



Cultural Hybridization in Food Marketing: A Comparative Study of Korean-Flavored Instant Noodle Advertisements in Pakistan, South Korea, and Indonesia

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ABSTRACT

The study explores the cultural influence of Korean and Indonesian advertising strategy on Pakistani Instant Noodle advertising, especially those that promote Korean taste products through Shoop and Knorr. With the rise of the growing global reach of Hally Wave and hybrid marketing techniques, brands across borders are adopting similar visual style, narrative devices, and cultural references. Through the analysis of the content of four brands, Samyang (Korea), Indomie (Indonesia), Shoop (Pakistan), and Knorr Pakistan, this research investigates repeated visual offers, narrative structures, emotional appeal, and repeated samples in symbolic cultural indicators. These results show that Pakistani brands not only follow international trends but are actively connected to global advertising strategies, especially those who use Samyang and Indomie. However, it is not absolute to adopt. Pakistani advertisements still maintain strong local themes such as family relations, religious settings, and language slogans, which suggest hybrid advertising points. This study has concluded that Pakistani instant noodles are taking a strategic change in advertising, which is combining global influence with local authenticity to appeal to prepare consumers' priorities in a highly competitive market.

Introduction

Advertising works for cultural trends, and social change. Although its main purpose is to promote the product, it also shapes lifestyle, values, and collective identity through advertising stories, visual aesthetics, and emotional resonance (Hayes, 2012). In the domain of fast-speed consumer goods (FMCG), such as Instant noodles, advertisements not only please consumers, but also reflect widely social changes around modern eating habits and cultural charm (Inoni, 2017).

Beyond selling products, enhances advertising principles, desires of shapes, and stimulates social change (Jones & Slater, 2014). In countries where instant noodles represent fast and affordable nourishment, advertising often highlights convenience and family time values. For example, during Ramadan in Indonesia, Indomie Television spots have emphasized the topics of solidarity and spiritual celebration, and have developed a comforting story that is interlinked with the social and cultural dimension of fasting (Ajayi & Abina, 2024). Such ads show how the ad can stabilize sectarian rituals and nurture the loyalty of the brand.

The ongoing global popularity of Korean culture is collectively called Hallyu Wave (Bhatti et al., 2022). The effect is beyond entertainment, including fashion, lifestyle, consumer products, and even prominent areas such as instant noodles (Hou, 2020). This culture has encouraged global brands to connect Korean-style, their language, visual aesthetics, and spicy flavors into their marketing strategies. In Southeast Asia, the instant noodle brands have responded to vibrant colors, telling the story of the digital age and trends associated with Korean media (Fu, 2008; Khalid, 2024).

This research plays a meaningful role in the field of media and advertising studies, which presents a comparative, cultural approach to how global advertising trends affect the creation of local content. Focusing on the instant noodles of Korea, Indonesia and Pakistan, the study highlights how cultural values, visual stories and emotional strategies travel across the borders and embeddings in consumer statements.

From a theoretical point of view, the study offers valuable insights about trans -cultural advertising, soft strength through food branding (Hallyu Wave), and visual semiotics in marketing. This will help to pack how the brands targeted by youth in Pakistan are adopting viral tactics, such as Samyang or Cultural Emotional Stories are found in the story of Indomie (Suheri et al., 2025).

Practically, this research can guide advertisers, brand strategists and local FMCG marketers in Pakistan that can try to create echoing campaigns with underage, global audiences. These results will also help determine whether Pakistani brands like Shoop and Knorr Pakistan by Unilever are engaged in passive adventure, active adaptation, or direct resemblance to international campaigns.

