



STRATEGIC
COMMUNICATION
CONSULTANCY

Branding a Country

Creative Nights: Bahrain

July 10th, 2005



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Overview of Country Branding

**“In the desert of life, the wise person travels by caravan, while the fool prefers to travel alone.”
African Proverb**

- ▶ In an increasingly competitive world, more nations are coming to the conclusion that it is wise to join the caravan.
- ▶ Country branding is the surest way for nations to rise above the cluttered landscape and increasingly bland communication, and set themselves apart.
- ▶ A country's brand sums up all of the ways in which the country communicates internally and externally.
- ▶ It is an expression of a country's desired future reality, expressed in a visionary but realistic strategy.

Benefits of Country Branding

1

Trade

- ▶ Country brands evoke certain values, qualifications, and emotional triggers in people's minds about the likely values of any product that comes from the country.

2

Tourism

- ▶ One of the biggest implications of successful country brands is the growth of the tourism sector.

3

Inward Investment

- ▶ A consistent and professional country brand results in the ability to win more investment business.

4

International Standing

- ▶ With a proper brand strategy, even small and poor countries can find ways to punch above their weight in world affairs.

Benefits of Country Branding (cont'd)

5

Sense of Belonging

- ▶ An inclusive country brand promotes citizens' sense of national pride and belonging.

6

Avoiding Imposed Branding

- ▶ Proactive country branding limits the risk of being unfavorably positioned anyway by competitors.

7

Development of Culture & Heritage

- ▶ A successful country brand attracts activities that allow it to develop and add to its culture and heritage.

8

Immunity Against Bad Publicity

- ▶ Effective country branding is like a preventive injection that immunizes a nation against all forms of bad publicity.

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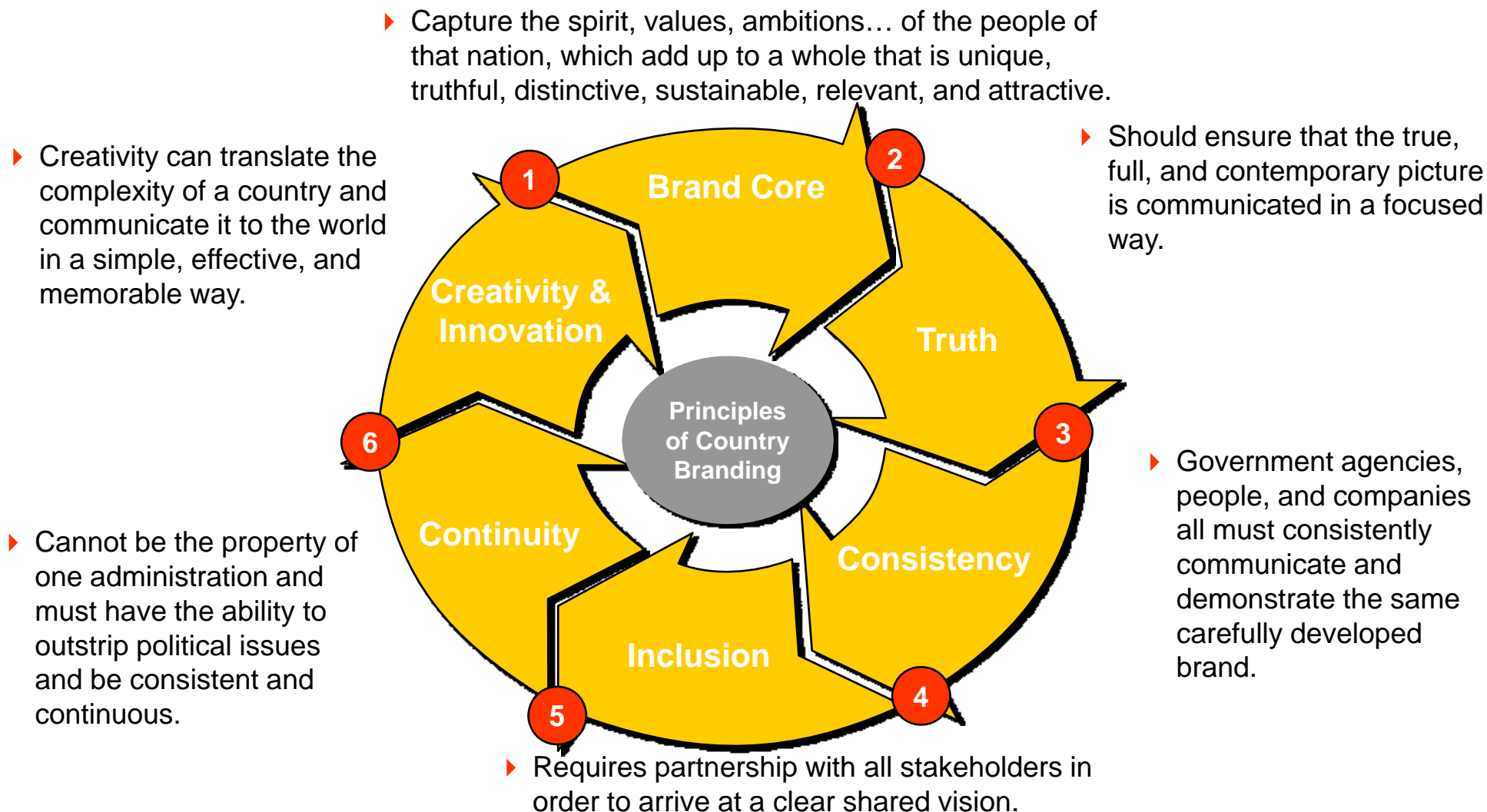
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Basic Principles of Country Branding



