

STRATEGIC MARKETING 2015/2016



BRAND ASSIGNMENT



LISBON
SCHOOL OF
ECONOMICS &
MANAGEMENT
UNIVERSIDADE DE LISBOA

Home Country as a Brand

(Brief Guideline and General Framework)

- **What is a Brand?**
- **Brand Elements and Objectives**
- **What is a Country Brand?**
- **Elements of a Country Brand**
- **Your (my) Home Country as a Brand**
 - **Brand Positioning**
 - **Brand Reflections**
 - **what makes the brand great**
 - **what is not so great**
 - **Brand Personality**
 - **Brand Equity**
- **Conclusions**
- **List of References**

Home Country as a Brand

(Brief Guideline and General Framework)

YOU AND YOUR GROUP MUST:

- **Perform the task in a group of 4/5 students (same groups as the final group assignment)**
- **Prepare a 10 minute MS PowerPoint presentation**
- **Turn in a copy of the presentation together with a written document (no more than 10 pages) on the day of the presentation**

BRAND

- **A name, term, sign, symbol, or design, or a combination of these that identifies the products or services of one seller or group of sellers and differentiates them from those of competitors.**

(Armstrong, Kotler, Harker and Brennan, 2009)

BRAND AND BRANDING

- **A brand is a customer experience represented by a collection of images and ideas; often, it refers to a symbol such as a name, logo, slogan, and design scheme. Brand recognition and other reactions are created by the accumulation of experiences with the specific product or service, both directly relating to its use, and through the influence of advertising, design, and media commentary.**

(American Marketing Association)

Brand Elements

- Name
- Logo
- Tagline or Catchphrase
- Graphics
- Shapes
- Colors
- Sounds
- Scents
- Tastes
- Movements
- Customer relationship management

Brand Objectives

- Delivers the message clearly
- Confirms your credibility
- Connects your target prospects emotionally
- Motivates the buyer
- Concretizes User Loyalty
- Understand the needs and wants of your customers and prospects

Country name

Every name of a country has a **brand power** that evokes some feelings and emotions in minds of people (tourists). Very often hearing a name of the particular country we immediately link that to some specific associations.

For example:

- Italy – fashion, culture, history, food,
- France – fashion, cosmetics,
- U.S. – technology, cinema,
- Germany – automotive industry, technology
- India – Bollywood films, dance
- Portugal – tourism, football
- Brazil – football, carnival
- Japan – technology, food, geisha
- ...

- **Destination branding** is a term for tourism promotion. Brand management is to promote their destination, by communicating the sensations of their country (Anholt, 2008).
- **Country/ Nation branding** involves the destinations attributes, it includes the intangible brand value to build brand equity onto the brand identity (Anholt, 2008).

Managing the country brand

Managing the country brand is the process of creating the perception of the country profile that is unique, attractive and different than in the case of other countries.

It includes:

- brand's positioning communicated to tourists,
- advertising campaigns which create country brand awareness and build preference,
- 'flagship products'.

Nation Brand Hexagon



The Nation Brand Hexagon
© 2000 Simon Anholt

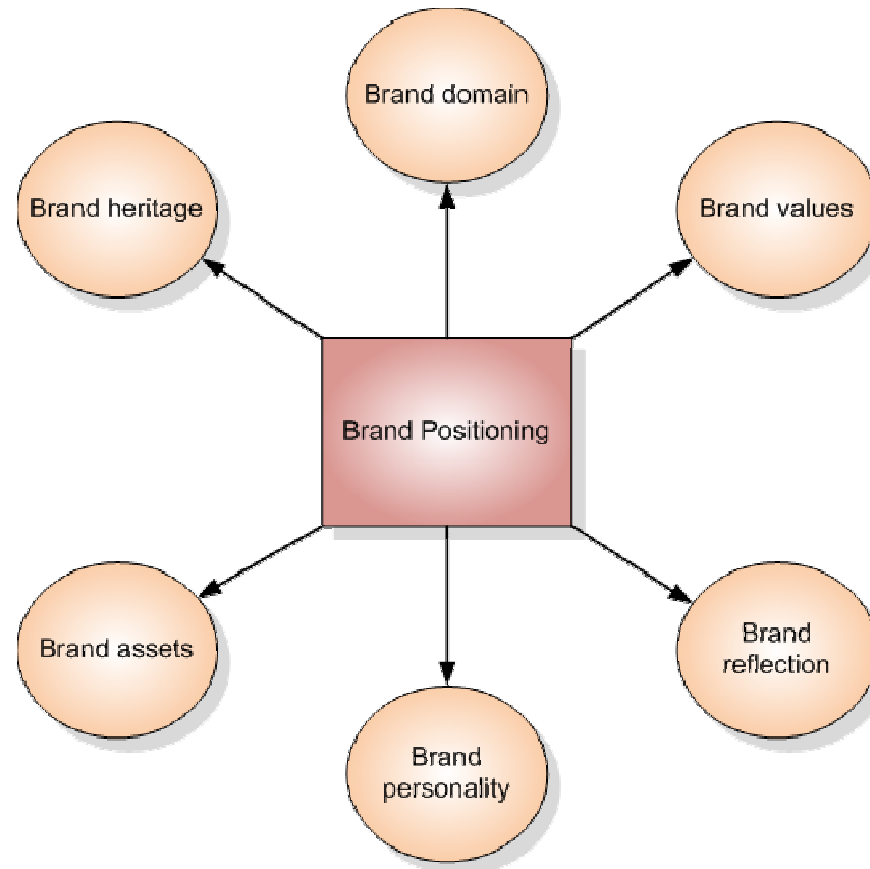
Exports	Determines the public's image of products and services from each country and the extent to which consumers proactively seek or avoid products from each country-of-origin.
Governance	Measures public opinion regarding the level of national government competency and fairness and describes individuals' beliefs about each country's government, as well as its perceived commitment to global issues such as democracy, justice, poverty and the environment.
Investment & Immigration	Determines the power to attract people to live, work or study in each country and reveals how people perceive a country's economic and social situation.
Culture & Heritage	Reveals global perceptions of each nation's heritage and appreciation for its contemporary culture, including film, music, art, sport and literature.
People	Measures the population's reputation for competence, education, openness and friendliness and other qualities, as well as perceived levels of potential hostility and discrimination
Tourism	Captures the level of interest in visiting a country and the draw of natural and man-made tourist attractions.

