

## **Chapter 4**

# **Nation Branding: Country Specific Evaluation**

## Introduction

The following chapter is an analysis of nation branding, both of its conceptual make-up and of specific examples of nation branding in practice. Nation branding is of particular salience as it represents 'cultural diplomacy in action', it also opens the door to discussions of the possible stereotyping of states and cultures and equally questions whether nation branding represents a genuine opportunity to encounter and understand the culture of a country. The examples that can be found in this chapter offer a genuine insight into how different countries with diverging (and often overlapping) histories attempt to break-through age-old perceptions and open themselves up to new 'markets' through reformed perceptions, both abroad and at home. Written by natives and residents of the countries, the following chapter includes such diverse examples as Argentina, which has fought to prove its cultural worth outside of South America. Germany is equally interesting, becoming one of the worlds most desired 'brands' with regards to fiscal stability and export quality, but which still in many ways suffers culturally from aspects of its modern history. Moldova, a relative obscurity on the fringe of Europe's outer-limits yet, is given an opportunity through nation branding to provide the world with an in-depth look at its century's old culture and appreciate its culinary successes. Finally, nation branding gives a state such as Zimbabwe, for many years paralysed in a continued economic and political crisis; the possibility to attach its name to materials used worldwide, such as tobacco. The Examples are numerous and varied, but one overarching theme is how nation branding has, and continues, to act as a vehicle for cultural diplomacy across the world and breaking down cultural, historical, political and economic boundaries, like few other international initiatives.

## Table of Contents

1. Introduction
2. Nation Branding: The Concept
3. Country Specific Examples
  - 3.1 Argentina
  - 3.2 Australia
  - 3.3 France
  - 3.4 Germany
  - 3.5 Greece
  - 3.6 India
  - 3.7 Ireland
  - 3.8 Italy
  - 3.9 Moldova
  - 3.10 Norway
  - 3.11 Poland
  - 3.12 Spain
  - 3.13 Turkey
  - 3.14 United Kingdom
  - 3.15 USA
  - 3.16 Zimbabwe
4. Conclusion

## Nation Branding: The Concept

Nation branding is a relatively new concept. It is the process of applying corporate branding techniques to promote countries, the main objective is to build and manage the reputation of a state. Nation branding is practiced by many states including Canada, the United States, France, the United Kingdom, Japan, China, South Korea, South Africa, and New Zealand. There is a growing interest among less affluent states to practice nation branding as it has the capacity to improve their image abroad and promote trade, tourism and direct investment. Similarly, nation branding - if done appropriately - has the potential to fight stereotypes that are associated with certain countries.

Simon Anholt noticed the importance as well as the effects of nation branding and stated "nations have become far more cognizant of the value of their brand as an asset"<sup>1</sup>. Anholt is the conceptualist behind a method to evaluate how effective a nation's brand is, a global survey known as the Anholt-GfK Roper Nations Brand Index. The nation brand index of a country is derived from the average of scores for diverse criteria that cover: people, governance, exports, tourism, culture and heritage, as well as investment and immigration.

Understanding the value of national brands helps countries better attribute the investments they make in areas that affect their global image. As such, branding efforts have stepped into a new era and nation branding as a concept has become extremely popular. Contemporary governments have started to hire public relations firms to help them launch sophisticated branding campaigns aimed at attracting foreign investment, encouraging trade and even improving overall geopolitical influence.

Within this section, you will find a collection of personal accounts of the nation branding of different States written by nationals. It aims to provide an honest assessment of the nation branding initiative in each of these countries, while also providing critiques, commendations, and recommendations, where appropriate.

---

<sup>1</sup> Lee Hudson Teslik (2009), Nation Branding Explained, accessible at:  
[http://eastwestcoms.com/res\\_nb\\_explained.htm](http://eastwestcoms.com/res_nb_explained.htm)



## Nation Branding in Argentina: Twenty Years on Rebranding Argentina

By Dmitri Macmillen

### Introduction

Beyond its fine wine, tango and Maradona, little is genuinely known of Argentina outside of South America. Whenever Argentina is alluded to in terms of international significance, it appears to me as if little extends beyond the longstanding Malvinas dispute and the lessons invoked from its default in 2001. Few are aware of its economic resurgence in the past decade and of the unique, almost unparalleled opportunities that the country offers in terms of tourism and investment. So how exactly has the country strived to reinvent itself as an attractive destination, how effective have these efforts been, and what challenges remain to improving international perceptions?

In the December of 2001, Argentina was at its lowest point. Having declared the largest debt default in history and suffered a dramatic devaluation of its currency; within the space of days millions of people had their savings wiped out. A country many had previously considered among the most prosperous in Latin America could only watch in horror as two thirds of its population was plunged below the poverty line. The entire political class was thoroughly discredited, the presidential institution becoming somewhat of a revolving door with five presidents in the space of a fortnight. A country on the fringe of the continent was, with no little irony, dubbed by commentators as quite literally finding itself at the 'end of the world.'

### Argentina and Nation Branding

The crash may have brought the country to its knees, and its effects still evidently reverberate, but it offered an opportunity. A vastly weaker peso made the country much cheaper to visit and invest in, and made it easier to export from. The number of foreign tourists steadily rose; the country slowly rekindled its potential as one of the world's largest agricultural producers and an industrial exporter. In hand with such favourable conditions, which have been largely responsible for a rapid growth rate over the past decade nearing double digits, there have been extensive efforts to give Argentina a face-lift. Perhaps the most obvious domain in which this has been conducted is tourism, one of the more conspicuous means through which the country is marketed to outsiders and among the economy's largest sectors. Statistics are notoriously unreliable in Argentina, but it is thought that over two million tourists were annually entering the country in the aftermath of the crash, and by 2010 over five million were believed to have visited, a staggering rise.

### Nation Branding Examples

Visiting Argentina has always been an attractive prospect, given the variety and splendour of its natural and cultural assets. The country has just about everything a tourist could hope for, with World Heritage sites and natural wonders ranging from the Igauzu Falls to the Patagonian glacial fields and a cultural scene boasting endless possibilities—the best known elements being perhaps the tango, the Argentine passion for football and the legendary *gaucho*, only to scratch at the surface. Such is the diversity of the sights and the vastness of the geography, the country has often been marketed on a regional basis and its activities classified as relating to active, cultural, sporting or special interest tourism. This multi-faceted touristic scene has led to advertising slogans such as 'Argentina beats with you', 'Argentina and more than one reason'

and 'Argentina, a serious country.'<sup>2</sup> There are few countries in the world offering the variety that Argentina does, and this has been the vital component of its efforts to change international perceptions of the nation.

### World Image

But Argentina's rebranding efforts do not solely occur on a national level, with much having taken place in the previous decade to improve its world standing. The remarkable economic turnaround has encouraged investment and allayed some of the gravest fears resulting from the default. Its exports have been valued for their quality on the international markets, products such as its wines, meats, soybeans and cereals to mention just a few. Known to many as a sporting powerhouse—particularly in football, tennis and basketball—the success of stars such as Lionel Messi, Juan Martin del Potro and Emanuel Ginobili are of invaluable publicity. Furthermore, while modern Argentine culture has for years been respected worldwide, in recent years it has been more energetically promoted than before. Tango festivals have sprung up all over the world; the books of Jorge Luis Borges and Jorge Cortazar, as well as other more contemporary authors, have sold in greater numbers at international book festivals such as the Frankfurt Buchmesse (Frankfurt Book Show); and mainstream musicians continue to make their name all over the Spanish-speaking world. Political perceptions have also somewhat improved. International respect has been shown for attempts to try those responsible for the egregious human rights abuses of the last military dictatorship and, as recognised in the Nation Brands Index of 2010, legislation to legalise same-sex marriage last year displays a burgeoning liberalization that is positively viewed abroad. Many such endeavours have enjoyed active governmental support, especially by means of the Strategy Country Brand; a newly conceived interministerial commission responsible for exporting the 'Brand Argentina.' One of its most visible present activities is the joint campaign with Brazil for the Iguazu Falls to become one of the new Seven Natural Wonders. The voting was completed in mid-November, resulting in a provisional win for the Iguazu Falls.

### Recommendations

The country's image may have vastly improved over the past decade, but significant challenges remain to impede further progress. The economic outlook has brightened, but rampant inflation—not properly accounted for at official level—and doubts about debt restructuring and bond repayments lingering from the days of the default have created an environment of economic uncertainty and deterred foreign investors. Furthermore, nervousness about the current government's unpredictable economic course, the prevalence of corruption, and the relative difficulty of conducting business have not done any favours for the country's image.

With regards to tourism, the main vehicle through which the national brand is promoted, the last decade may have been enormously successful for such a nascent industry, but work still remains to be done. Experts argue that infrastructure and services, unprepared for the boom in foreign arrivals, must be expanded and improved. Moreover, some have stated that greater integration is needed between the private and state sectors, and greater regulation required to guarantee greater standards across the board. Lastly, there are those who contend that the country's promotion needs an identity and a greater direction, lacking a *marca país* or nation brand by which the country can be identified across the world. While many commonly associate Argentina with Maradona and tango, the recognition needs to be deeper and more diverse; several commentators suggest that the production of goods at a level of excellence that suits worldwide export is a step in this direction.

---

<sup>2</sup> <http://argentina.guiasturismomundo.com/index2.html>

Ten years on and 'Brand Argentina' is in a much better place, a recognition of which is exemplified by its 33<sup>rd</sup> place in last year's Nation Brand Index. But to reach its full potential, increased political and economic stability are a must, as is the need for the tourism sector to continue to be as flexible and innovative as it has been thus far. Only once these elements are improved upon will Argentina be able to aspire to become a premier international destination for tourism and investment: a brand worthy of worldwide respect.

Nation Branding in Australia:  
Selling Australia (Out):  
A Twee Out-dated Nation Brand  
By Alex Wells



## Introduction

Being an Australian living in the United States is a double-edged sword. On the one hand, people will treat you with more warmth than usual: they are full of curiosity and eager to please. Yet on the other hand, you have to be prepared for the kind of questions and assumptions that make you roll your eyes with bitter impatience. No, there aren't any kangaroos in my backyard; no, most of us actually live in big cities; no, *Fosters* is not Australian for beer—in fact, no one even drinks it in our country.