Research Questions

- **RQ1:** What visual styles and Narrative structures are used in the advertisement of the Shoop and Knorr Pakistan for the quick noodles with Korean flavored?
- **RQ2:** What is the comparison of Shoop and Knorr's advertising strategies to those used by Samyang (Korea) and Indomie (Indonesia)?
- **RQ3:** To what extent do Shoop and Knorr Pakistan ads reflect the cross-cultural effects, especially from the Korean (Hallyu Wave) and Indonesian advertisement?
- **RQ4:** What cultural symbols and emotional appeals are embedded in the advertisement of all four brands, and how are they adapted or localize the Pakistani context?
- **RQ5:** Is there any evidence that Pakistani ads of Korean flavored noodles are being created or affected by global advertising trends being promoted by Korean and Indonesian brands?

Literature Review

The real story of instant noodles is both technical and cultural. In post-war Japan, Mamofuko Ando launched the first instant noodles, "Chikin Ramen"(in 1958), which applied the flash frying technique to make a shelf stable, two-minute meal. Until 1971, Ando introduced packaging and product design for international markets, he introduced cup noodles, the broth was adjusted to local tastes, and even the container was designed to meet foreign consumption habits (Kim, 2016; Kim & and Ellis, 2015). These innovations make it clear how product design and marketing integrate global agreement.

Advertising soon became key to instant noodles' appeal. Early advertising is emphasized, which often features modern households or students under time pressure (Tripambudi & Purwanto, 2023).

Development of quick noodle brands has also been with advertising strategies and brand messaging changes. In Indonesia, Indomie family has added elements of local culture in its advertising by using food, Ramadan traditions, cultural stories, and solidarity themes to create an emotional connection with users (Rifqi & Purnamasari, 2022). Suheri et al., 2025 found that Ramadan Themed Indomie advertising uses religious methods, changes in product packaging, and limited visual emphasis on the product's self-restrained elements. These advertising elements help communicate care and respect themes associated with fast month.

Other studies of Indonesia quick noodle advertising have checked the use of brand ambassador and symbolic representation associated with hygiene, luxury, adventure, and masculine. Such strategy allows brands to address various users groups while maintaining connection with Indonesian cultural context (Prakoso et al., 2019; Puspikawati et al., 2021).

A different approach can be seen in Korean quick noodle advertising, especially in the case of Samyang. Its advertising has used close-up visual of the noodles and broth along with strong representation associated with the spicy role of the product. "Brand's promotional strategy has also enhanced impressive leadership activities and online challenges, including internationally recognized "Fire Noodle Challenge," which contributed to the wider global exhibition of Korean quick noodles. This ad strategy emphasized spectacle, novelty, and youth engagement (Khairani, 2018). A 2024 thesis on Malaysian youth confirms that

Samyang's YouTube ads effectively influence purchase intention through humor, shock, and visual intensity, clear markers of the new-generation emotional and digital advertising tactics (Sukumaran, 2024).

In Pakistan, instant noodles appeared in the early 1990s with Nestlé's Maggi (1992), Unilever's Knorr (1993), and Shan's Shoop (2012) (Javed et al., 2022; Khairani, 2018). Maggi utilized classical conditioning in its narrative: the product associated with home-cooked love, maternal care, and effortlessness, framed within family-centric visual (Jaggi & Bahl, 2015). It commanded over 40% market share by combining convenience with emotional appeal (Aparnna & Jose, 2024).

But Maggi's stronghold weakened after global food safety incidents in 2015, prompting Nestlé to withdraw from Pakistan (Abbas, 2023). Meanwhile, Knorr and Shoop strategically emphasized bold local flavors and budget pricing. However, Shoop's marketing has been critiqued in MBA studies for lacking consistent distribution and modern brand storytelling, despite aggressive flavor positioning (Javed et al., 2022).

These trends converge into a broader theme: transnational advertising cues. Korea's challenge-based, sensory-heavy content, Indonesia's emotionally rooted storytelling in cultural moments, and digital platforms' interactive potential all provide templates for Pakistani advertisers (Abbas, 2023; Bhatti et al., 2022; Prakoso et al., 2019). The core question becomes: Has Shoop integrated these global playbooks into its messaging, or are they still on the periphery of local sentiment and tradition?

