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**CULTURAL ADAPTATION STRATEGIES OF
ADIDAS IN THE BRAZILIAN AND JAPANESE
MARKETS**

Project prior to obtaining the 'Bachelor's Degree in International
Studies'

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I dedicate this research to my greatest idol: Cristiano Ronaldo Dos Santos Aveiro. You taught me that anything in life is possible, that if I truly desire something, visualize it and decide to fight for it, it will happen. You are not only great on the soccer field, but also off it. Long life to you, human beings like you are admired by millions of people. Your discipline and personality marked the era of many soccer fans, especially Real Madrid and, of course, the Portuguese national team, which you represented in an exceptional way. I cannot leave aside my favorite team: Liga Deportiva Universitaria de Quito, no matter how many moments we had together, good or bad, but all are experiences that will last until the end.

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Long live Ecuador, blessed land of people proud of their country.

CULTURAL ADAPTATION STRATEGIES OF ADIDAS IN THE BRAZILIAN AND JAPANESE MARKETS

ABSTRACT

This research analyzes the cultural adaptation strategies that the Adidas brand has used in its international marketing campaigns aimed at the Japanese and Brazilian markets. Using a qualitative-comparative approach, ten advertising videos broadcast between 2002 and 2025 are studied, with emphasis on variables such as color, characters, narrative, setting, music and duration. In addition, two emblematic collections, Farm Rio for Brazil and Y-3 for Japan, are examined in order to identify how they fit the consumer styles and cultural preferences of each country. The results show that the brand applies differentiated approaches according to the cultural sensibilities of each country: while in Brazil, vibrant colors and soccer figures predominate, in Japan, a minimalist aesthetic is observed, with an emphasis on simple design and functionality. The study also considers consumer behavior in both countries, highlighting the strategic implications for global brands seeking to expand effectively in culturally diverse contexts.

Keywords: cultural adaptation, Adidas, Brazil, Japan, international marketing, products, advertising videos

ESTRATEGIAS DE ADAPTACIÓN CULTURAL DE ADIDAS EN LOS MERCADOS DE BRASIL Y JAPÓN

RESUMEN

Esta investigación analiza las estrategias de adaptación cultural que la marca Adidas ha utilizado en sus campañas de marketing internacional, dirigidas a los mercados de Japón y Brasil. A partir de un enfoque cualitativo-comparativo, se estudian diez videos publicitarios difundidos entre el año 2002 y 2025, con énfasis en variables como color, personajes, narrativa, escenario, música y duración. Además, se examinan dos colecciones emblemáticas, Farm Rio para Brasil, y Y-3 para Japón, con el objetivo de identificar cómo se ajustan a los estilos de consumo y las preferencias culturales de cada país. Los resultados evidencian que la marca aplica enfoques diferenciados según las sensibilidades culturales de cada país: mientras en Brasil predominan los colores vibrantes y figuras futbolísticas, en Japón se observa una estética minimalista, con énfasis en el diseño sobrio y la funcionalidad. El estudio también considera el comportamiento de consumo en ambos países, destacando las implicaciones estratégicas para marcas globales que buscan expandirse de manera efectiva en contextos diversos, culturalmente hablando.

Palabras clave: adaptación cultural, Adidas, Brasil, Japón, marketing internacional, productos, videos publicitarios

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INTRODUCTION

The research on Adidas cultural adaptation strategies in Brazil and Japan is especially relevant because of how different the two countries are. These cultural and market differences make the research not only challenging, but also rich in insights and learnings. Adidas offers customized products for each market, reflecting consumer preferences and cultural characteristics.

In Brazil, for example, a taste for urban fashion and soccer culture suggests that campaigns featuring big-name soccer players and vibrant designs are effective strategies for capturing the public's attention. In contrast, the Japanese market, with its penchant for minimalist aesthetics, may be more receptive to sustainable and environmentally friendly collections.

In addition, the colors used in products and campaigns must be carefully selected, as each country has unique cultural connotations. These cultural adaptations, while they may sometimes seem subtle, are fundamental to ensuring the success and acceptance of the brand in diverse markets. Therefore, understanding and implementing cultural adaptation strategies becomes a key part of Adidas' success in environments as varied as Brazil and Japan.

International marketing has, among other purposes, to design strategies so that the products and services of a brand can be adapted to the different markets to which they are directed, according to the cultural particularities of each country. It is not the same to sell a product in an American country as in an Asian one, since their perspectives, tastes and preferences are usually very different. Cultural adaptation has been fundamental to Adidas growth in various markets. In addition, companies must not only adapt to different countries, but also to the different potential niches that have been identified within each market.

The overall objective for this research is as follows: To analyze the cultural adaptation strategies implemented by Adidas in Brazil and Japan, in order to understand how the brand adjusts its products and marketing communications to align with the cultural characteristics of both markets.

The specific objectives of this study are also listed:

1. To identify key cultural differences between Brazil and Japan that influence Adidas marketing and product adaptation strategies.

2. To analyze the cultural adaptation strategies implemented by Adidas in each of these markets, both in terms of products and advertising campaigns.
3. To compare the impact of these strategies on the brand's success in the Brazilian and Japanese markets.

CULTURAL ADAPTATION STRATEGIES OF ADIDAS IN THE BRAZILIAN AND JAPANESE MARKETS

CHAPTER 1 CONCEPTS AND INTRODUCTION

In this section, key concepts will be considered, which are essential to understand the purpose of this research. The aim is to assimilate and relate them as aspects that work together, one supporting the other. International marketing and cultural adaptation are the main focuses of this study. Advertising campaigns will be discussed, these are responsible for conveying the product, service, or message in its various directions, and will be transmitted as a means for potential customers to acquire what is offered. Likewise, the components present in advertising campaigns and videos will also be analyzed to understand what motivates consumers to buy, and how they are persuaded by what they see will lead them to acquire a product or service of their choice. Colors and the use of athletes are tools that work together to achieve a specific goal, which is to communicate to the buyer the value offered by the company. A look at sports marketing and its components will be taken to understand what the world's largest sports brands have done to attract new customers and ensure that existing ones remain loyal to the company.

It is important to note that all of this is related to the cultural characteristics of each country. The product is often featured in advertising campaigns, and they will be studied in the same way, since the relationship between the advertising videos and the product is direct, not at all distant.

1.1. Internacional Marketing and how it differs from domestic marketing

To begin this section, it is important to conceptualize what international marketing is. According to Jurado and Jaramillo (2016), international marketing can be understood as the research and knowledge of the exchange nexus that a nation has under cultural, legal, and value conditions of each individual that are different from those of the nation of origin. Thus, for the purpose of understanding the basis of this research, it becomes essential to understand how domestic marketing differs from international marketing.

Keegan and Green (2009) mention that marketing can be considered as a group of processes and activities that, taking into account the manufacturing and logistics of the

product, in addition to its design, integrate the offer and value chain of a company. Local and international marketing differ due to their scope; Johnston et al. (1999, cited in Samiee and Walters 2003) assure that international marketing and its context lead to relationships that go beyond local borders, and that key players can be found anywhere in the world. Furthermore, the growing increase in globalization, strategic alliances and cooperation strategies, together with the factor of greater competition on a global scale, has generated that a considerable number of companies rethink their strategies.

"The importance of incorporating marketing management variables becomes clear when we analyze the reasons underlying the adaptation of many products in international markets" (Baalbaki and Malhotra, 1993, p. 23). This idea is closely linked to the previous paragraph, as it alludes to how companies change their strategies to connect with different markets, and therefore, with different cultures around the world. "This means acquiring an understanding and a true sense of the underlying culture of the native country in which the marketing will be carried out" (Van Heerden and Barter, 2008). Each company adapts its international marketing strategy depending on its specific needs, whatever they may be.

1.2. Companies and their cultural adaptation

Culture has already been mentioned. To understand it, we need to connect it with the cultural adaptation that companies need to undertake for their product or service to be successful. Cojocaru (n.d.) aptly establishes this connection between companies and how they adapt culturally:

Culture resists change. Normally, in life, there are always changes. This process of potential change is relevant to marketing scholars, as marketing efforts often go beyond and are more than cultural innovation. There are many factors why a culture resists new products or new ideas, as they must be perceived as needs within the culture.

We must go beyond one's own cultural beliefs; therefore, it is necessary to harmonize the company's culture with that of the national market. This idea is based on aligning the corporate culture of the company and its partners, obviously also that of foreign clients or the market to which the efforts are directed. Culture will know how to resolve the dilemma of combining one's own beliefs with others in the global market. When put into practice, this dilemma means respecting people and adapting to the target culture (p. 53).

Llamazares (2016) provides extremely detailed and comprehensive information on how global markets vary, fully linked to how companies must adapt to enter new cultures and succeed, taking into account brand perception. First, he talks about how globalization has favored multinational companies, in the sense of offering the same product to customers in different parts of the world, but it cannot be assumed that foreign markets have many similarities. If some companies have managed to succeed in this regard, it is thanks to their advertising, in which they have invested significant amounts of money, knowing how to transmit a brand image, reaching a fairly similar segment in the world.

Even so, consumers in different markets remain diverse, and even more so given that these differences often, far from narrowing, actually widen over time. This author provides us with several marketing perspectives, but we should focus on the ones that, in my opinion, are the most important: cultural, religious, and economic.

The first perspective, mentioned above, encompasses aspects such as traditions, customs, and values, which determine what is important, correct, and desirable for a specific group. In societies like Germany and Japan, thrift is viewed favorably; in Mediterranean countries, there is a tendency toward consumption. In Brazil, there is a taste for youth; in Eastern culture, for tradition.