Brand Strategy Development Process

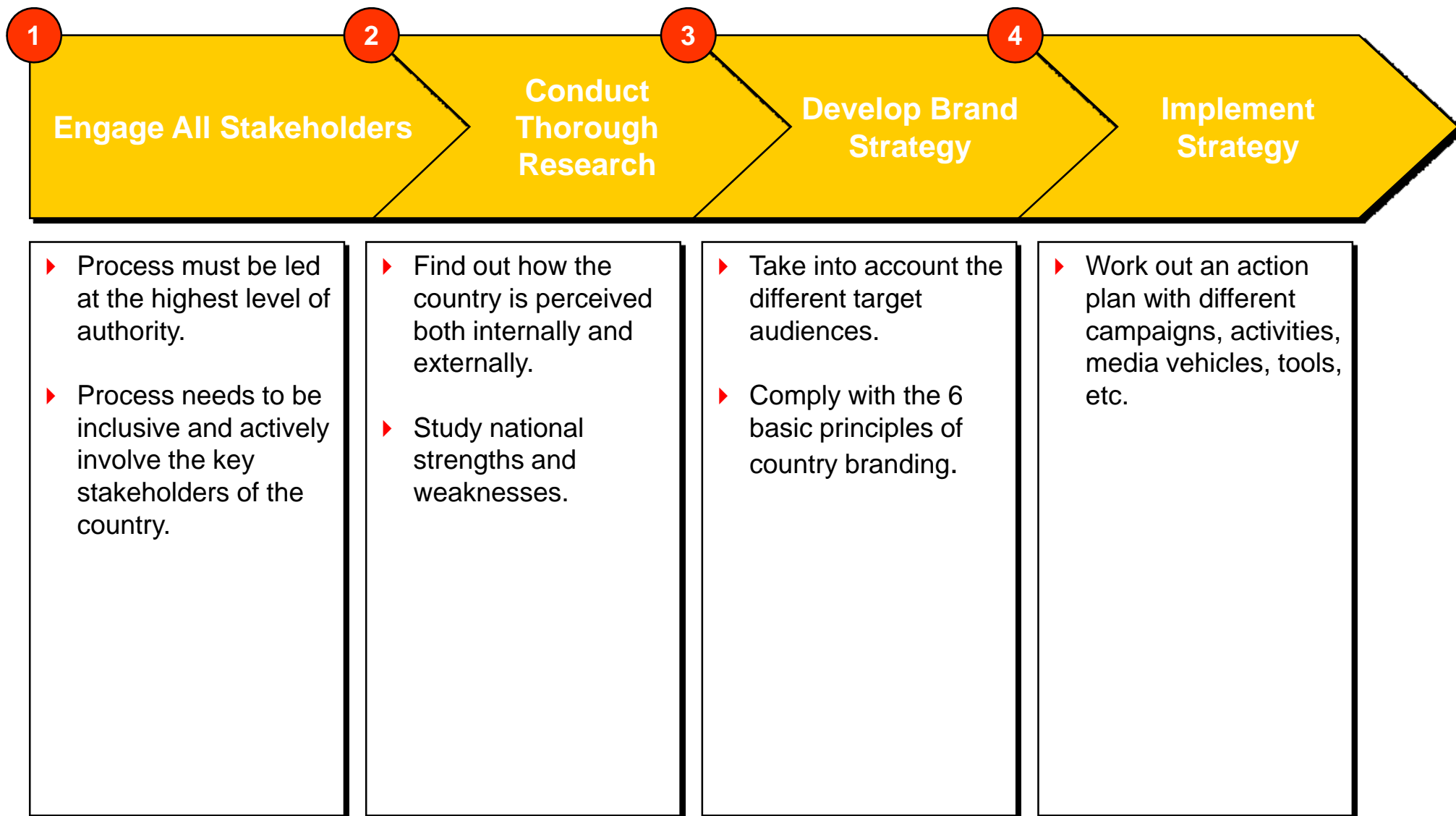
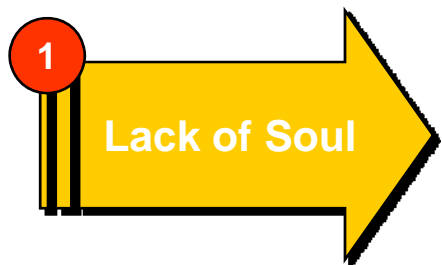