It's all in fun, of course, but there are moments when it's frustrating to negotiate the prescriptions of an identity that is simplistic, obsolete and terribly kitsch. And for me, at least, there are moments when you just give up and play the role—either because it makes people happy or because it opens doors for you. The 'cultural cringe' is a powerful force on Aussie life, particularly in the arts; Australians tend to share an internalized inferiority complex about their national culture and an embarrassment to feel attached to a national identity of any kind. In part, this comes from the moral stain of a convict past, but a much greater factor lies in the inaccessibility of the Australian nation brand to most actual Australians. And the dreadful consequence is that the Aussie nation brand is a flimsy artifice of kitsch that is rejected by artists and only half-heartedly embraced by its proponents in business and culture.

Contemporary Australian identity is changing swiftly and deeply. Australia is one of the most urbanized large countries in the world, with 89% of the population living in cities that are mainly along the Eastern seaboard. According to a study by the Australia Institute, Australians work on average 1855 hours per year—even more than Japan. Moreover, successive waves of immigration have altered the face of Australian cities, producing a robust and fairly successful example of multicultural life: Sydney boasts a coexistence of areas with Irish, Cambodian, former Yugoslavian, Lebanese and Chinese cultural affiliation, while Melbourne has the world's largest Greek and Italian communities outside Greece and Italy respectively. Only 37% of people claim 'Australian' ancestry and 24% of the population was born overseas.

Australian urban life is modernity supplanted onto the wilderness of nature, the rigidly organized enveloped by the elemental; the mind-set of Aussie cities can be summed up as a conflict between fierce egalitarianism and an eager sense that nothing in the world is too good for Australia. The ironies and conflicts in this worldview are fascinating and provide fertile ground for the minds of Australian critics and artists. (See: Tim Winton, Peter Carey, The Whitlams, Kenneth Slessor or Hugh Mackay). Unfortunately, this is all lost on the rest of the world because Australians are all too happy to accept the unimpeachable, simple and easy-going image that's attributed to our nation. The Australian nation brand is so desperate to be liked, people find it hard to respect.

## Australia and Nation Branding

The *Crocodile Dundee* stereotype casts a long shadow over the Australian identity brand—not only in the over-accented and flirty mutterings on foreign dance floors but also in the worlds of tourism, business and the arts. Tim Harcourt, the chief economist of the Australian Trade Commission, wrote an influential article for the *smartcompany* blog about Australian nation



branding. He reassured Aussie nationals that we can still be proud of our international branding that consistently finishes in the top ten of Simon Anholt's rating index. His recommendation was that we ought to work harder to support our exports by attaching the positive reputation of the Australian *personality* to 'all goods and services.' If Australians began to manufacture wonderful brooms, he says, he wouldn't worry about whether Australia had a reputation for making brooms specifically. Instead: 'I would say can you sell the broom as a Crocodile Dundee broom? I don't mean literally, but can you sell the broom that has the Australian personality attributes to it, then you can sell more brooms than anybody's ever sold in the history of the world before.'

Not only is Anholt's example profoundly silly, it is symptomatic of a far broader dysfunction plaguing the Aussie nation brand—the fact that it is completely out of date. By applying market logic, with its insistence upon name recognition and target audience, to our national identity, Australians risk clinging too much to the things that once defined Australia or subordinating ourselves to the things that define Australia in the eyes of people that have never been there. To be likeable and easy-going is a good thing, to be sure, but personal qualities of affability and charm do not necessarily suit the economic goals of a nation—and they certainly don't express the cultural sense of a people in any honest way.

Australian tourism commercials are astoundingly kitsch. Melbourne, a regional leader in arts and culture, has a tourism website homepage that has only landscape nature shots on it. The Tourism Australia 'So Where the Bloody Hell Are You?' campaign is typical, with Aboriginal dancers and blonde girls on beaches. "I think what this captures is the real Australia and who we really are"<sup>3</sup> says Mr Macfarlane of the ad agency behind the campaign. "An easy-going, welcoming nation" the demographic dishonesty and dreadful simplification at play here need no comment. It's not just official bids for the tourism dollar that is selling Australia out; generations of product branding have succumbed to the same unobtrusive, give-em-what-they-want mentality. Paul Hogan's Fosters commercials are a perfect example; here he lists Aussie clichés *ad nauseum* in an attempt to appear likeable (and to sell a beer that is distinctly unpopular in Australia).

But worse than all this is that, in a shallow effort to uphold the personality-based strength of our nation brand, Australians themselves—both as travellers and in the arts—act themselves as tourism commercials, refusing to offer up the kind of critique and complexity that makes a country actually interesting.

### Nation Branding Example

The Australian film industry is a perfect example of the lack of daring that hamstring Australia's nation brand and turns it into a tiresome cliché. Aussie cinema is languishing, it is safe to say. Only about 5% of domestic box office returns come from home-made movies, and most of these are from the 'whoppers': big-budget feature films, usually with substantial foreign investment, and always with an eye on foreign audiences. As Barron writes in an essay on cinema and Australian identity, foreigners tend to think well of the Australian film industry while Aussies themselves do not; this must surely have something to do with Australian films' tendency to 'sell Australia' to mainly American markets.

Consider the nine most successful Australian films of all time. At the top is *Crocodile Dundee*, of

---

<sup>3</sup> Bruce Stanely (2008), Australia markets itself – the Australian way, accessible at: <http://nation-branding.info/2006/08/23/australia-markets-itself-the-australian-way/>

course, a hackneyed mash-up of orientalised Aussie clichés that was sincerely good fun but still, in the words of then-PM Bob Hawke, 'barbaric' (and not in the constructive, Baudelairean sense). Next is *Australia*, which we will discuss later, then *Babe*, which no one really knows is Australian. *Happy Feet* is not about humans; *Moulin Rouge* is a re-hash of a French cultural myth, and *Crocodile Dundee 2* slots in next. Only with *Strictly Ballroom* at number 7 do we find a film set in Australia about real Australian issues; the next two films were not distributed outside the domestic market.

*Australia* is one of the whoppers. I have not met an Aussie that liked it. As the *Telegraph* said, 'clichés abound [in] a medley of Australianiana'<sup>4</sup>. The monumental kitsch of Luhrmann's film is not in itself harmful; the problem is just that there is nothing else out there that is not kitsch. Aussie films with an eye on the foreign audience do not challenge or re-work pallid stereotypes; they succumb to them. And this is the great weakness in the Australian nation brand, what makes it alienating for Australians and laughable for foreigners: we promote the Australia they already know, not the Australia we know. The arts in Australia don't take themselves seriously because they are ashamed of the arts in Australia—a self-defeating complex that reduces cultural dialogue to a marketing pitch and annihilates our domestic cinema. The film industry is treated like a series of tourism adverts. When we are not making movies for the sake of other people, we are not-making-movies because we are happy to accept what other people think of us.

### World Image

The inaugural GMI-Anholt Nation Brands Index ranked Australia highly in consumer attitudes, giving particular attention to Australia as a tourist destination, as a place to immigrate to and as a place to invest in. In terms of exports, culture and heritage, however, Australia did not rate so well. Australian exports are often from primary industries and rarely from recognizable brands, so despite their quality, their nation of origin may not be as clear as, say, Volvo or BMW. Culture and heritage has too much to do with the lack of daring exhibited by the Australian arts abroad, as well as the old-hat stereotypes that have never really been challenged abroad. Melbourne is a world city with theatre, music and especially street art to match; few commentators abroad seem to pay attention to this.

Australian music enjoys some success abroad, especially in recent years with the resurgence of Aussie folk pop (such as Angus & Julia Stone) and electronic music (Cut Copy, for instance). Yet literature and the visual arts continue to suffer, relatively, and Hong Kong threatens to overtake Australia as the global hub of Asian contemporary art. In military and political terms, Australia has managed to avoid the criticism levelled at the other members of the 'coalition of the willing', and has worked hard to be a firm but fair force in the Asia-Pacific region. Australia's policy regarding asylum seekers and its (shamefully unresolved) colonial past, however, are a fairly well-known dark side to its generally sunny national image.

### Recommendations

How long the *Dundee* stereotype holds up is unclear, but it cannot be long. It would be hard to sell dubstep music, IT innovations or investment deals with Chinese Australians by using Paul Hogan's image. And, regardless, there must be something to be said for keeping our identity current, honest and complex—for projecting an image of our nation that works through its faults as well as boasting its strengths, an image that does not focus on one old-hat identity myth at the expense of a diverse and multicultural reality. We need more films like *The Castle*, like *Priscilla*, like *Muriel's Wedding* and like *Candy*. And we need to not be proud of them.

Branding is well and good, but a nation is not like a company: it does not always know what it wants or what it is. To illustrate, the city of Berlin has been catapulted to fame world-wide by the organic and dynamic strength of its arts scene, which is frequently ironic and deconstructive. Australia would do well to take note, promoting domestic arts at home as well as abroad in a way that shows more integrity and more dissent—lest we end up like *Rotten*

---

<sup>4</sup> Bonnie Malkin (2008), First Review of Australia the moview, accessible at:  
<http://www.telegraph.co.uk/news/worldnews/australiaandthepacific/australia/3477400/First-review-of-Australia-the-movie.html>

*Tomatoes'* review of Baz Luhrman's film *Australia*:

*Built on lavish vistas and impeccable production, Australia is unfortunately burdened with thinly drawn characters and a lack of originality*<sup>5</sup>

---

<sup>5</sup> Anon. (2008), *Australia*, accessible at: <http://www.rottentomatoes.com/m/australia/>

## France: A Transatlantic Identity

By Emmanuelle Calvet



### Introduction

Cosmopolitanism refers to a society in which people relate to several cultural or ethnic groups at once. Being born and raised in France and now living in the United States of America, I personally identify with both cultures. I am often asked whether I feel more French or more American; to me this question is impossible to answer because I simply feel both. I feel 100% French because all of my family has always been French. I speak French fluently and was born in the country. Also, when I go back there, I feel at home. At the same time, though, I feel completely American. I learned the language and have been living in the country for over 10 years—I finished growing up in the United States. There, I continued my education and made friends, and now I feel at home there too. I have had the opportunity to travel to several countries to study or work and it has led me to really understand that I am a part of both cultures. When I am abroad, I have the ability to quickly adapt to the culture and I always enjoy getting to know the people and my new environment. However, this new environment never feels like home.