Regarding the second perspective, Llamazares, in this same book, mentions that a World Bank report stated that thirty-two countries account for eighty percent of the world's GNP, and that two-thirds of this economic metric comes from countries like the United States, Canada, and Japan, among others. The GNP per capita in countries like Mozambique, a poor state, is \$400; while in countries like Switzerland, it is \$60,000. An equally important fact is economic growth; the regions that have grown significantly are Asia, with seven percent, and Africa, with five percent. It will depend on how the company wants to position itself in people's minds, whether it offers low-cost products or services or luxury ones.

It is also necessary to explain what the product being sold is and its price, since both buyers have their differences. Castro and Lerma (2010) accurately define what is required, mentioning that the product is the good or service destined to be sold in the market, those products that are desired in the target market must be identified; on the other hand, the price, for its part, is the monetary value that is assigned to a product, with which an economic benefit will be obtained.

1.3. Advertising campaigns, the means to reach customers

Now, we understand what international marketing is and its relationship with culture. Therefore, we must understand the importance of advertising campaigns and the different aspects used to make a product or service attractive enough to be sold.

"An advertising campaign encompasses a company's efforts to increase awareness of a particular product or service, or to increase consumer awareness of a business or organization" (Ancin, 2018). Universidad Europea (2024) supports this definition and complements it by mentioning that an advertising campaign consists of tools designed to communicate strategic messages and, thus, achieve greater positioning and influence the target audience. This also takes into account that the advertising campaign has a defined timeframe.

The aforementioned tools do not work on their own; something more must be involved for the advertising campaign to be successful, and of course, for sales to increase as a result. This is why Malär et al. (2011) assert that psychological bonds with brands, which are emotional brand connections, lead to more advanced levels of competitive advantage and company performance. Akgun et al. (2013) comment that emotional branding is essential for companies to go beyond, breaking through the clutter, and establishing a distinctive association in today's market, due to its saturated nature. Products and services must be distinguished by casual, technological, and advantage-based differences.

Jiménez et al. (2019) make a very accurate statement, saying that the customer can have emotional commitment to the brand and the product, when the fiber of their feelings is touched, therefore, a commercial strategy must be developed to reach the consumer to be able to identify with the brand's message.

1.4. What motivates the customer based on what they see

Humans are attracted to what they see and like. This involves multiple factors, and of course, it is essential to know how to manage this issue in advertising campaigns. Fernández et al. (2023) argue that advertising is a form of communication that seeks to persuade, using narrative or visual strategies to capture the buyer's attention. Advertising literacy plays a crucial role in how humans interpret and respond to advertising messages. This discernment skill allows consumers to develop critical thinking and be attracted to certain ads.

Yalán (2021) mentions that creativity always attracts consumers. Popular advertising is based on regional aesthetics and local narratives, and they resonate much more with audiences than high-budget campaigns that seek to massively reach. This proves that the cultural adaptation of advertising campaigns is successful because it makes a group of people identify with something that attracts them, with their own values and experiences. Villacís and Medina (2023) affirm that the use of clear messages and striking visual elements are essential to capture attention, obtaining an emotional connection and loyalty.

Since most buyers are connected through all media, advertising must adapt to everything new and effective according to its strategy. Palma et al. (2023) assert that digital advertising strategies are designed to influence buyer behavior, using and analyzing data to maximize its effectiveness. Being clear about this allows for increased ad relevance, as ads are present in more places and will be seen by many more people.

1.5. How colors attract customers

Now, people respond differently to what they like, based on what they see. Color is an important factor in advertising campaigns and products, and cultural adaptation is also bound to take into account this important issue. Vladimirova and Marinov (2017) support the above idea, as they mention the following:

In marketing, the use of colors from the perspective of multicultural communication is a subject of interdisciplinary research, as it has a broad scientific basis. The main factors in shaping color perception, based on universal human psychophysiology, are: the social environment, situational experiences, and culture. The cultural and individual characteristics of the buyer, of course, related to colors, merit more in-depth scientific study (p. 1159).

Moral and González (2023) assure that color can have multiple effects on people's perceptions, for example, the degree of quality that customers attribute to goods, this depending on the color of the packaging. Attached to this idea, not only the colors in the packaging are a topic of discussion for the marketing experts of each company, the brand is also part of this debate, which is why Kumar (2017) comments that brands must produce an effective visual identity, through the good use of color, therefore, a logo is more attractive to the customer when the colors have a meaning that coincides with the personality of the services or products that the company offers.

1.6. Sports marketing and its components

Sports marketing is central to this research, since, as everyone knows, Adidas is a sports company. Unir Magazine (2025) notes that sports marketing is a strategy focused on using the feelings and emotions that sports generate to promote and thus sell goods and services, seeking to generate a relationship between brands and sports.

EAE Business School Barcelona (2024) provides some sports marketing strategies:

1. Sponsorship and strategic partnerships: Companies associate their brands with the values of sports. For example, Nike became the supplier of all NBA team uniforms, which gave the brand greater visibility in the basketball world.
2. Merchandise and personalized products: Fans purchase merchandise related to their favorite teams and athletes to show their loyalty and support. Brands can make this strategy even more effective by offering exclusive and personalized products that connect with fans' emotions.
3. Live experiences: Sporting events are a unique opportunity, creating experiences that brands can leverage to generate activations, such as direct engagement with attendees, to create an immediate impact and increase long-term loyalty.
4. Content marketing and storytelling: Teams and brands leverage the value of telling stories that resonate with their audiences. By sharing inspiring stories about the dedication of athletes or the achievements of a team, sports institutions will build a deeper connection with their fans.

Having considered teams previously, we can now discuss these sports institutions. Ramírez and Perdigüero (2006) argue that a great club is more than just a sports society, but rather is made up of sports experts on the field, sports fans in the stands, and those who enjoy sports in management. This is why it is necessary to go further. They are now owners of star brands on the field, management and marketing professionals in the box and in the offices, as well as all kinds of fans in front of the television and in the stands.

To gain a clearer understanding of what has been said about sports marketing, Moreira and Hijós (2013) point out that the modernization process of sports clubs was made up of a series of pillars: sports marketing, the growth of sponsoring companies, the club also conceived as a brand, the sale of original assets, and the remodeling of stadiums to convert them into tourist and conference centers.

"No one is as good as all of them together" Alfredo Di Stefano (1959). This phrase can be interpreted as reflecting the importance of each and every person who makes up a sports institution, from the smallest, such as the player, to the largest, such as the president, and, of course, those in charge of sports marketing, whose importance has already been acknowledged in the information provided.

1.7. The importance of knowing how to persuade the customer

Now that we know the usefulness of color in advertising campaigns, we can also talk about advertising videos, which, by the way, are part of advertising campaigns and also use color to capture attention. Here, we can highlight some factors in sports videos.

First, the use of celebrities in advertising videos. To begin, according to Bergkvist and Zhou (2016), celebrity endorsements are based on hiring famous figures, such as athletes or artists, to personally promote a specific product or brand. McCracken (1989) asserts that a consumer associates various symbolic meanings with a celebrity, which are transferred to the good being promoted through the endorsement, and then from the product to the consumer through purchase and consumption. He also identified that endorsements by some well-known figures work better than others due to the natural relationship between the good and the celebrity—this speaks to cultural meanings and images.

Likewise, Escalas and Bettman (2003) comment that the self-esteem motives and the identification process together suggests a relationship between celebrity appearances and consumers: the latter possess a self-esteem motivation to act in ways that establish and enhance their own ideal selves, and view celebrities as inspirational figures with desired meanings for implementing their ideal selves. Now that the relationship between consumers and celebrities is clear, it is necessary to have a vision of how the brand connects with the customer.

Choi and Rifon (2012) provide this information, stating that the concordance between the customer's actual image and the image of a brand is self-congruence, while optimal congruence refers to the concordance between a brand's image and the customer's ideal image. This first point has established a connection between the person transmitting the message, the person buying, and the person selling.

Second, the length of an advertising video. Marin et al. (2024) comment that in the current context, digital platforms are the main disseminators of content, and they have had

to adapt to the behaviors and preferences of buyers. Likewise, advertising videos focused on sports tend to last, on average, between 15 and 60 seconds, depending on the objective of the advertisement and the platform on which the video is published. Fernández and Pastor (2016) highlight, in contrast to the above, that longer advertisements, which can last up to 60 seconds or more, are usually published on YouTube, for example, where viewers are more willing to see this type of longer videos, especially if they are about narratives featuring well-known sports figures.

To conclude this second point, Martínez and Vizcaíno (2021) argue that the context in which the advertisement is presented also influences its duration, since, in sporting events, speed and emotion are key, direct and concise advertisements tend to be more effective. This is due to the fact that viewers are more anxious about the event itself and may not be as receptive to lengthy advertising messages.

1.8. An approach to successful advertising campaigns

It is important to understand some of the advertising campaigns of the world's most famous sports brands, how they have performed, and how they have been able to seduce their target audiences. For this section, we rely on Flora et al. (2015), who conducted a study of Nike, Adidas, and Reebok, highlighting their advertising campaigns, as well as their components such as the character and the message. First, the interpretation will be presented, followed by a figure from each campaign.

It starts with Nike, this one in particular was taken from El Confidencial (2015). For its description and denotative analysis, there is a frontal photograph of a naked character, which is Wayne Rooney. He has both arms extended, his fists closed and his mouth visibly wide open, to represent a rather loud scream. His white body has a red cross, which is the same tone as the logo in the lower right. Next to the logo, there is the phrase Just Do It, an expression that encourages activity, and not to be afraid of obstacles. The background of the image is completely white, which gives the opportunity to the color red to be the protagonist since it looks much more representative.

In its symbolic or connotative analysis, what initially catches the attention of those unfamiliar with the footballer is the red cross on his pale body. On the other hand, the allusion to Jesus is immediate; if the character's face was hidden, most responses would point to that idea. Also, as mentioned before, it is the same color as the Nike logo; the brand can derive symbolic meaning from color schemes.