Theoretical Consideration

This study is grounded in one main theoretical framework that help interpret the cultural, narrative, and visual patterns in advertising:

Cultivation Theory

The theory of cultivation offers that long -term exposure to media content can create an impression of viewers' reality. In the context of this study, it helps to explain how international advertising, especially the prominent exposure of Korean and Indonesian formats, can affect the expectations of consumers in Pakistan and the creative selection of media producers (*Gerbner's Cultivation Theory In Media Communication*, 2023).

Research Gap

Despite the growing popularity of instant noodles and the increasing exposure of international advertising effects in Pakistan, academic literature at this particular topic is limited. Most of the current studies about instant noodles are focused on consumer behavior, nutritional costs, or branding strategies in a national context such as Samyang in South Korea and Indomie in Indonesia (Aparnna & Jose, 2024; Fadlullah et al., 2021; Idrees, 2020). Although some regional studies highlight the role of advertising in creating young people's priorities and brand memories, they often lack cultural comparative framework that is based on organized content analysis (Khairani, 2018).

Methodology

Research Design

The study uses a qualitative thematic content analysis to discover the cultural influence of Korean and Indonesia's advertising style on Pakistani ads of Korean flavored quick noodles.

Sample and Sampling Strategy

Purposive sampling was used to select ads that best align the study purposes. Specifically, the recently uploaded ads for the Korean flavored instant noodles were selected from the official YouTube channels of the following four brands:

- **Shoop (Pakistan)**
- **Knorr Pakistan**
- **Samyang (Korea)**
- **Indomie (Indonesia)**

These ads were selected on the basis of the availability and compatibility of the Korean -flavored noodle product lines. Although the shop did not have recent uploads in the past six months, its last three available ads were added to balance and compare.

Data Collection

Advertisements were accessed and retrieved from each brand's **official YouTube channels**. For each ad, detailed notes were taken on:

- Visual elements (such as color, camera angles, food offers)
- Audio elements (eg, background music, dialogue, sound effects)
- The structure of the statement (eg, the character's character, the flow of the story, the resolution)
- Cultural references (eg, family dynamics, language, symbolic imagery)

Qualitative Thematic Content Analysis

Table 1: Selected Advertisements

S.NO	Brand	Ad Title	Upload Date
1.	Knorr Pakistan	Blazin' Noodles ("Feel the Burn")	Oct-22
		Save My Iftar (Ramadan)	Apr-25
		Boriyat Busters Web Series	Mar-25
2.	Shoop Pakistan	#TrustTouMustHai TVC	Jan-25
		Missed Shoop Commercial	Dec-24
		Shoop Challenge Short (YouTube short)	Feb-25
3.	Samyang (Korea)	Fire, Be Great (Animated Musical)	Mar-25
		Turkey Challenge ft. (G)I-DLE	May-25
		Ordinary → Great Campaign	Feb-25
4.	Indomie (Indonesia)	Korean Ramyeon Series Launch	Apr-25
		K-Rose Pop Mie Promo	Mar-25
		Fiery Chikin Promo	Feb-25

Table 2: Analyzing Advertisements according to defined themes

S.No.	Brand & Ad Title	Visual Style & Music	Narrative Characters	& Emotional Appeal & Tone	Cultural/Symbolic Cues
1.	Knorr Pakistan	Bright, clean kitchen settings; upbeat, modern music with faint rap undertones (Young Stunners' theme)	Focus on youth and millennials; hero chef prepares bold flavored noodles	Energetic, fun, youthful; "Feel the Burn" challenge-like appeal	Urban youth culture, local rap icons, modern lifestyle
	Blazin Noodles	Bold black & flame-themed packaging in motion graphics	Gen Z character narrates challenge to spice	Daredevil spirit; "blast of flavor"	Dark colors, flame visuals, challenge culture
	Save My Iftar (Ramadan)	Soft warm lights; tranquil melodic tone	Family around dinner table during Ramadan	Emotional warmth, spiritual reflection	Ramadan setting, family values, iftar tradition
	Boriyat	Studio environment; game-	Hosts kids	Entertaining,	Youth empowerment,