Most people, however, do not understand how someone can identify with two cultures. American and French cultures are not drastically different, but yet they are not really similar either. The food is different, and so is the way of dressing. America and France have distinct cultures that are not really comparable. France has a long history while the United States is a relatively new country. I recently noticed that I change my way of behaving depending on whether I am in France or in the United States. In the United States I would not hesitate to eat ice cream out of the box while sitting in front of the television; even my mother who has lived for over 40 years in France does it when she is in America. In France, however, I would never do that. When I am there I know and expect to eat meals that are structured in a very specific way. I also know that I have to stay at the dinner table for a while and, that as one of the youngest people, I am expected to listen to the conversations and not to participate too much.

Even after having lived for over 10 years in the United States people still say they hear a faint accent and can tell I was not born in the country. To French people, living for more than ten years in the United States makes me American. So to most Americans I am French and to most French people I am American. I, however, feel I am completely both.

### France and Nation Branding

The French nation brand has always been powerful and has been well recognized by official ranking metrics in recent years.

### Nation Branding Example

At the 2010 Shanghai exposition, the director of the French pavilion said that France in China was seen as the country of romanticism, a friend to China, a country of brilliant civilization as well as a country that has good food, comfortable life and which attracts a lot of tourists every year. In the French pavilion, several masterpieces from the Musée d'Orsay were on display as well as some national treasures. More interestingly, however, some of the art pieces were made by Sino-French artists who felt equally comfortable with the Chinese and French cultural backgrounds. The pavilion thus emphasizes the mixture of cultural meetings that occurs as a result of globalization. In this day and age, cosmopolitanism is widespread and many people can

identify with and master more than one culture.

### World Image

France has a powerful and positive national brand. In 2010, it ranked third out of 50 countries just before Germany and the United States. Since the election of Barack Obama as president, the United States has ranked number one. France has a powerful national brand because most people around the world think on similar and positive terms about the country. Internationally, France is seen as a refined and cultured country.

### Recommendation

France's national brand is powerful and good. Most people around the globe tend to think of the country as cultured and sophisticated. France, however, is changing and so is its culture. France has the power to attract people to live, work and study in the country that reveals that people perceive the country's economic and social situation favourably. In order for that to remain the case, France may have to harmonize its relation with immigrants so that they too can begin identifying with French culture.

## Nation Branding in Germany

By Maria Walter



### Introduction

Germany's day-to-day culture could be described as vivid, open-minded and composed of diverse people from diverse regions. People like to get together to have a chat over food and drinks and to watch sport events together. Everyday life culture in Germany is maybe characterized by the differences occurring in rural and urban areas. Young people like to go to Berlin because of its down-to-earth lifestyle. The business and financial centre is located in Frankfurt. Finally, the stereotypical German countryside can be found way south in Bavaria. German culture is not plain and linear, on the contrary, it is colourful and at some points unexpected.

### Germany and Nation Branding

To brand Germany is not, at first glance, easy. To reach a positive outlook is hard without showing an introverted nationalism. How can one start a national campaign without being too nationalistic but still being affirmative about one's own country? Nation branding is not a concept which is often used in Germany, maybe this is because of existing stereotypes but it is especially due to Germany's history.

### Nation Branding Example

Perhaps one of the most famous 'campaigns' to promote Germany abroad was and still is national sports events. Especially the Soccer World Championships in 2006 which actually took place in Germany promoted a good image of the country abroad. The motto under which the championships were held was 'Time to make friends' – which proved rather successful.

This feeling of being relaxed as well as the friendly and unburdened national elation was the clue that German past nation branding 'campaigns' had succeeded. People abroad and people visiting Germany were welcome to celebrate a new national feeling and a new 'German national brand'. Even more remarkable than all the other German national campaigns before, for advertising Germany to its own people and to people abroad, was the Men's Soccer World Championships in 2006.

### World Image

Germany's reputation, although sometimes marred by stereotypes, is often positive. There might still be clichés about Germans and their behaviour including great beer culture, punctuality and their run on sun beds at the pool. Since the political multiculturalism debate in October 2010, Germany's image abroad was challenged in Europe and in other parts of the world. But overall, Germany is considered as a very reliable partner for economic and political relationships.

### Recommendations

Germany and its people should try to go on with being open and tolerant towards other people, other nations and other cultures. There is nothing to lose by being open-minded because there is always something to learn from others. The intercultural dialogue should be more respected and supported by the state officials as well as by the ordinary people. The interest to get involved with people from all over the world is already there, but these relations need to be strengthened.



## Nation Branding in Greece

By Lambrini Tsodoulou

### Introduction

Gathering together at one family member's house at lunch time, everybody helping to set the table, talking and joking while eating a lunch accompanied by ouzo- this is a typical picture of Greek life. I, personally, came to appreciate it when I moved to Germany because I left behind family and friends, the beautiful landscape of the country and the mentality of 'Whatever you can do today, leave it for tomorrow'.

### Greece and Nation Branding

Unfortunately, nation branding is a section in which Greece has not been very active. The country was even absent from the Brand Index 2009. Compared with other countries, such as France or Great Britain, Greece does not seem to have invested money or even thought about promoting a positive and attractive image. This is sad when one considers the rich cultural heritage, exciting landscape, island-based geographical composition in the east Mediterranean and the temperament, that carries you away – this is, after all, what Greece has to offer.

### Nation Branding Example

Apart from commercials about holidays in Greece, which present the most attractive and interesting places one should visit, and advertisements regarding the Olympic Games in 2004, which was of utmost importance for the country and its image, not much has been done when it comes to nation branding. However, considerable thought should be given to this, as with the latest economic crisis and the problems Greece are going through currently, its image has deteriorated.

### World Image

What comes to mind when thinking of Greece? I would say, being a Greek myself: loud, loud and loud! Living outside of Greece, things that come to people's minds when thinking about Greece are: food such as gyros, tzatziki, souvlaki, as well as ouzo and fun: Mykonos, the party island, Crete, with the raki. When thinking of Greece people also think about the strange music, handsome men, lazy lifestyle and cursing the time when Ancient Greek mathematicians and philosophers invented theories and practices that torture students in schools today. However, all these are perceptions of the past. The last economic crisis turned things upside down and what people think first when they hear the word 'Greece' is: unpaid taxes, heavy burden, riots or strikes, corruption and many other words with a negative connotation.

### Recommendations

An attempt to improve Greek image abroad is definitely a matter of will. The will of the government and of the people to change the negative impression most of the countries have about it currently. Keeping in mind the positive aspects the country can be proud of, it should find an attractive way to present them to the world. This should happen in a way, which is original, so that it will not be ignored because it is 'all the same stuff anyway'. It has to be an image that takes people back and reminds them of the good of the country.



## Nation Branding in India

By Saboura Beutel



### Introduction

India has held, and can draw upon, a range of strong nation-branding attributes. For example, Ahimsa, Gandhi, the founding father of the modern nation himself, embodied this principle of non-violence. Yoga, combined with vegetarianism, has spread through the world with many international magazines picking up on the trend of an emergent Yoga Industry. Democracy, crossing the border from Pakistan, the first signpost to India prides itself with welcoming its visitors to 'the largest democracy in the world'.

### India and Nation Branding

Despite the challenges that India faces on the domestic front—in ethics, in human rights, in corruption—and in foreign affairs, it has shown it can export its own nation brand to the world with some success. Indeed, it has run a number of intelligently crafted Nation Branding projects in the past years.

### Nation Branding Example

One of the most prominent and creative strategies towards this end is the 'Future of Change'. An Ahmadabad-based communication design and strategy firm under the auspices of the Public Diplomacy Division of India's Ministry of External Affairs designed this private-public initiative: 'Compete. Collaborate. Co-create the Future with India'. This is what students and professionals across all sectors of society were called upon to do. Over the course of five years the Indian government created a dialogue with Indian citizens as well as global citizens on issues such as the growth of Indian markets compared to China and how to make India the number one nation for innovation.

### World Image

Despite these accomplishments, one needs to draw attention to the challenges India has overcome and is partly suppressing in order to portray itself as a country that has purportedly mastered the powerful concept of 'Unity in Diversity'. The second most populous country in the world is home to more than two thousand ethnic groups and all major religions. Indian internal politics have made it hard to promote unity amongst diversity. Arguably, the tensions in the Kashmir are as long-standing and contentious as the Middle East conflict. Despite the heavy military presence of military forces, international observation is not as explicit and damaging to the over-all global perception of India. However, the private as well as public sector have seen severe cases of corruption that have been internationally noticed and caused considerable damage to India's reputation as a free and democratic nation. Amongst these are major scams, i.e. the 2G spectrum scam and the varied controversies in the organisation of the 2010 Commonwealth Games. On the other hand, Anna Hazare has attempted to combat this image with his public anti-corruption campaign.

### Recommendations

India has proven that it can export a strong nation-brand to the whole world despite legal, human rights and foreign policy challenges. It remains to be seen how India can profile itself further amongst the emerging BRICS nations and rise to become a leader in the Asian public policy competition of the century ahead of us.

## Nation Branding in Ireland

By Brian Mahon



### Introduction

There is a guideline when we look at 'Nation Branding'. At GFK America they rank 50 nations according to six sub categories. Ireland has remained in and around the 19-20<sup>th</sup> position for the last few years according to these rankings. As an Irish man I suppose I can accept the idea that we need a positive image abroad. It must also be noted however, that there are only 50 countries in this survey.

### Nation Branding Example

This idea of nation branding for Ireland personally is not something that excites me. Most of what people portray as 'Irish' doesn't resonate with me. Then again I suppose it's not aimed at a 20-year-old male from Ireland, is it? It descends into cliché at times, one girl, when I was in America on a year abroad, asked me if I had ever visited St. James gate, the Guinness brewery factory. This is just one example of Ireland being perceived as a nation given to heavy drinking.

### World Image

It must be said though that Ireland does have an image problem. We are seen as a nation that got ahead of ourselves in the good times and then needed to be bailed out: Irresponsible, arrogant and ultimately destined to fail. Sure it makes for some good jokes and self-deprecating humour but there is an image problem for the 'new' Ireland.