Figure 1

Just Do It-Wayne Rooney



Note: Red cross and white body in Adidas advertising campaign. (2006). *Just Do It*. El Confidencial.

https://www.elconfidencial.com/deportes/2006-06-22/wayne-rooney-protagonista-de-la-nueva-campana-de-nike_664398/

The second brand to be discussed is Adidas, taken from Goliat (2020). The description and denotative analysis is based on a soccer player, familiar to every fan, Lionel Messi, wearing the Argentine national team jersey. He appears in a running position towards the viewer, looking up. At the top left, there is the phrase *EXPECTATIONS ARE NOTHING, WILLPOWER IS EVERYTHING*, and at the bottom left, there is the Adidas logo and the phrase *WE ARE DIFFERENT*.

For symbolic or connotative analysis, there is the phrase that accompanies the footballer, directly referencing the advertisement that Cristiano Ronaldo made for Nike, by Torres (2009), so that for someone who sees it, and is unfamiliar with the rivalry, it would be a little disconcerting. Something very interesting is Messi's tranquility and peace in this campaign, totally different from that of the aforementioned Portuguese player, since he is presented with a lot of tension. And also, the golden color of the logo and the phrase just below it, shows wealth and power.

Figure 2

Expectations are nothing, will is everything



Note: Lionel Messi, as the main figure in Adidas' advertising campaign (2010). *Expectations are nothing, will is everything*. Goliat.

<https://www.grupogoliat.com/nike-vs-adidas-el-otro-clasico/>

Figure 3

My expectations are higher than yours



Note: Cristiano Ronaldo appears as a sports celebrity in an Adidas advertising campaign. (2009). *My expectations are higher than yours*. Torres. <https://sinfuturoysinunduro.wordpress.com/2009/08/29/publicidad-que-mina-la-moral-mis-expectativas-son-mayores-que-las-tuyas/>

And the last brand is Reebok, taken from Tienda Fácil (2011). First, there is the denotative analysis and description, where the connotation that sportswear has become everyday wear is captured in this advertising campaign. Three women can be seen sitting next to an armchair, and it is also evident that they are wearing Reebok shoes. But unlike other moments, the syllable "Ree" is combined with the "tone," alluding to the varied color scheme seen in the ad. The brand name also appears in a small window in the lower right corner.

In symbolic analysis, it is clear that this ad distances itself from the world of sports and instead focuses on women's fashion, even though it is sponsored by a sports brand. Another question arises as to whether the persuasive strategies favor health and exercise habits, or whether they merely promote footwear and a certain type of clothing.

Figure 4

Reetone



Note: Sporty, fashionable women appear in Reebok's advertising campaign. (2009). *Reetone*. Tienda Fácil. <https://www.wqusales.store/?ggcid=1644502>

1.9. Iconic commercial videos, how they have reached customers

Once successful advertising campaigns have been seen, more dynamic media are used to reach consumers, such as advertising videos. Three of the aforementioned will be considered, which will provide an extremely broad perspective for what will come next.

We can begin this section with Nike's (2012) advertising video, "Find Your Greatness." To describe it, RunMX (2012) argues that the video conveys the message that not only record-breakers or championship athletes aspire to surpass their limits, but also athletes who strive every day to excel by setting and achieving personal goals. It is a powerful message to inspire all those who want to achieve greatness in sports.

Now, what this advertising video consists of: it shows athletes from around the world training, playing, and competing, and the interesting thing is that all the locations are called London. In one of the first scenes, a man is shown doing sit-ups at the London Gym, then cuts to a rugby match in East London, South Africa, where a boy crosses a line and takes on a larger opponent.

In other places, such as Little London, located in Jamaica, a female boxer strikes with precision and skill. Similarly, in London, located in Ohio, you can see a baseball player focused on catching the ball and throwing to first base with great skill. An interesting component of this advertising video is the voiceover of Mexican host and singer Leonardo de Lonzane, in which he emphasizes that greatness is not exclusive to superstar athletes, but also to all who aspire to something more.

It also takes into account cultural adaptation, as a team of Muslim women celebrate on a soccer field—specifically, at the London School in Qatar. Another message it aims to convey is that greatness has no established place in the world. The video ends with a boy about to perform his first dive off a diving board in a swimming pool. It is a defining moment, his moment of greatness.

Figure 5

Find your greatness



Note: Cultural adaptation of Muslim women in Nike's advertising video. (2012). *Find your greatness*. YouTube. <https://www.youtube.com/watch?v=Tz2643pkb6k>

The second commercial to study is Coca Cola's (2014) commercial, "La Copa de Todos" (Everyone's Cup). LatinSpots.com (2014a) reports that this commercial, created by Martín Mercado for the 2014 World Cup, draws a parallel between a soccer match and life. It also shows how passionate Argentinians are about soccer, unique, and incomparable. The video was produced by Blue and directed by Pucho Mentasti.

It also invites us to live every moment of life, giving our all at every stage and in every minute of the match. Furthermore, it completes the World Cup campaign, seeking to generate incredible experiences and reach people with unique ideas, as Coca-Cola is a sponsor of the 2014 World Cup. Everything revolves around the idea that in life, like in an Argentine national team match, you win and you lose, but the most important thing is to give your all on the field.

Figure 6

The cup of all



Note: The Argentine enjoys football, a legacy passed down from generation to generation, in a Coca-Cola commercial. (2014). *The cup of all*. YouTube. https://www.youtube.com/watch?v=F_jYyuvHfv0

And as a final advertising video, there is Puma's (2014) *Faster Forever - Calling All Troublemakers*, featuring world-class stars like Usain Bolt. LatinSpots.com (2014b) asserts that the athletes featured in the commercial seek to stand out as individuals, along with their

sports personalities. Soccer players like Sergio Agüero, Mario Balotelli, and others, golfers Lexi Thompson and Rickie Fowler, and the Ferrari team appear.

All of the aforementioned challenge paradigms and take risks through confidence, courage, and determination, the fun of being able to adapt, the feeling of being the best, and the thrill of being first. It is not just a commercial or a simple platform; it is also a business mentality: identifying innovations and product designs, styles, and trends to dynamically bring them to market. Presenting themselves as the fastest sports brand in the global sphere, always known as a risk-taker, is something that will never change.

Figure 7

Faster forever – Calling all troublemakers



Note: Usain Bolt, as a renowned athlete, is one of the key figures in this Puma advertising video. (2014). *Faster forever – Calling all troublemakers*. YouTube. <https://www.youtube.com/watch?v=AC3slFbgMyw>

1.10. How Adidas has culturally adapted to Brazil and Japan

1.10.1. Adidas in the Latin American country's market

Adidas, which, in its international marketing, reaches Brazilians with the faces of soccer players from that country. Tomasi et al. (2014) take as a reference an Adidas advertising poster promoting the 2014 World Cup, in which you can see Dani Alves, a Brazilian soccer player, next to a striking phrase: it's in my country; on the other hand, the color that can be easily noticed is green, since it is the color of his national team's jersey. With this, it is clear that two of the strongest factors that Adidas has carried out in cultural adaptation in Brazil are the use of athletes and representative colors of the country.

Figure 8

It's in my country



Note: Brazilian Daniel Alves, collaborating on an advertising campaign with Adidas. (2014). *It is in my country*. <https://portalintercom.org.br/anais/sul2014/expocom/EX40-1683-1.pdf>

1.10.2. Adidas in the Asian country's market

Japan, a very different culture from Brazil. Xu (2024) comments that Adidas collaborates with Japanese artists, resulting in designs that fuse sports culture with artistic expressions. This collaboration was with fashion designer Yohji Yamamoto, through which Adidas was able to find meaning in the Japanese minimalist aesthetic and sportswear with its functionality, the result was the Y-3 collection, which created a fusion of Japanese beliefs and design, in addition to the sports identity of the brand in question, an innovative cultural language in the sports and fashion industries. A garment from this collection is shown, in order to have a better understanding, so that it can be observed in an efficient way, this product is the Y-3 Coach Logo Jacket, from the year 2025.

Figure 9

Y-3 Spring/Summer 2025



Note: Use of white, black and grey in this Adidas advertising video. (2025). Y-3 Spring/Summer 2025. Adidas. https://www.adidas.es/y_3

Figure 10
Y-3 Coach Logo Jacket



Note: Japanese models promoting Adidas clothing. (2025). *Y-3 Coach Logo Jacket*. Adidas. <https://www.adidas.co/chaqueta-logo-coach-y-3/IQ2137.html>

CHAPTER 2

COMPARATIVE ANALYSIS OF ADVERTISING IN BRAZIL AND JAPAN

In this chapter, we will detail the methodology for conducting the research, that is, how it will proceed, what guidelines it will follow, and why it will be done that way. Once this is understood, the study itself will begin, which refers to the comparison of the advertising videos that the Adidas brand has culturally adapted in Brazil and Japan. Once the comparisons are made, we will proceed to create a table showing the differences between advertising videos from one country to another. Therefore, we will first have a broad and detailed overview of the critical marketing factors, followed by a table with specific information on each of the marketing variables.

Once the process is complete, the differences in how Brazilians and Japanese are visually attracted will become clear. What a company needs to do to gain traction in both countries, how to be successful, and how to reach both audiences more effectively. The variables of comparison will be crucial, as commercials are the result of a set of factors that humans consider in order to be convinced or rejected by a company, Adidas in this case.

2.1. Methodology

For the development of this research, qualitative methodology will be used. M. Sánchez (2005) points out that qualitative research can be defined as the harmonization of certain collection procedures, theories that privilege the researchers' meaning, and analytical models that are typically inductive. The researcher is personally involved in the collection process; Sánchez is part of that instrument. The aforementioned method is par excellence for those concerned with understanding meanings, such as observing, listening and understanding.

Osejo (2021) asserts that qualitative methodology is research articulated based on the interpretation of texts, seeking to understand human experiences and meanings. It involves recognizing the subjectivity of what is being researched and the objective being studied, giving importance to the need for reflective planning in the design of quality research. Also, this work will have a comparative focus on the international marketing strategies that Adidas must manage, due to the cultural adaptation in the two countries: Brazil and Japan.

