HSBC Ads about Culture

This is a series of HSBC commercials designed to underscore the concept of "glocalization"—the blending of global branding with local cultural sensitivity. The ads depict humorous yet telling interactions where cultural misunderstandings arise—highlighting how awareness of local customs and values is essential in global business contexts.

Viewing Task (watch video) https://www.youtube.com/watch?v=ALWwK7Vz4gY

- Note:
  a. What cultural norm or expectation do you think each scene is highlighting?
  b. How does misunderstanding stem from lacking cultural context?

Which norms or values are being portrayed (e.g. punctuality, hierarchy, hospitality)?

How could such misunderstandings affect business interactions?

How do these examples demonstrate cultural relativism—understanding actions in their cultural context?

Can you think of a situation in your own life where cultural expectations caused confusion?

How does glocalization—localizing global messages—play a role in reducing misunderstandings?

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Extension Tasks

Group discussion: Create your own mini-ad scenario illustrating a cultural misunderstanding in a UK context.

Writing assignment: Explain how knowledge of cultural norms and values helps social cohesion and reduces conflict.