



Discover  
the potential

# Lost in Communication



Metehan Demir  
03/2018

*A key question:*



BRAND

**What makes  
a country  
brand?**

*TODAY*

**Country brands  
are prepared by  
well educated,  
best skilled  
professionals.**



*IN PAST*

Such amateur  
examples...





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An era of  
"lost in  
communication".

A 3D rendered black metal canister, possibly a paint can or a similar container, lying on its side. The canister has a ribbed texture and a black cord is attached to its top, extending upwards and to the left. The canister is positioned to the right of the main text, partially overlapping the word "of".

Communication



Image & Brand



# What makes a country brand?



# And why it is crucial?





## *Main Reasons:*

- **Attracting foreign investment**
- **Boosting trade**
- **Securing geopolitical influence**
- **Refreshing international strategic perception**

**GLOBAL REPUTATION**

**=**

**NATION BRAND**



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A grayscale image of a hand pointing downwards, with the index finger extended. The hand is positioned centrally, overlapping the text "Advantages" and "Disadvantages".

**Advantages**

**Disadvantages**

# *Communication Topics*

- **Infrastructure**
- **Favorable tax structures**
- **Attractive investment packages**
- **Financial markets**
- **Tourism**



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The word "HOW?" is spelled out using four light-colored wooden blocks. The 'H' is on the bottom block, the 'O' is on the middle block, the 'W' is on the top block, and the '?' is on the bottom block. The blocks are arranged in a staggered, overlapping fashion. The word "HOW?" is overlaid in a large, bold, blue sans-serif font across the center of the wooden blocks.

**HOW?**

Turkey

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Being  
predictable

Geographical  
position

Being different

High quality  
products

Being  
reachable

Impressive  
history

Perception

**Good relations  
with prominent  
media**

# Food

# Extraordinary technologies

**Cultural and touristic  
attractiveness**

**Economic, military  
and political power**



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**If you don't  
want to get lost  
in communication...**

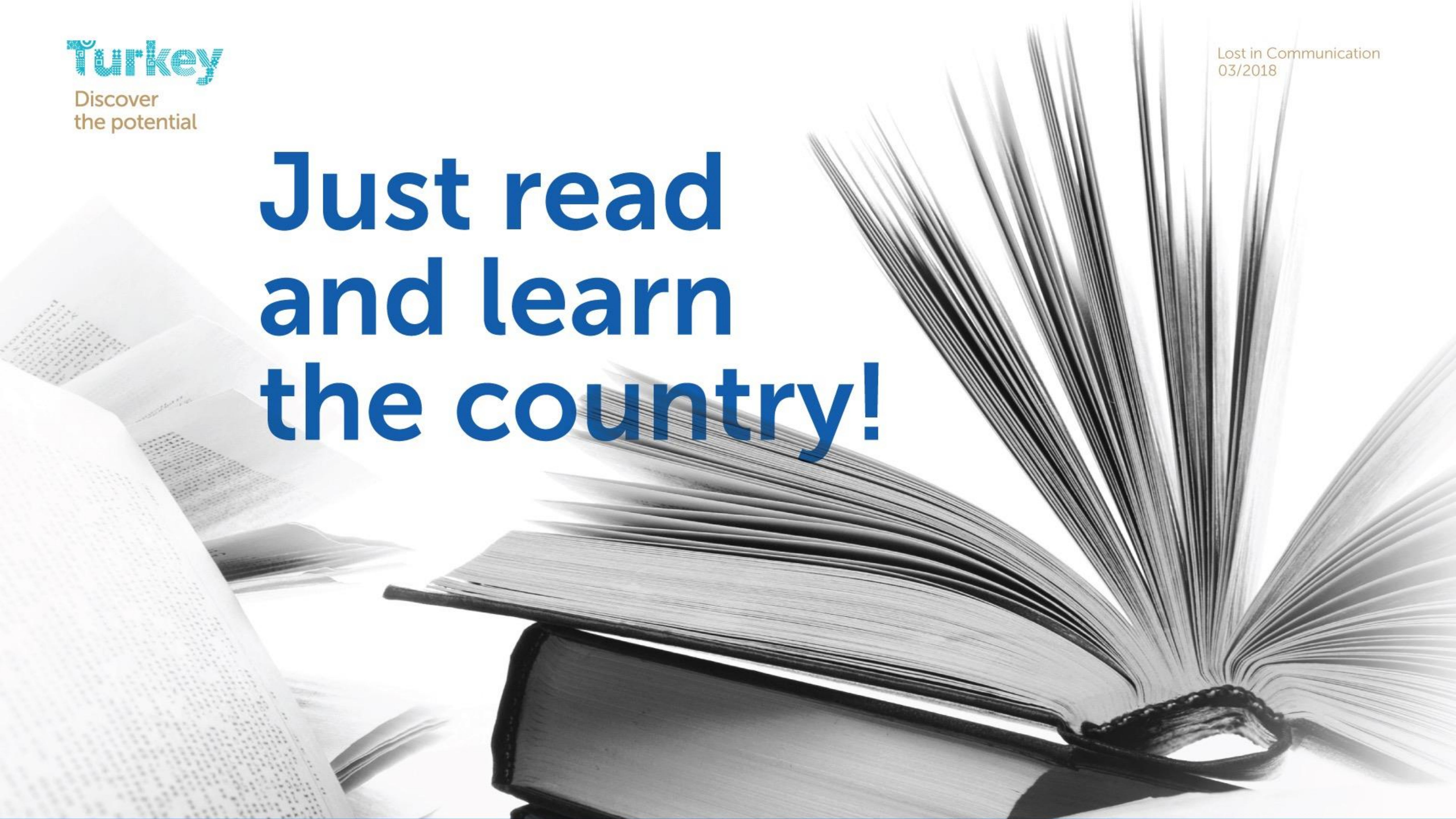


**Turkey**

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**Just read  
and learn  
the country!**





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# Thank you.

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