We must be seen to be 'open for business' much as that phrase makes me shudder, as if Ireland were only a company and not a country with history, people and culture. Moreover, when people speak of Ireland's 'culture' they speak of it as a way to bring people into the country and not as an end to itself, a way that Irish people can look at themselves and not just use it as a way of self-congratulation and tourism.

Ireland has a Tourism and cultural ministry in which they support various artists and projects throughout the country. It helps to promote Ireland abroad and makes advertisements to be used abroad and at home. In these ads they try to portray Ireland as a country with a beautiful rural countryside with cosmopolitan city centres. Before we had our spurt in growth we were perceived as a backward nation, a Catholic country that had very conservative values that basically exported our best talent. This all changed during the Celtic Tiger, when we lowered our corporate tax rate and growth grew exponentially.

### Recommendation

My overall criticism with the situation is that a country cannot be so easily defined. As with any other country there are parts of a country's history that are hidden, shrouded in mystery, left under a rock as it were. Are these not part of who we are as a country? A brand is an idealised version of who we are. What about the 'warts and all' side of us? What about the artists who do not paint Ireland in an endearing light? What about the businesses which move abroad because of a cheaper base? While recognising that Ireland needs to put on their best clothes for the world and put on a good show this should not be done at the expense of a deeper look at who we are as a people and what actually makes us Irish.

## Nation Branding in Italy: A Slow Uninterrupted Decline

By Giuseppe Colucci



### Introduction

Apart from the fashion industry, Ferrari, Ferrero and a few more, Italian brand's perceived abroad focuses only on food, beverage, cities, art and landscapes. The weather and the beauty of the Italian cities attract about 44 million tourists every year (RTBicocca and Banca d'Italia research 2010). Italy is the country with the most UNESCO heritage sites and it is unanimously recognized as a country which promotes art and culture.

The private sector is committed to the promotion of the Italian image (even if the expensive prices of Italian cities in terms of accommodation, food and drink and the trend of some restaurateurs to cheat the guests are sometimes discouraging of tourism), but in recent years the 'Made in Italy' brand has been promoted increasingly by the State. Berlusconi does not miss an occasion to talk about his love for Italian beauty during official meetings, but rather than preoccupying himself with this of his, there are more serious problems facing the Italian brand.

### Nation Branding Example

A few years ago the Italian centre-left wing party launched a campaign to promote Italy and the 'Made in Italy' brand creating a website simply called Italia ([www.italia.it](http://www.italia.it)). Italia is probably the most significant example of nation branding policy undertaken by the Italian government and the Ministry of Tourism. This website promotes tourism in Italy and is the best way to improve the brand Italy. Despite a bad launch (a video of the former Minister for Tourism Francesco Rutelli, introducing the website in horrible English, which would be called *maccheronico* in Italian), the website has been successful: it gives useful information and tips about travelling and knowing where to go in Italy, how to reach those places, giving travelling ideas and providing all kind of news about events around the country in English, German, Chinese, Spanish and French. The website, promoting the strongest aspects of the Italian brand should be promoted much more and should be more complete: a global platform of what Italy is in terms of nature, culture and art.

### World Image

Italy has a rich history; it is the ancestral home of many artists, poets, writers, painters and navigators. It is the homeland of Renaissance and Humanism; it has the best artistic cities in the world and one of the biggest touristic industries in the world.

Italians are considered lucky because of the weather and the gourmet food, but unlucky because of their system organization, the corruption of its politics, the organized crime and the lack of a civic sense of duty. Despite its strong position among the most industrialized countries of the G8, Italian image abroad, in terms of seriousness, competitiveness, innovation, technologies, research, job market, education and civic sense of its citizens is actually a disaster. Next to the image of a cultural country, Italy is sadly notable out of its borders because of its tragic economic situation, its growing public debt, for the vice of its citizens, used to living over their economic possibilities; and for its immobility in the struggle against criminal organizations, for the corruption of its 'gerontocrat' politicians, cemented on their chairs more for power and business than for a sense of responsibility to their electorate.

Italian image abroad has been partly compromised (or maybe just enforced) by Berlusconi during his period as President, but still it is undeniable that Italian people abroad still provoke strong emotions and a generalized sense of popularity. This is perhaps because of their warmth, their behaviours, their humour and their strange way of gesticulating. But foreigners do not take them seriously most of the time. There is no doubt that in the last decade the image of Italy abroad has been more and more correlated with the typical stereotypes and clichés we have always had in the past. Ever since Berlusconi has been the Italian President, the image of Italians as silly, lazy, corrupt and Casanovas has been perpetuated. Evidently, marketing advisors did not mention to the 75-year-old President that his sexual scandals, his continuous provocations and his jokes, are not actually a benefit for his country, even if a large, albeit decreasing, minority of Italians still consider him the perfect example of the Italian being and way of life.

### Recommendations

Italy cannot live off its history, it cannot bask in the beauties of its landscape, its seaside and its mountains; it cannot be proud of the best cuisine in the world nor grown on the basis of having been the home of centuries of culture, such as the Roman Empire, Humanism and the Renaissance. If it attempts to do this, its image, its brand's destiny, will be in decline. Italians have to live in the present and not in the past; they have to gamble on their creativity and their fortitude to build something new: a better education system, a less corrupt political scene, and citizens with bolder civic sense. Only this way can Italy's brand be renewed and remain powerful.

## Nation Branding in Italy: Italy's Wasted Potential

By Samuel Skipper



### Introduction

Reeking mountains of garbage in Naples, organized crime perpetually keeping the south in check, football betting scandals, acts of football hooliganism, 'Rubygate', Bung-Bunga parties hosted by the former Prime Minister – when Italy makes international headlines, it is more often than not for far from honourable reasons. Recently politicians, journalists, academics and economists discussed Italy's massive state debt, which could soon lead to a new devastating economic crisis in the Eurozone. This negative media coverage corroborates the widespread image of a melancholic country and reinforces existing stereotypes depicting Italy and other Mediterranean countries as the 'sick man of Europe': lazy, unproductive, inefficient, untrustworthy and incapable of handling internal affairs. While most governments are frantically trying to promote their national image on a global scale through campaigns and cultural events, Berlusconi & Co seem intent on exposing the 150-year-old republic to ridicule.

### Italy and Nation Branding

Nevertheless, the Bel Paese is ranked sixth in the Nation Brand Index, Italy is the first country for tourism and reached the second position for culture. Its ranking was lowered due to the poor scores for governance (yes, very surprising). As Simon Anholt pointed out, 'Italy's image is virtually the opposite of Germany's: very strong on the 'soft' side where Germany is weak (people, landscape, culture, fashion and food brands) and weak on the 'hard' side where Germany is strong (governance, economy, engineering brands).'<sup>6</sup>

### Nation Branding Example

Italians around the world are conscious of the strengths of their home country and take pride in promoting Italian products and culture abroad. Over 80 institutions operate in Europe and the US to protect and re-launch Italian culture and identity, one of which is the non-profit, non-governmental organization Centro Raccontami, an Italian Language and Cultural Arts Centre located in the heart of Manhattan. The aim of Centro Raccontami, and many other similar institutions, is to connect students to Italian people, language, arts, music, history, literature and thought in the countries they are based in by creating dynamic workshops or organizing conferences.

### World Image

In fact, Italy's enormous wealth of cuisine, landscape and history attracts over 45 million visitors per year. As fulcrum of the Etruscan civilization, Ancient Rome, the Roman Catholic Church, Humanism and the Renaissance, the boot-shaped peninsula has more UNESCO World Heritage sites (44) than any other country in the world. Tourism is, therefore, Italy's primary industry, accounting for 8.6 percent of the gross domestic product. However, there is also potential for Italy to improve in one of the 'hard' sides of public diplomacy, since its economy is the third largest in Europe and it has the world's sixth-largest industrial base. The food processing industries (Barilla, Ferrero, Parmalat), the car industry (Ferrari, Lamborghini, Maserati, Alfa Romeo, Iveco), the textile and clothing industry (Armani, Gucci, Prada, Versace, Dolce & Gabbana, Ray Ban) supply the world market with high quality products demanded in every

---

<sup>6</sup> Simon Anholt (2007), The slow decline of the 'Brand Italy', accessible at:  
<http://simonanholt.blogspot.com/2007/11/slow-decline-of-brand-italy.html>

corner of the world.

### Recommendations

Despite the existence of these institutions, the contemporary image of Italy is mostly linked with the image of Berlusconi and his related performances. It is up to the Italian political class to make the most of their nation's strengths to improve its reputation abroad. Italy needs a coherent public diplomacy to improve its image abroad. After decades of *mal governo* (bad governance) it is hard to imagine a change of course. However, the good news is that this under performance at the political and governance level leaves room for a vast improvement with a relatively small amount of effort.

## Nation Branding in the Republic of Moldova:

### An Early Assessment

By Mihai Tonu



### Introduction

With an estimated population of 4.1 million people, Republic of Moldova is situated in the Balkan Peninsula, South Eastern part of Europe and it claims an area of 33,846 square kilometres. A landlocked country, with Romania on its western borders and Ukraine on the East, Moldova emerged as an independent republic following the collapse of the USSR in 1991.

Perhaps not so many people are aware of the existence of this tiny state—but given its relative youth, this is perhaps not surprising. However, it is possible that most European countries have recalled and even purchased some of Moldova's finest products. The country distinguishes itself in exporting some of the world's finest drinks, amongst them Moldavian wine, champagne or the cognac. In the next part of this article, I shall present what the Republic of Moldova is most known for and how diverse it can be, and of course what its aspirations are. The Republic of Moldova has a rich cultural heritage which is of great interest to many tourists. From the remains of the heritage of the Geto-Dacian sides and the Roman fortifications, to the remains of medieval fortresses, cave monasteries, nobles' mansions and peasant houses. All these features create a picturesque image of the country offering a scenic view of the country.

### Nation Branding Example

When people hear the word Moldova (or Moldavia) many often think of an old song called "Numa Numa" (as opposed to "Dragostea din Tei—Love from the Linden trees"), a literal and original translation by the band O-zone. Indeed, the track proved to be very successful abroad which helped Moldova become more known abroad. However, from my personal point of view, music is not the only thing that helps Moldavians improve their nation brand. Could we imagine countries such Italy without its glamorous fashion or art, Russia without some of its famous vodkas? Countries imply pictures, songs, emotions and association in our minds, even though we have never actually been to the county; it gives us the first impression, an initial glimpse that involuntarily brings us closer to it. 'Numa Numa' must surely provide a similar function.

