

CBI08

# Thai American Business Program Conference

## 2008 CBI INSIGHTS: THE THAILAND COUNTRY BRAND

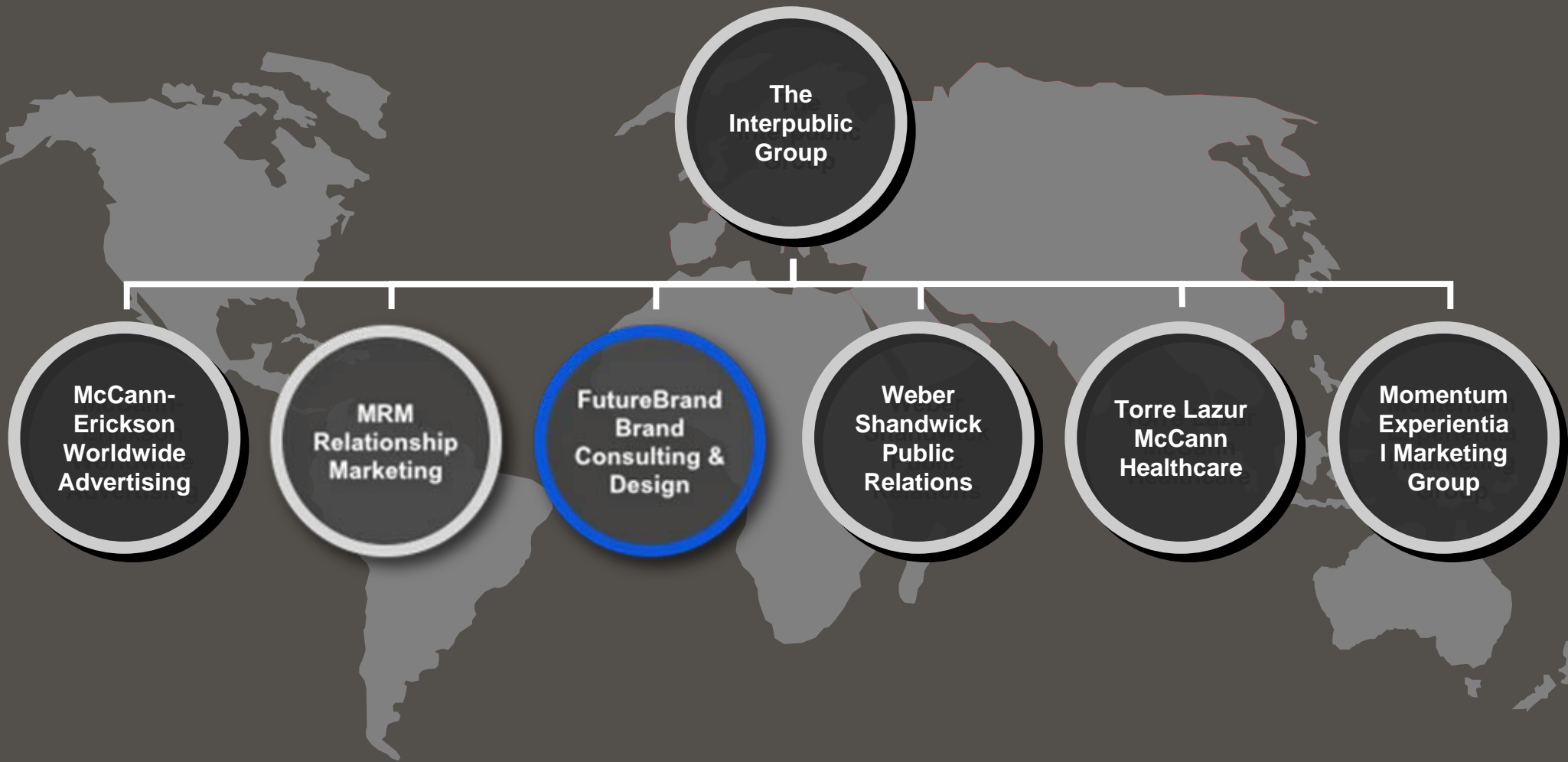
AUS – 1.00 CAN ▲ 2.00 USA ▼ 3.00 ITA ▲ 4.00 CHE ▲ 5.00 FI

