# Marketing Campaign

## Questions to Consider

<table>
<thead>
<tr>
<th>Cultural Element</th>
<th>Questions to Consider</th>
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</thead>
<tbody>
<tr>
<td>Language</td>
<td>• What language(s) will your campaign be in?</td>
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</table>
| Religion/Beliefs | • Are there any religious taboos to avoid?  
                     • Will you try to use religion to promote your product? |
| Land Use         | • Would your product be useful for any of the common land use types?  
                     • Are there any land use issues that could be solved by your product?  
                     • Are there any landmarks or landscapes that you would use as a visual part of your campaign?  
                     • Do the values of their land use align with the values of your product? (i.e. protecting the rainforest and being a “green” product) |
| Education        | • How will the education levels of Sub-Saharan Africa affect your campaign?  
                     • How many people are literate and would be able to read an advertisement?  
                     • Does the education of people in Sub-Saharan Africa affect the language(s) they speak?  
                     • Would their education affect the usefulness of your product?  
                     • How do education levels affect the level of development of this region and its consumers? |
| Customs          | • Are there any customs that would be enhanced by the use of your product?  
                     • Could you use any of the customs to sell your product?  
                     • Are there any taboos that you should avoid?  
                     • Are there any actions that must be made in order to be considered polite? |
| Institutions     | • Are there any institutions that consumers hold in great esteem that you could use in your advertisement?  
                     • Are there any you should avoid?  
                     • Could you collaborate with an institution to advertise? |
| Technologies     | • What media will your campaign use? Newspaper, tv, internet, billboards, social media, etc?  
                     • Does this region have the infrastructure to support the media you are selecting?  
                     • Are there any technology trends in this region that you could utilize in your advertisement? |