the development of new brand ideas. As the assistant brand manager pointed out, the campaign resulted in hundreds of thousands of consumers communicating about the brand online.

Consumers who serve as brand advocates in their social networks tend to have strong peer influence and word-of-mouth effects within the social community. Celebrities involved in the 2010-2013 "Switch on the best in you" campaign helped increase brand engagement, with an increase in the Facebook fan page. As a result of the "Switch on the best in you" social media campaign, brand equity, reach, engagement, and market success all increased.

Glocalization

Considering the sheer scale of Nescafe as a Coffee brand, and its impact and presence on numerous markets, they have put out dozens of marketing campaigns over the years. Thanks to modern approaches in public relations and trends such as Guerilla Marketing, Nescafe's marketing activities span way beyond traditional video clips. An example of this can be noted in India as well as other countries. In India, the format of Nescafe's advertisement is quite different from the traditional format of other adverts that can be seen on Indian television. From the very beginning, Nescafe's target audience has been the younger generation and the people who belong to high society because both of the group considers coffee as a luxury product. Due to such a target audience, the format of the adverts is modern, motivational for youths, and reflects modern city life, and lifestyles of upper-class people, adventurous, explorers, etc.

The analyzed advertisements take the form of a not-so-traditional marketing tool, it mixes both traditional and contemporary aspects. Video clips have a long tradition and during this time have developed into various subcategories. While TV spots are, more often than not, short and snappy, videos on the Internet and especially on YouTube have the luxury of virtually unlimited length. Their only limit is the attention span of the viewer, meaning that the video has to be entertaining or intriguing in another way. Compared to other advertisements of a similar kind, we recognized differences in some visuals contained in specific shots, however, the overall format of the video is standard and does not seem to be adjusted for the Indian customer in any way. The use of music in the video compliments the visuals well; the music aids in telling the narrative of an aspired youth that viewers potentially aspire to be like. On top of that, it adds energy by the fast tempo, noticeable beats, motivational lyrics, and by an overall positive feel of the song. Overall, while the use of the song is spot on, it does not deviate from other storytelling adverts of Nescafe or similar businesses.

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On the other hand, the visuals of the advertisement are an interesting combination of standard elements and references to the Indian cultural heritage. The adjustment of visuals and involvement of Indian culture is an important decision for the company considering that their product portfolio consists mainly of products designed for the world, not the Indian market in specific. That means that many Indian elements will effectively replace an item that would otherwise be provided by Nescafe itself. In other words, a Struggling RJ, working in a radio station may give a very relatable feeling to an Indian viewer, however, it means that the director would not introduce an inspirational story of a cyclist as it is not quite relevant for the audience in India.

As the paper tries to recognize signs and elements relating to local culture, it comes across several occurrences very typical for India, for example, an RJ from a radio station, chitchatting with neighbors over a cup of coffee, and the use of Indian language in conversations. Locations that have been used in the video, are different places in India, from small, congested rooms of struggling youths to family homes of upper-middle-class people of India. Featuring famous Indian celebrities that youths are inspired by, the famous beach of Mumbai, and many more.

Considering that India is a tea-drinking nation, Nescafe aimed to switch consumer behaviour and preferences and set up coffee as its favorite morning beverage. From the advertisements it has been observed that Nescafe's idea is to connect with the youngsters, specifically on a "social" level. The campaign's aim is to influence them to identify Nescafe as the essential drink to "kickstart the day" and to make it a partner in their journey to success.

Hofstede's Cultural Dimensions

Individualism (IDV)

India has scored 48 which is recognized as an intermediary level, The Indian society reflects both individualistic and collectivistic traits. Though the Indian society leans towards collectivism but however, the Gen Z, or the youths of the current times support the beliefs of individualism and that is what we can see in the advertisements of Nescafe. From the earlier adverts to the current ones, each and every ad presents the younger generations in the video who seem to be influenced and inspired by the first world country. Nescafe portrays youths

who believes in themselves as an individual and wants to recognize their own personality in society. Such belief and action impact the collectivism of the Indian society and will bring a shift towards individualism.

Power distance index (PDI)

In India as the index shows there is a high-power distance and is a highly hierarchical country. Even though the video does not provide much detail about the work environment we can find some evidence of hierarchical status in some of the adverts. Such as the father-daughter relationship and, the father-son relationship where the father holds a higher position in the family. The advertisement with the struggling cartoonist shows a centralized, traditional office environment where the boss makes all the decisions in an office.

India represents a formal culture and power, and respect ranks also based on age, from the young to the elderly. Normally it is seen in such a society that young ones of a house take permission before taking a big step in their life that is what is expected from them. But in Nescafe adverts, aspects like this have not been reflected upon, rather it showed that the younger individuals have their own identity and look for the motivation to do something in their life that will set an example to other young people. The campaign #ItAllRestarts and #ThodaAurMachaa promotes young entrepreneurs who believe in a nuclear working environment such is decentralized, valuing everyone's views. Such encouragement that is shown in the video also emphasizes the importance rank holds within Indian society and how respect is gained based on social position.

Masculinity (MAS)

Based on Hofstede's dimensions India is characterized as a masculine society. Competitiveness is a common trait in masculine societies as well as the importance of material wealth as well as displaying it. The context of Nescafe's adverts is mostly for motivational purposes and it targets the younger generation which is also referred to as the Gen-Z. The advertisements have been directed wisely because the younger generation disapproves of such belief that man "Man is the most powerful in society" That is why Nescafe tried to represent any particular gender but rather they tried to portray both genders as equally powerful. However, there are a few points to be noted, The father-son, father-daughter relationship that is portrayed in some

adverts, it is shown that permission and appreciation are expected from the father by their children to move forward with their decision, which is quite normal in Indian society. But only the father figure was presented in the video not the mother, If the paper has to assume then as the society is patriarchal, Nescafe decided to go with the father rather than the mother as it is more relevant to the audience. Another point, in the campaign #ItAllStarts, all three stories' main character was male figure, again something that is common and relevant to society. But changes can be seen in the next campaigns such as in #ItAllRestarts and #ThodaAurMachaa where female struggling stories were shared, from which it can be assumed that perspectives of the society are changing and Nescafe observed that as well and that is why they are introducing the female success stories to Gen-Z, cause they can relate and appreciate it.

