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# Understanding the Emerging Market

## Why IP is important in emerging markets?

- Allows registration with Custom Authorities
- Fast track regulatory process
- Most emerging markets have a first-to-file system for Trademarks  
Brazil, Chile, China, Czech Republic, Hungary, Mexico, Peru, Philippines, Poland and Russia
- Designs – protect the exterior shape and design or product  
Low cost, quick and in some countries only effective way to protect appearance

## Understanding the barriers?

- Local Insight – understand the local needs, values, religion, culture and economics
- Language – it is not just about translation
  - Slang
  - Transliteration
  - Context
- Legal/Political Landscape
- What is patentable subject matter?

## Not getting it right

- Pepsi – when it went into China it used the slogan used in the US – “Come Alive”, but the slogan translated as “Pepsi brings your ancestors back from the dead!”
- KFC – when they opened in China “finger lickin’ good” translated to “eat your fingers off”
- Coca Cola – phonetic translation it launched with in China in 1920 meant “bite the wax tadpole”
- Procter & Gamble – typical packaging has an image of a stork delivering a baby – in Japan the story goes that giant floating peaches bring babies to their parents
- Pepsodent tried to sell its toothpaste in South East Asia by advertising it whitens your teeth – they found out that the locals chew betel nuts to blacken their teeth as this is viewed as attractive
- The “internationally recognized” symbol for fragile – but African port staff saw it on boxes and assumed it meant the boxes contained broken glass and threw them into the sea
- Thailand – an ad for glasses showed cute animals wearing a variety of glasses. The ad was not well received as animals are considered a low life form and no Thai would wear anything worn by animals
- American medical containers were distributed in Great Britain and caused a stir with the instructions “Take off top and push in bottom”



If you would like to find out more.  
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