



# **Dr. Arin SAYDAM**

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Istanbul, Turkey

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Canada  
Map exploring

Discover America

México  
Vive hoy, vive lo tuyo.

BELIZE

El Salvador  
Agreement

HONDURAS  
The Artistic Inspiration

COSTA RICA  
The Artistic Inspiration

Panama  
The Artistic Inspiration

Ecuador

Peru

BRASIL

Paraguay  
Touch your smile

UruguayNatural

Chile

Argentina

bahamas

Dominican Republic  
Endless

Cuba

JAMAICA  
The Artistic Inspiration

DOMINICA  
The Artistic Inspiration

GUINÉE-BISSAU  
The Artistic Inspiration

GUINÉE-BISSAU  
The Artistic Inspiration

Colombia

Colombia

Finland  
Norway  
Visit Sweden  
Iceland  
Visit Scotland  
Ireland  
Denmark  
Germany  
The travel destination  
Switzerland  
Austria  
France  
Italy  
Turkey  
Armenia  
Belarus  
Moldova  
Azerbaijan  
Georgia  
Malta  
Andorra  
Morocco  
Tunisia  
Cyprus  
Israel  
Egypt  
Qatar  
Oman  
India  
Thailand  
Singapore  
Vietnam  
Cambodia  
Brunei  
Malaysia  
Indonesia  
Timor-Leste  
Fiji  
Samoa  
Australia  
New Zealand

KAZAKHSTAN

Korea  
Sparkling

Japan  
Yoroshi!