### World Image

As stated earlier, Moldova distinguishes itself in exporting some of the world's finest drinks, amongst them the Moldavian wine, champagne or the cognac. Although there is a high competition within these products, the country manages to maintain a top reputation registering major sales on an annual basis<sup>7</sup>. Moldova is also known for its fertile land which produces large amounts of fruits & vegetables. Its main trading partner is Russia; however its products are being exported all across Europe.

### Recommendations

Shortly after its emergence as an independent republic, Moldova realised that it required time to make the transition from an ex-communist regime towards that of a genuine democracy. The

---

<sup>7</sup> Anon. (2011), Moldova News, accessible at: <http://www.vinmoldova.md/index.php?l=3>

government's agenda covers further development with the main priority of integrating into the European Union. Nevertheless, a continuous process of strengthening the trade and economic relationship with the neighbouring countries is also an important step towards a successful welfare state.

In its path to European integration as well as attracting foreign investors, Republic of Moldova is improving its brand ratings, therefore, exports and tourism has dominated nation-branding efforts in this area. In any case, the state understands the importance of the nation branding campaign, since the country is still in the middle of reforms and a huge amount of its budget is being invested in implementing them.





## Nation Branding in Norway

By Andreas Hansen

### Introduction

Norway is often depicted as a near-perfect society: well endowed with natural resources, successfully multicultural, profiting from a high-level education system and taking on its environmental responsibility. Having grown up in Norway these things appear to be true. Since my departure the difference in salaries is as noticeable as the loss of being constantly surrounded by its natural beauty. However, the idyllic picture of Norway can be misleading. The oil Norway profits so greatly and has led the country to violate its commitment under the Kyoto Protocol for many years. The integration debate is a delicate matter also in Norway, and the supposedly great education system only achieves mediocre results in the Pisa test. That these latter truths are not widely known is certainly evidence of successful nation branding. This article will present some of the Norwegian nation branding efforts and the picture they have created of Norway abroad. It will also deal with the recent attacks on Oslo and their effects on the country's reputation.

### Norway and Nation Branding

Being a small country, often confused with its Scandinavian neighbours Sweden and Denmark, Norway does not have a very strong non-governmental national brand. Carlsberg is Danish, and IKEA and WASA are Swedish companies. Norway does not have similar high-profile businesses – the closest one comes to a product known by many non-Norwegians is Norwegian salmon. Thus, Norway has in great part fallen back on governmental action to further its image abroad. In this case the country has relied more on 'new' means of nation branding rather than sticking to traditional methods. Although these are still represented through Norwegian embassies and envoys abroad, the Norwegian government has not established a separate institution such as the Institut Français to promote the Norwegian nation brand. Instead, the Norwegian government undertakes to build the country's image through sponsoring a huge amount of cultural festivals, sport exchanges and educational exchange programs. Even the smallest cities in Norway host large-scale festivals an example being Tromsø with 70 000 inhabitants. Last year this city hosted both Ozzy Osbourne and the Sex Pistols. Such events also have a huge marketing value for Norway as big names always attract international media attention.

### Nation Branding Example

Another example of Norwegian nation branding is the football event Norway Cup, which takes place every summer. This massive tournament comprises 30 000 players from countries all over the world who are sponsored, among others, by the Norwegian government to come to Norway and play football. In this way the Norwegian image as open and multicultural is broadcast internationally. While the Norway Cup is an example of nation branding through internal initiatives, the government also sponsors an array of efforts intended for the international scene. For instance, the public broadcasting system recently produced a marathon movie of the Norwegian coast which was shown in South Korean subways.

### World Image

The above efforts certainly bore some fruit; a few weeks ago Norway was decently placed on rank 13 on the Anholt GfK Roper Nation Brands Index. At that time, the country probably was mostly associated with fjords surrounded by snow-topped mountains, a sympathetic royal family, and the Nobel peace prize. The Norwegian nation was one with a stable and well-functioning democracy and welfare system, though sometimes accused of left-wing socialism

by American Republicans. In Italy, Norwegian Black Metal brought Italians into contact with at least one aspect of Norwegian culture, and three years ago a guy with a violin singing about a 'Fairytale' provided Norway with some European fame by winning the European Song Contest. Quite often Norway was perceived as a part of Scandinavia rather than a nation of its own – and although it definitely hurts our national pride to be taken as a part of Sweden, there are worse countries to be mistaken for.

However, on the 22nd of July, Norway's anonymity was destroyed in a way no one ever wished for. Sure, the Norwegian government tries to enhance awareness about the country internationally, but that a terrorist attack with more than 70 deaths was to make Norway the world's top news story was something no one ever expected. The attacks of the 22<sup>nd</sup> of July were a national tragedy for Norway and will surely have huge domestic consequences for the country. Furthermore, they have changed the nation's brand for the foreseeable future. As Anders Behring Breivik went through with his terrible actions Norway's nation brand suffered heavily. Gone is the innocent, sleepy Nordic country where you could go during summer to see the midnight sun and fish in idyllic scenery while being stung by thousands of mosquitoes. Gone is the reputation of a safe and a harmoniously integrated country. Gone is the perception that Norway was incapable of political extremism. Breivik's actions have shattered the picture of idyllic Norway.

### Recommendations

In the future, it is likely that the first thing people around the world will think about when hearing 'Norway' is 'bomb attack' and 'massacre on an island'. These are not the first associations you want people to have about your country. Yet, it is going to be very difficult to re-brand Norway – the amount of international news coverage the attacks got is unprecedented in a Norwegian context; when Norway elected a new government two years ago this was not even mentioned in the BBC radio news and only featured as a minor notice on the broadcaster's homepage.

Not only have the events of the 22<sup>nd</sup> of July had a negative impact on the international perception of Norway, but also they might also further hurt the nation's brand by turning people's attention from the traditional clichés to more controversial themes. As Norway has lost its innocence, awareness about Norwegian presence in both Afghanistan and Libya might increase. Whether this will hurt or strengthen Norway's reputation abroad depends on where you stand, but the attacks of the 22<sup>nd</sup> illustrate how futile a national strategy for nation branding can be. Years of work by the Norwegian government and private sector were destroyed by the actions of one man.



## Nation Branding in Poland

By Agnieszka Krowinska

### Introduction

When tourists come to Poland, they are really surprised. Many of them think that Poland is still a country located on the other side of the Iron Curtain. Fortunately, this is quite a positive surprise because currently Poland is adapting well to its post-Warsaw-Pact position in Europe. Every year the Polish cultural calendar is filled to the brim. International celebrities are increasingly eager to attend Polish film or music festivals. As a result of this Poles, who still continue to feel the pressure associated with their troubled past, now may finally feel full citizens of a developed Europe.

Poland realised, that to develop at the European level, it must begin to invest more money in promoting Polish culture and art. The work began straight away. The main promotion of the country can be found on the Internet. There are many websites devoted to Polish history, important people and events. I think for tourists and people interested in Polish culture and History, they are valuable. As someone who travels frequently, I have to say that Poland has promoted itself very positively, especially among younger people. Many of my foreign friends have visited more Polish towns than I have. I think that investors are now beginning to open up to Poland and appreciate the talent and ambitions of students of Polish universities.

### Poland and Nation Branding

After the war, Poland was grappling with the problems that greatly affected the political and economic spheres for many years. The People's Republic of Poland did not allow politicians to promote the European system of values. Poland continued to stagnate until 1989 and after the Cold War it experienced a period of instability. The political culture was underdeveloped and the economy required thorough reforms. Thus, there was no time nor funds to promote Polish culture abroad. In the 90's the focus lied on privatization and "wound healing" after communism.

Poland finally woke up from the bad dream of communism and was able to begin to promote its positive image. It turned out that it was generally unprepared for it. Moreover, compared to other countries, Poland had no experience in nation branding or an obvious, steady cultural background.

### Nation Branding Example

This report will point out a few mistakes that Poland made in its promotional campaigns and in the way it finally managed to catch up with European standards, in order to offer a comprehensive overview of nation branding in modern Poland.

The Polish problem is that it continuously compares itself with other countries. Of course, this is often a positive aspect. It can accelerate development and create a desire to work on creating a better image. However, Poland will never be another Japan in terms of technology or an entertainment centre as the United States is. A central problem related to nation branding is the problem of the constant search for a typical symbol that could be immediately associated with Poland. France has the Eiffel Tower and Great Britain has Big Ben. Poland could use the Palace of Culture and Science in Warsaw or the Sukiennice in Krakow as its national symbol. This became a specific problem during the 2006 Football World Cup in Germany. FIFA created medals for children which had a cultural sight from the competing countries on its back. For the Germans it was the Brandenburg Gate, for the Americans it was the Statue of Liberty and for the Czechs it was the Lion. Given the aforementioned problem with a representative cultural sight, for Poland, it is odd that the character selected for Poland was a shepherd feeding ducks. This is clear evidence for the fact that Poland has to lead the promotion of its country in a different direction. Poland began to appreciate what it really has to offer, without looking at examples of which it will never be able to catch up to. The advertising campaign for 2011 is the best example of positive changes in the promotion of Poland abroad. Available in three languages, it is inviting tourists to reveal a joyful, positive, and above all, a true face of what is best in Poland. I think everyone - as the campaign message is saying - will 'Feel Invited' to visit Poland.

### World Image

Unfortunately, and despite much effort, Poles still have to contend with stereotypes that have evolved over the years. The Polish passion for fun combined with the popularity of Polish alcoholic drinks around the world can lead to an association of Poland as a nation with alcohol abuse. What is more, Poland still faces a difficult economic situation so many people are forced to emigrate for economic reasons, which is not always met positively in other societies. This also leads to a deficit of young, skilled workers in Poland itself.

### Recommendations

Although its reputation is still evolving, many people from abroad are choosing Poland to live in. The main reasons are the growing cultural scene and increasing opportunities for international cooperation and businesses. It is possible that in the coming years, the level of development in the international arena and in correlation with other countries will improve significantly. In summary, Poland is doing better and better and I think that its development will not be reversed in the coming years.