Brand Positioning

- Brand positioning is one of the oldest marketing topics. Traditionally, firms have concentrated on the benefits that put them apart from the competition – their points of difference. However, two other factors are important to consider: competitive frames of reference and points of parity.
- The competitive frame of references the associations that consumers use to evaluate points of parity and points of difference. It often includes other brands in the same area, but could also include brands in other related areas.
- Points of parity are the shared values between the target brand and its competition. These values are the common denominators that define the category.

BRAND POSITIONING ANALYSIS

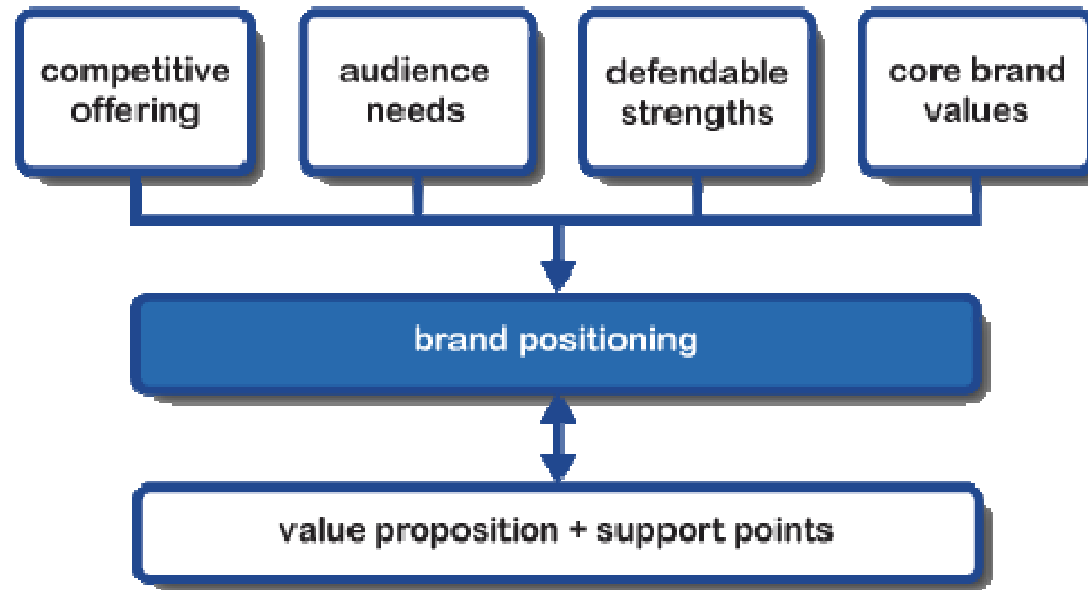
The anatomy of brand positioning



Source: Fahy and Jobber, 2010

Brand Positioning

Branding beyond borders



Source: Branded Translations.

List of references

- ...
- ...
- Anholt, S. (2008). Branding places and nations. Accessed on March 12th, 2015 from <http://www.simonanholt.com/Publications/publications-the-journal.aspx>
- Armstrong, G. Kotler, P. Harker, M. Brennan, R. (2009). *Marketing an introduction*. 11th ed. England: Pearson Education Limited.
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