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Regional Baseline of Country Brands



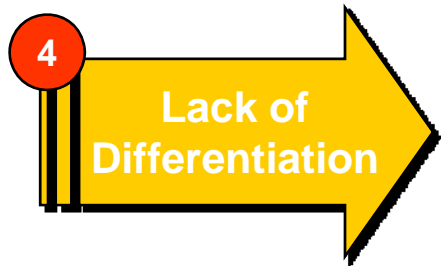
- ▶ The brands and identities of regional countries lack to a large extent substance material, essence and soul.



- ▶ Consistency and conformity across the region's government agencies and enterprises is not respected and in most cases inexistent in the first place.



- ▶ Regional countries show an overall disrespect to national symbols.



- ▶ Identity differentiation and brand demarcation are scarce from a Middle Eastern country to another.

Regional Baseline of Country Brands (cont'd)

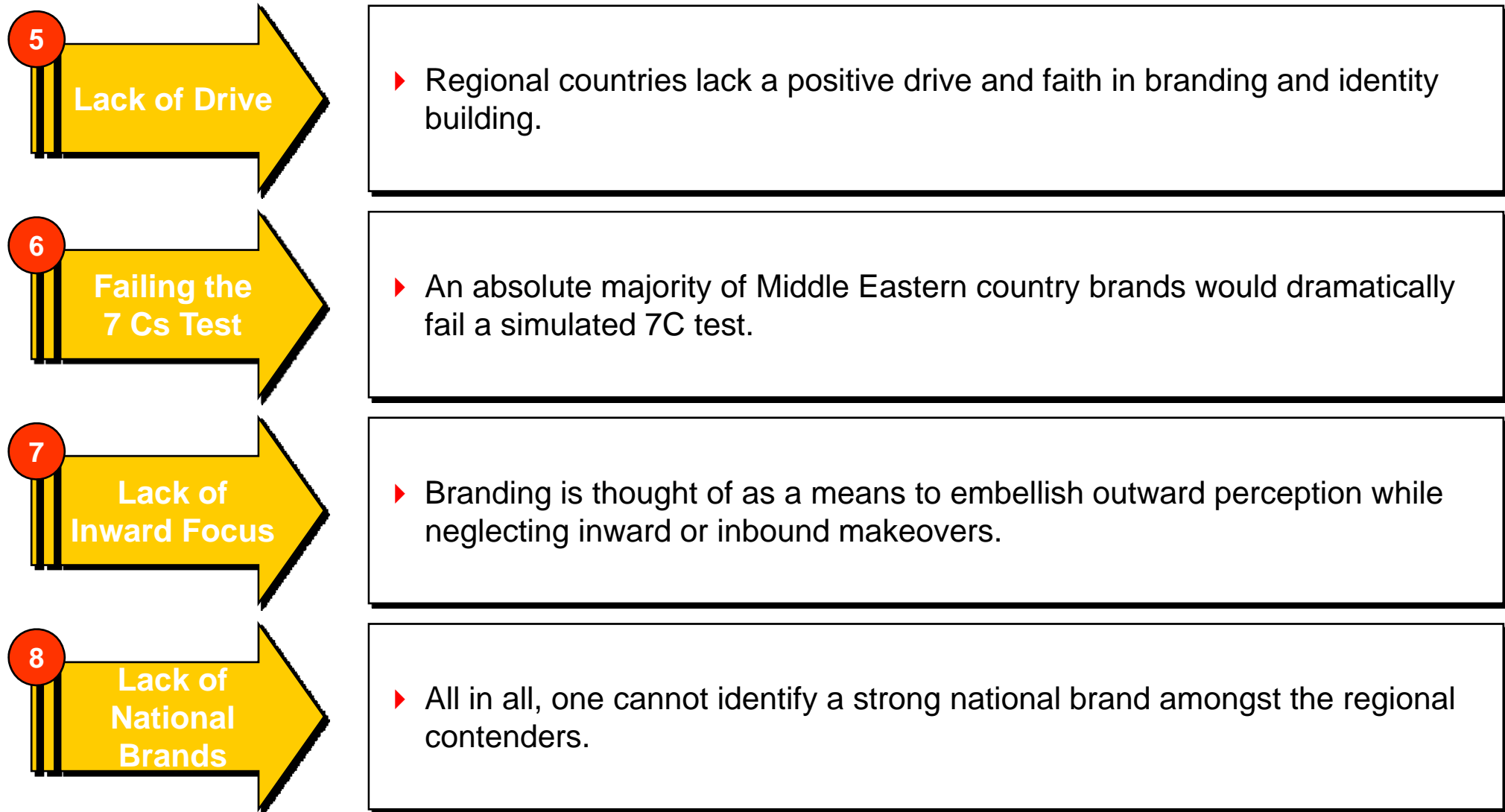


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Basic Principles of Country Branding

- ▶ Brand turnaround would most probably fail in the long run if not linked to a holistic and all-encompassing reform.

- ▶ Applying creativity to a comprehensive range of brand applications.

- ▶ Brand and identity building require the initiation of a national alignment across all institutions and levels of administration.



- ▶ Defeating the accumulated prejudices about the various cultures and country is a sizeable challenge.

- ▶ Brand and identity building require the participation and the buy in of all stakeholders.

- ▶ Lack of intrinsic diversity on various levels amongst the Middle Eastern countries.

- ▶ The lack of a legal frame renders the consistency and the spread of country branding ineffective and weak.

- ▶ Lack of public and government awareness and understanding of branding.

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International Case Study

UNITED KINGDOM

Background

After its 1997 electoral victory, Labour Party indicated its desire modernise all things British. The dawning of a new millennium, the working through of multi-ethnicisation, a programme of radical constitutional reform and on-going European integration required dynamic living colour images of national identity.

Brand Strategy

- ▶ “Britain: Renewing our Identity” emphasised the need to release the country from sentimental, outmoded attachments to tradition.
- ▶ It concluded that Britain needed as a matter of urgency to be ‘trademarked’ as an outward looking, culturally diverse, creative hub capable of operating successfully in an open, interconnected global economy.

Shortcomings