## Nation Branding in Spain: A Shining Example of Nation Branding

By Carmen Cuesta Roca



### Introduction

Growing up with a Spanish mother in the UK, it has always been difficult for me to place where my national identity lies. Born and raised in England, I am officially a citizen of the United Kingdom, and those who know me would argue that I am inherently British. Perhaps I am, but a part of me is very Spanish. This comes mainly in the form of cultural aspects such as the food, music and language that come from Figueras, Catalonia, where my family is from. These are very much imbedded into my personality. I would not be me without having grown up around 'caganers', 'turrón' and 'corridas'. Having spent more time in the UK than Spain perhaps makes me cherish these small Spanish traditions more than the British, but being British is something that comes so naturally to me that it is hard for me to explain exactly what it is.

### Spain and Nation Branding

Spain has been 'universally acknowledged to be the crown jewels in the recent annals of nation branding' (Cook, 2007). Spain first transformed itself from a fascist dictatorship to a low-rent vacation spot for the British and German working classes, and then from that to a cutting edge cultural destination. However, can Spain ever be entirely free from its dark history? As Lorca once said, 'In Spain, the dead are more alive than the dead of any other country in the world'. Whether it can or not, Spain is certainly putting its best step forward when it comes to not only the preservation of its identity, but also the sharing of culture beyond its borders.

### Nation Branding Example

The Carolina foundation, set up in 2000, promotes cultural relations through grants, research and visitor programmes, and the State Society for Cultural Action centrally manages the promotion of Spanish culture abroad and organises international exhibitions. This society results from the merger of three public entities: the State Corporation for International Exhibitions, the State Society for Cultural Commemorations and the Corporation for Spanish Cultural Action Abroad. Even Spain's autonomous governments have invested in cultural diplomacy over the years.

The Valencian community has been one of the most active in artistic promotion. Andalusia emphasises cultural cooperation with its southern neighbour, Morocco. In 1992, the government of Catalonia set up the Catalan Consortium of External Promotion of Culture, today part of the Institute of Creative Industries, to promote a Catalan presence in foreign markets. Despite cultural divides within the country itself, Spain, as a whole and as separate entities, is reaching out to the rest of the world.

### World Image

People do not always realise how far Spain has come since Franco's demise. The general perception of Spain is that it is a summer holiday destination, with beaches galore, scorching weather and delightful cuisine. But it is so much more than that, for example the birthplaces of Pablo Picasso, Salvador Dali and Joan Miro, some of the greatest artists of all time. Not forgetting notable writers, such as Lorca and Cervantes. Spain's history is rich with culture and talent, despite the political turbulence that runs throughout it.

### Recommendations

If Spain continues on this path of openness, it will be considered a pioneer in the field of cultural diplomacy, even more so than it already has been. Although it dropped four places down the list of the 2010 Nation Brands Index from the year before, this is surely a result of the Eurozone debt crisis. Spain's tumultuous past is more of an help than a hindrance in this respect, as it seems to be the drive behind Spain's will to become more culturally communicative. One can only hope that as Spain moves further and further away from that period of it's past, and the motivation to break down cultural barriers will not diminish.

## Nation Branding in Turkey: A Rickety Bridge Between East and West

By Metin Parlak



### Introduction

Turkey has always been sold as the bridge between East and West; the Marmara Sea with the iconic Bosphorus Bridge connecting Europe to Asia is the geographical and physical manifestation of this idea of a secular, western-looking state that is simultaneously Islamic.

### Turkey and Nation Branding

As any competent salesman will tell you, the advertising itself will not suffice, the product must embody what the marketing seeks to portray. People would not be paying the high sums of money they do for Mercedes cars if there was not a level of truth in their advertising campaigns, that they are luxurious, efficient and overall a superior product in the market. Historically, Turkey has struggled with this sufficiency aspect of its history and geopolitical position. Its chaotic internal politics, consisting of frequent coups and economic stagnation, has meant the bridge has been somewhat frail. Whilst the nation itself struggled to determine its place in the world, outsiders looked at an East-meets-West marketing option, with a historical perspective. Byzantium, Constantinople and then Istanbul did more for the Turkish image than the contemporary socio-political makeup of Turkey; political turmoil with consistent clashes of secularism versus Islam, the left-wing versus the right-wing and the role of the army versus civil governance.

What Turkey lacked was concrete internal policy which genuinely captured the East-meets-West concept. However, today things are changing. The conservative Justice and Development Party (AKP) which has been ruling Turkey since 2002 have taken measures which outline steps towards the political realisation of the East-meets-West idea within the international community. With regard to internal politics however, there ought to be a degree of concern. Whilst Ahmet Davutoglu and his foreign office make leeway on the world stage, internally, Prime Minister Erdogan consistently takes approaches which undermine basic freedoms such as freedom of speech with Turkey holding the infamous record of having the most journalists behind bars in the world. Parts of the opposition also have concerns about the safety of secularism of Turkey as they are very wary of the mildly Islamist ruling party. With these concerns in mind the opposition has had difficulty discrediting the AKP since Turkey has been home to a booming economy whilst many of the global powers have faced recession; it is now the second fastest growing economy within the G20<sup>8</sup>. The rising economy is the product of two key policy moves: the liberal market policies of the AKP to promote internal growth.

### Nation Branding Example

The biggest influence on Turkey's image is the so-called Good Neighbour policy. The famous foreign policy stance seeks to strengthen ties with Turkey's neighbours through political agreements and through the deepening of economic ties. The relative success of the policy has added substantial credibility to the national brand of Turkey as a bridge between East and West. In recent Middle Eastern issues we have seen Turkey play a very active role.

---

<sup>8</sup> Steve Bryant (2010), Turkish economic growth accelerates to 11,7%, Accessible at: <http://www.bloomberg.com/news/2010-06-30/turkish-economic-growth-accelerates-to-11-7-fastest-pace-in-six-years.html>

### World Image

The newfound respect coming from the East and West is the foundation of the bridge making Turkey a recurring actor within world news. Simultaneously, the interest for Turkey's internal politics and foreign actions grows. As we will continue to witness Turkey's economic growth, accompanied by a rise in political influence, the East meets West idea will edge closer to becoming a reality.

### Recommendations

Turkey should further promote policies such as the Good Neighbour policy and work to become an important regional actor by improving its image as one of the biggest Muslim democracies in the world.



## Nation Branding in Ukraine



### Introduction

Ukraine is the second largest country in Europe, covering an area of 603,700 km<sup>2</sup>. With an important location next to the Black Sea, Ukraine also shares borders with seven different countries: Russia and Belarus to the north; Romania and Moldova to the south; and Slovakia, Poland, and Hungary to the west. Despite of the rich resources and long Slavic history, which goes as far back as 4500 BC, people know relatively little about Ukraine. Today Ukraine is experiencing a turbulent period as it attempts its transition to a democracy. Many times in its history, Ukraine has gone through periods of rapid, and often forced, social and political change. Rather impressively Ukraine and its culture have managed to survive and grow stronger.

If you will try to search more information about Ukrainian culture, search engines bring you quite a standard set of its "major attributes", they are: "vushuvanka " (traditional cloth), Cossacks, bandura (a musical instrument), hopak (a Ukrainian traditional dance), borscht (national soup), and gorilka (Ukrainian alcohol). Certainly, each of these items is a small symbol of Ukrainian history and culture. Of course there are some elements of culture which are more powerful. They are simply represented in Ukrainian routine: customs, language, literature, music, behaviour, superstitions, moral and spiritual values, beliefs, food, holidays and more. People do not think about these things every day, they just live the way their ancestors lived.

### Ukraine and National Branding

Ukrainian traditions and attitudes do not differ too much from that of the West. However, every nation is unique and has certain national peculiarities in its lifestyle, public behaviour and etiquette. There are things that foreigners might notice while visiting this country. Many foreigners may observe tendency that in Ukraine, guests are given lots of attention and are warmly welcomed. If you are a guest in someone's house, your hosts will likely take you around town and show you the sights for several days. Traditional Ukrainian attitudes dictate that guests should be well fed and entertained for as long as they stay at your home.

The word "friend" in Ukrainian language implies a meaning of a closer relationship than in most other European languages. Ukrainians single out two meanings "friends" and "acquaintances", while citizens of Western European countries have dozens of "friends" but often have no really close friends. The tendency to form informal relationships easily is part of the national Ukrainian character. Despite Ukrainian friendliness, it is more customary to show negative emotions in public than in Western countries, which are often concerned with being positive. You can easily hear how drivers yell at each other and passers-by make sarcastic remarks and complain. In spite of this relative rudeness (by Western standards) and indifference,

do not be fooled, Ukrainians tend to be very warm and friendly in their personal relationships. Overall male-female relations are more traditional than is often seen in Western Europe. However, among youth there is a growing tendency towards European-style clothing and appearance.

Education plays a central role in all countries in forming values and attitudes. The system of educational instruction in Ukraine is quite a bit different from that of Western Europe. Students are given more material to learn and with significantly less hands-on practice than in Western Europe. Based on the Soviet system of instruction, Ukrainian schools foster the ability to fit in to the system and not stick out. On one hand it helps students learn at a young age to band together and cooperate on the other hand they not taught to express their individual opinions and stand out from the crowd.

Ukrainians love their country, and feel free to criticize their government and economy severely. People are proud to be the citizens of the country, which has rich history and deep cultural roots. There are more stereotypes about Ukraine, but today you will find many people who do not fit these stereotypes, even not in the most common one.

### Nation Branding Example

A lot of interesting events and activities are happening in Ukraine; for example, the Taras Shevchenko Day ( public holiday that honours the birthday of the great Ukrainian poet with events around Kyiv), the Kyiv Days (held annually during the last weekend of May in the capital Kyiv, events include music concerts, art performances and fireworks, as well as many other fun festivities), the Kyiv International Advertising Festival, the Koktebel International Jazz Festival ,a Trance Festival, the Odessa Jazz Carnival, the Molodist International Film Festival, the Art Gogol Festival, the Kazantip festival, Kiev Fashion, the Kyev Spring International Debate Tournament , Saint Nicolas Day, and so on.