	Busters Web Series	show style	showcasing talents; interaction-led	inclusive, competitive but supportive	modern entertainment format
2.	Shoop (Pakistan)	High contrast, vibrant shots; lively jingle	Parent-child dyads; micro challenges or cooking experiments	Encouraging, playful, motivational push “Trust Tou Must Hai”	Family dynamics, trust, local language slogans
	#TrustTouMustHai TVC	Colorful home environment; upbeat BGM	Child innovates way to eat; parent learns to trust	Reflective, supportive, emotional uplift	Pakistani home decor, Urdu slogan, generation contrast
	Missed Shoop Commercial	Bright tone; catchy melody	Teen influencer taste-testing Shoop Korean flavor	Cool vibe, peer approval	Urban teen aesthetic, youth identity, Korean flavor influence
	Shoop Challenge Short (YT)	Fast cuts, bold fonts, energetic sound effects	Teens vs spicy; reaction centric	Excitement, thrill, humor	Youth culture cues, reaction faces, spice challenge motif
3.	Samyang (Korea)	Intense close-ups of steam, spice, and noodle texture; bold soundtrack	Young protagonist taking Fire Noodle Challenge	Thrill-seeking, nerve-wracking excitement	Korean challenge culture, ASMR effects, digital youth trends
	Fire, Be Great (animated musical)	Animated, stylized visuals; musical soundtrack, dramatic rhythms	Mythic turkey allegory; noodles as power	Humor, drama, aspirational “be great” appeal	Korean folklore twist, innovation via animation
	Turkey Challenge (G)I-DLE	High-energy dance visuals; vibrant costumes; hip-hop rhythm	(G)I-DLE dancers eating & dancing challenge	Fun, celebrity endorsement, performance	K-pop stars, youth culture, music/dance integration
	Ordinary Great Campaign	Split-screen before/after transformation; anthem-like music	Ordinary person becomes “great” after noodle	Emotional uplift, inspirational storytelling	Self-improvement narrative, Korean identity symbols
4.	Indomie (Indonesia)	Colorful café/restaurant-style setting; pop-R&B music	K-pop idol (NewJeans) introducing Korean Ramyeon series	Trendy, aspirational, international vibe	Hangul text, K-pop idols, Korean-Indonesian cultural fusion
	Korean Ramyeon Series (launch)	Posh event setup; neon lights; glossy cinematics	Celebrities taste-testing; interactive campaign	Trendy, youthful aspirational	Youth icons, Korean event staging, global branding
	K-Rose Pop Mie Promo	Pink rose visuals, soft lighting; gentle pop melody	Emphasis on creamy “rosé” flavor experience	Light-hearted, refined, playful vibe	Fusion flavor symbolism, upscale food imagery
	Fiery Chikin Promo	Red-orange tone; sizzling sounds; chicken close-ups	Highlighting crispy chicken texture and intense spice	Appetite-sparking, sensory appeal	Food-centric visuals, universal spicy-food motif

The above table's shows a comparative analysis between four popular brand of instant noodles like Knorr Pakistan, Shoop Pakistan, Samyang (Korea), and Indomie (Indonesia) that focus on four key themes such as, **Visual Style & Music**, **Narrative & Characters**, **Emotional Appeal & Tone**, and **Cultural/Symbolic Cues**.

Findings

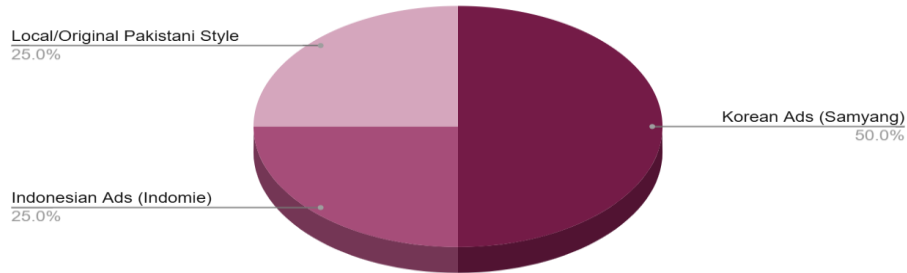
The analysis of the contents of 12 advertisements (3 from each brand) revealed advertising strategies, cultural patterns and visual stories techniques in Korean, Indonesian, and Pakistani instant noodle brands. These results highlighted that global advertising trends - especially by Korean pop culture, affect local campaigns, especially in Pakistan.

