

ABSTRACT

This thesis is finalizing define a protocol to assess the need to adapt the distinctive sign of a product and its packaging and communication of the same products to be introduced in new markets, especially markets culturally very different to the place of origin of the product which is already being marketed. So that we can determine taking into account environmental externalities closely linked to the brand strategy as the tongue or the country language, religion, education, technology and economics.

In order to address adequately the study was conducted a cross-sectional analysis in areas such as brand evolution, the evolution of packaging, materials and technology, as well as the evolution of design applied in packaging. This has led to verify the relationship between cultures, designs and shapes of packaging, design and communication applied to the container. As well as a normalizing relationship has expanded over history and much has survived to this day evolved.

Finally, given the intrinsic relationship between marketing applied to product strategy, packaging, graphic communication container and ultimately brand strategy, has made to study investigations associated with the relevant points that could bring light to conclude a protocol to provide a methodology for analysing and promotes the adaptation of the brand and packaging for products to be internationalized.

KEYWORDS

Packaging, food packaging, brand perception, semiotics, marketing, internationalization.