One of the most impressive events in Ukraine that takes place in the summer is Ivana Kupala. There is a legend about the Ivana Kupala holiday. It claims that if you venture into the forest and find a magic fern in bloom you will find hidden treasure. The rite has found its way into films, cartoons and children's books, all contributing to its mass popularity across the country. Some people wear traditionally embroidered shirts and head to the Pirohovo open-air museum on the outskirts of Kiev.

A model of 19th-century architecture in Ukraine, the museum sits on some 150 hectares of green land and lakes cuddling thatched roof huts, old windmills and authentic Ukrainian bars. During the day, women weave flower wreaths and float them on water trying to guess where a future husband will come from; couples jump over a bonfire, hands locked, for cleansing the soul and more good luck in life, people singing and dancing. Such kind of festivals promotes Ukrainian culture and makes Ukrainian traditions popular among the youth.

### World Image

Ever since 1991, when Ukraine became an independent country, it has struggled with a poor international image. Despite being the one of the largest countries in Europe and one of the continent's most strategically important nations, Ukraine has singularly failed to sell itself since independence and remains a nation with an unnaturally low investment profile and an international image dogged by unhelpful associations with everything from Chernobyl and Stalinism to organized crime and political violence. A bad image is bad for business and the development of country's economy. The price of the country's image woes has long been a favourite theme among Kyiv's chattering classes, but it is only in the past year that we have seen any sign of a political commitment to address Ukraine's PR shortfalls.

Despite the huge PR boost the country enjoyed during the 2004 Orange Revolution, successive Orange governments from 2005 onwards failed to make an impact on Ukraine's international image woes, losing out instead to Russia's PR machine in the battle for European gas consumers' hearts and minds. At long last, it now appears that the country's international image may now be receiving the attention it deserves. The appearance of various new international media initiatives and national branding exercises since the arrival of President Yanukovich in office suggests that the new government is eager to boost Ukraine's global standing and is prepared to go onto the PR offensive. However, the political scandal surrounding the jailing of former Prime Minister Julia Tymashenko has provided yet more hurdles for Ukraine to overcome.

### Recommendations

National branding is an important part of diplomacy and of a country's development; that is why working on the country's soft power is a smart move that many business communities have long called for. The Ukrainian government's recent efforts to portray itself in a positive light have had limited success. This may be a result of the negative coverage being generated by the country's slide down the rankings in various international annual democracy and freedom surveys. Despite the investment in promoting national branding and marketing techniques, today's Ukraine continues to attract negative headlines: for example, an end-of-year review of the world's best parliamentary fist-fights which was published in world's famous newspapers saw Ukraine featured on three separate occasions. This influences Ukraine's international image. There is a widening credibility gap between the officially approved version of Ukrainian branding and the reality of the government's actions in the domestic arena. Without successful internal reforms, even the finest work of the world's top marketing agencies will continue to lack credibility and therefore, it could eventually result in a creation of a long-term harm to Ukraine's international image.

## Nation Branding in the United Kingdom:

### The Brand of Britishness

By Jason Dudhee



### Introduction

Having been born in the United Kingdom my life has been enjoyable, memorable and enlightening. Growing up I enjoyed listening out for the Ice cream van and having family around for Sunday roast. As I grew older playing football in the park changed to drinking beer in the pub. Whilst at the same time I have been privileged to go through an internationally acclaimed educational system. But they are not exclusively British.

### United Kingdom and Nation Branding

If the question 'what Britain most famous for?' was asked in another country the response would most likely entail; fish and chips, tea, the monarchy and the houses of Parliament. However in my opinion these aspects of Britain's nation brand are superficial. UK tourism is a sustainable industry but surely it is not the tea and crumpets that attracts thousands of new immigrants every year. Instead it is the practice of tolerance and respect of other cultures, opportunities for a better life and the protection of essential human rights such as freedom of religion and association.

### Nation Branding Example

As the world becomes globalised societies in the developed world will become increasingly multicultural. According to British sociologist Bhikhu Parekh there are two responses to multiculturalism. First is the negative 'Monoculturalist' response in which policies are made to assimilate minority cultures. For instance France has adopted this strategy on the 11<sup>th</sup> April 2011 by implementing a ban on burqas worn by women. Second is a 'Multiculturalists' response, in which minority cultures are welcomed, cherished and allowed to flourish. It is this positive response to multiculturalism that is the significant aspect of the UK's nation brand.

Nevertheless this approach has also been criticized. For instance during the Pope's visit to London in September 2010, the pope's aid Cardinal Walter Kasper compared London's multicultural environment to a third world country. In addition, immigration has become a highly debated political issue in British society, demonstrable when David Cameron suggested during a security conference in Germany that the multicultural strategy had failed. In light of the recent riots that have plagued the UK some may suggest that he is right. However to condemn the entire multiculturalists strategy would be erroneous. Furthermore, I believe the majority of the British public would disagree, since we take pride in our practices of tolerance and understanding of others.

### World Image

That said, the riots have challenged the reliability of Britain's nation brand. Whilst it has raised questions over the capabilities of the coalition government, there also appears to be a lack of cohesion and morality amongst this particular sub-culture. Therefore, instead of just allowing different cultural groups to flourish I believe that the brand is missing a collective identity: 'A sense of 'Britishness,' that incorporates all the different cultural groups. This would in turn produce a uniform culture, including a set of morals, giving all a sense of belonging and prevent alienation. Ultimately, it will contribute to social cohesion of society and hopefully prevent future social unrest.

### Recommendations

In conclusion, the most significant aspect Britain's nation branding is the welcoming and tolerant response to multiculturalism. This has been threatened by the rise of far-right groups and the recent riots that have demonstrated social cohesion is far from complete. What is needed is a collective identity, a sense of 'Britishness' that can act as the glue keeping the UK's multicultural society together.

## Nation Branding in the United States of America

By Jessica Bell



### Introduction

America sits in first place on the Nation Brand Index for 2010 as the world's most valuable country brand. Many attribute this to President Obama's election in 2009. Simon Anholt, the creator of the Nation Brands Index and one of the top experts in the concept and theory of nation branding stated while "last year, [...] the United States [made] a significant leap in its standing to the top nation spurred by the election of President Obama, the reputation landscape of the countries comprising the top 20 have remained relatively stable, however, the uncertain global economic climate, combined with financial bailouts, natural disasters and civil unrests have created some interesting shifts, especially among southern European nations." (Nation Branding)

The index takes perceptions of people around the world for a country's "cultural, political, commercial and human assets, investment potential and tourist appeal of each nation". Anholt also works with the assumption "that nation branding can be divided into six primary sub-fields: tourism, exports, governance, people, culture and heritage, and investment and immigration" (Diaspora Matters).

This brings us to the ever-interesting dichotomy of America sitting on top of the 'most valuable country brand' throne and yet encounters ever more anti-American sentiment worldwide. Many people and nations may condemn foreign policy actions, foreign intervention, aggressive free trade politics and dismissive attitude towards environmental protection, but at the same time buy Apple computers, drink Coke and lust after the newest Nike's. So does a 'poor image' really affect the commercial brand of a country? After walking through the office asking co-workers what they thought of America, I was answered with words such as Obama, California, Dollars, Capitalism, Globalization and even Empire; however I also saw a large number of Apple products on desks and in ears and coke bottles from lunch. Negative feelings created by US actions and policy has not seemed to make a difference in the sale and spread of US products. If nation branding is a combination of factors, then a downward shift in one factor (foreign policy public opinion) may be directly correlated with a downward shift in another (market goods).

This is particularly interesting in the case of the USA. It seems to sit on either end of the spectrum on the various factors. The US comes in second on the World Tourism Rankings put out by the UN World Tourism Organization, and come in 4th in world exports according to the CIA World Factbook. Yet every day we are faced with news stories proclaiming the negative public opinion of the US, anti-American sentiment growing and Americans doing nothing to counteract this trend. So, are we the best or the worst, loved or hated? Are we more well known for Apple or for Abu Ghraib? Perhaps we are neither and our 'national brand' is a little more complicated than that.

### United States of America and Nation Branding

American nation branding is somewhat more ambiguous than many countries, having no stated Ministry of Culture. Many of the US's cultural diplomacy activities are conducted through the U.S. State Department's Bureau of Educational and Cultural Affairs. This body often grants funds to projects that are administered by non-profit organizations. The US has many programs focused on international exchange of students, scholars, professionals and military personnel. Because of its history of the Cold War practices of cultural diplomacy being quite close if not blatant propaganda, the US now focuses on citizen to citizen interaction, rather than winning

the hearts and minds of the natives, however this still does sometimes happen.

The non-governmental part of 'Brand America' is due to the strength and prevalence of American companies and products (e.g. Disney, Nike and Apple). This works both positively and negatively for the US. On one hand American products can be seen around the world and are in high demand; however the other side of the coin reflects the world's reluctance to be Americanized and the backlash against America. This side of nation branding, the one that is not controlled or produced by the government may be more 'real' in a sense but for America, can bring as many drawbacks as it does benefits.

### Nation Branding Example

One of the most well known examples of American nation branding is President Barak Obama himself. After his election in 2009, the US began to gain legitimacy in the international community. The damage that President Bush did to US international reputation is undisputable, regardless of that fact that it was an administration as well as other factors that went into US Foreign Policy decisions at that time. President Bush represented a certain mind-set that people around the world did not identify with and could not support. However Obama brought hope for change, progress and a new world-view and people responded to that. Although currently Obama may be somewhat suffering in terms of world image right now, one cannot deny the benefits he has brought to 'brand America'.

### World Image

The US has a very interesting and complex international image. Its position as the somewhat disputed 'superpower' of the world brings much criticism along with its high status. Many respect the authority, strengths, economic prowess and democratic ideas that the US champions while others cite that America is culturally, politically and economically imperialist.

### Recommendations

The US, given its reputation, history and precarious position in world politics, the US should focus its efforts on citizen-to-citizen interaction. This will increase the two-way dialogue between culture and work against criticisms of one way propaganda or cultural imperialism. This also can give Americans a view of the world while also dispelling stereotypes of Americans abroad. Education exchanges, art collaborations, Music festivals and professional interaction can increase the contact between American citizens and the world.