All brands emphasized strong, bold flavors, especially spices as an important sales point. Samyang and Knorr focuses all over the campaigns around "the challenges of the spices", while the Shoop and Indomie used the taste reaction to dramatize heat and satisfaction. All four brands focused on youth and young adults as their primary audience. Whether by rap music (Knorr), effective culture (Shoop), or K pop idols (SAMYANG and Indomie), advertisements placed Instant noodles as part of the youthful, expressive lifestyle.

Pie Chart 1: Influence on Pakistani Ads (Shoop & Knorr Pakistan)

Question: Do Pakistani advertisements show influence from Korean (SAMYANG) or Indonesian (Indomie) advertising?

Number of Influenced Elements

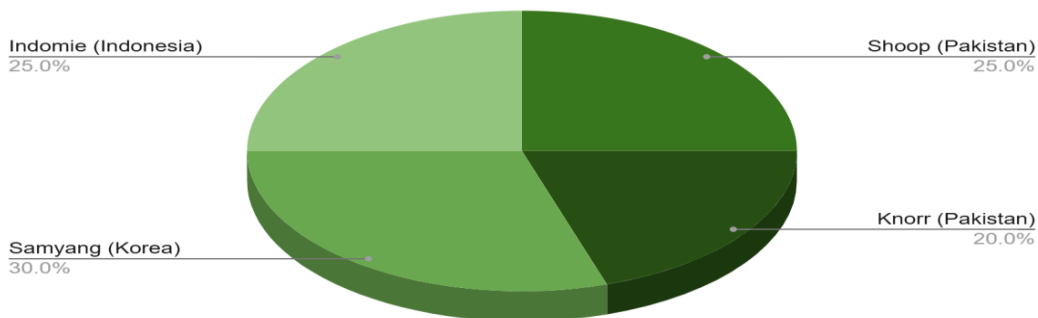


This pie chart explains the range of cultural influence observed in the shop and Knorr Pakistan's advertising strategies for the Korean flavored Instant noodles. The analysis shows that most stylistic and cultural elements (50 %) were affected by Korean ads, especially from the Samyang Brand. These include the use of spice challenges, reactionary visual, and youth -based aesthetics. The part of Indomie was 25 %, especially the music tone, the visual graphics and the hybrid visual. However, 25 % of the elements are connected to Pakistan's original advertising traditions, such as family values, Urdu language story, and family oriented -based messaging. This visual is highlighted how Pakistani brands are adopting global trends, while the local story still maintains some aspects of the story.

Pie Chart 2: Which brand keeps its own cultural identity the most

Question: Which brand ads reflect and preserve their cultural values?

Number of Strong Cultural Cues (Preserved)



The second pie chart compares the cultural identity protection degree in four brands studied: Samyang, Indomie, Shoop and Knorr Pakistan. The analysis shows that Samyang (South Korea) demonstrated high consistency in cultural representation, 6 of the 6 elements reflect the Korean symbols, challenging culture, and visual aesthetics. Indomie (Indonesia) also strictly embedded Indonesian and Korean fusion culture in its visions, and aligning its identity with helicopter trends. In Pakistani brands, the shoop

preserved its local identity more clearly (5 cultural elements), emphasizing family character, Urdu slogans and parents' statements. Knorr Pakistan, although the global accent is global, has maintained the 4 culturally embedded indicators, such as Ramadan topics and local rap.

