



**Faculty of Legal Sciences**

**School of International Studies**

**The Role of Intercultural Branding in Positioning  
Ecuadorian Sustainable Products in Global  
Marketplaces: A Case Study of Mashpi Chocolate**

**Project prior to obtaining a Bachelor's Degree in  
International Studies**

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I dedicate this work with all my heart to my parents, who have been my support I needed to turn this dream into a reality. Thank you for your quiet sacrifices, for the words of encouragement when I was exhausted, and for teaching me that education is the greatest legacy you could ever give me.

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# **The Role of Intercultural Branding in Positioning Ecuadorian Sustainable Products in Global Marketplaces: A Case Study of Mashpi Chocolate**

## **ABSTRACT**

This research analyzes the role of intercultural branding in the insertion of sustainable Ecuadorian products into global marketplaces, using Mashpi Chocolate as a case study. The study adopts a descriptive qualitative approach through the case study method, utilizing semi-structured interviews and documentary analysis for data collection. The theoretical framework is based on social branding, Corporate Social Responsibility, Sustainability Marketing, and the Triple Bottom Line model. Findings reveal that intercultural branding functions as a differentiation engine that reduces the cultural distance with the international consumer, allowing sustainability to be perceived as a verifiable reality. It is concluded that success in the digital environment does not depend solely on technical quality, but on a glocalization strategy that manages to humanize automated transactions. Intercultural branding strengthens competitiveness by translating territorial identity into a legitimate competitive advantage, where radical transparency and traceability act as the primary trust validators. Consequently, culture is positioned as the central axis of the internationalization strategy, ensuring that sustainable products achieve premium positioning in saturated global markets.

**Keywords:** brand identity, Ecuadorian chocolate, global marketplaces, intercultural branding, sustainability.

# **Rol del Branding Intercultural en la Inserción de Productos Sostenibles Ecuatorianos en Marketplaces Globales: Caso de Estudio Mashpi Chocolate**

## **RESUMEN**

Esta investigación analiza el rol del branding intercultural en la inserción de productos sostenibles ecuatorianos en marketplaces globales, tomando como caso de estudio a Mashpi Chocolate. El estudio adopta un enfoque cualitativo descriptivo mediante el método de estudio de caso, utilizando entrevistas semiestructuradas y análisis documental para la recolección de datos. La base teórica se fundamenta en el Branding Social, la Interculturalidad, la Responsabilidad Social Empresarial, Marketing Sostenible y el modelo Triple Bottom Line. Los hallazgos revelan que el branding intercultural funciona como un motor de diferenciación que reduce la distancia cultural con el consumidor internacional, permitiendo que la sostenibilidad sea percibida como una realidad verificable. Se concluye que el éxito en el entorno digital no depende únicamente de la calidad técnica, sino de una estrategia de glocalización que logre humanizar la transacción automatizada. El branding intercultural fortalece la competitividad al traducir la identidad territorial en una ventaja competitiva legítima, donde la transparencia radical y la trazabilidad actúan como los principales validadores de confianza. De este modo, la cultura se posiciona como el eje central de la estrategia de internacionalización, garantizando que los productos sostenibles logren un posicionamiento premium en mercados globales saturados.

**Palabras clave:** branding intercultural, chocolate ecuatoriano, identidad de marca, marketplaces globales, sostenibilidad.