S & SPORTS • FRIENDLY LOCALS • FAMILIES • VALUE FOR MONEY • RISING STAR • STANDARD OF LIVING • IDEAL FOR BUSINESS • EXTEND A BUSINESS TRIP • CONFERENCES • POLITICAL FREEDOM • EASIEST

FutureBrand



# WE ARE PART OF THE INTERPUBLIC GROUP



# WE WORK WITH SOME OF THE WORLD'S MOST SUCCESSFUL CORPORATIONS



# WE WORK WITH SOME OF THE MOST POWERFUL DESTINATION AND TOURISM BRANDS



# 2008 COUNTRY BRAND INDEX AT A GLANCE

**CBI 08**

Country Brand Index 2008

USA +8.00 JPN +5.00 UK +10.00 AUS - 1.00 CAN +2.00 USA +3.00 ITA +4.00 CHE +5.00

FutureBrand

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### Country Branding

This is the heart and soul of the Country Brand Index. It is a global index that ranks countries on brand and economic dimensions, strength and future potential in order to identify the most desirable countries for investment, tourism, trade and other economic activities. This tool has helped many countries to improve their international image, attract foreign investment and boost their economic growth.

**FutureBrand Philosophy**

Our philosophy is to create a brand for every country, to help them to stand out in the global marketplace. We believe that every country has a unique story to tell and we want to help them to tell it in a way that is compelling and memorable. Our philosophy is to create a brand for every country, to help them to stand out in the global marketplace.

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### Overview

The Country Brand Index is a global index that ranks countries on brand and economic dimensions, strength and future potential in order to identify the most desirable countries for investment, tourism, trade and other economic activities. This tool has helped many countries to improve their international image, attract foreign investment and boost their economic growth.

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1 AUS  
2 CAN  
3 USA  
4 ITA  
5 CHE  
6 FRA  
7 NZL  
8 GBR  
9 JPN  
10 SWE

**CBI 08**

### Leaders of a Glance

The following table shows the top 10 countries in the CBI 08 index, ranked by their score.

| Rank | Country | Score |
|------|---------|-------|
| 1    | AUS     | 8.00  |
| 2    | CAN     | 5.00  |
| 3    | USA     | 10.00 |
| 4    | ITA     | 4.00  |
| 5    | CHE     | 5.00  |
| 6    | FRA     | 10.00 |
| 7    | NZL     | 10.00 |
| 8    | GBR     | 10.00 |
| 9    | JPN     | 5.00  |
| 10   | SWE     | 10.00 |

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### Why Country Brands Matter

A Strong Country Brand is a competitive advantage. It is a source of pride and a source of strength. It is a source of pride and a source of strength. It is a source of pride and a source of strength.

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### Emerging Trends

Emerging trends in country branding include the rise of emerging markets, the importance of digital branding, and the growing role of social media. These trends are shaping the way countries are perceived and marketed.

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### Emerging Trends

The growth of emerging markets is a key trend in country branding. These markets are becoming increasingly important as a source of economic growth and investment. Understanding these trends is essential for developing effective country branding strategies.

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### 2008 Experts

A list of experts and their insights on country branding. These experts provide valuable perspectives on the challenges and opportunities of building a strong country brand.

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### Country Brand Framework

A framework for developing a strong country brand. This framework outlines the key elements of a successful country branding strategy, from identifying the country's unique value proposition to implementing a comprehensive marketing plan.

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### Country Brand Framework

A diagram illustrating the Country Brand Framework. It shows the relationship between various factors such as economic strength, cultural heritage, and infrastructure, and how they contribute to a country's overall brand value.

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### Live vs. Visit Considerations

A comparison of live and visit considerations for country branding. This section discusses the benefits and challenges of each approach and provides guidance on how to choose the most effective strategy for a given country.

