

COUNTRY BRANDING

COUNTRY REPUTATION

AND LOCAL BRANDS





THE PRACTICE OF 'BRANDING' HAS
INFLUENCED ALL ASPECTS OF PRIVATE,
SOCIAL AND EVEN POLITICAL LIFE.

CITIES, REGIONS AND STATES ARE
ADOPTING BRANDING TECHNIQUES
SIMILAR TO THOSE USED BY BIG BRANDS.

COUNTRIES WANT TO DIFFERENTIATE
THEIR IDENTITIES AND TO HIGHLIGHT
THEIR UNIQUENESS AIMING TO ACHIEVE
ECONOMIC AND POLITICAL BENEFITS.

COUNTRY BRAND IS AIMED TO
CREATE ATTRACTIVE
CONDITIONS FOR FOREIGN
DIRECT INVESTMENT, TOURISM,
TRADE AND POLITICAL
RELATIONS WITH OTHER STATES.

Nation brand index 2011

Rank	Country NBI 2011 ^[3]
1	 United States
2	 Germany
3	 United Kingdom
4	 France
5	 Japan
6	 Canada
7	 Italy
8	 Australia
9	 Switzerland
10	 Sweden



THE CONCEPT OF MEASURING GLOBAL PERCEPTIONS OF COUNTRIES ACROSS SEVERAL DEVELOPED BY SIMON ANHOLT

NATION BRANDS ARE THE MIX OF AGE-OLD CLICHES AND MEDIA-DRIVEN STEREOTYPES.



