

COUNTRY BRANDING

HOW TO BE MORE THAN 1/250?

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4th November 2016, WCFD Istanbul



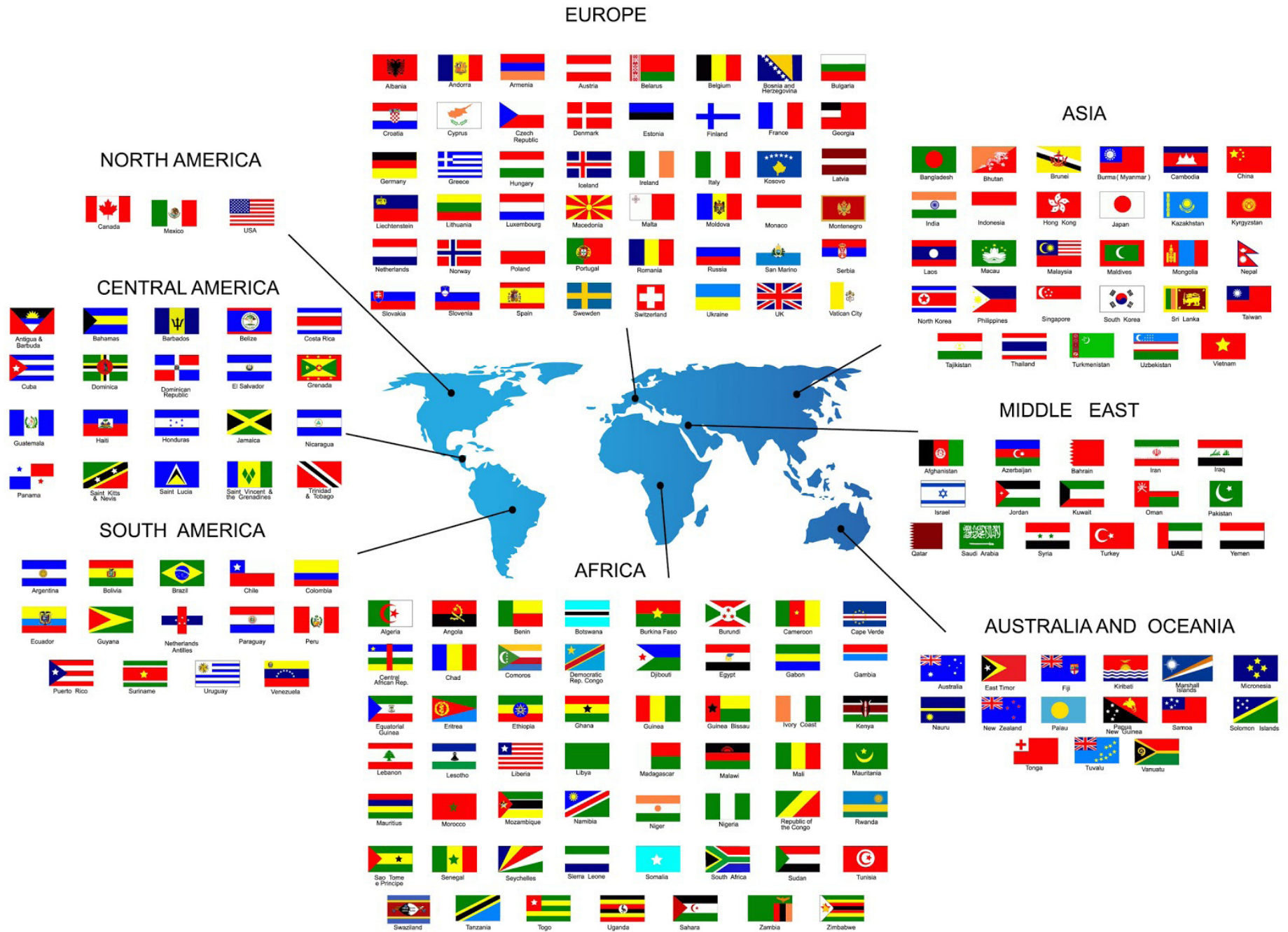
COUNTRY LOGOS



WHAT EACH COUNTRY LEADS THE WORLD IN



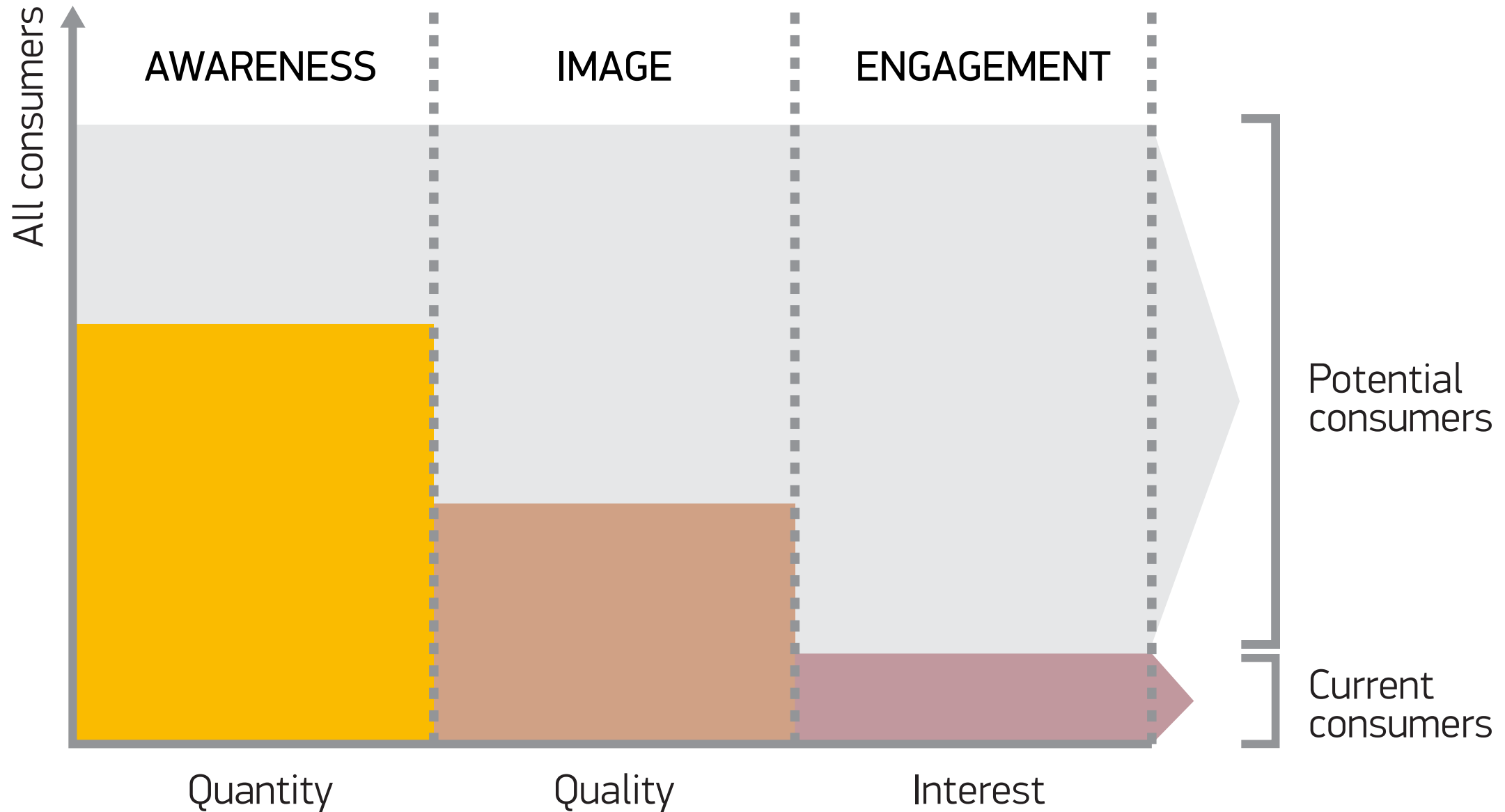
HOW MANY COUNTRIES?