Influence Flow Observed

The analysis suggests a top-down influence in advertising styles:

Samyang → Indomie → Knorr → Shoop

Table 3: Differences in Cultural Representation

Brand	Cultural Identity	Global Influence Level
Samyang	Strong Korean culture (food, music, emotion)	Very high – global leader
Indomie	Indonesian roots + Korean fusion	High – trend adapter
Knorr	Pakistani youth culture + western styles	Medium – evolving
Shoop	Local tradition with Gen-Z experimentation	Low to medium – influence

Samyang determines the global trend using extreme spices, music and meme -style visuals. Indomie has adopted the trend using K-POP and Indonesian cultural values for Southeast Asian markets. Knorr and Shoop show signs of inspiration, and gradually adjust these plans, adjusting the Pakistani context. Samyang uses a challenging story that is based on personal endurance, change, or competitiveness. It portrayed spice as a "hero", and created hype featuring through Korean stars, music, and animation.

Indomie, although in Indonesia, clearly borrows K-POP elements (eg, New Jeans as brand ambassadors), advanced visuals, and Hangul language indicators, which promotes its Korean-flavored line as a tendency and is internationally appealing. Both brands offer a global young lifestyle that combines food, music, celebrity and self-expression. Knorr's ads show a clear evolution: going from telling a simple family story in advertising targeting young artists, challenging formats, and young people who are using gaming metaphors.

Discussion

The study found that Pakistani ads for Korean delicious instant noodles are affected by international brands-especially from South Korea, Samyang and Indonesia. The comparative point of view enabled a deep understanding of how global advertising trends meet with local values, race priorities and food culture.

The results clearly reflect that Pakistani brands, especially the Shoop and Knorr, are rapidly affected by the advertising plans in South Korean and Indonesia. The visual effects of Samyang -such as the challenges of the spices level, the fast paced editing, the dramatic style and the use of ASMR effects become globally recognizable. These elements are exactly the mirror in the shoop's reaction and the "Blazin" noodles of Knorr, where the spice challenge becomes a central statement device. Similarly, Indonesian Ads used K-Pop culture,

This sample is compatible with the theory and cultural proximity of globalization, where the The Hallyu wave (Korean wave), which is presented by the pop, dramas, and Korean foods, has specifically created the desire for Korean -style media presentation in the young audience in South Asia (Bhatti et al., 2022). Pakistani brands have responded to this change by combining local values with internationally admirable style, a strategy known as globalization - global aesthetics, which has been affected by local statements (Abbas, 2023).

Food in advertising is not just a product - this is a sign of identity, relief and desire. In the ads, the food is kept as a test of endurance and personal greatness (Khairani, 2018). In Indomie advertising, noodles are linked to sophistication and global appeal. While in Shoop and Knorr advertising, food often portray family interaction or personal experiences. Samyang treats eating as a bold experience - which is linked to South Korea's highly competitive, expressive youth culture. Indomie positions as fashionable fashion and social, which is often set in a modern, cafe-style environment. Shoop and Knorr Pakistan reflect a combination: Food is a family center in an advertisement, and in the other the trend is running, which shows the effort to stop both the brand's emotional foundation and the freedom of youth (Aparna & Jose, 2024; Jaggi & Bahl, 2015; Javed et al., 2022; Rifqi & Purnamasari, 2022; Sukumaran, 2024).

Through food story reflects a wider cultural values. Korean and Indonesia advertisements often use stylized food, sound design (slurping, sizzling), and dramatic color palette to enhance sensory engagement, while Pakistani advertising is bent over the dialogue of the statement and the role of the character, which reflect a different communication tradition (Abbas, 2023; Rahmi, 2020).

Meanwhile, brands such as Samyang and Indomie have long appealed to this generation through global pop culture integration, such as K pop idols, ASMR sound design, and hypertensive visuals. Millennials, on the other hand, a secondary but still relevant target audience, especially in ads that emphasize modern cooking, personal choice and lifestyle freedom (Kashif et al., 2023). Advertisements like Knorr's "Blazin" noodles are totally fulfilled by presenting the popularly confident, self-reliant characters with the taste of bold flavors and creative routines.