- ▶ Too much emphasis on creative industries, leaving out manufacturing, industry, and technology which are crucial to growth.
- ▶ Centred on image over substance. Was not underpinned by and connected to concrete, recognisable values, sentiments and routines.

Outcome

‘Cool Britannia’ lived and died in a muddle of high hopes, ridicule and recrimination, and was shelved in November 2001.



International Case Study (cont'd)

SPAIN

Background

After being isolated, poverty stricken, and not really part of modern Europe, Spain transformed itself into a modern democracy with much-improved economic prosperity, the destination choice for holidays, second homes, retirement, and partygoers anxious to spend the obligatory summer at Ibiza.

Challenges

- ▶ Overcome effects of having been under the grip of the Franco regime.
- ▶ Isolated, poverty stricken, and not really part of modern Europe, lagging behind neighboring countries.
- ▶ Tourist industry based on low cost, low value added package tours.

Brand Strategy

- ▶ Repositioning the country using Joan Miro's sun to symbolize the step change in the modernization of Spain.
- ▶ National coordinated effort that expressed Spain as fresh, free, and more competitive.

Outcome

Best example of modern, successful country branding because it keeps on building on what truly exists, successfully re-branding itself as a hip Mediterranean playground..

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Regional Case Study

JORDAN

Situational Overview

In 2000, Jordan was embarking on a journey towards becoming a modern, tolerant, and open Society - a successful and prosperous Islamic model, fostering stability and competitive advantage in the wider region.

Challenges

- ▶ Rallying citizens to support and participate in the process.
- ▶ Stimulating the international community to recognize and contribute to the process.
- ▶ Enticing investors and business communities around the world to favor Jordan as a pool of investment opportunities.

Brand Strategy

- ▶ The focus was on Jordan's inherent tradition and constant will to preserve its National Values throughout changing history.
- ▶ The strategy components entailed:
 - Main Identity
 - TV Campaign
 - Press Campaign
 - Outdoor Campaign
 - Website
 - Direct Marketing

Outcome

Created awareness among opinion leaders, investors, and global citizens, altered convictions and encouraged trust among the old guards, the mass and usually adverse Jordanians.