Indulgence (IVR)

Another trait is living in order to work. As presented in the video, everyone's life revolves around work or the passion to do something revolutionary. All the adverts in Nescafe promote the busy life of everyone, before getting into a daily busy life or life after work. Indian culture is a representation of work-oriented or workaholics. Everyone in the country, from the richest to the poor, all of them are working, The people of India, work to live, as it has a challenging economy, the poorer people struggle to meet their daily necessities, and middle-level income struggle to live an average standard life, richer struggles to expand their businesses globally. Even the younger generation are in a competition of life, where their aim is to do something extraordinary in life. The life of the younger generation is what is reflected upon by Nescafe as they are their target customer, Nescafe decided to motivate the youngsters by sharing the stories of some of the successful young strugglers who chose Nescafe to be a partner in their journey of life.

Uncertainty avoidance (UIA)

Relatively low score (40) for UAI shows that Indian society can tolerate ambiguity and deviance from the norm. Indian people are open to improvisation as well as new and innovative ideas. This can be seen in the way Nescafe portrayed female characters in the recent adverts. Both women and men display a positive approach to the uncertainty of life and do not feel threatened by it.

6.2 Part 2 Nescafe UK

Advert 1 "Gold Blend" instant coffee campaign (1987-1993)

The most famous advertisement campaign of Nescafe till now is the "Gold Blend" instant coffee campaign. The campaign is a series of adverts sharing a story of two strangers who bonded over their mutual love for Nescafe instant coffee. It is one of the longest-running adverts of Nescafe, and it is considered a game-changer for the brand and the global advertising community. The series consists of 12 adverts in total from a time span of 1987-1993. When the final installment of the couple's story was aired approximately 30 million people viewed it in 1993.

Advert 2 Nescafe - Coffee at its Brightest (2009)

In the UK in August 2009, Nescafé unveiled a £43 million ad campaign for Nescafé, focusing on the purity of its coffee and featuring the strapline "Coffee at its brightest". Nescafé is seeking to convince consumers, especially young ones, to see instant coffee as a 100% natural product.

To do this, the ad was shot in Brazil – the country that in 1930 challenged it to develop coffee that could be made by just adding water. Nescafé instant coffee was invented in 1938. According to the brand, the plan is to "reconnect consumers with the journey from the plant to jar" and focus on the origins of its coffee. Their aim is to celebrate the origins of coffee and remind people that Nescafé coffee is 100% pure coffee with nothing added whatsoever from plant to jar. Coffee at its brightest' allows the brand to reflect upon it and will certainly get people thinking differently about the coffee brand.

Advert 3 Nescafé 'Unison' TV advert (2014)

Portrays the classic weather of the UK, when countries like Australia and the United States are having heat waves it is heavily raining for days in the UK. Nescafe tried to encourage the Brits to get out of their house in such weather with a caffeinated smile.

The simple story of the advert portrays the regular life and weather of the UK and the wise use of the product in people's daily routine and shows how it boosts up everyone's energy. Though the weather is bad after having a cup of Nescafe they start their morning with an energy-filled smile.

Advert 4 Nescafé's 'Good Morning World' Campaign Celebrates Global Connections (2015).

Nescafé's 'Good Morning World' campaign was launched on the instant coffee brand's Facebook page and chronicles various subjects from around the globe as they get ready for their day. Despite enjoying different breakfast dishes during their morning ritual, each subject is seen sipping on a Nescafé beverage, the campaign's most notable symbol which brings all of its subjects together.

Shot in a 360-degree format, the video spotlights the catchy 'Don't Worry' single by artist Madcon and aims to appeal to Nescafé's Millennial demographic. While experimental in its overall visual approach, this ad encourages the brand's core audience to connect with one another, suggesting that their love of instant coffee can bring them together.

Advert 5 NESCAFÉ Gold – For the Moments That Matter (2018)

Nescafe's "For the Moment That Matter" campaign reflects upon the relationship that drifts apart with time can be fixed again by sharing a cup of coffee. A man in the advert shares his experience of such a drifting relationship and shows how it can be reconciled. The aim of the advert was to reflect upon relationships that are worth and last is rare and need effort and care, thus Nescafe Gold through this ad aims to indicate the same thing about the making of its coffee, having achieved its goal with success.

Through the advert, Nescafe showed that life is made up of moments that are worth cherishing and it is suggested by the brand that with a cup of Nescafe Gold, cherishing good moments will become a good experience. The comments on the online platform YouTube were observed and it is seen that followers of the brand appreciated the topic of the advert most users said that in today's time, relationships are becoming distant, and this advert reminds people how to reduce the distance and cherish the good moments with the close ones. Others noted that it was the first time they looked for an advertisement online after having seen it on TV. This was a huge success for Nescafe, it is because audiences normally ignore or skip ads when they see them on online platforms.

Advert 6 NESCAFÉ Original Make Your Morning Moment (2020)

NESCAFÉ Original introduces its new brand campaign 'Make Your Morning Moment', after the successful launch of the NESCAFÉ global brand campaign, 'Make Your Moment'.

This campaign was first launched in the UK, the objective of the advert was to appreciate some moments in the morning, moments with loved ones or alone, along with the bold flavor of NESCAFÉ Original.

This story begins with a man waking up to his alarm, to go and prepare two cups of NESCAFÉ Original. His motive is to have some peaceful time with his coffee before his busy working life starts. He hands his partner a cup and enjoys the moment of drinking the coffee together. When the chaos does kick off, the partner kindly asks to take care of the house chores while she finishes her as she wants to enjoy the rest of the coffee for a few minutes longer.

Advert 7 **Nescafé Launches the Global Platform 'Make Your World' with Sustainability Campaign (2023).**

With the launch of its new sustainability communication, 'Expect more with every cup', NESCAFÉ Europe wants to unveil this truth to consumers: there is so much more behind a cup of coffee. Every time you enjoy a cup of NESCAFÉ Gold or NESCAFÉ Classic, you are not just enjoying your favorite coffee. With 6,000 cups of NESCAFÉ consumed every second, the brand is committed to using its scale and reach to ensure it can contribute to a positive impact on people's lives and the planet, from farm to cup.

Through this communication strategy, the brand announces its new platform and visual identity which will reflect "Make your world". A statement of empowerment for coffee lovers, because at NESCAFÉ, the brand offers a new opportunity to inspire. The brand helps to show the difference consumers can make, whether in their own personal lives, in their community, or in

the world. Nescafe's new campaign 'Make your World' will help the brand to promote its sustainability approaches that exist and are being developed for the upcoming times.