COUNTRY RANKING



COUNTRY COMMUNICATION MODEL





26TH UPU CONGRESS
ISTANBUL 2016

192 ÜLKE İSTANBUL'DA

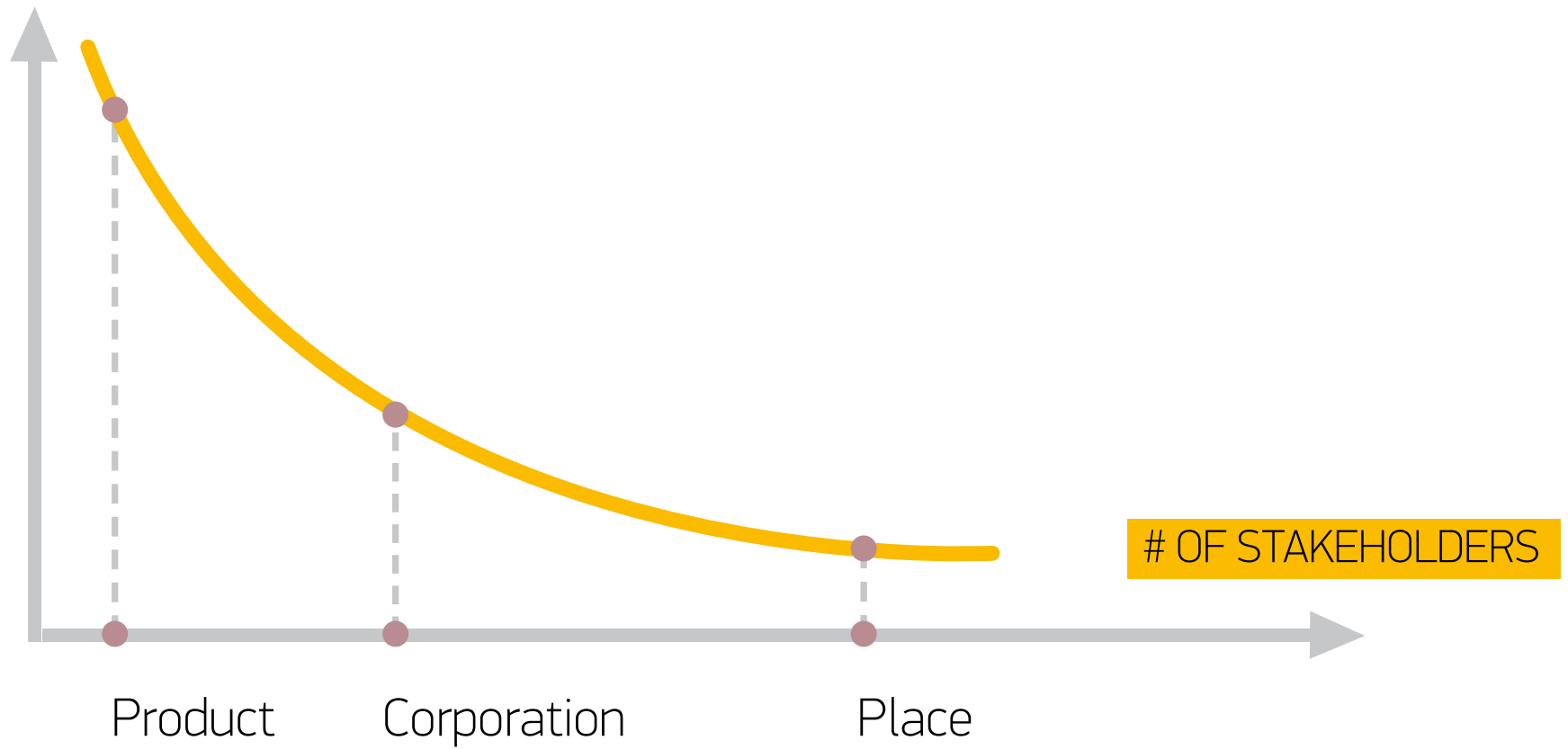
26. DÜNYA POSTA
KONGRESİ TÜRKİYE'DE
26TH UNIVERSAL POSTAL
CONGRESS IN TURKEY

Hazreti
Cabir Camii,
ahşeden camiiye
dönüştürülmüş bir
Bizans eseri.
Hazreti Cabir Mosque
converted from a
Byzantine church.

kafe ve

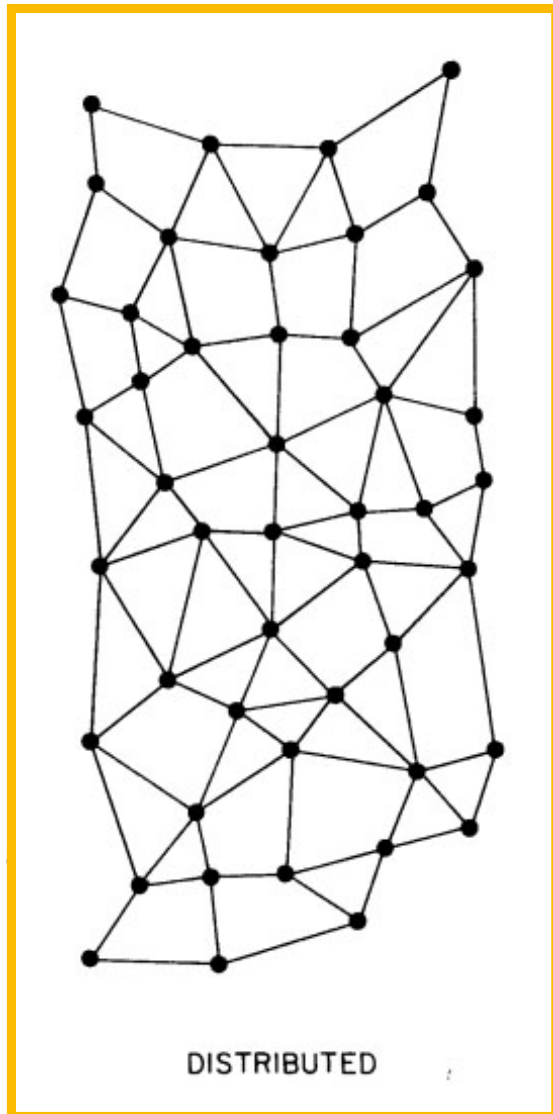
PLACE BRAND MANAGEMENT

CONTROLLABILITY
OF COMMUNICATIONS



**“ NATURALLY,
OUR ACHIEVEMENTS
CANNOT BE ANALYZED
SEPARATELY FROM OUR
COUNTRY’S INTERNATIONAL
SUCCESS”**

Turkish Airlines CEO



- 1 Place brand is the idea that:
 - is relevant to the place identity
 - unites all inhabitants
- 2 Each stakeholder becomes a touch point for the place brand.

[illegible][illegible]

THINK LOCALLY

ACT GLOBALLY

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