Imagine
Italy
without
fashion



GUCCI



Imagine Germany
without the automobile
industry



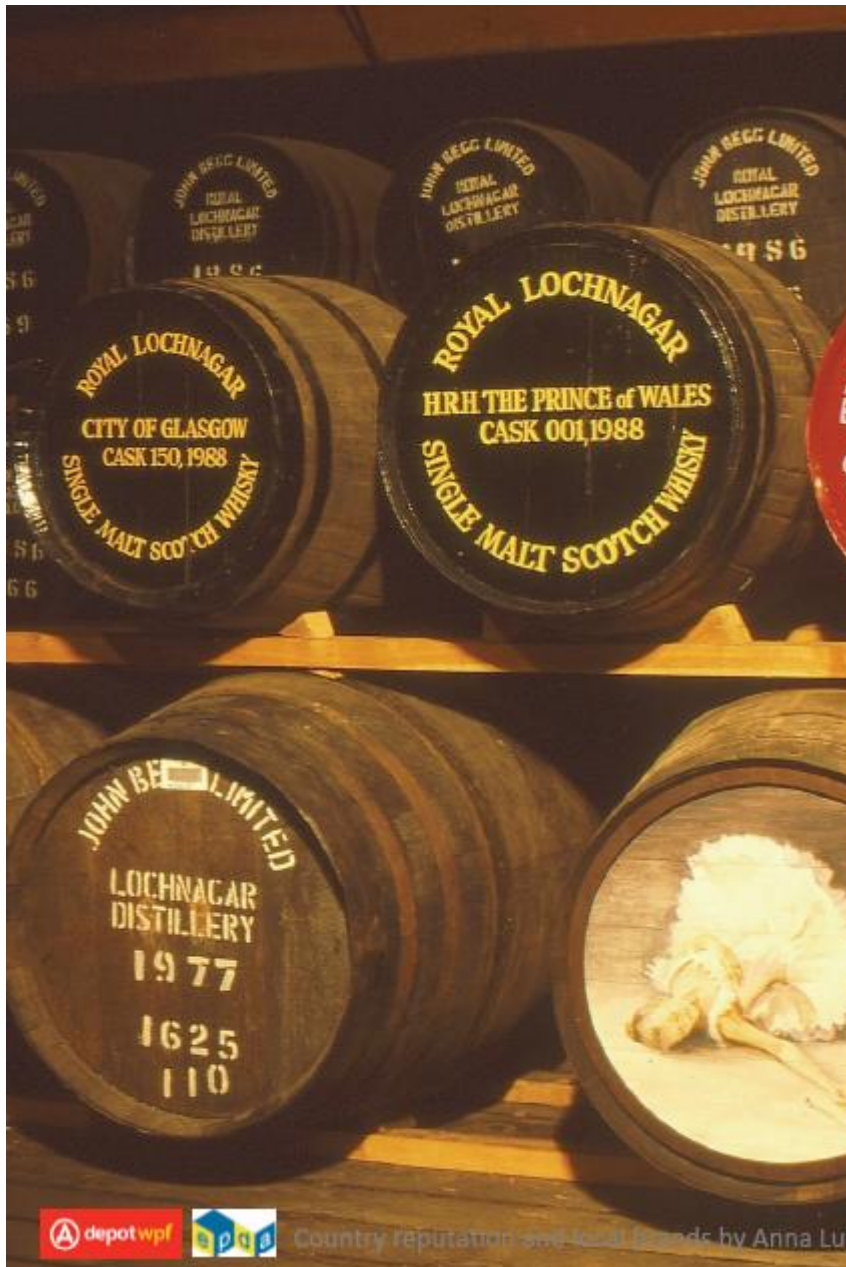
Imagine
Japan
without
gadgets and
sushi



KISAI SENSAI WATCH. THE RED
LEDs SHOW THE MINUTES, THE
GREEN ONES SHOW GROUPS
OF 5 MINUTES AND THE YELLOW
ONES SHOW SINGLE MINUTES.



COUNTRIES EVOKE PICTURES,
EMOTIONS AND ASSOCIATIONS IN
OUR HEADS, EVEN IF WE HAVE
NEVER BEEN THERE.



Nation branding

"Nation Branding: Israel, Asia, Europe and Brazil" webinar delivered by Professor David Reibstein.

To drive the point of nation branding, more than 100 webinar participants were asked to participate on instant polls to confirm the idea of branding. Web participants were asked the following 2 questions:

1. What images do you think of when you hear products from the following countries?

	Military	Milk	Cheap	Fake	Fashion	Precision	Elegant	Quality	A
Italy	0%	1%	1%	2%	79%	0%	11%	6%	
Korea	25%	1%	48%	3%	0%	5%	0%	9%	
China	4%	1%	67%	20%	1%	2%	0%	2%	
France	1%	0%	0%	1%	27%	1%	65%	2%	
Sweden	0%	22%	1%	1%	0%	31%	1%	27%	
Israel	56%	1%	0%	0%	0%	2%	0%	1%	
Germany	7%	0%	0%	0%	0%	77%	0%	11%	

Nation branding

2. What country do you think of when you hear the following products?

	Germany	USA	Italy	South Africa	Switzerland	Japan	China
Shoes	0%	3%	94%	0%	1%	0%	2%
Electronics	2%	4%	0%	0%	1%	86%	7%
Clocks	5%	0%	0%	0%	93%	1%	1%
Diamonds	0%	1%	0%	98%	1%	0%	0%
Cars	52%	18%	2%	0%	0%	27%	1%

BRAND IS ABOUT AUTHENTICITY

WHILE CREATING THEIR OWN BRAND
NATIONS HAVE TO BE TRUE TO
THEMSELVES AND TELL TRUE
STORIES!

BRANDS MUST BE TRUSTWORTHY

GLOBAL CONSUMER BRANDS DEPEND ON NATIONAL REPUTATION

WHEN THE REPUTATION IS CLEAR
AND POSITIVE, PRODUCTS MADE IN
THAT COUNTRY CARRY A SPECIAL
AURA.



VÉRITABLES PARFUMS AUX FLEURS

ESSENCE CONCENTRÉE

ROSE DE PROVENCE

J^N GIRAUD FILS

PARFUMEUR

GRASSE

PARIS





SYNERGY:

COUNTRY'S **LEADING BRANDS** THAT
BECAME GLOBAL
ARE COUNTRY REPRESENTATIVES.

SMART STRATEGY IS TO PROMOTE
BRANDS THAT PEOPLE LIKE AND CAN
ASSOCIATE TO THE COUNTRY.

THEY WILL PAY BACK!

BEST GLOBAL BRANDS 2011

LAUNCHED
OCTOBER 4TH, 2011

Top 100 Brands

Interactive Charts

Methodology

Top Brand Interviews

Articles



SIGN UP
FOR UPDATES



2011 REPORT:
Read Online
Download
For iPad
Top 100 Poster

PREVIOUS YEARS

2011 ranking
2010 ranking
2009 ranking
2008 ranking

2011 Ranking of the Top 100 Brands



	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1		United States	Beverages	71,861	2%
+	2	2		United States	Business Services	69,905	8%
+	3	3		United States	Computer Software	59,087	-3%
+	4	4		United States	Internet Services	55,317	27%
+	5	5		United States	Diversified	42,808	0%
+	6	6		United States	Restaurants	35,593	6%
+	7	7		United States	Electronics	35,217	10%
+	8	17		United States	Electronics	33,492	58%
+	9	9		United States	Media	29,018	1%
+	10	10		United States	Electronics	28,479	6%
+	11	11		Japan	Automotive	27,764	6%
+	12	12		Germany	Automotive	27,445	9%
+	13	14		United States	Business Services	25,309	9%
+	14	8		Finland	Electronics	25,071	-15%









Kind of gives you goosebumps, doesn't it?