It is important to have an idea, however general, of how the methodology used works, in one way or another. Peña (2006) states that, along with the stages of qualitative research,

it is possible to transcend mere description to allow access to explanatory and/or comprehensive ideas and formulations. Therefore, it is necessary to understand these stages in order to understand how the research will proceed, in order to have a broad and well-understood overview of the process that will lead to the results and conclusions.

First, formulation is the stage at which research begins and is characterized by specifying and explaining what is to be investigated and the reason for it. Second, design is the consistent action that prepares an emerging plan, which will guide contact with the object of study and how knowledge about it will be obtained. The third stage is execution, which corresponds to the observation of the research, proceeding through the use of one or more strategies to connect with what is being investigated, generally conducting the study itself.

And fourth, closure, which seeks to organize and systematize the information recurrently throughout the process, as well as the results of the work. This is based on the need to generate knowledge in direct contact with the research, depending on what is being examined, as it can have social, personal, cultural, and other meanings. Once the information is organized and complete, the process will be practically complete; the findings can now be understood, and the theory will have been linked to the practice.

2.1.1. The critical factors that will be key to the research

Once we understand what qualitative research is, it is helpful to be more explicit about what it will actually do. Accordingly, it should be mentioned that this research will be comparative, comparing what Adidas has done in the American and Asian countries, explaining why certain characteristics exist in one and why they are different in the other. Critical factors play a recognized role in this study, as they will provide a clearer view and allow us to see how an Adidas advertising video in Japan and one in Brazil truly differ, and how they influence buyer perceptions of the brand.

Critical factors in marketing, according to Kwan (2022), are fundamental elements that play a role in the successful function and execution of different marketing strategies, enabling organizations to achieve their business objectives and adapt to changes in the environment. Consequently, it is important to be clear about what these critical factors will be studied and, consequently, what parameters will be taken into account to understand the changes between the two markets.

For the study of advertising videos, an evaluation model was structured based on the critical marketing factors, which will be listed shortly, which can also be referred to as

analytical variables. Now, as to why these aspects were chosen and not others, it should be emphasized that the analysis will be comparative, that is, each variable will be a parameter of study. Every continent, region, and country in the world is different; that is the reason for this research; that motivates this study, which focuses on the cultural adaptation of the marketing of such a large brand that has earned a name over the years.

Based on the review of various authors, who will be mentioned when supporting the theory, and listing the critical factors mentioned below, a comparative analysis model has been developed that will allow us to identify how international marketing differs by culture.

It is thought, as a contribution to the research, that color will be present in every moment of our lives, and of course, in advertising videos as well. Each color has a general meaning; in each country, they can have similarities, and they can also change depending on the history of its people. Characters provide something to talk about, as they can be famous, much more used than people who are not, but who can also have a favorable meaning; they will help the audience see the version they want to become. The setting represents the essence of the target audience, the place where people live day to day. Feeling at home is the priority we seek to convey, the environment to which they are accustomed, which could be a small court in a poor neighborhood in Brazil, or high-performance centers in Japan.

The narrative and the message conveyed are the framework within which a product or a sporting event is promoted. The words that come together to communicate what is behind the scenes can be a simple word from an ordinary child or a storytelling by Neymar Junior. It depends on what is sought to convey values, beliefs, lifestyles, and more. The music and sound in Brazil, for example, are more urban and festive; in Japan, with sudden silences and a harmonious sound, completely related to the people of each country: louder in one place and quieter and colder in another. People in one country may prefer more specific advertising videos, while others have no problem watching a longer one. It even depends on the way they want everything faster. Just as one town may be busier than another, and they want something flashy and concise.

However, factors such as gender equality will not be considered for this research, as it is a highly controversial topic, and the aim is not to generate debate, but rather to encourage reading and enjoyment of a well-developed study. Filming angles are another factor that can be compared, but there is not enough experience or knowledge to consider them. Furthermore, it may already be the subject of another study, perhaps for a career related to

acting and film. Based on the above arguments, it is clear why some variables will be compared and others left out, seeking to conduct a study that is attuned to one's own knowledge and contributes.

It is worth noting that the adaptation of Adidas products in both markets will also be studied, to understand not only how buyers are attracted through audiovisual means, but also the characteristics of the products. Two high-impact collections will be studied in a specific and concise manner, one from Adidas for Brazil and one for Japan, to understand the brand's success and its specific characteristics. In addition, a brief overview of both consumers will be provided, including a more specific aspect of why they buy something: their consumer behavior.

2.1.1.1. Color

According to Odetti (2021), cultural adaptation plays a pivotal role in how color is perceived in various contexts. Some colors can trigger specific cultural associations and emotions that vary across regions. This has led companies to adapt their color palettes to better engage with local audiences. To ensure their messages are not only compelling, they must also be culturally relevant.

2.1.1.2. Characters

Partzsch (2018) argues that it is crucial to understand how celebrities can influence the perception of culture in certain goods, which generates purchasing behavior. This idea is supported by Fusté (2018), who argues that integrating celebrities, even more important than characters who are not well-known to the public but equally relevant, in a culturally appropriate way, not only generates greater effectiveness in advertising, but also ensures that what is communicated can be adapted to the values and expectations of the audience it is directed at.

2.1.1.3. Setting

Villegas et al. (2020) provide insight into this critical factor, stating that the location where advertising videos are recorded is relevant to their effectiveness. The location provides a visual framework that highlights the message being communicated and also influences the emotional connection buyers have with the ad. Consumers relate better to content produced in familiar, recognizable, and culturally significant settings for the target audience.

2.1.1.4. Narrative and Message

This critical factor is essential in cultural adaptation; it allows brands to connect emotionally with their target audience, making communication memorable. Álvarez and Jiménez (2022) point out that narrative is part of people's daily lives and their social practices, suggesting that these advertising stories contribute to building the identity of the future consumer.

2.1.1.5. Music and Sound

Palencia (2022) mentions that when silence and sound effects are used strategically, advertising benefits from effective communication. With this in mind, it may also be beneficial to mention the opinions of Albarracin et al. (2022), who support this topic by stating that, in certain contexts, the absence of sound can focus on the central message; on the other hand, music can enrich the advertisement's narrative and the emotional atmosphere. This multifaceted approach captures the audience's attention and highlights aspects of the service or good.

2.1.1.6. Duration Time

Aymerich (2013) notes that interactivity should be considered in advertising, as it modifies the way video time is used. Interactive forms of advertising reveal that attention span can be longer if the buyer feels engaged with the advertising message. This means that the perfect video length is not just a matter of time; it must be integrated into something more, into an interactive experience.

2.1.2 The timeframe of the advertising videos to be researched

Since there are hundreds of Adidas advertising videos in Japan and Brazil, it is necessary to determine the time period from which they will be taken, that is, from which year to which year. First, it should be made clear that five advertising videos for the brand in Brazil and five for the brand in Japan will be compared, which, generally speaking, would result in ten videos. The aforementioned number is optimal for conducting this research. Considering the critical factors listed, there will be five comparisons, since two videos will be compared, each with similar year.

A case must be made for why ten videos will be taken, why not more, and why not fewer. Managing this number of videos will allow for a balanced sample, avoiding data

saturation, which would create an unwieldy study, resulting in a lack of depth and an incomplete work. It is believed that with the ten videos, in-depth research can be conducted, since the time required to conduct this research is not long; on the contrary, it is short.

Considering five Adidas videos from each country will provide a significant contribution of ideas. Studying more videos would lead to gaps in one way or another, since, as stated in the previous paragraph, time is not optimal for conducting more extensive research. Supporting this idea, Melo (2024) asserts that methodological rigor is essential in a quality study; focusing on a specific and comprehensive approach allows for much more detailed exploration. Likewise, research that conducts an in-depth analysis of a specific topic can yield valuable data, as it provides information for drawing useful conclusions, even though its length may not be as long.

Sánchez (2007) adds that extensive research may lack quality; if the time to conduct the research is not optimal, it can result in the accumulation of irrelevant data. This would result in an incomplete interpretation of the data obtained and its processing, reducing the effectiveness of the research. This would lead to misleading and erroneous conclusions, lacking a balance between quality and quantity, resulting in the researcher losing confidence.

With this in mind, it should be noted that these advertising videos were taken between 2002, the year in which the World Cup was held, and more importantly, it was played in Japan and South Korea. Obviously, Adidas participated with its Fevernova commercial, in which Japanese soccer players test the World Cup ball. According to Ugalde and Rodríguez (2021), the winning teams of various men's World Cups had much higher ball possession than their rivals. This is related to the characteristics of the Fevernova ball during play, since the manufacturing technique and its design can impact ball possession and player performance.

It should be noted that one of the most important characteristics that Japanese people consider when purchasing a product is its quality, which is why this advertising video was a success and a great starting point for the study. There is a starting point, and there must be an end point, it is thought that it should be the year 2025, since it is best to study up to the present, according to Chaurasia et al. (2023) Adidas has adopted a masstige strategy that captures a wider audience and luxury consumers, which has caused its buyers to pay premium prices for what is offered. Also, Chen (2023) states that the success of the brand

has been contemplated by sports sponsorships, has created significant partnerships and greater positioning, such as the agreement with the Club de Regatas do Flamengo.

2.2. Comparative study of Adidas advertising videos in Brazil and Japan

Next, the respective comparisons of the commercials will be made. This will allow the reader to understand how Adidas has culturally adapted its international marketing to capture the two audiences in question, one American and the other Asian.