Advert 8 NESCAFÉ GOLD - Make Your Me-Moments Matter (2023)

Following the launch of the new global brand platform "Make Your Moment" last year, NESCAFÉ is back this summer with a new communication to promote its premium mix NESCAFÉ Gold Cappuccino. The NESCAFE Gold Cappuccino campaign, which went live in the UK in July reminds consumers to "Make Your Me-Moment Matter"

The film features a working man who works from home and gets a reminder to take a break, He is in a dilemma should he take a break or keep on working? But he chose his break for a cup of nice Nescafe coffee. The new campaign is a reminder to take a moment for yourself, to sit back and savor great coffee, and the rich aroma and taste of NESCAFÉ Gold Cappucino.

Advert 9 Nescafé Azera Iced Frappé

Promotion of Nescafe products during the summer times and a series of adverts on these same products were aired on the digital platforms.

Advert 10 Nescafé Azera Americano

The advertisement is a promotional campaign for Nescafe Azera's Americano-flavoured coffee. The plot of the video shows a lady who comes in as a barista and orders an Americano, whereas in real the place was not a barista rather it was the lady's house and the person who took the order was her husband. The underlying meaning of the advertisement is that the aroma of Nescafe Azera's Americano-flavoured coffee gives the vibe of a barista at home. The tagline of the advertisement also emphasizes on that "Barista Style Coffee At Home".

A semiotic and multimodal analysis

Visual Preferences

Symbol and signs that reflects British culture are presented below

Location

The locations used in the videos are representations of the country, mostly the videos that are filmed inside a house give an impression how what a regular British house looks like. Locations that are used in campaigns like "Coffee at its Brightest", "Good Morning World", "For the Moment that Matter" and "Make Your World" are from various places in the world, such as the location in "Coffee at its Brightest" was shot in Brazil the reason behind such location is to make it look relevant as Brazil produces the best coffee beans in the world. The "Make Your World" campaign consists of collections of locations from different places in the world The reason behind such a choice is that Nescafe is a global product and the topic of the content is to make the world better so that is why small reflections of countries all over the world was shown in the video. Adverts like "Nescafe Gold" and "Nescafe make your morning moment" were shot in houses, the houses reflected the typical housing structure that can be seen in the UK. The apartments shown in the video provide the right essence of the British infrastructure. The beach is an integral entertainment for British people during the summer and that has been used in Nescafe Azera Ice Frappe Advert and Nescafe Azera Americano tried to reflect upon how a typical barista looks like, also represent the barista culture that exists in the UK.

Music

The background score that has been used in the adverts is the modern music that can be seen in recent times in other advertisements. Introducing older songs in a new way such as in Nescafe's "Unison" everyone in the advert was whistling the famous song "Bring Me Sunshine" in the "Good Morning World" campaign, the video presents 'Don't Worry' single by artist Madcon and aims to appeal to Nescafé's Millennial who are their main target audience. The "For the Moment That Matter" format of the video is a story-telling type, where the character shares his emotional journey of failure and success in building a relationship, to support such emotion so that the whole story-telling process can flourish, an emotional background music has been used which supports the emotion of the story really well. The video ends with Nescafe's motto for the campaign which is "For the Moment That Matter". The

dialogue was given more emphasis over music as the story plays an important factor in the video to create an ambiance the slow subtle background score is developed which gives the whole video a good feeling to its audience. The song used in this video is the famous "Stand by Me" which gives a good touch to the story that was shared in the advert.

Music is an important segment of an advertisement. It influences the emotions of an audience. Big brands are not always about their products and services, they are about the experiences that influence the customer to connect with them psychologically and eventually loyalty and advocates for brands. Nescafe is admired for its good choice of music and famous songs, mostly The brand uses popular old songs with which audiences can relate, Also, they make sure that the music is also accepted by the Millenials which is why old songs are presented with a new twist.

In the "Make Your World" campaign, the music that has been used in the advert presents an impression of an upbeat feeling. This advertisement is about motivating the young audience all over the world and the music helps to present the whole storytelling process of sustainability effectively. The music starts with a slow tempo with some musical beats creating an impression of a beginning to a story. The video consists of dialogues mostly and a soft background score supports the story-telling process. With time the tempo increases and more instruments are played giving an impression of excitement and happiness and it ends with a simple tone.

The music and the visual semiotic resources reflect the millennial generation of the UK and its culture that is relatable to them. The reason Nescafe's ad can be appealing to audiences is because of the way they portrayed individualism to the millennial generation. In this way, the brand seeks to connect with younger audiences and be aspirational to audiences who are aware of the Nescafe brand.

Language

English is the medium of language that has been used in the videos in the UK and Ireland to narrate the story to its targeted audience. The language that has been used in the video, reflects the general form of the English language that is used by the younger generation and regular people in their everyday life.

Besides the narration of stories, the songs that are used in the adverts are in English as well. The lyrics are in English and made it simple to understand and it targets the young audience or the millennials. The wording of the song is simple yet motivating and since most of the songs are famous audiences already know it.

Social Semiotics

In order to understand the meaning that the advertisement is trying to make we need to scrutinize social semiotics in-depth. The notion of the ad and semiotic resources are linked with each other. With culture, the notion and semiotic resources create basic elements of visual communication.

First, the paper analyses the characters of the adverts to get a view of the various elements that have been used in the video. All this will help the paper to analyze the situations that have occurred between the characters and the meaning that has been created eventually. When looking at the actors involved in the clip, their ethnicity seems to align with the majority of the targeted market, which makes it more relatable for viewers in the UK. Through the video images it has observed that the countries where the video was shot are in different locations of the world, It is assumed that it was a deliberate choice for the producers of the video as they thought it suited the plot of the adverts.

The character and the environment that is presented in the adverts represent an observation of a first world country, a country that thinks of sustainability about protecting the world and the environment that they are living in. One example is the "Make Your World" campaign which promotes sustainability by claiming that Nescafe is more than a cup of coffee It promotes the brand partnership with the local farmers, using glass materials for their jars rather than plastics, sharing their objective all around the world not just for one country.

The interiors of the indoor places are reflections of a regular house in the UK. From family formation to the dining scenario of a family is shown in the adverts which is a good reflection of the cultural aspect of the UK and it has been correctly shown in the adverts. In the United Kingdom or in any other first-world country, there is no class system like in South Asian countries such as middle class, high class, etc. The system of a first-world country is to make

sure that everyone is equal and everyone receives all services equally. So, from the adverts, the family that is shown is like any other family that is seen in the UK. Nescafe, a brand of coffee, is considered a luxury product, Due to this reason, the target customers of this product are the younger generation who try to follow the modern lifestyle and are inspired by it and also targets the upper-middle-class people who can afford such luxury in their daily lifestyle. However, the above statement is true for the Indian culture, in the UK, coffee is not a luxury product rather it is a necessity. The UK has a coffee culture, a cup of coffee with breakfast is something common for the English people, and a coffee to go as well. In some adverts it can be seen such as the one with Nescafe "Unison", everyone starts the day with a cup of coffee, "Make Your Morning Moment" where a couple seems to enjoy a cup of coffee first day in the morning on their bed before all the chaos starts and the one with Nescafe Azera Americano where the house feels like Barista reflects upon the barista culture of UK.

