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What is a brand?











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



In fact, people are brands as well





Commandments of country branding

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

A brand is what your customers think of you







Create a Long-Term **STRATEGY**

No strategy, no results!





DIFFERENTIATE

Focus on 1 or 2 main features only

Avoid trying to sell everything to everybody





FOCUS ON EMOTIONS

From USP to ESP*

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

Unique Selling Proposition
Emotional Selling Proposition
*TM Raul Peralba







Create a **STORY**

Storytelling is the most powerful way of communication







In times of scarcity...

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

THINK OUT OF THE BOX!







Country of origin (COO)

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









Simon Anholt's Nation Brand Index

Perspectives:

- People
- Culture
- Education
- Tourism
- Lifestyle





Tourism

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





Nation's warm and cold attributes







Warm attributes: Italy



















Cold attributes: Germany









Spanishness and COO (I)













Spanishness and COO (II)

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







Warm and cold attributes California







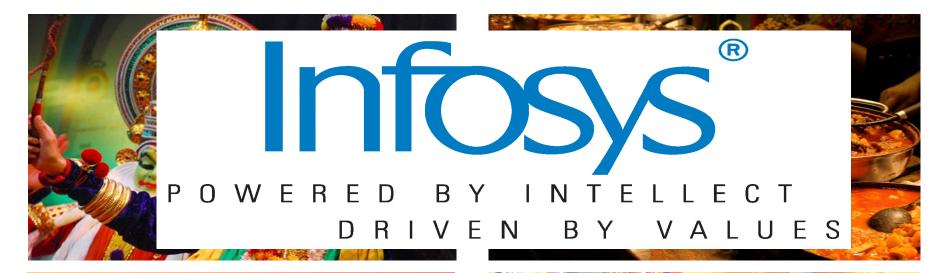








India









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"









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

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