Table 1

Adidas in the Latin American country

Brand	Country	Name of the advertising video	Year
Adidas	Brazil	The ultimate search The Master	2004
Adidas	Brazil	Jose +10	2006
Adidas	Brazil	All teams need the spark	2010
Adidas	Brazil	The dream	2014
Adidas	Brazil	I am lucky to root for Flamengo!	2025

Note: Summary of some advertising videos that the company culturally adapted for Brazil

Table 2

Adidas in the Asian country

Brand	Country	Name of the advertising video	Year
Adidas	Japan	Adidas Fevernova Experiemnt	2002
Adidas	Japan	Adidas +10 Italy vs. Japan	2006
Adidas	Japan	Split Up Service	2010
Adidas	Japan	All or nothing	2014
Adidas	Japan	Y-3 Chapter 1, SS24	2024

Note: Summary of some advertising videos that the company culturally adapted for Japan

2.2.1. Comparison Number One (2002-2004)

Figure 11

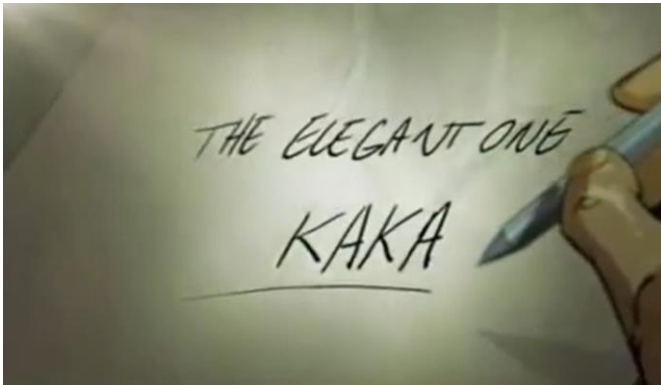
Adidas Fevernova Experiment



Note: Two football players from the Japanese national team try the official ball of the 2002 FIFA World Cup. YouTube. <https://www.youtube.com/watch?v=BxEH9SCvsWQ>

Figure 12

The ultimate search The Master



Note: Zinedine Zidane is in search of that special player, the one with a magic never seen before, and that player is Kaká. YouTube. <https://www.youtube.com/watch?v=KY5ojVcy1SE>

2.2.1.1. Color

In the Japanese commercial, the color blue is the most striking, as it is part of the national team's uniform, present on the jersey and the jerseys. Falero and González (2023) argue that blue is associated with tranquility and peace and can also be related to the philosophy of harmony that exists in the country's culture. A very interesting fact about why the uniform is blue is that, in 1930, this country debuted wearing that color at the Far Eastern Games; its players were part of the Tokyo Imperial University.

In the case of the other commercial, it features a mix of dark and light colors, so it can be said that it does not focus on a single color, but rather offers variety. Brazilian festivities are the reason why many colors are used together in the commercials. Worldpackers (2024) mentions that if anything can identify Brazil, it is its colorful and rhythmic festivals. This indicates that diversity in Brazil is very well accepted, as the colors also come from African and indigenous influences.

2.2.1.2. Characters

In the case of the first advertising video, two national team soccer players can be seen, Shunsuke Nakamura and Noki Matsuda, this due to Quintairos (2020), who assures that cultural homogeneity in Japan is a relevant aspect, so much so that this culture denies group membership to those social minorities. Something similar happens with the second commercial, since the Brazilian player Kaká appears, who, by the way, has been the face of Adidas on many occasions when he was at his best. This communicates that both audiences are attracted just by seeing their national team players, of course, the more famous, the better.

2.2.1.3. Setting

Now, we can start with the Adidas commercial in Brazil, in which we can see different places, from an airplane flight to a soccer field, as it is already known, this sport is vital for the public of the country of Rio, which will make them give it greater importance if they see that rectangle where their idols play. On the other hand, in the advertising video for Japan, it is totally different, since the setting shown is a clinic, there are no other places, because the narrative focuses only on that health institution. Cea (2014) argues that, in the general Japanese design, the minimalist sense is very strong, transmitting ideas in a concrete and clear way, the simple.

2.2.1.4. Narrative and Message

Adidas in Japan, in its commercial, features two soccer players: Naoki Matsuda and Shunsuke Nakamura, testing the Fevernova ball, this takes place at the Institute for the Study of Footballitis. Montes de Oca (2021) alludes to the aforementioned, since, after the Second World War, Japan has developed its manufacturing industry, taking into account models for quality management, which is why the Japanese are so demanding in the quality of goods, that is what the advertising video makes an allusion. On the other hand, the commercial for Brazil shows the journey of improvement that Kaká had to make to reach the top of football, from his home when he was little to playing for the most important teams in the world.

2.2.1.5. Music and Sound

There is an intriguing and perhaps relaxing sound in the brand's advertising video in the Asian country, which actually works well, since we are waiting for the soccer player to kick the ball and prove his quality. On the other hand, in the commercial for Brazil, there is a slightly terrifying sound and at the same time a voice telling a story; it is a path that a player had to go through; we also hear a glorifying sound, and later screams after a goal. Contreras (2008) makes a comment about silence in Japan, mentioning that it is commonly associated with respect for the space of others, and introspection, which is why, at least in this year of comparison, both countries are very different.

2.2.1.6. Duration Time

As is commonly known, brevity plays a significant role in Japanese society, as does efficiency and punctuality, in addition to quickly conveying messages, which are more effective. And yes, indeed, the commercial under study, which lasts twenty-nine seconds,

clearly conveys the idea: testing the ball and also promoting it. In contrast, there is the Adidas commercial for Brazil, which lasts two minutes and thirty-one seconds. Brazilians are eager to watch it. It should be emphasized that there is a story involved; it is necessary to watch it in full to understand how it ends.

2.2.2. Comparison Number Two (2006)

Figure 13

Adidas +10 Italy vs. Japan



Note: The Japan and Italy national teams prepare to face each other in a football match prior to the 2006 FIFA World Cup. YouTube. <https://www.youtube.com/watch?v=hSMsGloO2so>

Figure 14

Jose +10



Note: In a neighborhood, which is alluded to as a favela, a football match takes place with stars from all around the world. In it, Kaká appears as a reinforcement for one of the teams. YouTube. <https://www.youtube.com/watch?v=9uChfEc8CxQ>

2.2.2.1. Color

In the Adidas advertising video for Japan, there are a variety of colors, but, at the end of the commercial, you can see the white color worn by the soccer player, García et al. (2018) mentions that the use of the aforementioned color, in marketing as an area of knowledge, seeks to convey transparency and clarity, both vital to building trust with the buyer. So far, the use of a single specific color can be noticed in the Japanese soccer players' uniforms, a peculiarity already found, because this culture is minimalist. On the other hand, in the commercial for Brazil, a variety of colors can be seen, which is another peculiarity and, at

the same time, a difference between both cultures, an adaptation of the company in both countries.

2.2.2.2. Characters

In this case, the logic is the same as the previous comparison, since both audiences are attracted to their soccer players. On the one hand, there is Kaká, an icon that Adidas in Brazil was able to instill in people's minds. It surely worked effectively, since when the same thing is used consistently, it is because it produces good results. However, it is worth mentioning the use of the two children who make up the two teams to play a soccer match. In the other commercial, soccer player Shunsuke Nakamura appears, who was also the face of the company's commercial in question for the previous comparison, just like Kaká.

2.2.2.3. Setting

In the first video, there are different places where it was recorded, an interesting fact is that the first scenario is in a Kendo training center, Ito (2021) assures that Kendo is a martial art born in Japan, it has advanced from a combat art to a sports practice focused on the development of people's character, this shows a clear cultural adaptation, as Kendo is transcendental. On the other hand, Adidas for Brazil, focused on having a scenario as similar to a favela as possible, attaching to the idea of the place where millions of people live, it is so famous for it. The fact that there are graffiti on the walls, clothes hanging on wires, is the essence of Brazil and much of South America.

2.2.2.4. Narrative and Message

It is possible to start this section with Brazil. A seemingly bored boy sees his friend arrive and invites him to play soccer. Afterward, the two put together teams with different world soccer stars, including, of course, Kaká. The game unfolds through extraordinary plays, extraordinary saves, and excitement. At the end of the match, the mother of one of the boys, shouting, Latin American-style, tells him to go back home. On the other hand, and very differently, in Japan, the Japanese national team prepares to play its match against Italy. It tells how they get ready for action. Amidst the comments from both sides, the teams walk out onto the field, and the flags of both teams can be seen, as the match begins.

2.2.2.5. Music and Sound

In the video adapted for Japan, you can see the sound, which is also music, of the instrument called the giant shakuhachi, but in the video, you can see a more elegant version.

According to Matsunobu (2013), the shakuhachi is a bamboo flute originating in the 8th century. It is culturally associated with the practice of Zen Buddhism, used for the search for spirituality and meditation, in addition to being an intersection between philosophy and music. If we talk about the other commercial, it is simpler and easier, the sound is typical of a Latin American neighborhood, lively and cheerful, and as such, of Brazil as well, but there is another sound as well that inspires the adventure and excitement of soccer.

2.2.2.6. Duration Time

Both commercials last 2 minutes and 1 second, because both, in their own way, tell a story, a process that must happen for the end of the commercial to make sense. On the one hand, in Brazil, Adidas plays a soccer game, and since a child is the one who sets up the game, at the end of it, his mother calls him to come home, since he has already had enough fun; in the other commercial, the two teams prepare to show a good performance, but not only that, they have moments of recreation and fun, to end at the key point: the game. To have key information, Leiter et al. (2023) comment that, to develop an efficient narrative, in order to communicate a story, it goes from thirty seconds to two minutes, short enough to capture the attention of the future client and long enough to achieve the objective of the story being well communicated.