Male Figure

In Indian culture father figure plays a huge role in society and in a family. However, this is not true for the UK, In British culture every gender holds equal power, so when it comes to decision-making if it is an adult then it is taken by the individual but if it is a child below 16, the decision is taken by both parents with mutual agreement. The UK reflects a neutral family formation so there is no prioritizing the "male figure" of a family. The adverts that were chosen for this paper and aired in the UK give priority to all genders. If in one campaign it is seen that a male figure is the one narrating the story in the advertisement in another one it is seen a female figure is narrating the story in the advert. Almost equal screening presence of both genders is shown in the adverts.

In UK culture, all genders are treated equally, it is a neutral society where everyone has equal right to present their perspective, to work, to live, etc. and that is what is seen in the adverts. Rather prioritizing a particular gender might hurt the feelings of the people in the society so such a perspective is avoided. Topics like family time, sustainability, friends, and summertime are part of the British culture and this is what the adverts in the UK try to reflect upon.

Family Formation/ Lifestyle

The advertisement shows adaptation in regard to family formation in the UK, The English country represents a nuclear family where no more than two children are seen. However, in the UK, many types of family formation can be found as it is a choice for the family to have more than 1 child or none at all. That is why the adverts not only reflect upon families with more than one child but also a family of two. Analyzing the British culture according to family formation will not give a good idea about the culture rather the lifestyle will so the paper will focus on the lifestyle of the British family that has been shown in the adverts.

Normally, it is seen that both the parents in a family are working so they have a busy life with the kids, house chores, and jobs which can be seen in some of the adverts. In the advert with "Make your morning Moment," it can be seen, a couple with a busy life taking time off for their coffee time and enjoying that time which is quite true for the English family. The families believe in spending quality family time whether it is with the kid or with their partner.

A Framework for Categorizing Social Media Posts

To understand the impact of social media engagement for generating business value a brand has to get involved in the social media platforms and has to observe the activity of the users in terms of noticing their responses towards advertisements. With each click, comment, "like" or post, consumers leave vital pieces of information which are also referred to as virtual footprints which help to generate new insights for brand management and engagement. However, companies often lack the right tools to guide them in this process. Without a framework with which to convert the mass of user-generated content into knowledge, the business value of social media stays hidden in plain sight.

As mentioned earlier in the paper, Nescafe has been able to develop a strong capacity to manage its social space and extract useful insights from the huge data that are available on the various social media platforms. To gain insights into how Nescafe has learned to capture this value, the paper has observed Nescafe UK's advertisement campaign on social media platforms to promote its Nescafe Gold brand among the millennials. By successfully leveraging social media for the Nescafe Gold brand, Nescafe UK was able to induce positive word of mouth through the development of consumers who belong to the global market.

From the observations of the advertisements, which also involved an in-depth study of social media use by the Nescafe Gold brand, the paper has found a four-step framework that it believes will help other companies in any sector to extract valuable information from the vast amount of data that are available in the social media.

After extensive s observations of Nescafe fan pages on social media platforms such as Facebook, YouTube, etc., the paper found that Nescafe UK used a four-step utilization framework which includes steps like scan, engage, learn, and internalize, All this is done to strengthen the brand by building a social network.

It has been observed that Nescafe specifies the goal or objective first before they decide on promoting on the social media platform. The brand needs to understand the type of users that exist in social media and what type of objective will attract their attention for increasing brand awareness, brand loyalty and engagement, intelligence gathering, or new product development.

In this case, the aim of the Nescafe Gold brand was to raise awareness in terms of sustainability and wanted to find ways to leverage social media as a means to build enthusiasm among the younger generations for the Nescafe Gold brand, a leading coffee brand for in the UK. Given the rapid proliferation and use of social networking tools among millennials, as well as the volume of user information and content available about them online, social media was an obvious channel for brand development.

The First Strategy: The first step for the brand is they scan and map the social space around the brand and its competitors. For leading brands, it is important for them to be aware of how their competitors are acting in the market. It seems through the development of new campaigns Nescafe monitors and track user-generated content, They observe conversations that are happening on both their own and competitors' social media pages this is done to help identify emerging trends. To extract information about the Nescafe brand, the brand used advanced IT tools to analyze, text mine, and data mine user generated content to find clues about how they might deepen attachment to the brand. For example the sustainability campaigns of Nescafe, the sustainability issue is quite popular among the millennials and they have been sharing their concerns on different social media pages That is what the brand observed and developed a campaign to address that matter.

The Second Strategy: Nescafe engaged with its consumers on social networks to increase external knowledge inflows such engagement took place in different social media platforms. Social networking platforms give the floor to multimodal aspects of communication which include pictures, audiovisual tools, and texts, as well as the sharing of content to other social media platforms, for example, Facebook videos on YouTube. That is what is seen in the case of Nescafe campaigns, when a new campaign of Nescafe aired on one platform such as Facebook, users will share that same campaign to different social media platforms like YouTube, Instagram, etc. Such action increases access and outreach to engage a larger audience of consumers in a way that may help further develop and refine the market insights the company gains.

In 2015, Nescafé's 'Good Morning World' campaign was launched on the instant coffee brand's Facebook page. The Nescafe brand was one of only six globally to partner with Facebook for the launch of this technology. The Nescafé 'Good Morning World' video presents people all over the world, where everyone sings the popular song 'Don't Worry' using a jar of coffee and different utensils such as a fork, spoon, etc. Uniquely, viewers can rotate their smartphones through 360° to explore the video, the first time this has been possible on Facebook. Nescafe used this process to attract consumer reactions as well as interactions, opinions, and behaviors in relation to the content consumers had posted.

The Third Strategy is learning from the engagement with the users on the social media platforms. When the brand successfully builds an active process of creating a strategic dialogue with consumers on social media, its next step is to gain the necessary knowledge which ensures a learning aspect about the brand's users. Learning occurs through a conversion process, campaigns like "Good Morning World" and "Make Your World" are examples of such learning process that helps Nescafe to learn about its user's preferences and to develop new campaigns for the future.

Nescafe UK outsourced this capability through an active partnership with Facebook as well as with digital agencies that helped the company handle the volume of data and user-generated content flowing from Nescafe's Facebook fan page.

