

U.S. ads should cater to foreign markets, expert says

By BECKY RIDDICK
Staff Writer

American businesses need to reflect foreign cultures in their international advertising if they want to return to the top of multinational trade, a New York advertising executive told UNC business students Thursday in Carroll Hall Auditorium.

The speech, by William Thompson, a UNC alumnus and executive vice president for worldwide accounts at J. Walter Thompson advertising agency, was the first event of the fourth annual Undergraduate Business Symposium.

Advertising is more important to success in today's international market than ever before, Thompson said.

"(International business) is now no longer a matter of opportunity, it's a matter of necessity," he said. "We're just going to keep getting further and

further in the hole unless . . . we educate people about the world market."

American corporations have been falling behind European corporations in world trade since 1970, Thompson said.

The Europeans are better than Americans at catering to a foreign market, he said. American producers suffer from a lack of expertise, innovation, marketing skills and an international attitude, he said.

The nation's advertisers have not taken their audience into account when making advertising campaigns for other countries, he said. They just make the advertisements as though they were going to be shown to American consumers rather than to people of different cultures.

The United States used to be regarded as having the best products, the best brand names, the most

market know-how and the most money, and it arrogantly believed that things would always be that way, he said.

This perception of U.S. businesses has changed in recent years. One survey said that 63 percent of Americans believe that Japan is more successful than the United States, he said.

Thirteen percent of consumer demand in the United States is met by imports, he said. Twenty-six percent of all cars sold in America are Japanese, and Japan and Germany have higher shares than the United States.

In 1980, Harvard Professor Theodore Levitt started a five-year period of global market craziness when he

told American corporations that they could either compete in the world market or go out of business, Thompson said.

"The U.S. had a desire to be more competitive," he said. "But it did not have any sensitivity to the world market."

"Americans tried to rush right in and change the world overnight."

European multinational corporations are more successful, he said. They always show central direction and local marketing expertise, he added.

Thompson cited Nestle, Unilever and Phillips as truly multinational corporations. "They have deep local roots in each country (they advertise in), and they're in touch with their

consumers," he said.

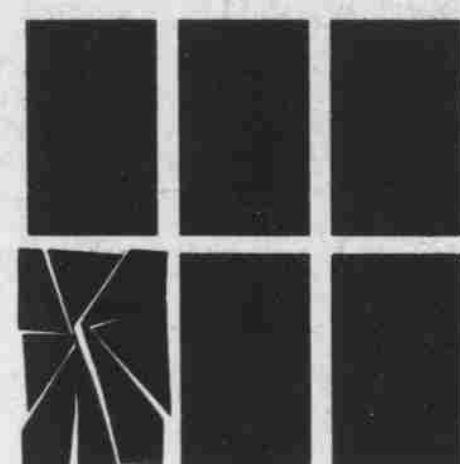
European advertisers also share information about which advertising campaigns have been successful in different areas. American advertisers should follow their example, he said.

Advertisers should share successful advertising strategies, share successful brand approaches and localize their advertising campaigns, he said.

Thompson got his bachelor's degree from UNC in 1959. He began working for J. Walter Thompson in 1965, where he worked for 17 years until he went to work for McCann-Erickson Worldwide as the executive vice president and director for multinational accounts. He recently returned to work for J. Walter Thompson.

LYLE KESSLER

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Footfalls participants race to raise money for UNC's Campus Y

By GUINEVERE ROSS
Staff Writer

Footfalls '87, a 10-kilometer race and two-mile fun run to benefit UNC's Campus Y, will be held Sunday, Nov. 8.

Sponsored by Granville Towers, Spanky's and Squid's, the fun run will begin at 2 p.m., and the 10-kilometer run will begin at 2:45 p.m.

Check-in and late registration will be from 12:30 p.m. until 2 p.m. Sunday. Late registration fees will be \$8 for the fun run and \$10 for the 10-k.

Teams of four or more runners will receive a \$1 discount per member, and the first 300 entrants in each event will receive a free T-shirt.

Junior Shane Stadler, who helped organize the race for the Campus Y, said participation and interest in Footfalls has declined over the last nine years, corresponding to a decreasing general interest in road races.

"Most people want to do bicycle races or walkathons," Stadler said. "We're hoping to make this year's Footfalls more appealing by offering different things to the runners."

Stadler said runners will be offered free drinks, Domino's pizza and fruit donated by local merchants. Also, a masseur from The Touch Massage

Therapy in Carrboro will be on hand to ease cramps and sore muscles.

Overall winners will receive medals and gift certificates from local merchants. Ribbons will go to the top three male and female finishers in the following age groups: 17 and under, 18-22, 23-29, 30-39, 40-49, and 50 and over. Trophies will also be awarded to the first three parent-child teams, husband-wife teams, roommate teams and general teams to cross the finish line.