★ Heineken®





NATIONAL BRANDS = TRUE STORY

COMMERCIAL BRANDS SHOULD BASE
THEIR ATTRIBUTES OR VALUES ON
NATIONAL AUTHENTICITY.

SUCCESS STORIES:



SWITZERLAND AND THE HELVETICA-CROSS

Victorinox

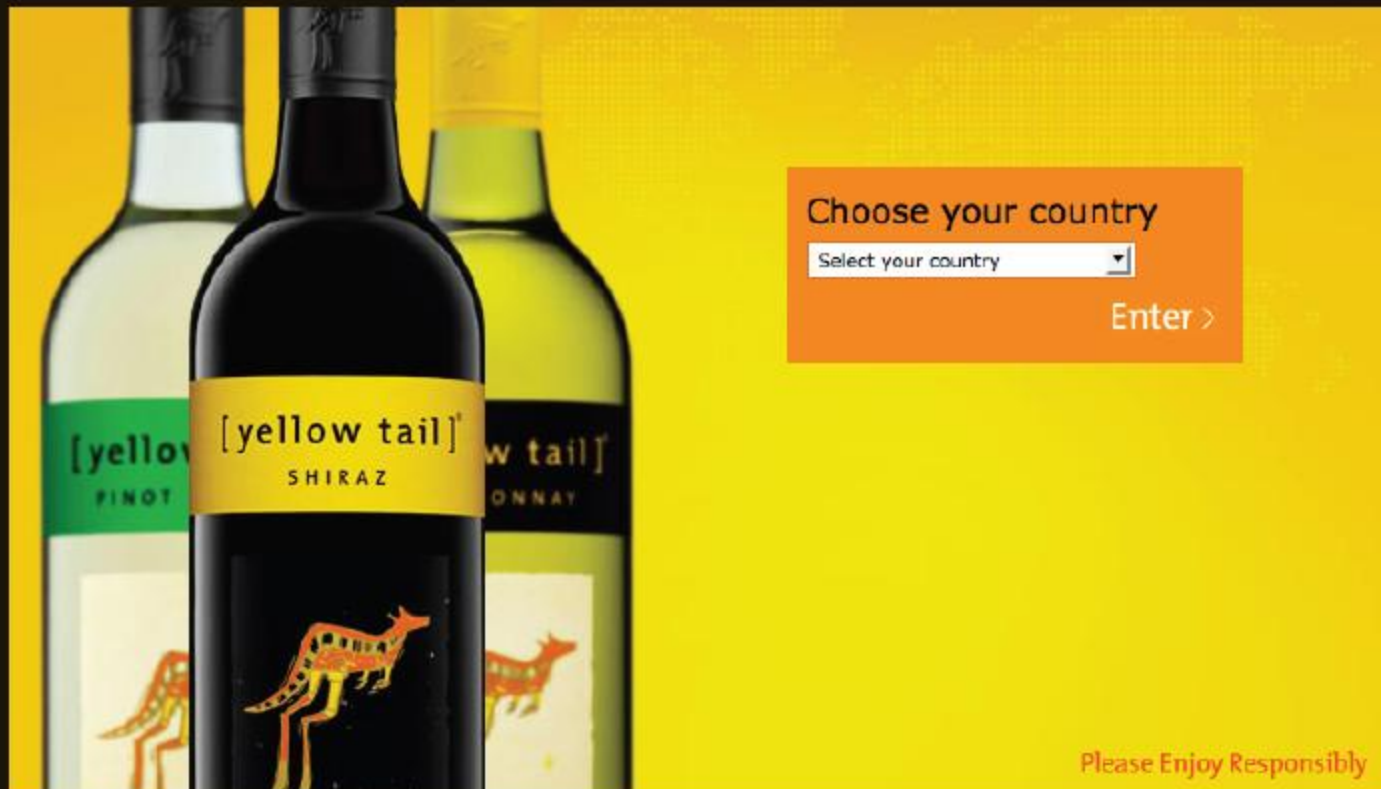


AUSTRALIA MAGIC WORLD



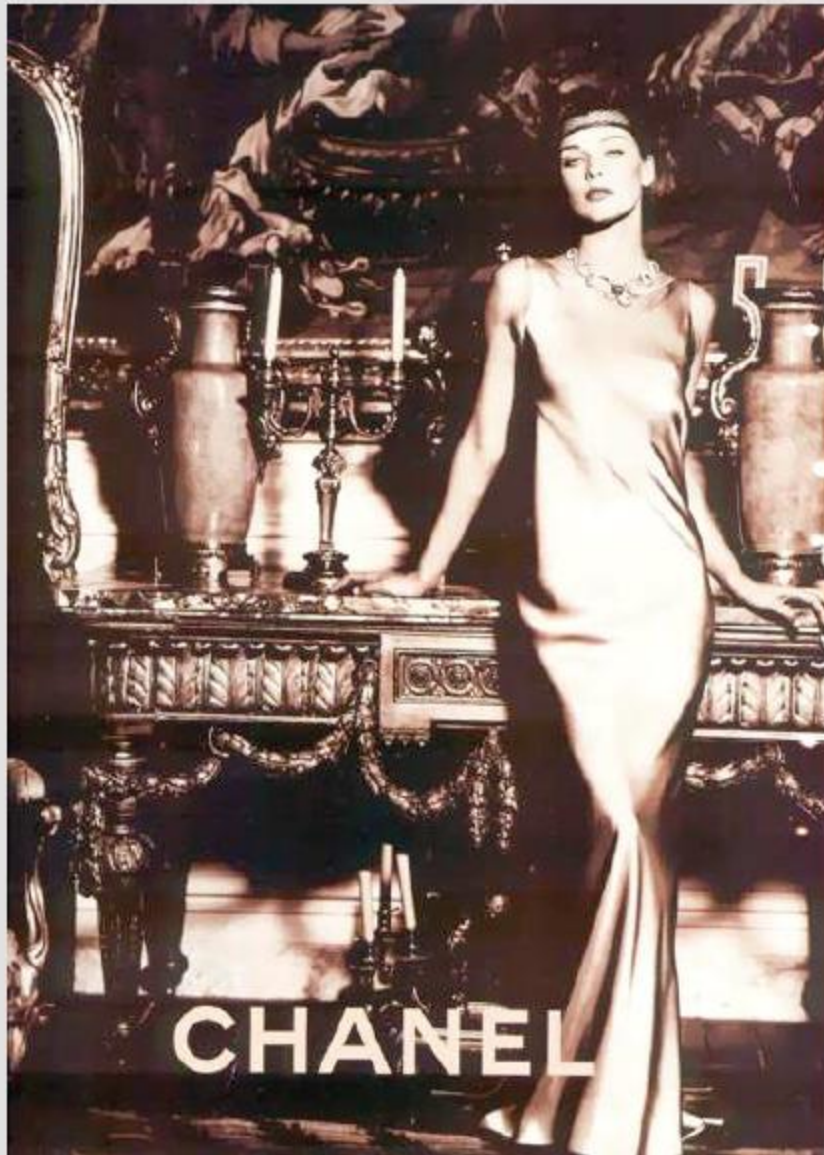


YELLOW TAIL WINE WAS INTRODUCED TO THE MARKET IN 2000 AND IS PRODUCED IN A TOWN WITH POPULATION OF 1000 PEOPLE. AT THE MOMENT, IT IS CONSIDERED TO BE THE BEST-SELLING BRAND OF AUSTRALIA



L'ART DE VIVRE

Dont Le Prince De Signe 1675
80 6 129 à Ciz Cizain Ditz 2000
Et 1 144 à pied de l'église Saint-Pierre d'au 317 5



THE BIGGEST STRENGTH OF FRANCE IS IN HERITAGE AND CULTURE, AND IT MAKES GREAT USE OF THAT IN EXPORTING SOME OF THE WORLD'S MOST FAMOUS BRANDS – FROM CHANEL TO LVMH GROUP – ALL OF WHICH CONTINUALLY REINFORCE ITS AUTHENTIC HISTORY, CULTURE AND STYLE.

SOURCE: FUTUREBRAND COUNTRY BRAND INDEX 2010

CONSUMER NEEDS





FRENCH BRANDS SUCH AS CARREFOUR, DANONE, L'ORÉAL, EVIAN AND RENAULT REINFORCE A MORE POPULIST ASPECT TO FRENCH CULTURE AND SPECIALIZATION IN RETAIL, COSMETICS AND DAIRY PRODUCTS.