2.2.3. Comparison Number Three (2010)

Figure 15

Split Up Service



Note: The authenticity of people is unique, this man goes through different experiences, in his own world, his life is special. YouTube. <https://www.youtube.com/watch?v=repfLwivoWM>

Figure 16

All teams need the spark



Note: Kaká appears as that unique player, the one who controls Brazilian national football, like a hero heading into the 2010 FIFA World Cup. YouTube. <https://www.youtube.com/watch?v=qjeBSPQIhrA>

2.2.3.1. Color

A shift in this aspect of Adidas' cultural adaptation can already be seen in the Japanese commercial, as it is beginning to resemble those of Brazil, with a wide variety of colors. In contrast, the Latin American country's video maintains its essence, its colors in their different shades. However, it would be appropriate to mention the meaning of the three colors of the Brazilian flag, as they appear several times in this commercial. Yellow represents gold, the sun, the energy, and the joy of its people; blue represents its ocean and sky; and finally, green symbolizes nature, a reminder that Brazil is one of the most mega-diverse countries in the world.

2.2.3.2. Characters

Once again, the Brazilian player Kaká appears, with his dominance and as the face of Adidas in the carioca country, he has been a symbol since 2004 until this year, 2010. On the other hand, in the advertising video for Japan, there are different characters, ordinary people, the protagonist and the others are Japanese people, yes, since as mentioned in comparison one, Japanese culture has a thought of distancing itself towards social minorities. As Serrano (2021) argues, the use of a secondary person can generate objectivity, which will make the message sound very strong in the observer, resulting in a friendship between the company that advertises and the one that allows it to receive what it wants to enter its mind.

2.2.3.3. Setting

The important thing about Brazil's commercial for Japan is the variety of locations in which it was filmed, as it shows the essence of a street food stand, the subway, some homes, and more. Therefore, it can be said that, unlike the other advertising videos, the need to showcase Brazil's urban culture was identified, considering that it promotes a collection. In contrast, the Adidas commercial for Brazil, like the video in comparison two, shows a soccer

field—not as street-style as the previous one, but still a soccer field, a sport that is vital to this audience.

2.2.3.4. Narrative and Message

In the commercial for Brazil, some of the national teams that will be participating in the 2010 FIFA World Cup are shown, but the most important thing is that the Brazilian flag appears several times, and some of the players' plays are shown, even displaying superpowers. The Japanese commercial, on the other hand, is very different, as its message is that fashion can be linked to functionality. Stylish clothing supports creativity and encourages the purchase of superior clothing, offering greater safety due to its quality. On the one hand, one commercial promotes such an important global event, while the other showcases a new collection—different approaches and different narratives.

2.2.3.5. Music and Sound

In Adidas' cultural adaptation for Japan, a song can be heard, curiously in Spanish. This is intended to show that while the collection is intended for Japan, the brand is seeking to globalize this collection of garments. Being a rock song, it generates a unique emotion as we watch the protagonist struggle with different adventures, which is considered a great choice. On the other hand, in Brazil, there are voices that narrate the journey soccer stars must go through at a sporting event. In addition, the sound is both intriguing and glorious, and it is thought to be a bit nerve-wracking.

2.2.3.6. Duration Time

In this regard, the Japanese commercial lasts twice as long as the Brazilian one. The Japanese commercial lasts three minutes, while the other lasts one minute and thirty-one seconds. Both tell stories and tales, it is true, but it must be taken into account that in Brazil, the goal is to create an instant impact and, at the same time, the process they must follow to reach glory. On the other hand, in the Asian country, the goal is to portray the daily life of a citizen, what happens to them, with a touch of comedy and curiosity, perhaps to connect with many people who may be going through the same thing.

2.2.4. Comparison Number Four (2014)

Figure 17

All or nothing



Note: A child's dream comes true, it is a life story, with the goal of playing for his national team, he achieves it, and the big moment arrives. YouTube. <https://www.youtube.com/watch?v=EEi4Y6Cop3Y>

Figure 18

The dream



Note: The Brazilian vibe comes to light, and what better time than for the 2014 FIFA World Cup, with celebration and excitement, Dani Alves as the representative figure of the Carioca team. YouTube. <https://www.youtube.com/watch?v=2MKtM0PqFh4>

2.2.4.1. Color

It seems that a variety of colors is becoming a custom for Adidas' advertising videos in Japan, or at least it dominated between 2010 and 2014. This is due to the brand's globalization worldwide, surely with more collections and better strategies to reach different audiences. However, blue is still largely present. In Brazil, unsurprisingly, many colors were used in the commercial, which is not surprising, especially considering that it was promoting the 2014 FIFA World Cup. With this, the color yellow, which is part of the Brazilian national team's uniform, especially stands out, reminding us that yellow, as mentioned in another comparison, represents the sun and the energy of this large audience worldwide.

2.2.4.2. Characters

Once again, and also a cultural adaptation of Brazil, professional soccer players are shown; in this case, it is not Kaká, but Dani Alves. In Japan, a player from the Japanese national team also appears, but it is also important to mention that the entire soccer team is also featured. It should be noted that both commercials feature ordinary people from each

country celebrating goals and experiencing the sport to the fullest. In this respect, these two videos were the most similar.

2.2.4.3. Setting

In this critical marketing factor, there is also a similarity, as soccer stadiums are shown, which is, in fact, where soccer and the upcoming World Cup are held. However, there are also differences, such as the beach and a gym in the video for Brazil. In the other commercial, there are actually several stadiums for the sport being discussed, at different stages of a player's life, but the most important is the Maracanã Stadium, which is near Christ the Redeemer.

2.2.4.4. Narrative and Message

It is possible to start with Brazil, where several world-class soccer players appear, creating a narrative of competition and uncertainty ahead of the World Cup. In addition, the energy of the people of that country, the excitement when Dani Alves scores the goal, everyone united as a nation. That is precisely what happens in the Japan commercial, as it shows the Japanese national team united, giving a final pep talk before the game begins. Another message it hopes to convey is one of overcoming challenges. The Japanese player dreamed of playing in such an important championship since he was a child, and he was able to achieve it, going through different stages.

2.2.4.5. Music and Sound

Upbeat music and a vibrant sound are heard in the Brazilian commercial—no surprise, Brazil is known for it—people speaking in Portuguese and silences that connect to the intrigue of what might happen. On the other hand, in the Japanese brand, the shouts of Japanese soccer fans can be heard, a vibrant sound just like in the previous country. A voice tells the story of a little boy striving for his dreams, which ends with a group shout encouraging each other to play the game to the fullest.

2.2.4.6. Duration Time

In this regard, the two commercials do differ, as the length of one is somewhat long, while the other is somewhat short. As established in the previous comparisons, videos that tell or present stories last between thirty seconds and two minutes, but can last longer if it is essential for the narrative to make sense and the ending to be truly relevant, depending on the intended purpose of the commercial. The commercial in Japan lasts one minute and one

second; in Brazil, it is two minutes and forty-six seconds, as the latter requires more time to showcase more world stars, in addition to promoting the Brazilian soccer ball, not just one, as in the Asian country.

2.2.5. Comparison Number Five (2024-2025)

Figure 19

Y-3 Chapter 1, SS24



Note: The freedom and courage that this collection gives, minimalist as Japan knows best, and at the same time, ready for battle. Instagram. <https://www.instagram.com/reel/C3DOFIwIBFV/?igsh=aDBzZmlscXEzYzN1>

Figure 20

I am lucky to root for Flamengo!



Note: The flamingo's feather, makes people become fans of Flamengo, and that, along with the colors, unites them in a single passion. Instagram. <https://www.instagram.com/reel/DFc0RJbRZUw/?igsh=a2R3MDF2bHU3bnU%3D>

2.2.5.1. Color

Since these are clothing items, the difference in context is evident. In Japan, the minimalist, all-black garment, which is part of the Y-3 collection, is very striking, as they are accustomed to simplicity. In contrast, in the Adidas commercial in Brazil, colors are very present, but the focus is on red and black, as these are the colors of Flamengo. While it is true that other colors appear in Japan, although few compared to those used in the other video, they are purely to convey a message, but not as a fundamental part of the commercial, while in Brazil they are.

2.2.5.2. Characters

Brazil does not shift its focus toward the soccer players representing their country or their clubs. De Arrascaeta is one of the professional players featured in the commercial. It is worth noting that a fan of this club appears, but the focus is on him due to the context of the video; the real attention is on the club's new jersey. In Japan, however, celebrities do not appear, instead, ordinary people do. The goal is to penetrate the minds of buyers, making it more familiar and more real, if you will, since ordinary people would be watching ordinary people promoting clothing.

2.2.5.3. Setting

Few scenes were used in both promotional videos, due to their short nature. In Japan, there were two filming locations: a field behind some buildings and a kind of dock, to convey calm and tranquility. In the other country, two houses are shown: one with the fan and the other with the players showing off their full team uniforms for the 2025 season.

2.2.5.4. Narrative and Message

In the Adidas commercial for Brazil, the message is quite creative, as the fan falls on a flamingo feather, which makes him or her become a fan of the team. In the other commercial, the peace felt by those wearing the garments shown is unique, and it also shows strength and character, as, at the beginning, a woman is practicing a martial art wearing a long, black garment. In this case, the dynamic nature of Rio de Janeiro and the tranquility of Japan are highlighted once again.

2.2.5.5. Music and Sound

In Japan, there is not much to speak of; the sound is practically nonexistent, very quiet, with occasional whistles, conveying concentration. In the Latin American country, on the

other hand, the music is vibrant, in the purest style of instruments united to convey a sound of joy and celebration, like Carnival. The sound of the flamingos at the beginning gives complete meaning to what will happen next, an interesting connection.

2.2.5.6. Duration Time

It should be clarified that the time is short in both advertising videos due to their immediacy. According to Castañeda and Ospina (2023) , social media and immediacy are directly related due to the speed at which information is disseminated. Therefore, it is a rule that what everyone sees goes viral, generating impressions that efficiently reach people in real time. The Adidas advertising video in Japan lasts 29 seconds; in Brazil, it is 45 seconds.

Once the five comparisons are complete, a table is created summarizing what was studied, for a more concrete and concise view, due to the need for graphic understanding.