# 2008 TOP COUNTRY BRAND RANKING



# OPPORTUNITIES FOR A COUNTRY BRAND

- Provides the “glue” (consistency) among political, social and economic pillars
- Defines how the country’s own citizens and the world perceive it
- Optimizes strategic objectives across political, FDI, export, tourism, etc.
- Creates a seamless connection between the country’s strategic intent, its marketing and its experience
- Delivers a unifying platform that builds synergy, allowing for cross-promotion and public and private sector alignment



# KEY CHALLENGES FOR A COUNTRY BRAND

- Determining who is responsible for managing and maintaining a country brand
- Responding to increased competition from neighboring or emerging countries
- Establishing the degree of linkage between country, region and city brands
- Assessing marketing plans to determine if media spend is being strategically considered
- Creating a compelling environmental presence and sense of place that further the country's branded experience
- Launching an internal branding program to ensure that citizens are ambassadors of the brand



# EMERGING TRENDS

## Luxury Flying Upgrades

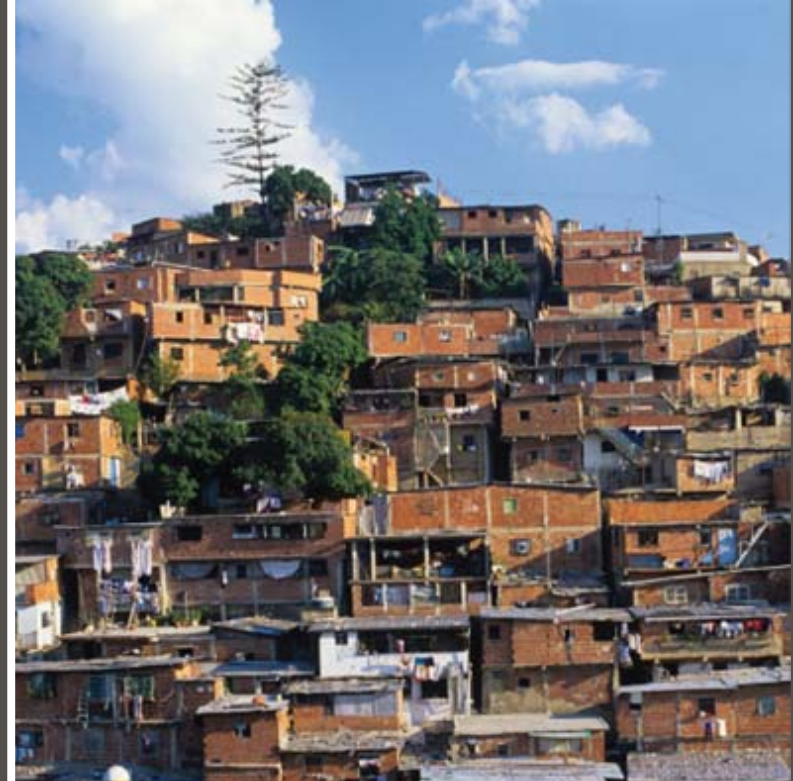
MORE FLIGHT OPTIONS & CLASSES  
IMPROVED AIRPORTS

## The Growth of Specialized Travel

RISE OF WOMEN  
GRANDCHILD ON BOARD  
SPONTANEOUS TRAVEL  
RELIGIOUS TOURISM  
FINITE TRAVEL

## Changing Landscape

PRIME DESTINATIONS SHIFTING  
CITIZENS RISING  
SEEKING POVERTY VACATIONS



# VIEWS FROM THE EXPERTS

## A TURBULENT LANDSCAPE

The current economic climate and rising cost of fuel

## NEW FACES

Travel growth from emerging markets and the shift in global tourism as a result

## NO MIDDLE GROUND

An increasing polarization resulting in a noticeable loss of the middle market

## RETURN TO ROOTS

Experts see a continuing industry trend of travelers who increasingly seek authentic and intimate offerings

## CUSTOMIZABILITY CREATES MEMORABILITY

The increasing demand for customizable and special interest packages

## ECO-FRIENDLY SUSTAINS

Environmental awareness and sustainability continue to be prevalent

## EXPERIENCES ENDURE

The rise of experiential tourism — people are expecting more from their travels

## COUNTRY BRANDING 101

The category's growing maturity

# COUNTRIES IN MOMENTUM



# COUNTRY-BRANDED PRODUCTS:

Extending the Country Brand into the Realm of Commerce

GENERAL COUNTRY  
BRAND ENDORSEMENT



COUNTRY  
TRADEMARKS



SPECIFIC/FOCUSED COUNTRY BRANDS  
COUNTRY-LEVERAGED PRODUCTS



**Afghan Rugs**



# NATURE-DRIVEN BRANDS



EXAMPLE:

**NEPAL**

“NATURALLY NEPAL”



EXAMPLE:

