



**CULTURAL ADAPTATION AND GLOBAL BRANDING IN INDOMIE'S
INTERNATIONAL ADVERTISING: A CIRCUIT OF CULTURE ANALYSIS
OF NIGERIA AND THE MENA REGION (EGYPT)**

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Abstract

This study examines the transformation of Indomie from a global fast-food brand into a localized cultural artifact in Nigeria and Egypt. This research utilizes the Circuit of Culture framework to analyze the intersections of representation, identity, production, consumption, and regulation within Indomie's advertising campaigns. Research indicates that maternal figures function as symbolic anchors. In Nigeria, "Mama Do Good" embodies sacrifice, humor, and trust, whereas Egyptian campaigns portray mothers as bearers of blessing (baraka) and continuity during iftar and suhoor. Sensory cues, including aroma and taste, elicit nostalgia, linking advertisements to personal and collective rituals associated with Ramadan, family gatherings, and humor. Regulation influences these campaigns via formal institutions, including the Advertising Regulatory Council of Nigeria (ARCON) and Egypt's Consumer Protection Agency (CPA) / Supreme Council for Media Regulation (SCMR), as well as through informal cultural norms rooted in religion, modesty, and communal values. By conforming to these norms, Indomie establishes itself as a cultural insider rather than an external commodity. This research advances the field of global branding by demonstrating that globalization and localization are not mutually exclusive, but rather complementary processes. This illustrates how global brands can succeed by authentically integrating into local traditions, transforming advertising into a form of cultural creation that promotes identity, belonging, and community.

Keywords: Circuit of Culture, global branding, glocalization, maternal representation, Nigeria, Egypt

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