Table 3*Summary of the comparisons*

	Color	Characters	Setting	Narrative and Message	Music and Sound	Duration Time
Adidas Fevernova Experiment	Blue	Shunsuke Nakamura y Naoki Matsuda	Institute for the study of Footballitis	They test the Fevernova ball prior to the 2002 World Cup	Intriguing and perhaps relaxing sound	29 seconds
The ultimate search The Master	Variety of colors	Kaká	Flight Football pitch	Overcoming, the path Kaká had to follow	A somewhat creepy sound, with a voice narrating a story	2 minutes and 31 seconds
Adidas +10 Italy vs. Japan	White	Shunsuke Nakamura	Kendo training center	Two boys build teams with football stars	Sound and music of the instrument called giant shakuhachi	2 minutes and 1 second
Jose +10	Variety of colors	Kaká and two boys	Favela	The process of the Japanese national team prior to the match against Italy	The sound is cheerful and lively, there is another sound that inspires adventure and the excitement of football	2 minutes and 1 second
Split Up Service	Variety of colors	Japanese people	Street food stall Metro Houses	Fashion and functionality, a superior collection	Music curiously in Spanish	3 minutes
All teams need the spark	Yellow Green Blue	Kaká	Football pitch	The Brazilian flag brings the spirit of this country to the surface	Voices narrating the journey that football stars will go through in a sporting event	1 minute and 30 seconds
All or nothing	Variety of colors Focused blue	Professional football player and his Japanese national team Japanese people	Football stadium Various and different football pitches	Overcoming A united and strong national team	Shouts of Japanese fans, a vibrant sound	1 minute and 1 second
The dream	Variety of colors Focused yellow	Dani Alves Brazilian people	Football stadium Beach Gymnasium	Competition and uncertainty prior to the 2014 World Cup	Upbeat music and a vibrant sound. People speaking in Portuguese	2 minutes and 46 seconds
Y-3 Chapter 1, SS24	Black	Japanese people	A plot of land behind some buildings A sort of pier	Peace, strength, character	The sound is almost null, very stealthy, with whistles at small moments	29 seconds
I am lucky to root for Flamengo!	Red and black	De Arrascaeta Flamengo Fan	Two houses	The flamingo's feather unites an entire crowd of Flamengo supporters	The sound of the flamingos The music is vibrant	45 seconds

Note: Concrete differences in cultural adaptation in both countries

2.3. How did Adidas adapt culturally between 2015 and 2023?

Between these years, a world cup took place, which will be fundamental to maintain the thread of the previous years of study. This world sporting event happened in 2018, which took place in Russia. So, we have a comparison between the year 2002 and 2014, this parenthesis is made, with the objective of having a little more flexibility in the study and thus to have more varied information, and then, to have the last comparison, between the year 2024 and 2025, which is the present.

In order to elaborate this section, a global advertising video of Adidas is taken, which promotes the aforementioned World Cup, of course, identifying the adaptation of the company in the Latin American and Asian countries. This will lead to investigate in a less strict way, referring to the fact that there will not be a scheme like the one in the previous section of this study; but rather, to find those special aspects in the selected commercial.

Once the context of this section is understood, we proceed to the study of the advertising video. Adidas launched the commercial called *Create the Answer*, this title may seek that the fans are the protagonist of their own identity, to be themselves, to be creative in their lives. They should not repeat what others do, but rather, do something different, without seeking the approval of others, be a real show, that their life is a show.

Figure 21
Create the Answer



Note. Each person takes his own path, everyone is unique. YouTube. https://www.youtube.com/watch?v=hqaUF2JNY_U&t=89s

It can be found that, as such, there is no cultural adaptation in the full sense of the word. You can see the Brazilian soccer player, Roberto Firmino, it was already mentioned before that the public of the Carioca country is attracted in this way, of course there are other ways, but they are not present in this commercial. On the other hand, it is very curious that there are no Japanese soccer players present, there are people with Asian appearance, but there are no people from the Japanese country specifically.

Even stranger, knowing that for the 2018 FIFA World Cup, Adidas was wearing the Japan national team. The most logical reason for this event may be that the company in question did not sponsor Japanese players, only the national team, in that framework, it depends on the contract they have signed, the agreement they have reached. Then, it sought that some people who have similarities in appearance with the Japanese appear in the advertising video, to try to appeal to the public with this strategy.

Beyond that, this commercial is international, and it doesn't really have a clear cultural focus, since it uses action music, which for the context of the game being played and the emotion that is experienced, could easily be directed to the different countries that see it. In one way or another, it was adapted to Brazil more than to Japan, but there is no effort to be more attached to either country, or why not to both countries. So, it is clear that Adidas used standardized marketing strategies, because even soccer players like Mohamed Salah of Egypt and Paul Pogba of France appear in the commercial.

The message to be given, apart from the fact that we should all be unique and different, is that soccer unites, and more than that, it wants to unite all the countries that will be part of what is perhaps the most important sporting event in the world. The time is the necessary to promote this soccer competition, since it lasts one minute and thirty seconds, taking into consideration that it does not tell a story as such, and wants to give a visual and auditory impact that is instantaneous, but at the same time does not tire the viewers. But equally, it is a mistake for Adidas not to have used Japanese soccer players, since it is also clear that, being a sporting event, it is essential that stars appear.

CHAPTER 3

CULTURAL ADAPTATION OF PRODUCTS, GETTING TO KNOW BOTH MARKETS A LITTLE BETTER

In this chapter, we will proceed to briefly study two collections of the company concerned. Of course, these two are focused on both countries, but that does not mean that they also expand into other markets. Therefore, each collection has its essence, that is, there is a reason why it was made this way, with the objective of attracting the public to which it is specially directed to.

To study Japan, the Y-3 collection will be taken into consideration, and to investigate Brazil, the Farm Rio collection has been chosen. Both show what each country is, since, being different, their characteristics differ greatly and it will be possible to show the cultural adaptation, which is central in this research. In addition to this, the purchase behavior of both countries will be shown, since it is another aspect that companies must take into account to be successful, that is, why the Japanese and the Brazilians buy a good, what each one sees in order to acquire a product in this case.

3.1. Products adaptation

3.1.1. Y-3 Collection

This is a collaboration with Japanese fashion expert Yohji Yamamoto, whose goal is to design products that combine the minimalist aesthetics and sporty functionality of the brand. It is characterized by the use of a single color commonly, it has no variety of them, that is, you can see colors like white, black and neutrals in general. While it is true that it uses simplicity, it does not mean that these products are simple, but it has been able to adapt to the Japanese market.

It should be noted that it also has a focus on luxury streetwear, urban fashion, which has been popular in Japan in recent years, not so much before. As seen earlier in the video advertisement studied, this collection seeks to make the Japanese remember their history, because it uses strategies that awaken pride in martial arts. Also, peace, tranquility and sobriety are fundamental elements between what the market sees, and what they will wear if they decide to buy.

Sustainability is another factor used by the brand to attract the Japanese people. Being a developed country, they see life differently, thinking about the future, and if a product has the idea of being sustainable, it will be well received. However, that fact makes goods more

expensive, and by having a good standard of living, it allows people to pay whatever it costs, have their product and help improve the environment.

Surely this collection has had a great impact in the Asian region, since they share cultures and traditions. This means that Adidas has to adapt by country, but being in the same area, the differences will not be so marked, perhaps one or some that are really important for the public to which it is addressed. The success of this collection is due to the good procedure and the great understanding of the respect towards the culture, even more taking into account that Japan is conservative to a great extent.

Figure 22

Y-3 3 Stripes Tracksuit



¥49,500

Y-3 3-STRIPES CHÂNDAL

Y-3 para hombre

Nuevo

Nota. Clothing item culturally adapted to Japan

3.1.2. Farm Rio Collection

The Brazilian culture, as you have already seen in the advertising videos, is very colorful and lively, which calls for joy to be represented in the products of this collection. It uses tropical prints, and also fuses fashion with functionality. Among many features of this collection, it can be mentioned that its goods are relaxed and comfortable, such as its shorts, oversized t-shirts and others.

It is interesting that, Farm Rio has had as an important point the combination between clothing items and accessories, such as, for example, using the same shapes and colors in both. It could be identified that a visibly light trouser has the same sense with a wallet, so they are combined and Adidas seeks to make you buy both goods at the same time, since, as mentioned, they combine. Brazilian energy is translated in this collection, no doubt about it.

In addition, it has some products with a beach spirit, popular in the essence of the carioca country, mixing elements such as the carnival, its jungle in the Amazon and, in part, its urban identity. Its designs are eye-catching, with artistic and dynamic patterns. The silhouettes of some garments, transmit freedom and connection with the person who wears it, in part, that is the message that the company wants to convey.

With the success of this collection, Adidas already has a marked path to offer new collections with very marked similarities and perhaps one or two differences that make it authentic. The fact that it is so visibly striking, makes it not only accepted by Brazil, but also by South American countries. The region will always have similarities, which favors in part to the standardization by zone in the world, clothing items and prices can be similar.

Figure 23

Adidas x Farm Premium Pants



R\$699,99

Pantalones premium adidas x FARM

Ropa deportiva femenina

2 colores

Envío gratis para miembros de adiClub

Nota. Clothing item culturally adapted to Brazil

3.2. Consumption behavior of both markets

3.2.1. Brazilian consumer behavior

It is extremely interesting to know what the Brazilian buyer is like, a subject totally linked to the culture of the countries, in this case, of this South American country. This is how, Lucian (2017) in his study of how the Brazilian buyer is, mentions that the first group identified in the Brazilian population is the Quilombolas, an individual profile that values money, the price must be fair, affordable and reasonable, this being the first dimension when choosing a product. And this is corroborated by the fact that, when entering the Adidas Brazil home page, the first thing you can see in large size, is the discount that there is, in addition to the free shipping if you are a member of adiClub, this due to the Adidas Black Friday (n/d). The aforementioned author was correct in his statement, since the brand under

investigation uses a marketing strategy to make the product, at least, look cheaper, since the discount is in plain sight.

