

BUDAPESTI
KOMMUNIKÁCIÓS ÉS
ÜZLETI FŐISKOLA **BKF**

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

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Global competition **BKF**

1945	51 countries
2009	192 countries

Tourists



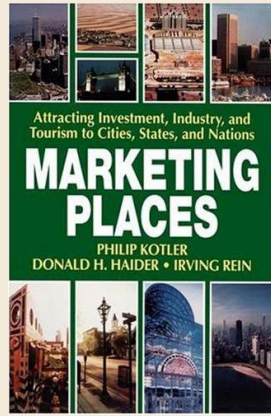
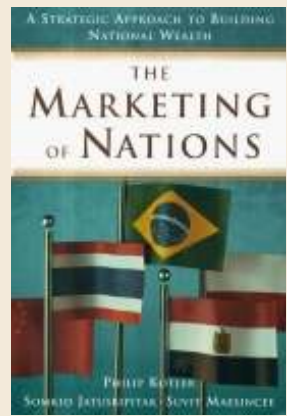
Foreign investors



Customers, buyers of our products

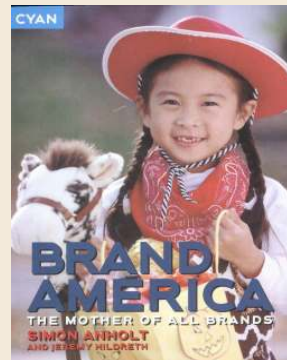
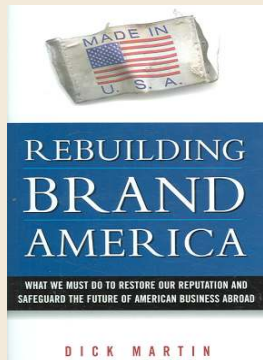


International organizations

Philip Kotler & David Gertner (2004) **BKF**

„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.”

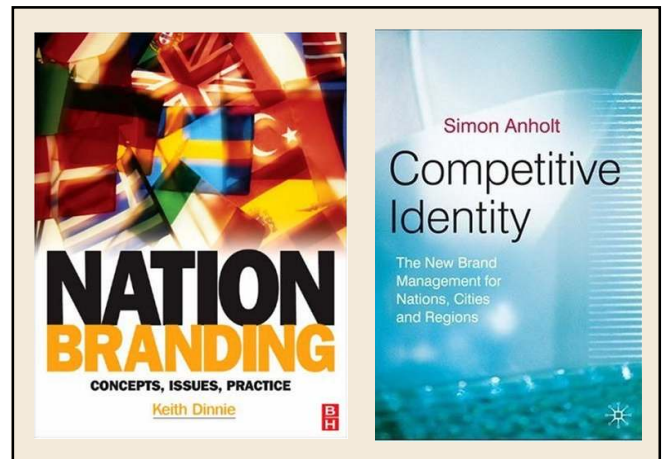



Brand and branding



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



Name changes – marketing reasons



Guatemala	Guatemaya?
Estonia	Estland? E-stonia?
Czech Republic	?
Lithuania	?
Great-Britain	?

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The Czech Republic

Renaming the Czech Republic

May 20th 2004
From The Economist print edition

BELOVED as it is of headline writers, for whom anything Czech will be in the post on the rare occasions when it is not being bounced or mated, the name of the Czech Republic gives little pleasure to Czechs themselves. It is too formal for everyday use, they say. Nobody takes a holiday in the Kingdom of Spain or the Commonwealth of Australia....



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Lithuania considers name change in makeover plan

Fri Jan 25, 2008 8:28pm GMT

VILNIUS (Reuters) - Lithuania is thinking about changing its name in English to something easier to pronounce in plans to boost its image, officials said on Friday.

The small southern Baltic state, in the shadow of neighbours Russia, Germany and Poland, wants to raise its profile to attract more investments and tourists.

A commission led by the prime minister approved a marketing concept which says the country of 3.4 million people should promote itself as daring. A name change is also being mullied.

"Lithuania's transcription in English is difficult to pronounce and remember for non-native English speakers, but the name change is only an idea under consideration," said government spokesman Laurynas Bucalis, who led the group behind the recommendations.

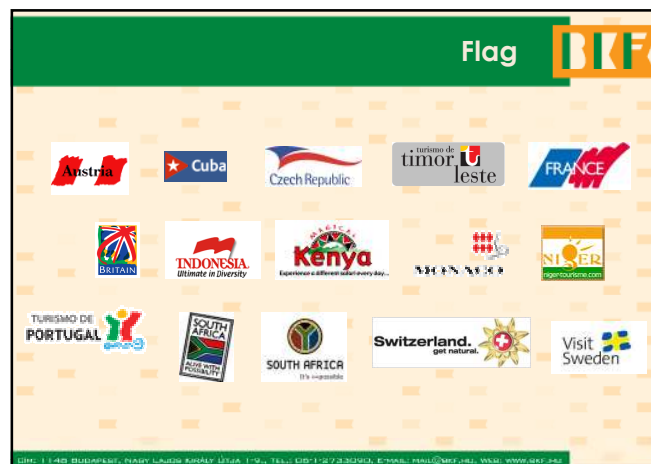
No ideas have been presented yet as to what the name should be in English. In Lithuanian, the country is called Lietuva.

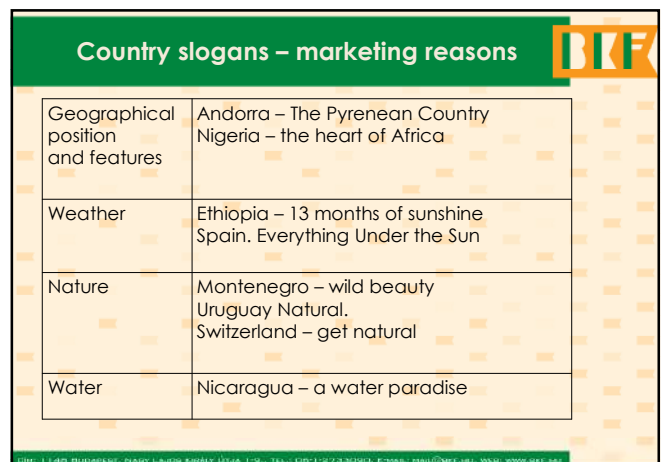
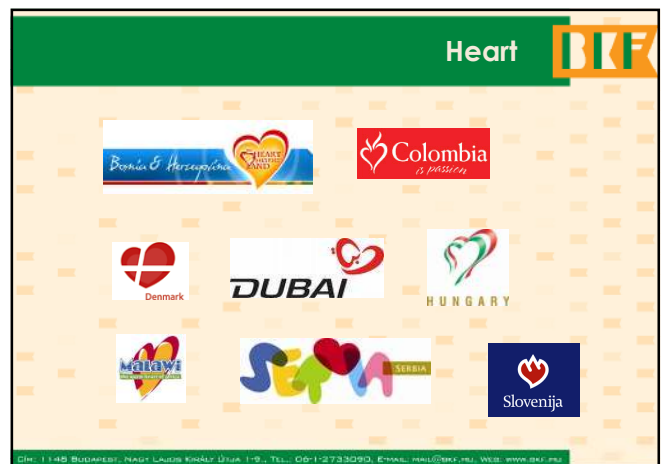
Many people outside the Baltic region often get mixed up between Lithuania and Latvia or even have difficulty saying where the Baltic states, which include Estonia, are located.



Categorization of 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

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Country slogans – marketing reasons



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

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Country slogans – marketing reasons



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!

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Country slogans – marketing reasons



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

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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.

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Thank you!
Questions?

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