

to advertisers, while the use of slang, unconventional expressions or eccentric behavior of a blogger will most likely not be an obstacle for cooperation. It is important to note that many brands prefer to work with bloggers who do not advertise competitors or promote dubious services such as pyramid schemes or online casinos [2].

To sum up, influence marketing differs from other marketing tools by its transparency and close interaction with the audience. And most importantly, this type of marketing “talks” to its customers through the mouths of their idols, which cannot fail to attract attention. The most important thing here is to choose the right speaker and make sure that the way he speaks corresponds to the company's requirements.

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FROM LITERAL TO LOCALIZED: EXPLORING THE IMPACT OF CULTURAL ADAPTATION IN COSMETICS ADVERTISING

In the beauty industry, advertising heavily relies on visual elements, as they directly showcase how a product appears on the skin, its texture, and finish [1]. However, as students of linguistic support in international business communication, we believe that the words used in advertisements are just as important as visuals, if not more so. In beauty advertising, textual elements do more than describe a product – they create an emotional connection, reinforce aspirational messaging, and influence purchasing decisions [2].

In the first part of the study, we examined theories on linguistic techniques in advertising, drawing on the works of scholars such as van Dijk, Fairclough, and McQuail. For example, Fairclough highlights the use of implicature, repetition, and metaphor in shaping consumer behavior [3]. But as anticipated, research on the variation of these linguistic techniques across cultures is limited. To fill this gap, we aimed to develop and validate a strategy for culturally customizing linguistic techniques and values in advertising. Our hypothesis: Adapted advertisements that consider cultural linguistic differences are more effective than direct translation, potentially increasing consumer engagement and sales.

In the second phase, we analyzed over 200 commercials to identify common linguistic techniques and cultural values in advertising. For deeper analysis, we examined the Estée Lauder Double Wear foundation ad adapted for India [4], South Africa [5], the United Kingdom [6], and Russia [7]. Despite consistent imagery and language, the

emphasized techniques and values vary by culture. Using this data, we developed a strategy to adapt these elements for diverse audiences.

Abbreviated table 1 “The Strategy for Linguistic Techniques and Cultural Values in Ads across India, the United Kingdom, South Africa, and Russia”.

Region	Lexical means	Values
India	Metaphors, imperative verbs and personification of the product	Respect for elders, education and career
United Kingdom	Metaphors, anaphora and repetition	Democracy, respect and tolerance, individual liberty
Russia	Epithets and metaphors	Family, love, uniqueness, knowledge, health
South Africa	Metaphors, pleonasm and personification, imperative verbs	Human dignity, equality, human rights and freedom

In the third phase, we applied the strategy developed in the second phase. We analyzed over 50 Belarusian and Russian cosmetic advertisements, selecting the Nivea moisturizing cream commercial in Russian [8] for detailed study. First, we provided a regular Russian-to-English translation, then adapted the advertisement for the cultural contexts of India, South Africa, and the UK using our strategy. Only selected extracts of the translations and adaptations are presented for focus.

Abbreviated table 1 “The Results of Literal and Culturally Adapted Translations of the Nivea Advertisement”

Original text (Russian)	Literal translation	India	United Kingdom	South Africa
... Смелее! Неважно что ждет тебя впереди. Мы всегда будем рядом.	... Be brave, no matter what awaits you ahead. We will always be by your side.	... Be courageous – take the leap, no matter what lies ahead. We will always be with you, every step of the way.	... Step forward. No matter what lies ahead... We'll always be here for you.	... Stand strong – the future belongs to you. We are always here, by your side, ready to lift you higher.

The fourth stage of our study was focused on analyzing consumer responses to the literal translation versus the cultural adaptation we developed using our strategy. Respondents, consisting of women aged 25 to 40 from India, South Africa, and the United Kingdom, were selected through an international company. Each participant evaluated two versions of a Nivea advertisement we prepared: a literal translation from Russian into

English and an adapted version in English crafted using our methodology. Their task was to indicate which ad better influenced their purchasing decision.

Table 3 “Consumer Response to Literal and Adapted Nivea Advertisements”

Region	Number of repondents	Votes for literal translation	Votes for adapted translation
India	30	4	26
United Kingdom	27	2	25
South Africa	22	5	19

In conclusion, this research supports the hypothesis that adapted advertisements, which take into account linguistic differences based on culture, are more effective than direct translations and can potentially increase sales. Through a step-by-step approach – beginning with theoretical research on linguistic techniques and cultural values, moving through the commercial adaptation analysis, the formulation of our own strategy, and concluding with consumer feedback – we have demonstrated the significance of both linguistic factors and their cultural adaptations in advertising. The findings of this study can be further explored and tested in other sectors, providing practical guidance for organizations to refine their cross-cultural advertising strategies.

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