Jordan

Main Identity



S M A L L C O U N T R Y  B I G I D E A S



Jordan (cont'd)


Press Campaign



.com

Over 4000 years ago, deals recorded in clay tablets like this one from Jordan marked the emergence of an ancient .com culture with a prosperous web of trading and communications spanning the then known world. The values that sparked that first globalization surge still define modern Jordan today: a young enterprising population, well educated, open to the world and driven by an instinct to prosper at a pivotal junction of continents and markets. Commitments to excellence in entrepreneurship and information technology make Jordan as familiar to investors around the world as the River Jordan already is to people of faith. The scripts have changed. The spirit remains the same.

SMALL COUNTRY  BIG IDEAS



 THE HASHEMITE KINGDOM OF JORDAN



Jordan (cont'd)

Outdoor Campaign





Jordan (cont'd)

Outdoor Campaign (cont'd)





Jordan (cont'd)

Segmented Campaign - Phase I: Introduction





Jordan (cont'd)

Segmented Campaign - Phase I: Introduction (cont'd)



جذور الحاضر، ثمار المستقبل.

توافق اجتماعي يحقق الذات، ويعزز الانتماء.
ضمانة لسيادة القانون وحقوق الأفراد.
تكريس للشفافية والمساءلة عبر الممارسة الديمقراطية.
احترام التعددية وحرية الرأي.
لذا، الأردن أولاً.

الأردن أولاً



Jordan (cont'd)

Segmented Campaign - Phase I: Introduction (cont'd)





Jordan (cont'd)

Segmented Campaign - Phase II: Testimonial





Jordan (cont'd)

Segmented Campaign - Phase III: Dawn





Jordan (cont'd)

Segmented Campaign - Phase III: Dawn (cont'd)





Jordan (cont'd)

Segmented Campaign - Phase III: Dawn (cont'd)





Jordan (cont'd)

Segmented Campaign - Phase III: Dawn (cont'd)





Jordan (cont'd)

Segmented Campaign - Phase III: Dawn (cont'd)





Jordan (cont'd)

Segmented Campaign - Phase III: Dawn (cont'd)





Jordan (cont'd)

Segmented Campaign - Phase III: Dawn (cont'd)





Jordan (cont'd)

Segmented Campaign - Phase IV: Objectives





Jordan (cont'd)

Segmented Campaign - Phase IV: Objectives (cont'd)





Jordan (cont'd)

Segmented Campaign - Phase IV: Objectives (cont'd)





Jordan (cont'd)

Segmented Campaign - Phase V: Elections





Jordan (cont'd)

Segmented Campaign - Phase V: Elections (cont'd)





Jordan (cont'd)

Segmented Campaign - Phase V: Elections (cont'd)

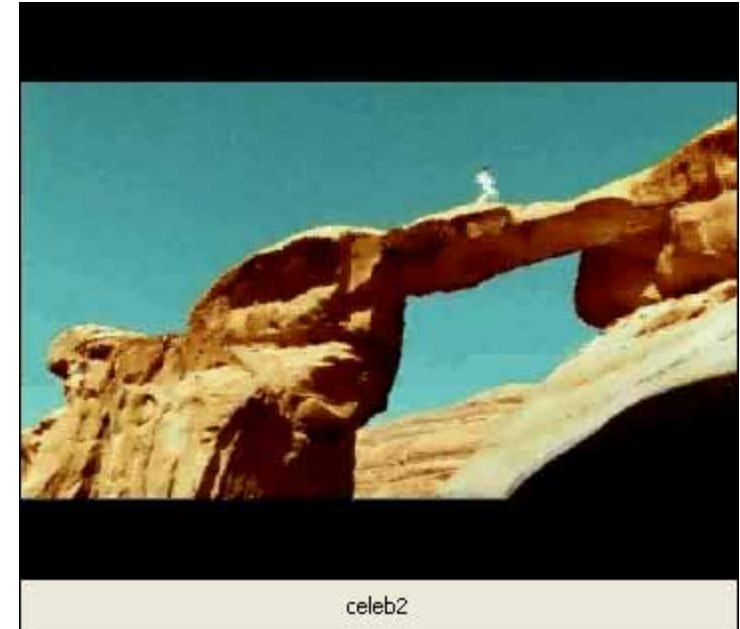




Jordan (cont'd)



TV Campaigns





Jordan (cont'd)



TV Campaigns (cont'd)



Questions?