**NEW ZEALAND**

“100% PURE”



EXAMPLE:

**MARTINIQUE**

“FLOWER OF THE  
CARIBBEAN”

# THREE APPROACHES TO LEVERAGING A REGIONAL BRAND:

1

**MOST AUTHENTIC  
DESTINATION**



2

**IDENTIFYING WITH  
THE REGION**



3

**SYMBOLS OF  
NEWNESS IN THE  
REGION**



# BRANDING FOR TODAY AND TOMORROW

## FOR TODAY

⊕ TANGIBLE/BELIEVABLE

⊖ FORWARD LOOKING



“Come and Find Your Own Wonder”



“Keep Exploring”



“Celebrating 100 Years of National Awakening”

## FOR TOMORROW

⊕ MOMENTUM/ANTICIPATION

⊖ IMMEDIATE BENEFIT



“Positively Transforming”



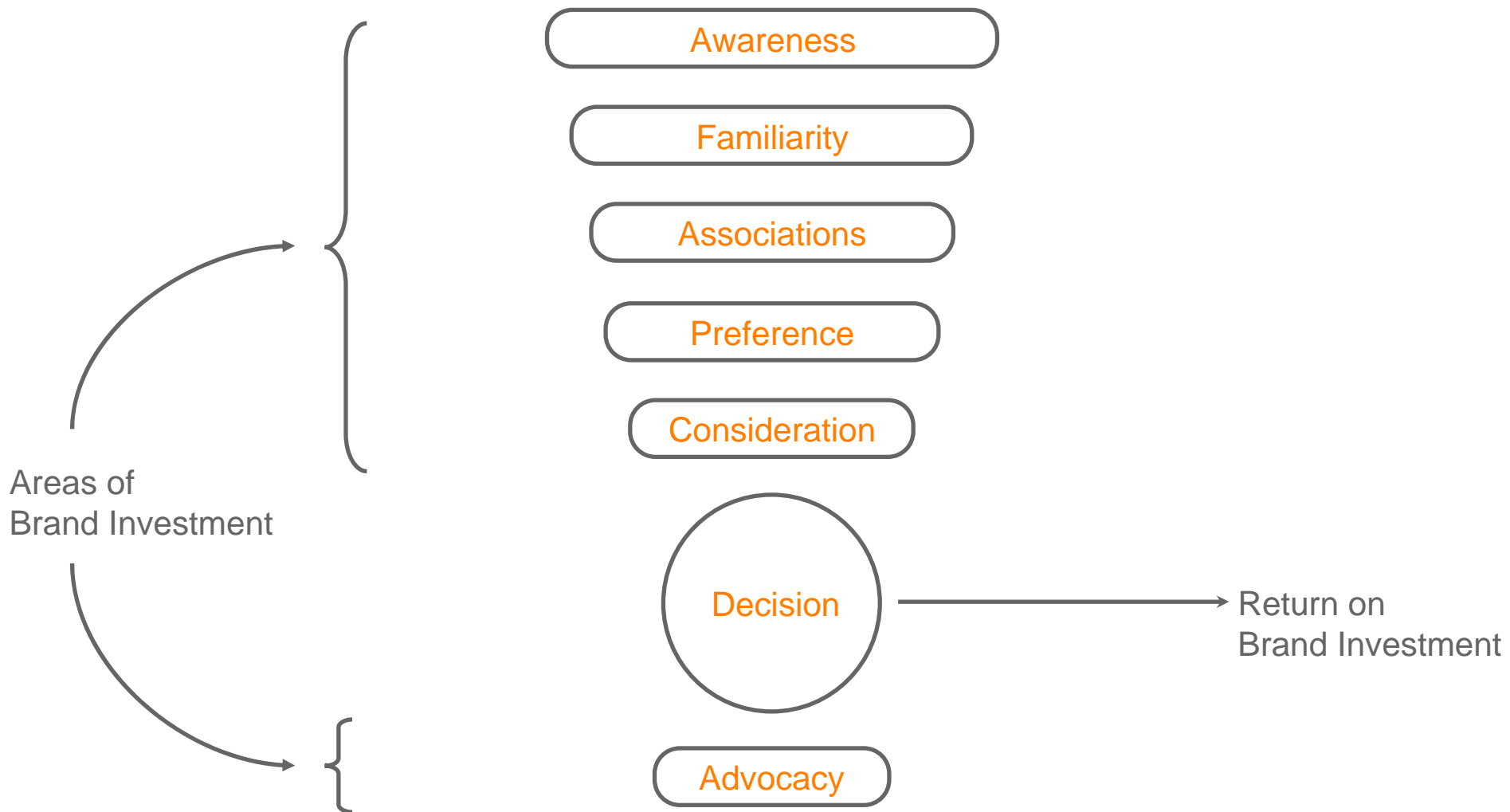
“We Are Next”



