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Marketing for Success in the Pacific

Localizing Your Marketing Strategy

**“The Pacific Rim is emerging
like a dynamic young
America but on a much
grandier scale.”**

Naisbitt, Megatrends 2000

The Opportunity

- Highest growth potential in the world
- Entering the century of the Pacific
- Number 1 in frequent flyer miles

The Challenge Ahead

- Diversity
 - 1,000+ languages
 - 2+ billion people
- Logistics
- Market sizes
- Grey marketing
- Software piracy
- Technical hurdles

The Road to the Pacific Rim

- Commitment
- Resources
- Patience
- Irish staff

Marketing Requirements

- **Pricing**—an emotional topic
- **Product positioning**—different things to different people
- **Advertising**—in non English markets
- **Training**—it's the most important tool
- **Support**—remote control through partners

Marketing Requirements

- **Foreign currency**–billing vs. protection
- **Credit**–local laws and time to ship
- **Piracy**–litigation vs. copy protection
- **Gray marketing**–pricing vs. local value

Keys to Success

- English markets first
- Localize your products and your marketing
- Distant markets require partnerships
- Exception is the rule—be flexible
- And then again, exception is the rule!



The power to be your best