100% PURE  
newzealand.com

**84.5 Million**





Nice, FRANCE 17 July 2016





*French bread*

*french  
vane*

*cheese*

*wine*

*croissant*

WELCOME TO  
FRANCE

*The Eiffel  
Tower*

*Arc de  
Triomphe*

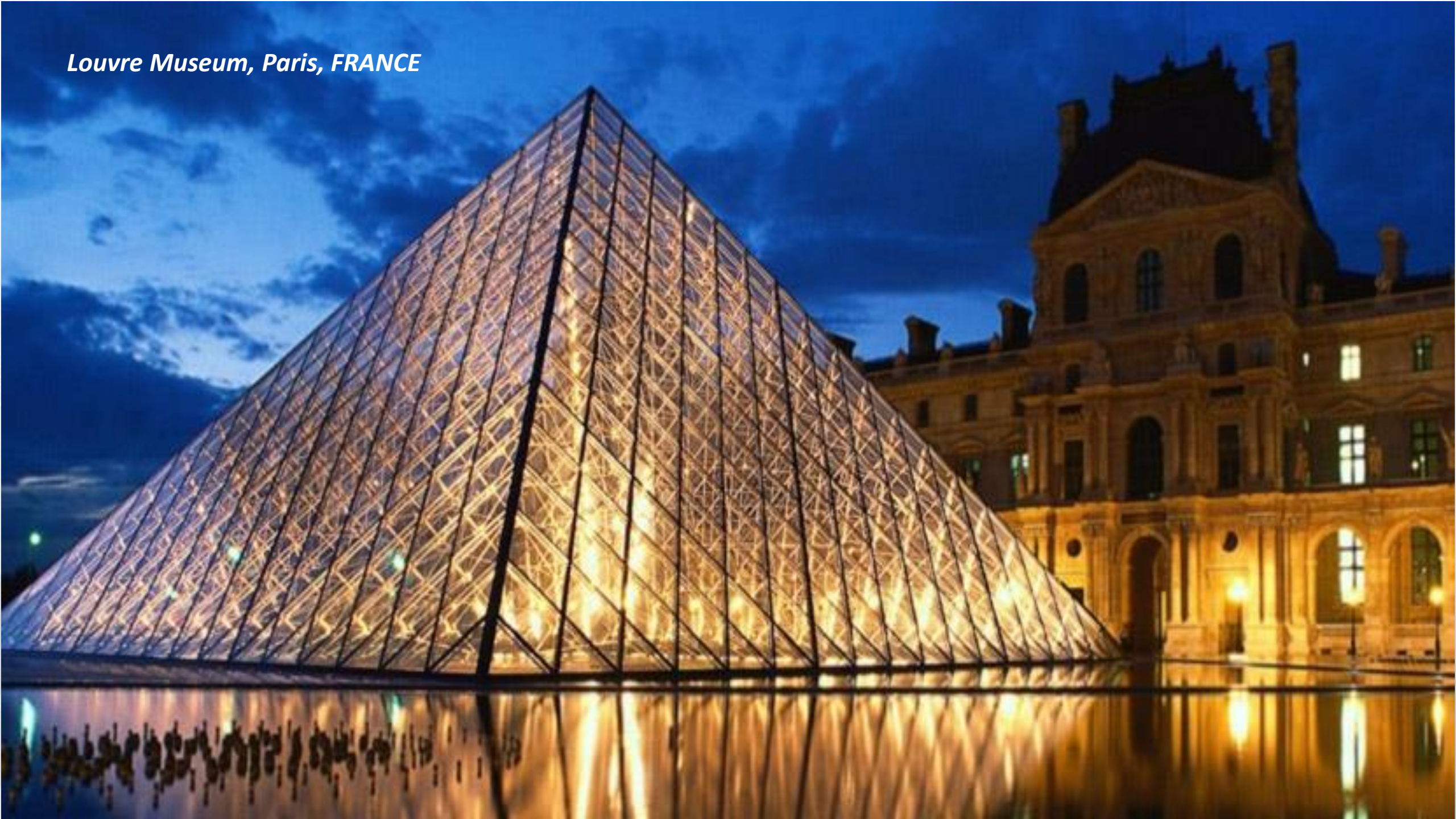




*Eiffel Tower, Paris, FRANCE*



*Louvre Museum, Paris, FRANCE*







*Sorbonne, Paris, FRANCE*



*Cappadocia, Nevşehir, TURKEY*














# Top 10 Country Brands

34.  Turkey

- 1  United States
- 2  Germany
- 3  United Kingdom
- 4  France
- 5  Canada
- 6  Japan
- 7  Italy
- 8  Switzerland
- 9  Australia
- 10  Sweden