UK INTERNATIONALITY





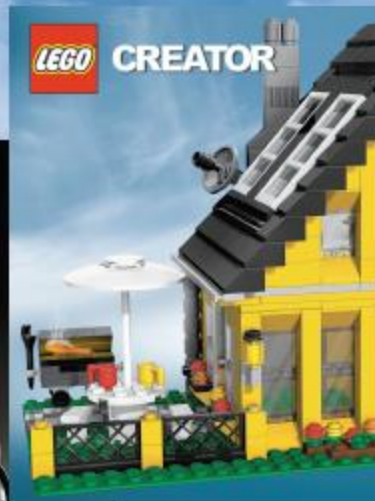
GLOBAL BRANDS
WITH UK
PROVENANCE SUCH
AS BURBERRY, M&S,
GSK, DIAGEO, BRITISH
AIRWAYS AND VIRGIN
GROUP DO MUCH
FOR BRAND UK'S
INTERNATIONAL
IMAGE

SOURCE: FUTUREBRAND
COUNTRY BRAND INDEX 2010



BRAND SCANDINAVIA





SWEDEN

AUTHENTIC STORY



**Mmmm, I wish I had
those shoes from
Swedish Hasbeens**







swedish
hasbeens
spring 2009

spring 2009
hasbeens
A SWEDISH BRAND

Back Forward Stop Refresh Home

shoppingcart
You have 1 item, € 75 [CHECK OUT](#)

swedish
hasbeens

our products good to know where inspiration about us press

our brand online

"sometimes you have to move back to be able to move forward"
[READ ABOUT SWEDISH INSPIRATION](#)

featured items

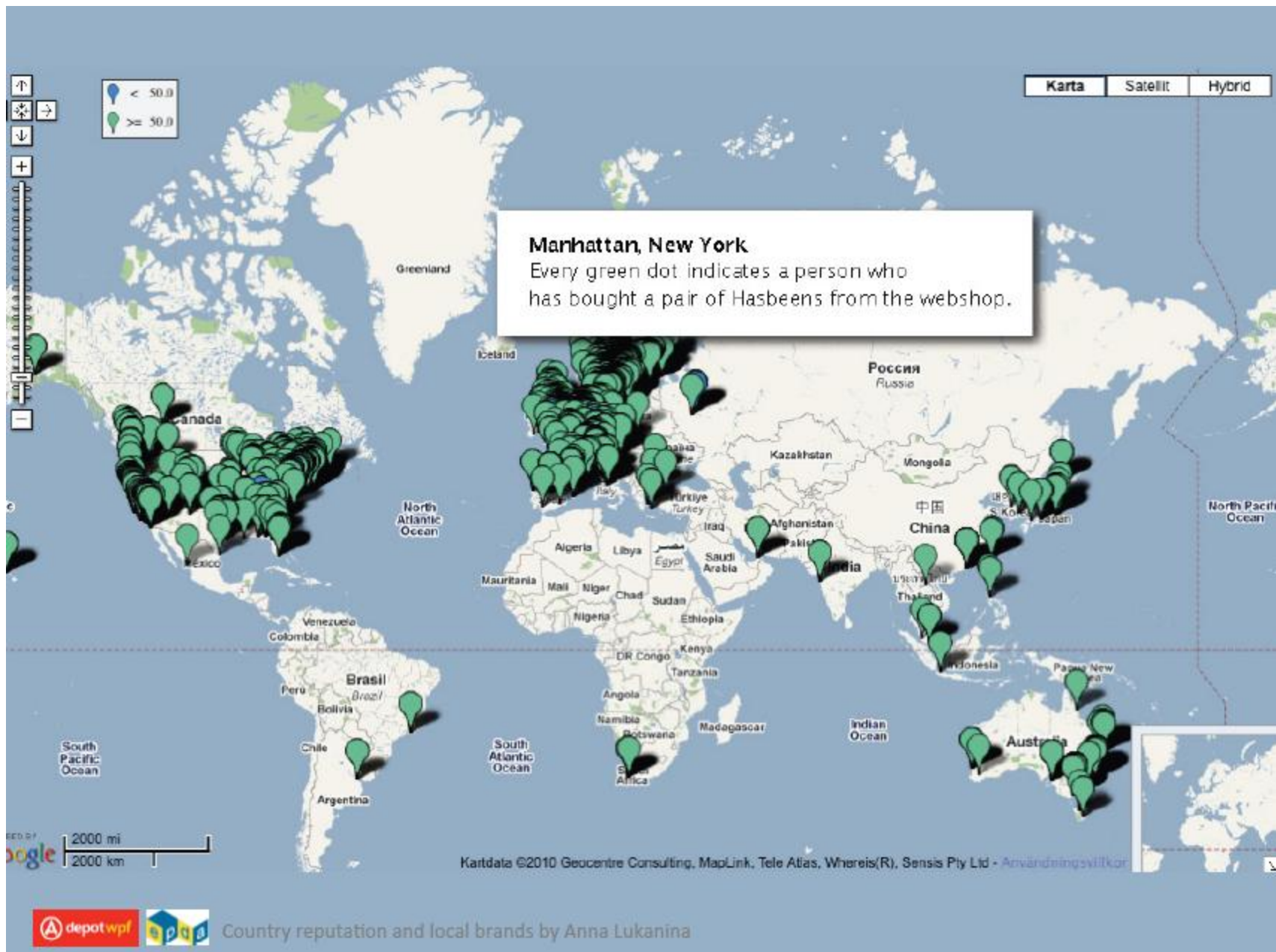
Brown leather clogs 1.495 SEK	Red leather bag 1.795 SEK	Black leather bag 2.495 SEK	Red leather clogs 1.495 SEK	White leather clogs 1.295 SEK	Red leather bag 1.495 SEK

