

## Panel Discussion



# COUNTRY BRANDING

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# Inside

- Country branding – some questions we must ask
- Summary of the country branding panel at WCF Geneva Week 2017
- People and their impact on country branding
- A new template for country brand image “*exclusive launch at WCF Yerevan 2017*”

# Key questions to ask

- What are the factors that influence a nation's brand identity?
- What does it mean when we say - BeingRussian, BeingCanadian, BeingAmerican, BeingIndian, BeingSouthAfrican
- How did some of the iconic nation brands rise?
- Why did some nations fall?
- Can a nation be rebranded?

# SUMMARY OF THE COUNTRY BRANDING PANEL AT THE RECENTLY CONCLUDED WCF GENEVA WEEK 2017

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# #WCFGenevaWeek #CountryBranding

[#NewNationalAsset](#)

[#ElasticImage](#)

[#StrategicVision](#)

[#ShareofWorldConsumers](#)

[#Agility](#)

[#EmotionalIntelligence](#)

[#InformationOverload](#)

[#QualityofContent](#)

[#InternationalEvents](#)

[#IntegratedApproach](#)

[#Infrastructure](#)

[#Science](#)

[#HowToCommunicate](#)

[#Education](#)

[#Culture](#)

[#MassMediaManagement](#)

[#CountryBrandManagers](#)

[#BeAGiver](#)

[#Legacy](#)

[#InnovationLeader](#)

[#SuccessNarratives](#)

[#Leadership](#)

# PEOPLE AND THEIR IMPACT ON COUNTRY BRANDING

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# People and their impact on country branding!

- The society lives in a belief system. The belief systems of a society become constraints on a nation. By changing the internal belief systems, one can rebrand the nation.
- The society and development of people has a permanent impact on the branding of a nation.
- Having a common threat or having a common goal can unite people in a nation and enhance national identity.

# A NEW TEMPLATE FOR DEFINING THE BRAND IMAGE OF A COUNTRY

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**The brand image of a country largely depends on real experiences and stories you have heard about that country.**

There is no one image of a nation and it's difficult to keep it consistent. But there is usually a dominant image of a nation and that kind of stays with people in their minds.

**The dominant image affects people's notions and actions linked to that country.**

# A new template for country brand image

The dominant image of a nation is formed by a combination of transient, perpetual and transforming factors that affect a nation's image.

**Transient factors** – lasting only for a short time

**Perpetual factors** – so frequent as to seem endless

**Transforming factors** – changing from one form to another

## **Exclusive launch @WCF Moscow 2017**

A new template for defining the brand image of a country.

### **The dominant image of India**

- Emerging Large Economy (Transient)
- Poverty (Perpetual)
- Prime Minister Modi (Transient)
- Spirituality (Perpetual)
- Yoga (Perpetual)
- Bollywood (Transient)
- IT Backoffice (Transforming)
- Food (Perpetual)

# THANK YOU

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