Cultural Values

Danny Pyo
Joanna Hewitson
Elizabeth Gordon
What are Cultural Values?
Webster’s Dictionary says...

• **culture** (klchr)

  *n.*
  
  – The totality of **socially transmitted behavior patterns**, arts, beliefs, institutions, and all other products of human work and thought.
  
  – These patterns, traits, and products considered as the **expression of a particular community**, period, class, or population: Edwardsian culture; Japanese culture; the culture of poverty.
  
  – The **predominating attitudes** and behavior that characterize the functioning of a group or organization.

• **values**

  *n.*
  
  – **beliefs of a person** or social group in which they have an emotional investment (either for or against something); "he has very conservatives values"
What are Cultural Values? Sarah Jain says...

According to Professor Sarah Jain of the Cultural and Social Anthropology...

“Culture is the complex and elaborate system of meaning and behavior that defines the way of life for a group or society.”
How Cultural Values Relate to Product Design

According to Designer Adam Monister...

• “...the values of our society to frame messages that in turn sell products, services, and ideas... reinterpreting the dominant trends in order to put a positive spin on what we do.”

• “…designers are responsible for making meaningful ideas accessible, understandable, and valuable.”
Cultural Values: America vs. Japan vs. Europe

**AMERICAN VALUES:**
- equality
- individuality
- work hard, play hard = success
- the sky is the limit
- freedom
- mobility
- safety
- competition
- efficiency

**JAPANESE VALUES:**
- obligation to the group
- behaving according to status
- harmony
- effort
- self-improvement
- self-criticism
- collectivism

**EUROPEAN VALUES:**
- Appreciation for aesthetics
- intellectualism
- socialism
- tradition
- Leisure
- Sensuality
- Family and friendship
How cultural values manifest itself in products

efficiency  
space  
style  
colors  
size  
shapes  
multi-taskability  
ubiquity  
utilitarianism  
aesthetics  
functionality

Indian Wedding Dress

mobility

customizability  
comfort  
upgradability  
quickness  
uniqueness  
convenience

Japanese Wedding Dress

American Wedding Dress
Our Movies Depicting Products that exhibit Cultural Values

America versus Europe
Cultural Values in Advertisements

• **Revolt Jeans Advertisement:** Emphasizes power, equality, individuality, freedom, success, and the importance of knowledge—which are all core American values

• **Burger King Advertisement:** Emphasizes American ideal of individuality and freedom

• **Car Advertisement**
  Emphasizes leisure, sensuality, and appreciation for aesthetics—which are all core European values.

• **Coffee Advertisement**
  Emphasizes European value of friendship and family
Cultural Values in Advertising

Slogans

• Customizability
• Quality
• Style
• Comfort
• Freedom
• Work hard
• Success
• Individuality
Cultural Values in Printed Ads

Jeep Ads…”the sky is the limit” theme

Nike ads…portraying success and mimicking Dr. Seuss

Coca Cola ads…“adding to the culture”
“Few companies are as closely identified with the history and development of America throughout the 20th century as Ford Motor Company…”

--Ford Heritage Website

Ford cars use cultural values to enhance the perceived quality of their cars.
How Ford Uses Cultural Values in Designing their Cars

- product tastes and motoring needs were less different than they had been in the past.
- global "platform strategy" that uses many common components to produce vehicles that are widely differentiated to meet the varying needs of different regions.
- new approach to product development that is both highly efficient and customer-driven.

First Ford car redesigned to tailor the needs of each country.
A Word from Ford’s President

- President Jim O’Connor’s thoughts on how the Explorer reflect cultural values
American Cars with American Values

The “American classic” mustang emphasizes the values of freedom and work hard in its mustang brochure.
No Boundaries Campaign

"No Boundaries refers to our belief that the impossible is never impossible, that you can always turn a no into a yes," said Jim O'Connor, Ford Division president. "It captures the essence and overall spirit of Ford."

No Boundaries has been a central theme in Ford's SUV marketing since fall 1999. The new advertising campaign furthers the philosophy behind No Boundaries – applying the go-anywhere do-anything spirit of No Boundaries to all Ford products.
United Kingdom Ford Home Page vs. U.S. Ford Home Page

- Features *small* cars, which is congruent with a society where *space* is limited.

- Features an *SUV* which is congruent with the “sky is the limit” attitude of America.
London Streets vs. American Streets

Crowded narrow streets with small vehicles

Wide, open highways with SUVs and trucks
Focus is more than a one-hit wonder.

ZTW AND ZX3 GIVE YOU SEATING AND STORAGE OPTIONS GALORE, with forward-thinking features that will keep Focus from having that “where are they now” status years from now.

The idea of *advance* relates to the Japanese values of *effort* and *self-improvement*.

Brochures emphasize Japanese value of occupying one’s proper place in the group.

The new Ford Focus debut.
How to Use Cultural Values to Create Appeal in Products

• Identify values of a nation
  – What is the nation scarce in? (i.e. space)
  – What does the nation value? (i.e. efficiency, cost, individuality)

• Build a product with these values in mind

• Set a trend with your product
  – Find a value that people are not aware of and monopolize it

• Advertise the product emphasizing how the aspects of the product are congruent with cultural values