“A Land of Opportunities”

# HDM identifies the relationship between marketing measures and financial performance

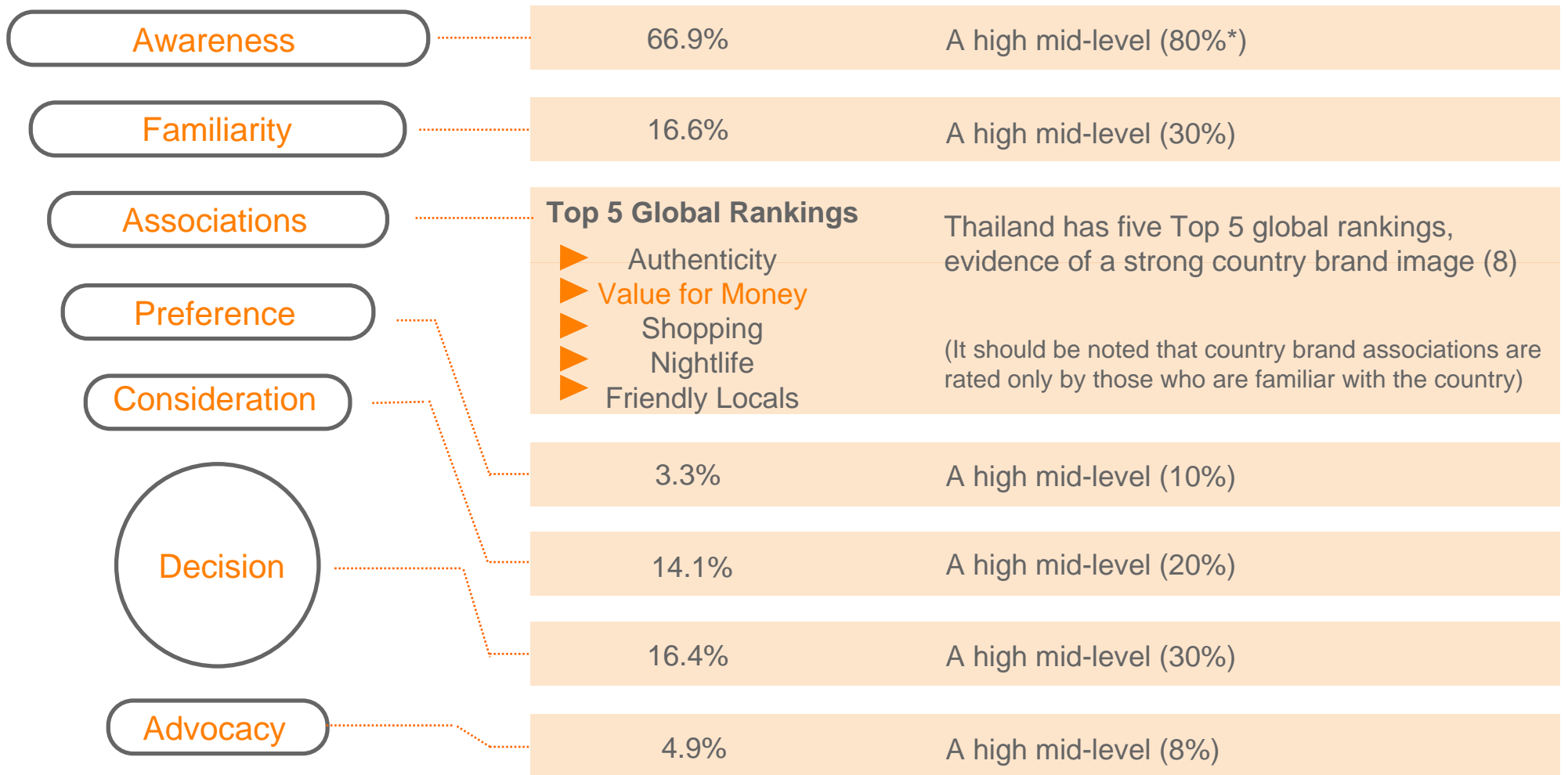
## THE HIERARCHICAL DECISION MODEL



## The model provides a structured view of the customer mindset and a framework for evaluating brand strength



# Thailand is the #22 ranked country brand, showing a high mid-level degree of maturity across all HDM measures; the country's success as a brand seems to be driven by strong associations



