

# A Midwestern Perspective on Global Corporate Communications

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Minnesota and the upper Midwest are home to many multinational Fortune 100 companies for whom global corporate communication is a given. With national and regional marketing centers around the world, many have found a good balance between thinking globally and acting locally. Yet, there are even more small and medium-sized companies in our region for whom it is equally important to define and communicate their corporate identity and vision to their different international constituencies, from clients to employees to stockholders.

In order to build corporate community, companies large and small need to create corporate policies, procedures, and shared values that are inclusive and culturally sensitive. It is critical that local customs and legal regulations be considered and adjustments made where needed, so that the policies and values are relevant and appropriate for international employees. At the same time, there

are many tools that can help bind together an international company and create a sense of corporate identity and identification with the brand among an international workforce. For example, a company newsletter can provide a vehicle for regular transnational employee communication. Knowing that you have common challenges and objectives goes a long way towards building mutual appreciation and pride in a company.

For clients and stockholders, a corporate brand is the guarantor of quality, performance, and reliability. In fact, in a global business-to-business marketplace, the good reputation of the corporate brand is critical for developing lasting business relationships. Thus developing a strong corporate brand image is an absolutely vital investment, no matter what the budget.

Branding is not just a function of advertising - rather every interaction with a customer is a branding experience. That's why it is so important

that all members of an organization understand and share the corporate brand vision.

As you are crossing borders, remember that your corporate positioning and identity must be culturally relevant, yet also consistent. You can change your clothes and the language you speak, but you cannot change who you are. Also, keep in mind that the national origin of your brand will influence how you are perceived in other markets, because different countries have reputations for producing quality products in certain categories but not in others.

When it comes to global corporate communications, it is important to work with a partner who can bring a multicultural perspective and multilingual craftsmanship to the work. Only then can you be sure that your communication materials will possess the right creative expression to engage and appeal to all your audiences around the world.☪



**CREO International** is a leading multilingual creative marketing communications agency serving diverse and global markets. Each of CREO's business units: CREO Global, CREO Latino, and CREO Translation, is comprised of a team of native-speaking communication professionals with the expertise and experience to reach specific target audiences.

As an innovative advertising and marketing communications group, the multinational, multidisciplinary staff of CREO Global creates solutions that enable our clients to effectively reach international audiences. Working with the Hispanic team of CREO Latino, our clients can successfully tap into the fast growing Hispanic segment in the U.S. or reach audiences in Latin America with creative that expresses their attitudes and beliefs, speaks their language, and builds brand loyalty.

For clients who require precise technical translations and other foreign language production services,

CREO Translation delivers highly accurate and cost-effective quality translations. Together, the CREO teams offer the comprehensive capabilities to meet any ethnic and global communication need, regardless of language, medium, or industry.

Christa Tiefenbacher-Hudson is co-founder and managing director of CREO International. Christa's agency has been a founding member of the Minnesota chapter. Christa took over as Chapter President in November 2000.☪

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