Collecting and studying powerful analytics and internal capabilities are required to derive meaning from social media interactions. According to the paper's findings, the lack of an

internal capability to deal with the large volumes of data generated on social networks can hinder a business's ability to gain insights from its end-user communities. The success of Nescafe's UK partnership with Facebook suggests that intermediaries or consultancies can play an important role in translating user-generated content into explicit knowledge that the company can learn from to realize the benefits of social media engagement. This process helped Nescafe UK managers uncover more details about user impressions of the brand, new product opportunities, and potential opinion leaders whose enthusiasm might be used to develop word-of-mouth to increase its brand awareness to its consumers.

The Fourth Strategy is to internalize and apply knowledge gained from social networks. Nescafe communicates the knowledge learned from social network interactions throughout the whole organization or division to ensure that the new knowledge, best practices, and solutions gained from interacting with social networks are put to work.

Consumers of Nescafe who are actively using social networks tend to have strong peer influence and word-of-mouth effects within the social community. Such examples are available on different social media platforms.

Nescafe's partnerships with Facebook and digital advertising agencies were a key component in the campaign's success. Nescafe promotes a decentralized cross-functional team motivated by an internal social media "champion" so the team could more easily communicate with the millennials and get more ideas from them about future campaigns that the brand should take into consideration. Today's youth want to get involved and feel valued, If a brand can give them such an opportunity with the right idea from the millennials a brand can achieve a competitive advantage in the market.

Glocalization

last few years, the campaigning strategy of the brand has been all about "sustainability" because this is what its targetted market expects from the brand, The local culture of the UK they have everything, and the country is stated as one of the first world countries, which has all the amenities and best quality of life that it gives to its people, so people of the country expects a brand to be sustainable. It has been mentioned many times in the paper that the targetted customer of Nescafe is the Millenials but the brand not only targets that, they also focus on

other ranges of consumers as well. However, the campaigns Nescafe for the UK market are mostly about sustainability as they understand that this is their consumer's preference. The users are interested to know the product that they are using how sustainable is it?

Besides sustainability, building connections, losing touch with friends and family, and missing out on me-time or family time all these are concerning factors as well. UK culture reflects the busy life of people, everyone is so busy with family, jobs, communicating, etc. that they lose touch with their friends and families, do not enjoy some quality time with themselves, etc. These matters were also focused on the adverts. The UK has a coffee culture, coffee is an integral part of people's day. This is something the brand did not miss out on, which the readers can see in the Nescafe Azera Americano advert, where Barista feel can be found at home was promoted.

Nescafe frequently uses video forms in order to promote its products and services, as well as social initiatives and corporate values. There has been created a YouTube channel for UK and Ireland as an outlet for the brand's promotional videos that are not shown on television. YouTube channel is a part of the company's global marketing strategy, utilizing different social media channels, like Facebook or Instagram, each one promoting both sustainable content of the product as well as adapted to a specific country. The layout of the brand's product such as logos and font used in written communication are consistent with corresponding ones in other countries.

The promotional advertisement during summer markets another product of the brand Nescafe Azera Ice Frappe showcases the time that is spent on the beach during summer and how cold beverages are preferred by consumers. Nescafe's global motto is "Think globally, Act locally" and that can be seen in their advertisements above. Previously, when the paper discussed the advertisements that were aired in the Indian market it presented the cultural and local aspects of the country that were reflected upon in the advertisement, the same case can be seen in the advertisements in the UK. The activities on the Beach during summer, the rainy weather in the UK, and the barista-style coffee at home are all local aspects of the UK culture and this is what is presented in the advertisement.

In terms of glocalization, it can be said, that Nescafe's strategy is quite effective, Being in the market for so many years, they understand the markets of each country really well and try to reflect that learning in their advertisements.

Hofstede's Cultural Dimensions

Power-distance

Socially, the UK scores low for power-distance, a proportion of the degree to which less strong people of the country expect and acknowledge the inconsistent dispersion of force. This recommends that individuals in the UK for the most part accept inequality must be reduced.

In the advertisements that are presented in the paper, it can be seen that the culture of the UK promotes equality, each gender is equally treated, and the culture reflects neutrality, so the advertisements prove that the UK actually scores less in the power-distance aspect.

Individualism

The UK scores highly for individualism, which reflects the degree to which a person's self-image is defined in terms of 'I' or 'we'. As an individualistic country, people in the UK expect to take care of themselves and their immediate family and to be less invested in society or their community.

Individual connections are very significant and are the way to carry on with work in such social orders; Outside groups are frequently met with hostility, which has an impact on hiring practices and promotion decisions at work. For people coming from the UK, these relationships may seem hard to penetrate and it's important to invest time in negotiating with this particular aspect of culture.

Through the advertisements it can be sensed that every character in the video represents characteristics and holds a value in the society. Showing that everyone plays a part in the sustainability approach reflects the importance that is given to each character.

Masculinity Versus Femininity

Hofstede's 1970s work considers more nurturing values to be feminine and more achievement-focused values to be masculine. According to Hofstede's analysis, the UK is a country that is fairly "masculine." Scoring 66 for this social aspect, UK society will in general esteem contest, accomplishment, and achievement and put less worth on properties, for example, managing everything well with others, being modest, and measures like personal satisfaction. Individuals will generally esteem their professions and are open to communicating desire.

The advertisements did not contain any of the aforementioned statements; rather, one advertisement titled "Make Your Morning Moment" depicts the man of the house making coffee for his wife and spending quality time together over a cup of coffee. In another advert "Nescafe Azera Americano" is where the husband takes an order from his wife to make her a barista coffee. Such acts of man do not reflect the competitive man who runs after success that were explained in the earlier paragraph. So, it can be said, that the male figures in the advertisements were more caring and concerned about their responsibility towards family.

Uncertainty avoidance

The UK shows low interest in uncertainty avoidance, meaning that people from this society are comfortable with uncertainty and can tolerate a lack of information about what the future will hold.

From the collected adverts, the paper can say that, they want to know more about the products that they are using, especially facts like how sustainable and environment-friendly are the products. So, after analyzing the adverts, the paper will partially disagree with the statement that "people of the UK can tolerate a lack of information" because showing an interest in knowing more about a product shows that they want information about a product and its impact in the future.

Long-term orientation

The UK scores just impartially for its time direction. This depicts how a general public accommodates present difficulties while as yet holding connections to the past. Social orders that score low on this aspect will generally grip customs and standards and will quite often be against social change. Societies scoring highly for this orientation are generally more pragmatic about accommodating change for the benefit of solving present challenges.