\*Numbers in parentheses are Top 5 Country Brand benchmarks

## Key associations with brand Thailand

| Association                   | Thailand Rating | Global Brand Mean | Thailand Global Ranking |
|-------------------------------|-----------------|-------------------|-------------------------|
| Value for Money               | 69.6%           | 36.2%             | 1                       |
| Authenticity                  | 72.7%           | 53.9%             | 3                       |
| Friendly Locals               | 64.2%           | 45.8%             | 3                       |
| Shopping                      | 67.1%           | 36.0%             | 4                       |
| Nightlife                     | 57.9%           | 34.8%             | 4                       |
| Desire to Visit / Visit Again | 69.5%           | 55.3%             | 10                      |
| Extend a Business Trip        | 59.6%           | 48.8%             | 10                      |
| Beach                         | 69.3%           | 38.5%             | 11                      |
| Fine Dining                   | 48.1%           | 38.3%             | 11                      |

Top-2 box performance ratings; 7-point rating scale

## Key associations with brand Thailand

| Association                        | Thailand Rating | Global Brand Mean | Thailand Global Ranking |
|------------------------------------|-----------------|-------------------|-------------------------|
| Rest & Relaxation                  | 67.5%           | 49.0%             | 12                      |
| Resort & Lodging Options           | 59.9%           | 45.0%             | 12                      |
| Natural Beauty                     | 72.5%           | 56.6%             | 13                      |
| Rising Star*                       | 1.8%            | 1.3%              | 13                      |
| Most Impressive Country Last Year* | 1.8%            | 1.3%              | 15                      |
| History                            | 57.5%           | 42.9%             | 16                      |
| Art & Culture                      | 48.4%           | 41.4%             | 18                      |
| Outdoor Activities & Sports        | 41.2%           | 37.5%             | 29                      |
| Ease of Travel                     | 48.4%           | 42.4%             | 30                      |

Top-2 box performance ratings; 7-point rating scale

\*Superlative rating (e.g., select the one best); not a top 2 box performance rating

Source: FutureBrand 2008 CBI Global Quantitative Survey

## Key associations with brand Thailand

| Association               | Thailand Rating | Global Brand Mean | Thailand Global Ranking |
|---------------------------|-----------------|-------------------|-------------------------|
| Ideal for Business*       | 4.2%            | 4.8%              | 30                      |
| Quality Products          | 22.1%           | 24.4%             | 36                      |
| Conferences               | 24.9%           | 25.7%             | 38                      |
| Easiest to do Business In | 23.8%           | 25.0%             | 39                      |
| Families                  | 33.8%           | 35.1%             | 41                      |
| Advanced Technology       | 24.3%           | 33.1%             | 42                      |
| Safety                    | 31.3%           | 40.5%             | 47                      |
| Most Like to Live in      | 19.6%           | 25.0%             | 52                      |
| Environmentalism          | 17.2%           | 26.2%             | 52                      |

Top-2 box performance ratings; 7-point rating scale

\*Superlative rating (e.g., select the one best); not a top 2 box performance rating

Source: FutureBrand 2008 CBI Global Quantitative Survey

## Key associations with brand Thailand

| Association              | Thailand Rating | Global Brand Mean | Thailand Global Ranking |
|--------------------------|-----------------|-------------------|-------------------------|
| New Country for Business | 18.4%           | 23.0%             | 53                      |
| Standard of Living       | 17.1%           | 33.4%             | 56                      |
| Political Freedom        | 15.4%           | 32.6%             | 63                      |

Top-2 box performance ratings; 7-point rating scale

\*Superlative rating (e.g., select the one best); not a top 2 box performance rating

Source: FutureBrand 2008 CBI Global Quantitative Survey

**THANK YOU**