The living standard of most Brazilians is considerably normal, if not low. They are people who, not earning a medium or high salary, must often choose between indulging themselves or having the basics for a longer period of time, which causes them to think twice or more times when purchasing a product or service. This generates that the competition between cheap brands is quite strong, since, being economic, the price will determine the purchase or not of what they offer.

3.2.2. Japanese consumer behavior

It should also be pointed out what the Japanese purchasing culture is like; these data are provided by the author McHardy (1995) that, for the Japanese buyer, to buy a product, it must be relevant to the market itself, sold at the right price and be positioned properly, all three of which Adidas has done for a long time. The Japanese public is demanding; one wrong move can cause the loss of a group of people with significant purchasing power.

The above had to be confirmed, and indeed, on the Adidas Japan homepage, the collection is at first glance Adidas Adicolor (n/d), you can go to the list of products and see the Adicolor Short Beanie, which fulfills the function of being relevant, since it is a good to be used in the winter, the fact of being Adidas, already positions it in the mind of the consumer as a high quality product, and the price is not entirely high, since the purchasing power of Japan is considerable, it costs 4730 yen, which to get an idea, is approximately 31 dollars. All in all, this specific good will be successful at the time of year when it is needed.

In this specific country, the standard of living is average for the most part, but that does not mean that many people live comfortably. Compared to Brazil, the Japanese can indulge themselves several times, it is thought that this can even be a daily occurrence, since the salaries of that percentage of people are fairly high. This represents the reason why Adidas in an Asian country is more expensive than in an American country, the approach is different according to the needs of each public.

Figure 24
Adicolor Short Beanie



Nota. Necessary product for winter in Japan

It should be taken into account that, although it is true that the behavior of a culture is studied to compare the customs and traditions of them, there will always be that resemblance between people who earn similar salaries. It may be that a large number of Japanese people earn the same, as well as many people in Brazil earn similar salaries, but that does not mean that a citizen of each country earns exactly the same and sees consumption in a different way. Therefore, some clothes will be more expensive, there will be people from the Carioca country that buy more expensive products than individuals from the Japanese country, it depends on what each one lives.

It is essential to recognize that culture is a similar behavior between people, but there are also differences and similarities between cultures. The issue of money can be seen in a more focused way between countries on the subject of the economy of each one, also, it can be seen from a perspective of how the wealthy people of each nation buy. Adidas has different prices, since it knows how to recognize which product is focused on each niche, it is not closed to the idea that simply in a country individuals have more or less purchasing power.

The culture is always changing, it may be that, at some point, Adidas will see with good eyes not to have so many discounts in Brazil, but rather in Japan. It depends largely on the progress of each country, understanding this as a better economy, that each family has more resources and is willing to buy this brand. It is not superfluous to mention that the collections may also change, may have new approaches and may also have a mix between Japanese and Brazilian collections.

For example, the brand may offer a collection for both countries, where it respects that some clothing items are of a single color, and others with several colors. This does not detract from the fact that each buyer chooses according to their tastes, but also encourages them to be able to consider new ways of dressing. This may cause each culture to be modified, as

both countries will be able to observe new clothing customs and that would change what has been thought for decades in both nations.

CONCLUSIONS

In this section, we will present the conclusions of the comparisons made between the culturally adapted commercials in the two countries mentioned. We will also present the results of the collections that were included in this research and how they differ. In addition to what was obtained about the consumption behavior of both countries.

Regarding specific objectives one and two, which deal with cultural differences in product adaptation and marketing strategies in advertising campaigns, the following is concluded:

First, advertising videos. Having had the critical marketing factors as a basis for comparison, they are brought back in this section, since similarities have been seen in some and differences in others. The criterion is the same, since professional soccer players from both countries were the most used, but it should be clear that they appear much more when it comes to commercials promoting sporting events and products, such as the videos for the World Cup, the Fevernova soccer ball or Flamengo's apparel.

On the other hand, when it comes to collections, the company uses much more people who are not famous, looking for a realistic sense between that character and the people who will see the commercial. The colors, on the other hand, in Brazil, are used in a wide variety, due to the Brazilian culture, attached to festivities such as carnival, popular areas and its diversity in general. On the other hand, in Japan, the use of colors is based on the concentration of one or two of these, because of its attachment to the simple and to what brings peace and tranquility, minimalism in particular.

In the aspect of the setting, it was found that it depends a lot on the narrative and the message you want to convey at a specific time, both go strongly hand in hand, here it no longer depends on the countries, but on a criterion more attached to the generality. This changes according to the communication content, then, there are already three factors that go in the same line. When you want to tell a story, which wants to show several events happening, having many scenarios in between, the advertising video can last from two minutes to three minutes long.

However, there is another conclusion that is related to the previous one, since, when you want to tell a story, but it has few events, there are no longer several settings in which

such a story happens. This makes the commercial last a little more or a little less than a minute, which seeks to generate an impression that causes curiosity in the viewer and looking for people not to get bored because of the time issue. It is interesting, due to the society accustomed to immediacy, the advertising videos that were compared between the year 2024 and 2025, last less than a minute.

One commercial seeks to promote a collection; the other, a team's apparel. In this case, it does not tell a story, but it can convey different meanings according to the perception of each one. The settings used are few, two each, and it is suggested that an interpretation is sought rather than a single idea behind a whole work to film and publish a commercial.

An extra section was made in this comparison, since, in 2018, for the FIFA World Cup, it was found that there was no cultural adaptation as such. This generates a somewhat confusing position, since in previous World Cups it had been taken as a good strategy to adapt. This time Adidas decided to make a more general advertising video, more standardized and looking for the message to connect with everyone, since it is a global sporting event.

The cultural adaptation that was found was the use of professional soccer players, this in the aspect of characters. Kaká was the face of the commercials between 2002 and 2010. In this case, in 2018, Roberto Firmino appeared representing Brazil, although it is true that he is not a figure that influences Brazilians at all, the criterion remains the same when promoting sporting events, famous players.

Nevertheless, what is more intriguing is that Adidas did not use Japanese soccer players, it had been already done before. Nor did it use people who are not famous, but rather it used characters who looked like they were from that country, that is to say, Asian-looking. At that time, Adidas was sponsoring the Japanese national team, but the jersey of that team did not appear either.

It can be deduced that the message the company wanted to convey was that of being original, each person is a world, everyone has their own essence, everyone makes their own decisions. That is to say, the narrative was not focused on a specific country, neither in Latin America nor in Asia. It used standardized strategies, which could seduce any soccer fan, regardless of the culture.

This leads to think that Adidas is starting to use general strategies in terms of its commercials that promote sporting events, and not so much cultural adaptation. This is due to the globalized world in which we live, all cultures have been influenced by others, due to the openness that exists in different aspects, such as social, for example. It is not assured that soon there will be an extremely large influence from one people to another, but it is assured that the influence is becoming stronger.

Now, we can begin with the conclusions of the adaptation of the brand's products in the two countries. Both collections studied are correctly adapted culturally, on the one hand, there is the Farm Rio, and on the other, the Y-3.

The Y-3 collection uses simple colors, such as black and white in most of its products. On the other hand, the other collection with its varied colors and making sense of the joyful and lively culture of Brazil. In some clothing items there may be shapes that represent the leaves of the trees, different tropical aspects, which leads to the one who buys these goods, immediately remember places like the beach.

On the other hand, the seriousness, peace and tranquility conveyed by Y-3 products is perhaps totally different from Latin American thinking. However, it resembles Asian ideas and is totally attached to Japanese ones. A similarity between the two nations is that, although it is true that both are collaborations, the Adidas Farm Rio is between companies, while the other is with the fashion designer Yohji Yamamoto, this shows that the Japanese and the Carioca culture are proud when their product really carries their essence, and what better than with collaborations of companies or people recognized by each nation, and who know how the environment moves.

Taking the specific objective three, about the success of Adidas due to its marketing strategies in both countries, it is concluded that:

Price is another factor that is different, this goes hand in hand with consumer behavior. It is true that both cultures give importance to price, but one is developed, the other is in the process of development. So, Japanese people have more ease of payment, so they are willing to pay a high price, as long as the product is of good quality, and it is necessary for a specific moment.

The Brazilian people have another logic, since, even if they like a product, the price will be decisive for the purchase decision. Adidas has been able to adapt, there are always discounts on some of its garments, in order to compete with other cheaper brands, as the company is of excellent quality, but the Brazilian sees the price as important. In addition, if the customer is a member of AdiClub, he has free shipping on what he has purchased, many benefits.

The general objective of this research was to analyze the cultural adaptation of international marketing in Adidas products and communications in Brazil and Japan.

What was studied indicated that there is a relationship between what a company produces and what the potential customer sees and hears. It is essential for any company that wants to enter a specific market to know how to do so, and that is why it is so important to understand the thinking of that target audience. Commercials are a means to connect people's minds with the brand itself, and what better way to do it than to include factors that are part of the culture of a specific region or country in that advertising video.

All people feel flattered when their country is remembered or recognized, and that feeling is a great opportunity for companies to form a strong message that transcends borders and their product is really strengthened. It would be appropriate for Ecuadorian companies wishing to enter the Japanese and Brazilian apparel markets to consider this research because it is comprehensive. The critical marketing factors examined provide a fairly clear framework for effective communication on the part of the company.

Fashion is a vital factor in the lives of those who want to look good, it is a field that grows day by day, companies, indeed, know how to read people's tastes. It is recommended that those businesses go beyond, open their mind and understand why an element is so important for a country, besides recognizing what people find distasteful, whether partial or complete. To be one more of the target culture, to feel and understand why they feel what they feel, is the job of those at the top of the companies, working together with the marketing department.

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