From the advertisements, the paper has seen a reflection of pragmatic people who want to be prepared for the challenges that coming their way, the "Make Your World" campaign is one example.

Indulgence

The UK is shown to have weak impulse control and a tendency to try to realise its desires. People coming from indulgent cultures are likely to be motivated by flexible working and work-life balance, so that may be a positive way to recruit people. It's acceptable to be informal at work, and it's often better not to seem to take things seriously.

Chapter 7 Discussion

After analyzing the collected data, the paper will discuss its findings in this section and will reflect upon the literature that was presented in the paper in the literature review section. In this section, the paper will present its research questions and sub-questions and will answer each of them by presenting the findings that are relevant to it. Initially, the two sub-questions will be presented and lastly, the main research question will be answered. The answers will reflect upon the findings regarding the theories that were chosen for analyzing the data.

Sub-Question No.1:

How does the global brand Nescafe adapt to the cultural differences in India and the UK?

Throughout the research process, the paper collected 20 videos in total, 10 for each country, to elaborate 10 videos for India, and 10 for the UK. The paper analyzed all 20 videos using multimodal discourse analysis and semiotic analysis, which helped us to recognize signs that

are embedded in these advertisements. The paper used theories like glocalization and Hofstede's cultural dimension to find out the cultural adaptation of the chosen countries in the advertisements. Upon further examination using the cultural dimensions theory, the paper inspected the meaning of the signs in connection to the traits of the Indian and British culture; consequently, the paper recognized ways in which Nescafe glocalised its intercultural communication for the target market. Considering the examined cultural cues, the paper believes that Nescafe is aware of the situation within the countries, including but not limited to the culture and beliefs. Besides, their knowledge of the state of society is demonstrated in all the videos such as lifestyle, family formation, language, etc. The choice of actors could be classified as the most noticeable change since the local population was obviously kept in mind during the process of casting. Additionally, more subtle cues of the local culture were spotted throughout the materials.

As mentioned earlier, there are 20 videos in total: 10 from India and 10 from the UK. Initially, the paper deconstructed the advertisements from India with the help of glocalization and Hofstede's cultural dimension theories, These theories help the paper to find a reflection of the chosen countries' cultural aspects in the adverts. In the Indian adverts, the reflection of Indian cultural aspects is quite prominent as the Indian culture is about so many factors such as society being patriarchal, Hindi language, classification exists based on income level, location, household interior, family formation, etc. Some example of the cultural aspect of India that has been seen in the adverts are: the father-daughter relationship, and the father-son relationship, Most of the lead roles of the adverts are male actor, sharing their struggling stories to success. Importance to a male gender is given more than a female gender because of the patriarchal aspect of Indian society. Indian culture is a patriarchal society where the male gender has more priority than the female. The father figure of a family makes all the decisions for the family, if any member takes any decision they have to get permission from the father to move forward with the decision, and that can be seen in some adverts, especially the one with father-daughter and father-son.

India has a tea-drinking culture, where coffee is considered a luxury product and used by people who have high-income salaries and whose lifestyle is influenced by modern first-world countries. Nescafe targets the Gen-Z of today and that is why the format of the adverts consists of younger people and their success stories. Gen-Z of India is highly influenced by modern cultures and that is coffee has become an important part of their lives. Casting famous Indian

celebrities and using the Hindi language in the music, lyrics, and dialogues in the advert. Nescafe adverts reflect on the modern side of India and the millennials who belongs to this country and are taking challenging steps in their life and encouraging everyone to join with them in the journey of change or sustainability.

Next, to the cultural adaptation of the UK in the advertisements, the UK promotes a neutral society where every gender is treated equally, and the country's infrastructure is well developed and highly efficient. Unlike India, the UK is stated as a developed country. There is no discrimination based on income level, more or less everyone in the UK can afford any sort of services or technologies. The UK has a coffee culture, coffee with breakfast, coffee to work, and going to baristas during the weekends to spend some quality time with friends and family. Coffee has become a necessity for the people of the UK. So, for Nescafe the coffee market is pretty mature, Consumers expect more from the products and services they are using, it is no more about promoting different flavors of coffee, it is about what more is there in the product that they are consuming. Cultural reflection was there in the adverts such as reflecting on Barista culture, the infrastructure of typical houses that are seen in the UK, spending time on the beach during summer which is something common in the UK, indoor interiors are commonly seen in the apartments and houses in the UK, clothes represent the regular attire that people in the UK wears, etc. Besides that campaigns like "Coffee at its Brightest" and "Make your world" are about sustainability and they show various locations from different places. As an audience, it can be said that the adverts represent the UK culture well and vast differences in terms of cultural aspects can be seen in the adverts in India and the UK.

In sum, the paper concluded that Nescafe is aware of the cultural differences, which is reflected in their video advertisements through adaptations embedding Indian and British elements. However, the paper is convinced that these adaptations are implemented on a superficial level in order to appeal to local customers, while Western and the company's core values remain intact under this layer of adjustments.

Sub-Question: 2

How does the global brand Nescafe do its digital marketing in two different markets?

From the observation of the advertisements and the understanding of the past papers it can be stated that Nescafé's digital marketing game is quite effective, The reason for such a statement is that the adverts of the brand is not only about promoting its product but it is more than that it is about creating connections with the consumers and the audiences who follow the brand's social media marketing in different platforms. Different campaigns that have been developed in the global market, reflect the cultural aspect of a particular in order to engage with the users of social media and create an emotional engagement with them, and to make sure that the brand is visible in the market that it is operating.

Campaigns that were developed for the Indian market reflected upon the concerns that were relevant to the people of that society. Such as "Switch on the Best in You (make connections)", "#It All Starts with Nescafe, "and #It All Restarts with Nescafe", Each campaign has its own objective, some are about making a connection and some is about sharing the encouraging story of a young individual whose struggles lead to success, in another campaign several individuals shows how they dealt with life after COVID-19 and started working from home. In the adverts that were aired in the Indian market, most of the brand campaign's target audience is the Millenials. To attract the younger generations' attention, Nescafe shared their advertisements on several social media platforms, most popularly on Facebook as the brand has approximately 35 million followers on Facebook and 90.1K followers on Instagram. Millennials are the brand's target market, interacting with them on social media platforms is another effective way for Nescafe as millennials are regular followers of different social media platforms. The brand is also active on platforms such as Twitter and Snapchat.