# Anholt-GfK

## Nation Brands Index

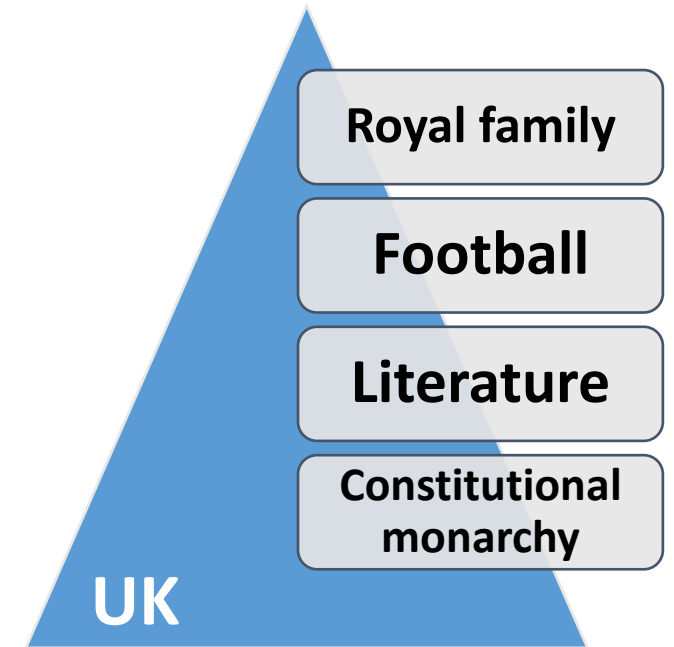
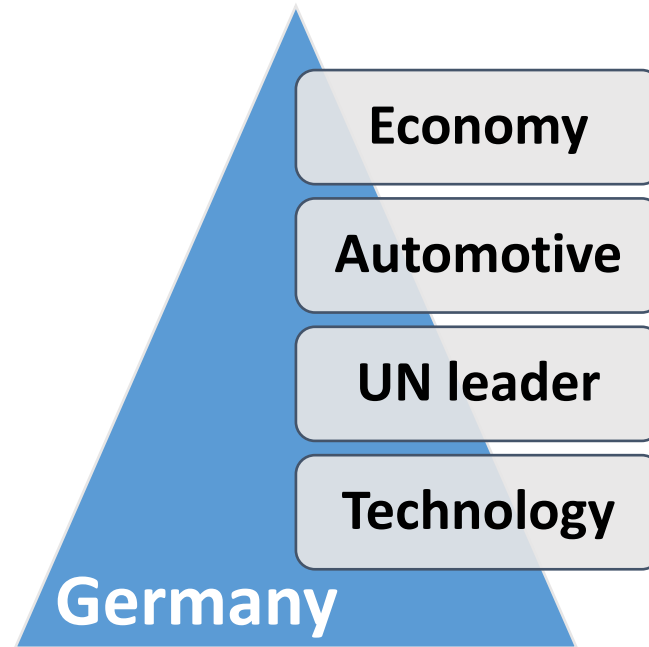
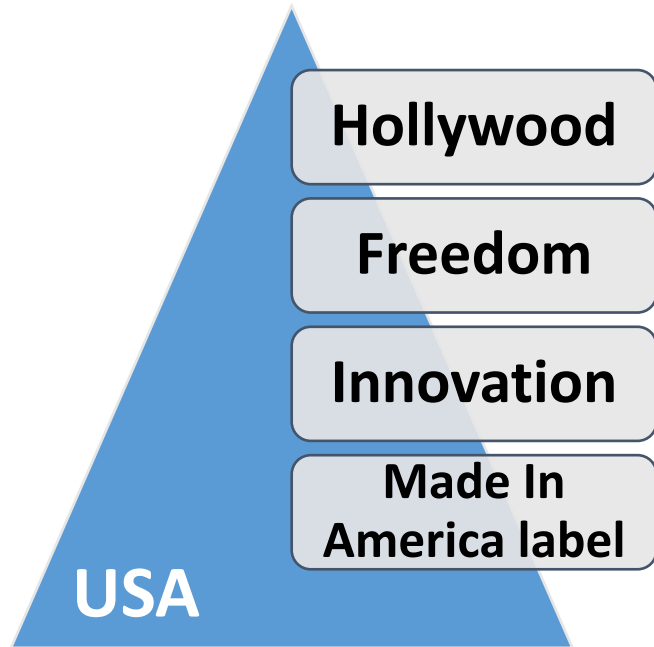




- **USA:** Made In America label, influential in Global TV movie, music, book, magazine and internet usage, leader in cultural influence, innovation, Hollywood, NASA, freedom.
- **GERMANY:** Technology, strong economy, UN leader, automotive, football, beer-music culture, education(engineering), arts and design, household appliances, environmental friendly, cultural heritage.
- **UNITED KINGDOM:** Constitutional monarchy, royal family, literature, Wimbledon, football, Afternoon Tea, traditionalism, architecture.
- **FRANCE:** Tourism, art, city of love, Eiffel, food/wine culture, fashion, prestige, luxury, nightlife, quality
- **CANADA:** Panorama, political freedom, quality of life, health and education, technology, holiday destination.
- **JAPAN:** Political freedom, Environmental friendliness, Food, Range of attractions, Value for Money, Natural beauty, Heritage, art and culture, Historical points of interest, Health and education, Standard of living, Safety and security, Would like to live in /study there, Good for business, Advanced technology
- **ITALY:** Tourism, religion, culture, food & wine culture, family culture, fashion, art, historical artifacts.
- **SWITZERLAND:** Highly efficient transportation, business acumen, banking industry, gorgeous scenery, high standard of living, warm people.
- **AUSTRALIA:** Tourism, panorama, security, health and education, life and business opportunities over the standard, helpful.
- **SWEDEN:** Political freedom, high life standards (health, education, security), rich in natural beauty, tourism, technology, automotive, food culture, design.













**Risk = Strength**





József Bencsik





**1960**

27 Mayıs

**1971**

12 Mart

**1980**

12 Eylül

































**“Reputation, reputation, reputation! Oh, I have lost my reputation! I have lost the immortal part of myself, and what remains is bestial.”**

*W. Shakespeare*





# Thank you!

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