



> Using tourism success to leverage Brand Spain in the UK

Enrique Ruiz de Lera
Tourism Counsellor Embassy of Spain
Director Spain Tourist Office UK
London, 12 February 2015

INSTITUTO
DE TURISMO
DE ESPAÑA



What is a brand?

- A mental shortcut
- A promise (that you must deliver)



Commandments of country branding

A country is a **BRAND**...



In fact, people are brands as well



> Using tourism success to leverage Brand Spain in the UK

Commandments of country branding

... but a country brand is **OWNED BY CONSUMERS**, NOT GOVERNMENTS

*A brand is **what your customers think of you***



Commandments of country branding

Create a Long-Term **STRATEGY**

No strategy, no results!



Commandments of country branding

DIFFERENTIATE

Focus on **1** or **2** main features only

*Avoid trying to sell
everything to everybody*



Commandments of country branding

FOCUS ON EMOTIONS

From USP to ESP*

*Become an emotional country Brand
(Brazil, Italy, Spain)*



Unique Selling Proposition

Emotional Selling Proposition

*TM Raul Peralba



Commandments of country branding

Create a **STORY**

Storytelling is the
most powerful
way of communication





Commandments of country branding

In times of scarcity...

BIG IDEAS replace **BIG BUDGETS...**

THINK OUT OF THE BOX!



Country of origin (COO)

- Made in...
- Designed in...
- Assembled in...





> Using tourism success to leverage Brand Spain in the UK

Simon Anholt's Nation Brand Index

Perspectives:

- People
- Culture
- Education
- Tourism
- Lifestyle



> Using tourism success to leverage Brand Spain in the UK

Tourism

- Spain recieved 65 million international tourists in 2014
- 15 million British Tourists
- 800,000 British citizens living (full or part time in Spain)



> Using tourism success to leverage Brand Spain in the UK

Nation's **warm** and **cold** attributes

Warm attributes: Italy



Cold attributes: Germany

Vorsprung durch Technik www.audi.com

The Audi R8.
Born of pov

Our idea for a lightweight aluminium & revolutionised motor car
And this is what's behind the R8's
an aluminium and magnesium chassis
the Audi Sport

Embedded in this chassis is and
is still setting the pace in motor racing
in combination with FSI technology
it makes up the powerhouse of the R8

The result is a sports car which
embodies automotive perfection

Find out more at: www.audi.com/R8





Audi

Vorsprung durch Technik.

Spanishness and COO (I)

ZARA



Massimo Dutti

* SINCE 1985 *

LOEWE
MADRID

MANGO
BARCELONA

custo
BARCELONA



> Using tourism success to leverage Brand Spain in the UK



Spanishness and COO (II)

Does Brand Spain really
add value to a product or
service?

Warm and cold attributes California





India



Infosys[®]

POWERED BY INTELLECT
DRIVEN BY VALUES



UNISYS

imagine it. done.

Some ideas to close the gap

- Products: Use “Made in Spain” in successful categories like gastronomy, fashion, sports, etc.
- Services: Spain USP
“The best service, smile guaranteed”





> Using tourism success to leverage Brand Spain in the UK

Leveraging Brand Spain on tourism

- Spain Tourism Brand Valuation: 15 billion
(November 2011)
- Spain's Brand Stretch
- 65 million tourists = 65 million clients
- Spain: the Florida of Europe?



THANK YOU

enrique.ruiz@tourspain.es

www.tourspain.es

www.spain.info/uk/socialnewshub