Through continuous interaction with the younger generation, the brand is developing ideas and campaigns that are keeping them updated and fresh in the current market. The brand is making a good attempt to keep its administration in its group through such empowering projects, never allowing individuals to consider the brand to be obsolete. To connect the digital platforms with the physical platform, Nescafe used some strategies for the global market, they started reaching out to its followers on its Facebook page.

"Are you really friends with your Facebook connections?" Nescafe posted this question on their Facebook page to observe the response they received from the users. In a world of technology and digitalization, friends and family are not interacting with each other like before due to this reason such relations are losing their touch and becoming distant with time. From

this idea, the brand decided to turn online friendships into offline ones to see what's going on with friends in the digital era. Such a strategy was used globally, the brand was trying to connect all the users in one platform where they could share their experiences with Nescafe.

Besides the previous campaigns that were done by Nescafe in the Indian market, other campaigns were also introduced on the social media platforms, Some campaigns aimed to introduce new flavors, pack sizes & occasions to promote how to enjoy Nescafe coffee with neighbours and guests. The digital page 'Know Your Neighbours' became the most significant fan page for Nescafe globally, with more than 3.5 lakh fans in 2011. In 2012, Nescafe's Facebook page had 2.2 million followers and became the most popular page for Nescafe all over the world. This was a development from the prior 'make connections' campaigns to mirror the changing upsides of youth. Social media was extensively used to generate interest. In the launch year itself, the ad generated 50,000 Facebook shares and 2500 consumer-generated stories in India.

The main reason for the application of Digital Marketing all over the UK is caused by the increasing number of people going to mobile devices. Mobile devices are taking over the world, not just in the United Kingdom. A study predicted that mobile digital advertising revenue in the UK would be higher than PC revenue.

The audience is the most important variable in marketing. To get one's business going, one should get to know their customers and then start the marketing play and that is why Nescafe is trying to get their users involved in the campaigns and they are doing that through the social media platforms.

Hitting the top of the list of the best and most effective digital marketing strategies includes content marketing, search marketing, social media marketing, marketing automation, and other lead generation strategies. It seems Nescafe digital marketing strategies include content marketing and social media marketing. All these strategies aim to help increase profit, revenue, and brand awareness.

Nescafe's content marketing included valuable, relevant, and consistent content to attract and acquire a clearly defined audience with the objective of driving profitable customer action.

As mentioned earlier, social media marketing is a strategy used by businesses to gain more attention and leads by using different social media platforms. The marketing strategy is quite timely and supports the youth generation, the generation who is more involved with the usage of mobile phones and social media platforms through that device.

Main Research Question:

How does Nescafe's social media marketing strategy differ between the UK and Indian markets?

Nescafe is one of its renowned brands in the business of traditional hot and cold energizing soluble like coffee and is available almost in every part of the world in different forms and variants. Nescafe has built a strong brand equity through the use of aggressive marketing strategies globally. Each country/region's Nescafe forms its own strategy to effectively target its audience and generate sales accordingly for the profitability and growth of the company. It is for this reason that some variants are designed and marketed to cater to the needs of that segment of the market. It has been noted that Nescafe is a brand that is considered an exclusive practical consumption product when it used to be just an instant coffee and has become more than a practical product as it started to sell various flavors and blends of coffee to different markets. The company aims to provide products to consumers wherever, whenever and however is required.

Nescafe prioritizes a country's cultural aspect when it is marketing its product in that country, before promoting their products they study the market well so that they can reflect upon the cultural aspect to attract consumers' attention on their products. Nescafe's global brand personality can be sincere, down-to-earth, warm and honest, and excitement related to friendly, youth, and energy however it can be just one of the two mentioned above or a mix of both depending upon the target market and the variation.

Nescafe has different target markets for its different variants. In the UK, the target market is young adult consumers aged between 20-35 of the middle and upper class who have lived with the consumption of soft drinks and energy drinks like Red Bull. To capture that market, Nescafe along with its advertising agency decided to build consumer trust and develop work showing lenghts that Nescafe users will go to stay away from other substitute goods. A 360-degree

campaign was designed which was launched with a TVC, billboards, radio ads, posters, magazines, newspapers, and many other media.

India, with its different variants, is leveraging to vast consumer base and catering to all segments of the market. For the brand's ease, the strategy for the brand used for the market is divided into geographics, demographics, and psychographics. The strategy however has been to focus on values and low-key market penetration using a 360-degree promotion campaign.

Nescafe uses social media platforms for brand awareness through connecting with the consumers giving them a platform to share their experiences which is relevant to the campaigns. The brand considered using YouTube's 360-degree videos for some of its campaigns, through this, it developed an interactive process on an online platform. The objective of using such platforms is

360-degree Videos - Allows to develop immersive and interactive experiences that engage viewers in an advertising campaign.

Global Connections - The concept of global connections helps to reach out to consumers from various parts of the world and can attract consumers to their marketing campaigns.

Millennial Marketing - Campaigns that are developed to target millennials can help to influence that consumer segment.

Before analyzing the collected data, several scientific literature were studied to find out research studies that are similar to this one. There are several literature in this field, that will give readers idea about digital marketing strategies that are applied in India and in the UK, the international marketing strategies of Nescafe, social media marketing, and its position in India and the UK. Throughout the process, a literature gap is found and that is the absence of literature that discusses the difference in social media marketing strategies in these two countries (UK and India). Also, the paper was also interesting to look at how cultural aspects of the chosen country were used by the brand.

The objectives are pretty clear in the advertisements in both markets. But there are some major differences such as in terms of cultural aspects, The UK has a coffee culture whereas India has a tea-drinking culture, language, different perspectives of Millenials, different infrastructure of societies, etc.

The differences have been well portrayed in the advertisements such as reflecting on the patriarchal society of India, the neutral society of the UK, promoting a sustainability approach for the UK users, motivational approach for the Indian young generation, featuring Indian celebrities in the campaigns, etc. India is a culture with various traditions and racial people, and building brand awareness through social media platforms in India can be a challenging task for Nescafe. That is why Nescafe decided to go big and interact with your audience with locally relevant, authentic, cross-platform content to get users' responses. By getting to connect with the users, Nescafe gets to fulfill its brand purpose and plans to prepare for the future by embracing India's ever-changing digital demographics.

Chapter 8 Conclusion and Practical Implications

8.1 Conclusion

Even though there are lots of big competitors like Starbucks, Bru, Costa, etc.. Nescafe has consistently been the best option of coffee for coffee lovers in India and the UK. No other Coffee has at any point acquired such popularity in India and the UK when it started its journey in these markets with time many competitors emerged but Nescafe holds a strong position in the market. It's always spurring mottos and campaigns have encouraged numerous young people. However, as time moves forward, and as the world is becoming more uncertain, and fast-paced due to technology and the appearance of other contending organizations, Nescafe experiences such challenges and comes out of such scenarios with success. The reason for such success is Nescafe's appropriate market strategy that is used in different markets by adapting the cultural aspect effectively in order to communicate with the consumers successfully.