Although Pakistani advertisements are rapidly influenced by international brands, especially Korean and Indonesian, they do not fully abandon local identity. For example, the family centers of the shoop portray this content in national emotions, the use of messages, the Ramadan themed Knorr campaign, and Urdu slogans. This shows that Pakistani advertisers are practicing selective borrowing by adding global advertising and tempo, but they are infusing them with culturally familiar material.

However, Samyang and Indomie protect their national taste with more confidence, using permanent symbolic markers such as Hangul Text, traditional appearance, or PAP references, without molding foreign audiences. Pakistani brands are still discussing this balance, and their hybrid strategy recommends both desire and cultural precautions.

Conclusion

The purpose of this study is to examine whether Pakistani quick noodle advertising-especially for Korean-flavored products, to determine the influence of Korean (Saming) and Indonesian advertising strategies through Shoop and Knorr. Through the analysis of the quality of the twelve ads obtained from the official YouTube channels of the related brands, research structures, visual presentations, emotional accents and repeated topics in cultural symbols were analyzed.

These results show that Pakistani brands are really influenced by global advertising trends, especially those who emerge from the Korean -based "Hallyu Wave" and the offer of Indonesia's hybrid food culture. Korean advertisements, especially through Samyang, relies heavily on the story -based story -based story -based story. These techniques have found their way in the campaigns of Shoop and Knorr, as has been seen in their rapid amendment, the challenges of the humorous spices and the adoption of urban aesthetics (Ajayi & Abina, 2024; Prakoso et al., 2019).

Pakistani ads for instant noodles rapidly reflect a hybrid model, where local cultural statements are combined with international advertising plans. Instead of following the traditional or original style, Pakistani brands like Shoop and Knorr are combining their messaging techniques. It is being prepared to provide the insights of local values such as family, trust, and the community with global shapes, high -speed modifications, stylized food visuals, and youth -based stories. This indicates a clear change in the strategy: Instead of resisting foreign influence, Pakistani advertisers are actively promoting the popular promotional tactics through Korean and Indonesian brands to better engage in modern, digitally linked audience. The result is an evolving advertising identity that neither fully follows nor rejects global principles, but instead, finds its place between localization and globalization (Cha & and Wang, 2020; Idrees, 2020; Puspikawati et al., 2021; Rahmi, 2020).

The summary is that this study confirms that Pakistani noodle advertising combines global inspiration and local authenticity, which is borrowed with strategies on high engagement tactics, while reinforcing resonance values with national audience. This content reflects a dynamic interaction between cultural influence and cultural protection, which shows how Pakistani brands adopt international advertising strategies not through duplication but through creative integration. It reflects a broader change in modern marketing, where national brands should visit global media trends to be culturally relevant, digitally visible and emotionally convinced.

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APPENDIX A

Operational Definitions and Concepts

Term	Operational Definition (for data collection)
Narrative Structure • Introduction (setting the context or conflict) • Middle (character actions or product interaction) • Resolution (positive outcome or product satisfaction) The statement can be linear (clear start, middle, end) or non -linear (symbolism). The main characters are focused on solving the problem, the spices challenges, or the emotional story.	The storyline progression within the advertisement, broken into:
Visual Presentation • Color schemes (bold, warm, cool) • Camera techniques (close-ups, slow-motion, fast cuts) • Food display (texture, steam, garnishing) • On-screen text (hashtags, taglines, flavor names)	All visual design aspects of the advertisement, including:
Cultural Symbolism • Language use (Urdu, Korean, Indonesian, English) • Clothing styles (Western, traditional, Korean-inspired) • Icons or references (Ramadan, K-pop, Korean script, urban desi slang) • Music and celebrities tied to specific cultures. Focus is placed on whether the ad reflects domestic tradition, global trends, or a blend of both.	Visual or auditory cues representing local or foreign cultural identity, such as:



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