



NATION BRANDING

CONCEPTS, ISSUES, PRACTICE

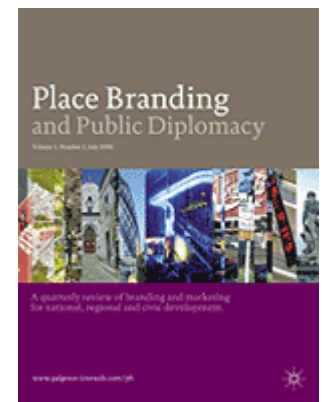
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Overview

- Why countries engage in nation branding
- Evolution of nation branding
- China's nation branding
- Korea's nation branding
- Japan's nation branding





Nation branding is exciting, complex & controversial

- Exciting – an area with little existing theory but a huge amount of real world activity
- Complex – covers many disciplines beyond conventional brand strategy
- Controversial – a highly politicised activity



What is a brand?

- Some definitions focus upon the visual manifestation of a brand
 - Brand name, logo, typeface, etc
- Other definitions go beyond the visual aspects of a brand and aim to capture its essence
 - Brand identity, history, culture, values, etc

Brands do not exist in a vacuum



- To be successful, brands must co-exist successfully with the prevailing zeitgeist
- Through the foundations of their national identity, nation-brands possess far richer and deeper cultural resources than PSC (product, service or corporate) brands



Brand-building requires a long term commitment

- Nations need to adopt a long term, strategic view when building their nation-brand
- The effects of a short term advertising campaign may be ephemeral

Nations do not belong to brand managers or corporations



- If nations 'belong' to anyone, they belong to all their citizens
- When applying the concept of a brand to nations, there is an ethical obligation:
 - To do so in an honest, respectful manner
 - To acknowledge the limits of how appropriate it is to treat nations as brands

Why countries engage in nation branding



- 3 key objectives:
 - Attract tourists
 - Stimulate inward investment
 - Boost exports
- Further objectives include:
 - Gain influence in international affairs
 - Attract students and workers



Nation branding can also:

- Help erase misconceptions and negative stereotypes about a country
- Allow the nation to position itself more favourably with regard to its target audiences
- 'The New France' campaign

The evolution of nation branding



- Many nation branding concepts derive from the academic fields of national identity and country-of-origin
- The context is economic globalization, whose contradictory effects are:
 - Homogenization of markets
 - An increasing sense of national identity

Evolution of the scope of branding



- From the most basic physical product to the most diverse nation, branding has steadily increased its scope of application
- Specific parallels exist between *corporate branding* and *nation branding*:
 - Complex, multidimensional nature of the corporate/nation entity
 - Existence of multiple stakeholder groups



The interface between diplomacy & commerce

- 'Public diplomacy'
- "The relationship between diplomats and the foreign publics with whom they work"
-Jan Melissen, Introduction, *The New Public Diplomacy: Soft Power in International Relations*, 2007, Palgrave Macmillan



China's nation branding

- Increasing promotion of China's culture
- Confucius Institutes set up worldwide (10 in Japan)
- 50-100 cultural performances per year all over Japan
- Publication of *China Book International* quarterly magazine



Public diplomacy instruments used by China in Japan:

- The media – e.g., intention to hold bi-monthly press conferences with Japanese press association
- Celebrities – e.g., Chinese movie stars visiting Tokyo Movie Week
- National Day celebration – held at major hotel in Tokyo; 1000-2000 attendees; Japanese political & corporate spheres



Chinese diaspora in Japan

- Association of Chinese Professors in Japan
- When Prime Minister Fukuda travelled to Beijing in the afternoon, he met with this association in Tokyo in the morning



Deep-rooted exchanges between Chinese & Japanese:

- Schools & universities
- Chambers of Commerce
- Twinned cities



“Cooking lesson helps ease gyoza scare”

Asahi Shimbun, Monday 18 February, 2008

- “Gyoza is an important dish eaten when we celebrate the Chinese New Year. The food implies family gatherings and happiness” (Consul General Wu Shumin)
- “I’m surprised to learn that the preparation method & ingredients are different from Japanese gyoza” (a participant)



Korea's nation branding

- Brand positioning – 'Dynamic Korea'
- Korean figure skaters used as 'goodwill ambassadors' (Kim Yu-na & Park Tae-hwan)
- Commercials produced by Korean Overseas Information Service (KOIS)
- Aired on CNN, BBC World, Asahi TV, etc

Enhancing the 'Made in Korea' trademark



- Government-supported 'Brand Management Centre'
- Provides brand consulting and a brand database where companies can find best practices, market trends, overseas consumer analysis, and Korean brands' export trends (International Trade Forum, Issue 4/2005)

Issues & initiatives for Korea in Japan



- 5,000 years of shared history
- The Korea Foundation (analogous to the British Council)
- Safety/security (vis-à-vis North Korea)
- Cultural event in Shinjuku (many Korean businesses based there)



Japan's nation branding

- (Case study contributed by Professor Satoshi Akutsu, Hitotsubashi University, Tokyo)
- Key goal is to “improve the image and reputation of Japan and turn it into a nation that is loved and respected by people throughout the world”
- -Intellectual Property Strategy Headquarters (2006), Intellectual Property Strategic Program 2006

Development of Japan Brand Initiatives



- The *Japan Brand Working Group* set 3 goals:
 1. Fostering a rich food culture
 2. Establishing diverse and reliable local brands
 3. Establishing Japanese fashion as a global brand

Eat Japan 2007



Participants in Japan's nation branding:



- Government offices, e.g., Ministry of Land, Infrastructure and Transport; Ministry of Economy, Trade and Industry; Ministry of Agriculture, Forestry and Fishery
- Japan Business Federation (Nippon Keidanren)
- Japan Association of Corporate Executives (Keizai Doyukai)
- JETRO

Future prospects for Japan's nation branding



- Develop higher levels of integration between the functions of export promotion, tourism, inward investment, and public diplomacy
- More support for promotion of food and drink
- Adopt a more entrepreneurial approach, e.g., maximize the impact of Japanese sports stars abroad (Shunsuke Nakamura, etc)
- Systematic & comprehensive evaluation of Japan's nation branding activities