Nescafe's target consumer for its product is the youthful grown-ups and common individuals. Through the collected data it has been realised that Nescafé's digital marketing strategy meticulously focuses on younger consumers. And obviously, that strategy works very well, and

in order to make it effective Nescafe had to make sure its presence in the social media platforms as the younger generations are more into social media. Nescafe's popularity in social media platforms can be observed through the number of views that the adverts received, the number of times it has been shared on other platforms, and developing campaigns where youths come together to share their stories, This shows how tremendous is Nescafe in their advancement and achieving its fame. Nescafe's immense fame in India and the UK makes it a spot loaded with new freedoms for Nescafe in the event that it keeps on serving its clients and constructs new items and flavors.

Notwithstanding Nescafe's prevalence over the long haul in the event that they need to keep their item and showcasing techniques creating to find new market appearance and expanding need of progress in taste and choice of clients. Nescafe is attempting to extend its market through a progression of advertising and marketing activities on social media platforms. It is constantly advancing its campaigning strategies with elective and successful mottos, for example, "Make your world" in the UK and "#ItAllStart", "Switch the best in you", and most recently with "ThodaAurMachaa" in India. The investigation of the advertising blend of Nescafe demonstrates that it is well organized and proper with regard to the cultural aspects of India and the UK. The fact that Nescafe uses "#" in its campaign shows that it understands the recent trends of the social media platforms and this is something that young generations can relate to.

This paper's purpose was to find out the differences in the social media marketing strategy in two different countries. The two chosen countries are India and the UK, which are not only culturally but also in terms of infrastructure, economy, size of the population and language are totally different from each other. When two countries are so different from each other in so many factors, obviously marketing strategy of a global company cannot be the same and that is what the paper was successful in finding. Nescafe is one of the leading coffee brands in India and the company targets the younger generation as its targetted audience. In order to attract their attention the company uses social media platforms for marketing purposes. Nescafe uses different campaigns to communicate and connect with the youths, till now Nescafe has been successful in connecting with the Gen-Z which the paper found out through the collected data. In the UK, Nescafe is already an established brand and its strategy for marketing on social media platform is to promote how sustainable is Nescafe and the steps they are taking towards

sustainability. Besides that, Nescafe promotes different variations of its products on social media platforms.

8.2 Practical Implications

It is recommended that Nescafe be more active on social media platforms and engage more with its consumers through campaigns that are seen in the Indian market. Every day a new contender enters the market and comes up with an innovative idea about marketing To compete with that Nescafe should engage more with its consumers in the UK like the way they are doing in the Indian market. As in the Indian market, Nescafe should actively ride the premiumization wave due to the potential of artisanal coffee. Launching & marketing its globally popular machines like Nespresso & Dolce Gusto in India can be explored. Nescafe can promote its Café experiences further by taking the initiation of opening Cafes in metros offering premium services to the consumers. It is also suggested that the brand should also get associated with marketing agencies who have a better understanding of local and global market perspectives, such a strategy will help the brand to achieve the expected market shares from the markets it is operating. However, their promotional strategy should not completely be diverted towards the coffee drinkers of the future and should carry out activities for adults and old-age consumers as well. Through the 360-degree marketing campaigns, it has been seen that for Nescafe it has turned out to be quite effective and that is why it is suggested that the brand should use this strategy to target its customers.

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9.1 Appendix

Advert 1: Taste that Gets You Started https://www.youtube.com/watch?v=285sRiIq34s

Advert 2: Switch on the Best in You https://www.youtube.com/watch?v=E3yKIWoWwVI

Advert 3: It All Starts with Nescafe (Cup of Resolve) (2014-2016)
https://www.youtube.com/watch?v=u1whG-9BjsQ&t=8s

Advert 4: NESCAFÉ Cartoonist. #ItAllStarts (2015)
https://www.youtube.com/watch?v=GP_zdW6sl-k

Advert 5: #StayStarted with NESCAFÉ, RJ Rishi's story (2016)
https://www.youtube.com/watch?v=0tBqrioLag4

Advert 6: #BadalLifeKiRaftaar with NESCAFÉ (2017)
https://www.youtube.com/watch?v=T6rqWYcalcU

Advert 7: Nescafé badal life ki raftaar (2018)
https://www.youtube.com/watch?v=B7qpr1B0XwQ

Advert 8: NESCAFÉ #BadalLifeKiRaftaar India (2022)
https://www.youtube.com/watch?v=-Fo-Ge4afDg

Advert 9: "Karne Se Hee Hona Hai" campaign. (2020)
https://www.youtube.com/watch?v=O5LIzFUxF4o

Advert 10: Nescafé celebrates India's real heroes in its new campaign – Thoda Aur Machaa! (2022) https://www.youtube.com/watch?v=h4-i83X6Bvo

Advert 11 "Gold Blend" instant coffee campaign (1987-1993)
https://www.youtube.com/watch?v=OJ8JuEBu8ZY

Advert 12 Nescafe - Coffee at its Brightest (2009)

https://www.youtube.com/watch?v=2K_lpyyhJBU

Advert 13 Nescafé 'Unison' TV advert (2014)

https://www.youtube.com/watch?v=nMd2dUr4tks

Advert 14 Nescafé's 'Good Morning World' Campaign Celebrates Global Connections (2015).

https://www.youtube.com/watch?v=0WE4mhoOXcs

Advert 15 NESCAFÉ Gold – For the Moments That Matter (2018)

https://www.youtube.com/watch?v=04olB9MPGyk

Advert 16 NESCAFÉ Original Make Your Morning Moment (2020)

https://www.youtube.com/watch?v=vEMSfq7PklI

Advert 17 Nescafé Launches the Global Platform 'Make Your World' with Sustainability Campaign (2023).

https://youtu.be/b7R9tRrCyUI

Advert 18 NESCAFÉ GOLD - Make Your Me-Moments Matter (2023)

https://www.youtube.com/watch?v=gFKE82N-7pk

Advert 19 Nescafé Azera Iced Frappé (2023)

https://www.youtube.com/watch?v=0mWld-2cjus

Advert 20 Nescafé Azera Americano (2023)

https://www.youtube.com/watch?v=TjjWz5s6yqM