Race co-chairman Chris DiGiano said a costume category had been added to this year's race, and the best costume will win a prize.

"We don't know exactly what to expect with these costumes," he said. "They might be anything from funky shorts to a wild headdress."

Stadler said the race's route has been changed to make it safer. In the past, he said, runners had to cross a dangerous intersection on U.S. 15-501. But this year, runners will race on a service road beside the highway.

Also, officials will drive cars beside the runners in case someone faints or can't finish, and police officers will be positioned along the route.

Anyone interested in running in either race can register Sunday at the Campus Y. The race will begin at the Old Well.

Professors to begin exchange program

By BRIAN McCOLLUM
Staff Writer

The U.S. Information Agency (USIA) recently awarded a \$49,680 grant to UNC's Institute of Latin American studies for a visiting professor exchange program.

In 1988, three economic professors from the University of Belgrano in Buenos Aires, Argentina, will visit UNC for three months, while three UNC professors will visit Argentina.

Lars Schoultz, director of the Institute, said that Belgrano is Argentina's most important teaching and research center in the social sciences. He also said the visiting professors will be among the best in the country.

Schoultz said the professors will teach classes, hold seminars and conduct research focusing on U.S.-

Argentine economic relations.

"The purpose is to add a new dimension to their campus and to ours," he said. "This is going to be an exciting place for anyone interested in Argentina."

UNC has always maintained the closest possible ties with the Argentine academic community, Schoultz said. The military dictatorship that took over the country in 1976 severely affected relations, he said, until a democratic government returned in 1983.

Since that time, Schoultz said, the University has made many efforts to regain its former ties with the country, including submitting the USIA grant proposal in 1983.

"Proposing a grant takes a lot of time," he said. "There are only eight

USIA grants in the country.

"We had to convince them that we would spend the money better than anyone else."

Schoultz, a professor of political science who visited Argentina three times in the early 1970's, will join history professor Joseph Tulchin and associate economics professor Alfred Field next summer as UNC's exchange participants.

"The most important thing," Schoultz said, "is that for the next three years, Chapel Hill will be this country's center of U.S.-Argentine relations studies."

"It (the USIA grant) is one of those nice things that the government does for higher education that helps people," he said.

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As real as it gets.

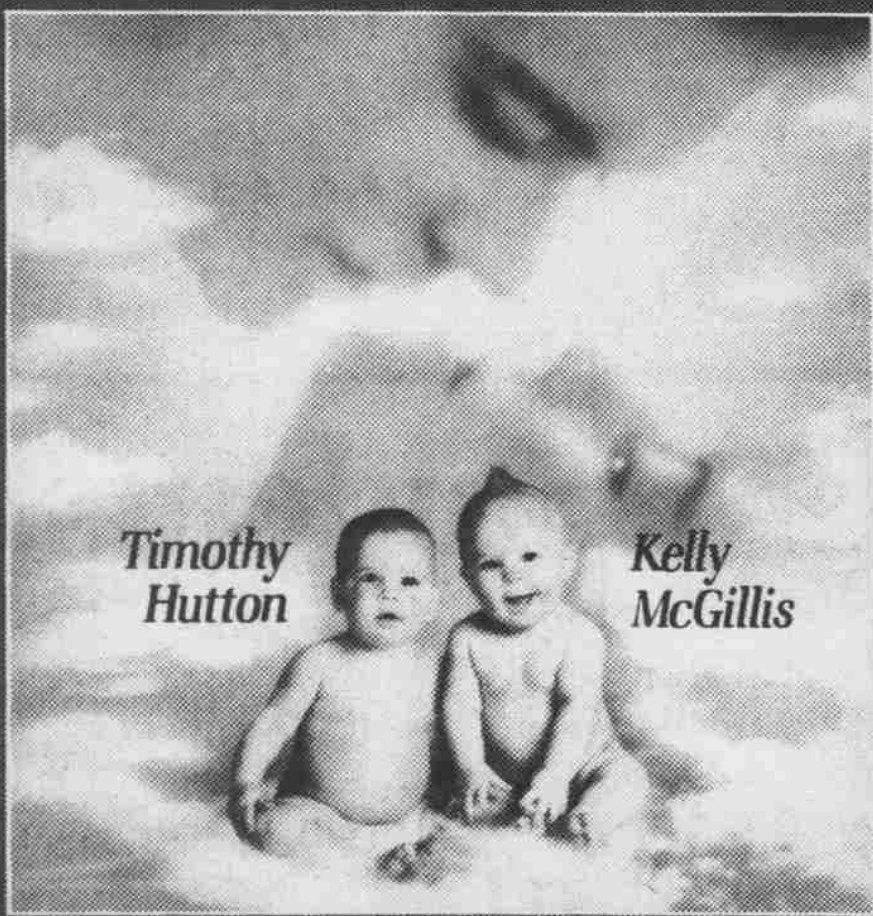
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