inspiration

2007-10-12
Påsktjeget i Hålsjö är ett av de mest populära och mest uppskattade ställen i alla vår skolgårds historia. Därför har vi valt att göra ett speciellt utbud av produkter som passar in på temat. Det är det vi heter i år.
Kunni är våra andra modeller från det mest all skolgårds utbud.
[The story behind the shoes](#)

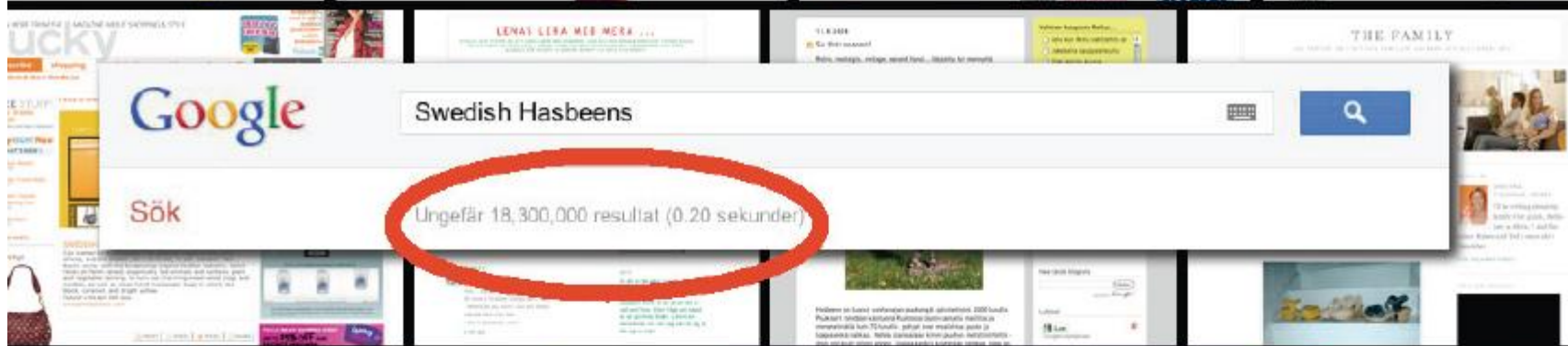
newsletter
Vill du få produktnyheter via e-post? Fyll i ditt e-postadress här.

0800 100 100 | 0800 100 100 | 0800 100 100











Swedish Hasbeens in different media
No money has been spent on advertising.



- 2008 sold Swedish Hasbeens to 40 stores, in 2009 there were up to 150 stores,
- 2010, sold 400 trend-setting shops, department stores, web shops and chains in approximately 20 countries that sell Swedish Hasbeens.
- 2011, more than 700 trend-setting shops, department stores, web shops and chains in approximately 30 countries that sell Swedish Hasbeens.

THANK

YOU!



ANNA LUKANINA

E-mail: ALukanina@depotwpf.ru

Tel. +7 (495) 363-2288

Mob. +7 903 144 41 77

E-Mail: alukanina@depotwpf.ru

www.depotwpf.ru

www.pda-europe.com

