The role of visual ad verbal identity in country branding: country names, slogans and logos

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Global competition

1945 51 countries
2009 192 countries

Tourists
Foreign investors

Customers, buyers of our products
International organizations

“Countries behave, in many ways, just like brands. Even when a country does not consciously manages its name as a brand, people still have images of countries that can be activated simply voicing the name.”

A brand is a product or service or organization, considered in combination with its name, its identity and its reputation. 

Branding is the process of designing, planning and communicating the name and the identity, in order to build or manage the reputation.

Country branding helps

Ensure that whenever there is an opportunity for a country to express itself, the key messages and tone of voice come across with strength and consistency.

One part of this is creating a consistent visual and verbal identity.

But never forget ...

Creating competitive identity for a country is:
- 80 per cent innovation,
- 15 per cent coordination
- and only 5 per cent communication.

Country names

- Where are you from?
- Poland.
- Ah, Holland!

- Where are you from?
- Hungary.
- Are you hungry?
Name changes – political reasons

Guatemala

Estonia

Czech Republic

Lithuania

Great-Britain

Name changes – marketing reasons

Estonia

Estland? E-stonia?

Categorization of logos

Britain

Spain
Country names, slogans and logos
Country slogans – marketing reasons

Royalty
- Brunei – the Kingdom of unexpected treasures
- The Ancient Kingdom of Tonga

Treasures
- Bhutan – Land of the thunder dragon
- Cambodia – a world of treasures

Culture
- Republic of Macedonia – Cradle of culture, land of nature
- Visit Kosovo – history in the making

Food
- Costa Rica – No artificial ingredients
- India – We add spice to your life

Discovery
- Canada – keep exploring
- Kenya – experience a different safari every day

People
- Aruba – One happy island
- Hungary – Talent for Entertaining

Joy
- Bermuda – feel the love
- Enjoy England
- Hungary – A love for life
- Albania – A new mediterranean love

Escape
- Norway – a pure escape

Personal message
- Israel – No one belongs here more than you
- Romania – Come as a tourist, leave as a friend
- Smile! You are in Spain!

Self-expression
- Austria – At last!
- Argentina – Más de una razón

Vibration
- Estonia – positively transforming
- Korea sparkling
- Poland – creative tension

Superego
- 100% Pure New Zealand
- Croatia – Mediterranean as it once was

Conclusion

• It is of crucial importance that both residents and foreigners like and can connect to these verbal and visual elements.
• There are only a few distinctive, really different slogans and logos.
• Even the most brilliant logo and slogan is powerless if it is not backed up by a comprehensive branding system.

Thank you!
Questions?

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