## Nation Branding in Zimbabwe: Keeping it Together

By Edson Ziso



### Introduction

The mere mention of Zimbabwe to those who have been familiar with the Southern African country's contemporary developments, especially as presented by mainstream global media, is often met with strong indignation or sympathy. Not only does it begin with questions surrounding the person of His Excellency President Robert Mugabe, but hovers around a picture that has been made synonymous with Zimbabwe: record inflation, poverty, repression, unemployment, empty shop shelves, Cholera, AIDS, massive emigration—all up, a country that is simply just stuck. Yet, whilst it is undeniable that Zimbabwe has been experiencing by far the worst times in its short post-colonial history, this should not be allowed to blight the world from the enduring and lasting Zimbabwe brand whose narrative hardly gets to be told (and told fully). Zimbabwe is currently wobbling under an inclusive government between the Zimbabwe African National Union (Patriotic Front) ZANU PF, and the two Movements for Democratic Change (MDC- T and MDC-N) parties. It is not perfect at all, but it is keeping the country together.

### Zimbabwe and Nation Branding

Without even bothering to check the current National Brand index, one can safely guess that Zimbabwe will definitely be located at the bottom—and yes, it really is somewhere there. A combination of a serious governance deficit, which precipitated a political crisis and a painful economic quagmire at the turn of the century that peaked in 2008 and only subsided recently, led to a serious image problem for Zimbabwe. Once classified as 'an outpost of tyranny' by President George Bush, then placed under EU, UK and US sanctions to travel warnings for citizens from these countries and also an often-unfortunate though understandable misconception of Zimbabwe's Fast Track Land Reform Program. What is actually interesting is that Zimbabwe is still standing up and talking about nation branding. The point that needs to be made and understood is that there is more to Zimbabwe than the negativity that has so dominated perceptions, especially abroad.

### Nation Branding Example

Granted, Zimbabwe may have lost the first decade of the 21<sup>st</sup> Century but it is still a country with wide-ranging richness—and, with some degree of authority, I can say it is a future African leader. Due to its natural wonders, among other factors that include the majestic Victoria Falls, flora and fauna and the scenic Eastern Highlands just to mention a few, it was referred to as the 'Jewel of Africa' and 'Africa's Paradise' as far back as the early 1980s.

This is a status temporarily lost. Barring any significant political hurdles, almost all informed tourists wish to visit Zimbabwe. It is not surprising that even during the past decade, when arrivals from traditional Western markets dropped woefully, a surge in Asian arrivals helped cover this gap. Zimbabwe exports unique products like flowers, tobacco and Mazoe, an orange juice whose natural quality is appreciated widely. It can also be said, with all the humility I can muster, that the proudest among Zimbabwe's products are its people. Not only are they exceptionally warm and enterprising, but they are among the most educated in Africa. Actually, Zimbabwe currently ranks as the UNDP highest rated literate country in Africa, after dislodging Tunisia to second position in 2010. It is a young Zimbabwean woman, NoViolet Bulawayo who just a few weeks ago won the Caine Prize for African Literature. Zimbabwean theatre is also widely sought after internationally and groups such as Inkululeko Yabatsha School of the Arts (IYASA) continue to successfully tour and showcase Zimbabwe across the globe. These are just a few notable examples. In the same vein, although mass migration from Zimbabwe still



continues, one can no longer refer to it in simplistic, miserable terms because most educated Zimbabweans are going on to prove their mettle in various fields and their remittances back home constituting a significant amount of GDP.

## World Image

It is important to highlight that at an official level, Zimbabwe has learnt hard lessons in the aftermath of being cold-shouldered by the West ever since the initial Zimbabwe-UK bilateral dispute was internationalised. Nation branding and country marketing is therefore taking place, but with less of a focus on the West. To that end, almost five years ago the government launched the Look-East policy in search of new markets, new alternatives. So in terms of branding itself, Zimbabwe engages in various activities like the Sanganai/ Hlanganani Expo that is meant to present a positive image through interaction between commercial and cultural merchants.

The first, second and third editions of Sanganai were a resounding success and exhibitors including the leading African destinations and major world tourism markets such as South Africa, Botswana, Malaysia, China, Zambia, Malawi, Kenya, Indonesia, Italy and many others. The editions have seen the whole world converging in Zimbabwe in the form of high calibre international buyers as well as exhibitors, hence achieving its main purpose of bringing the world to Africa.

Beyond any country's borders, the perception that people hold on it is normally a product and manifestation of its internal self. This includes governance, economic status and internal order. It also is influenced by how the media portrays it, how Diasporas present themselves and such other external factors. We may unfortunately be known as a people who resent the white community because of the farm invasions that took place in the early 2000s which saw white farmers, largely of British descent, losing their stranglehold on fertile land. The manner in which this took place is indeed regrettable but the sensitivity of resource sovereignty is hardly appreciated in post-colonial realities. We are portrayed as a violent people due to political violence which is reported daily in Zimbabwe but it is important to understand that these are predominantly isolated incidents where political malcontents are used by politicians often for selfish political ends. Not every Zimbabwean is a political thug.

Lastly, Zimbabwe is also viewed as one of the most unsafe destinations to do business as there seems to be deliberate government policy to 'grab' foreign, private capital's assets under the guise of 'indigenisation' and general disregard of property rights. I concur that this is serving to plummet investor confidence at a time Zimbabwe needs investors and partners to resuscitate the ailing economy from the deathbed.

## Recommendations

Going forward, we are guided by the fact that perceptions are currently so negative about Zimbabwe and the current branding efforts should be taken seriously and indeed adopt a dynamic strategy. Zimbabwe's image management can take various forms like Tourism but the biggest lesson is that it matters not how much attractive our country is to tourists, but what counts most is the perception that potential tourists have on the country as a destination. By its very nature, tourism belongs to the family of luxuries where adventurers spend disposable incomes on travel and holidaying. It is thus very sensitive to the environment.

It is different from, say oil, which is a critical need that will be demanded every day, regardless of season, political situation or even cost. Zimbabwe's branding should thus be more on the portrayal of this 'African Paradise' not merely as beacon of beautiful tourist resorts, but rather as a country that believes in political stability, economic prudence, respect for human rights and freedoms. In any case, the world is full of tourist attractions and it is wishful thinking to imagine that tourists will flock to Zimbabwe nevertheless.

Further, while indigenous policies are populist and appealing, Zimbabwe is faced with an urgent need to prove to the concerned world that this is not yet another primitive, asset grabbing spree or the further concentration of wealth among the ruling elite and their bandwagons. This will determine the success or failure of any nation branding efforts. Finally, Zimbabwe must try and mend broken bridges with Britain in particular and the West in general as softening of attitudes will foster close co-operation and limit misconceptions, when for example, the Western is allowed to work in Zimbabwe again where they can report better and help in mending Zimbabwe's image.

Meanwhile, the recurrent political bickering is causing discord and distorts any nation branding efforts. Our politics is under the spotlight and events in the next year or two will determine where Zimbabwe goes from here. Whereas it cannot be argued that bringing together the MDCs and ZANU PF to work under one roof is definitely characteristic of an unworkable marriage of convenience, selfish interests and sheer obstinacy of some as well as the demagoguery of others is not in the interest of the country. The political leadership of the country represent the face of Zimbabwe to the world and national branding starts with them. Political bickering at the highest level of the Zimbabwe state only exacerbates negative perceptions and that must stop.

## Conclusion

As we have seen throughout this chapter, despite the fact that nation branding is a relatively new concept, it has been employed by a variety of states in diverse ways. However, it is important to realise that nation branding can be seen as a controversial method of dealing with a heterogeneous society. Who is part of the state? Who is part of the nation? Are different parts of a society equally represented?

Thus, the starting premise is to more concretely analyse the terms 'nation', 'state', and 'nation-state', although there exists no consensus within academia how to define such terms. It is important to note, even though they are frequently employed synonymously, they carry different connotations. Such subtle variances can be seen in the definitions of "Kulturnation" and "Staatsnation" in 1907 by Friedrich Meinecke. Meinecke distinguishes between a "Kulturnation" (cultural-nation) and a "Staatsnation" (state-nation). Here, a cultural nation encompasses people that feel connected to one another due to shared traditions, culture, language, and religion. On the other hand, a state-nation comes into existence, because the desire of the heterogeneous population of a region. From this it can be concluded that a state is the sum of all institutions that enable the citizens of a geographical area to live together; the executive, the legislative and the judicative. A nation is the sum of people that share something in common, irrelevant of the geographical location. As such, when we refer to the term nation-state, this is the overlapping of a state and a nation. Therefore, it stands to reason that a state can be made up of several nations, or a nation can be spread globally, one such example would be the Jewish Diaspora. Hence, the creation of a nation-state, and an appropriate nation branding of a state, always remains an ideal, because a state seldom encompasses a homogeneous nation. Since no uniform culture within a state exists, it is difficult to create a sufficient and accurate nation branding, a tendency which intensifies through globalisation and the importance of geographical boundaries decreases, through e.g. migration and the network society. The best way to react to this, as we have seen in various examples of this report, is to emphasise the growing cosmopolitan character of the countries under study, to suggest that while over-arching identities and affiliations are of course present, no one image or brand can portray the identity of the entire population.

Simultaneously, nation branding has the aim of deconstructing stereotypes, by promoting new, overall positive, images. Whether this can be achieved remains debatable, however it is important to keep in mind that nation branding has to be carefully balanced. As we can learn from history, 'nation-states' were formed in order to enable rights to its citizens, and to create a better living for people in one geographical area and nationalism was the movement to create those improvements. However, in the past, in the name of nationalism, a variety of unsanctionable actions have been pushed forward. Therefore we should tread carefully in the implementation of nation branding and be sure to tread the wire between feeding extreme nationalism and also be wary not to reinforce existing stereotypes. Nation branding has to be seen as a highly interpretable concept with the ability to break down barriers, but also the potential to alienate, and divide. Therefore - as previously stated - nation branding must be employed carefully and balanced thoughtfully.

Despite the potential obstacles to successful implementation, nation branding, if employed appropriately, can help with communication between multiple actors and multiple locations. But, it is important to not be blinded by it, keeping a critical eye on the matter. Looking deeply and honestly in one's own country, instead of only showing the positive sides, improves the communication not only quantifiably way but also qualitatively. Still - as it can be seen above in the country specific examples - the idea of a uniform and specific culture of a country is

replaced by a sense of an inclusive cosmopolitanism with a warm invite out to the world to come, visit, stay and to create your own opinions and understandings about another country.