

# Abstract

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## **Exploring the Glocalization of Advertising Strategies in Egyptian Context: A Content Analysis of Television Commercials**

Due to a globalised and competitive world, global brands are growing stronger, and the competition for consumers' attention worldwide is becoming more intense. The aim of this study was to explore the glocalization of advertising strategies in the Egyptian context, as standardization and adaptation of global advertising (globalization versus localization) in foreign markets is a topic of constant debate among scholars. Content analysis was used to investigate three global campaigns: Coca-Cola "Open Happiness", Snickers "You're Not You When You're Hungry", and Comfort "Cloth World". These advertisements were compared to the ones aired in western contexts in order to understand the degree of glocalization. The research finds illustrate that the international companies tend to revise their communication strategy by mixing up global and local cultural appeals in television commercials (Characters, Length, Music, Scenic Background, Slogan, Story of commercial, and Voice-over) in order to attract maximum audience and stimulate intentions for purchasing the product service. In the Middle East, specifically Egypt, this study acclaims that international companies need to recognize and comprehend the local culture of the country, the Islamic religion, and follow the regulations of the country in order to be successful in implementing an influential marketing advertising strategy.