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Final Presentation

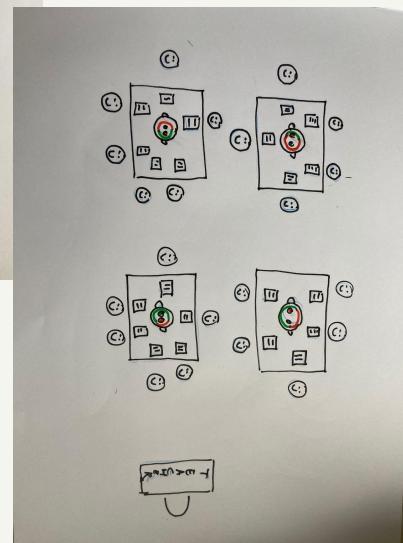
Group C

Anne de Maat, Charlie Rijvers,

Efstratios Eftychiadis & Lisanne de Jonge



The redesign



Old...

New!

Further...



Name Change

- Light in Spanish
- Familiarity

Collectivistic

- 13 in IDV
- One of the most collectivistic countries in the world

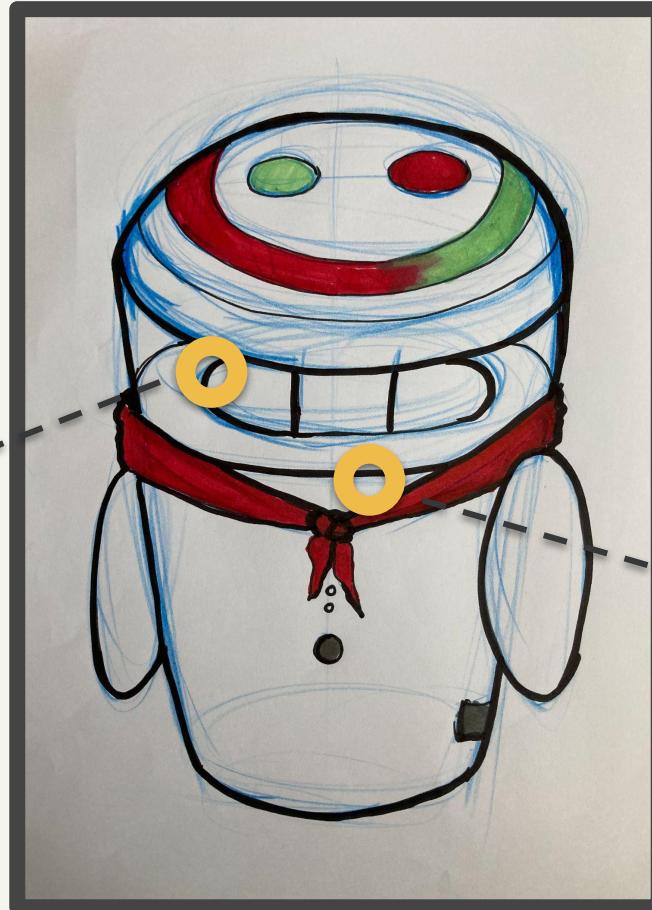
Competition

- 64 in MAS
- Competitive, but competition is directed towards members of other groups

Red scarf

- Adding familiarity to Luz

Further...



Happy color yellow

- Insufficient data in the country color wheel
- **Yellow** is a warm color and in the Colombian flag

Speech

- Again, familiarity

Further...

Expressing emotions
- High Uncertainty
Avoidance; score of 80
- To avoid ambiguity



Quick results
- Short term oriented;
score of 13

Connecting to Schwartz's theory of basic values...



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Thank you!