
Brand South Africa

THE ROLE OF TOURIST GUIDES IN PROMOTING A POSITIVE IMAGE OF OUR COUNTRY

21 February 2013

Miller M Matola



www.southafrica.info

Background - Brand South Africa

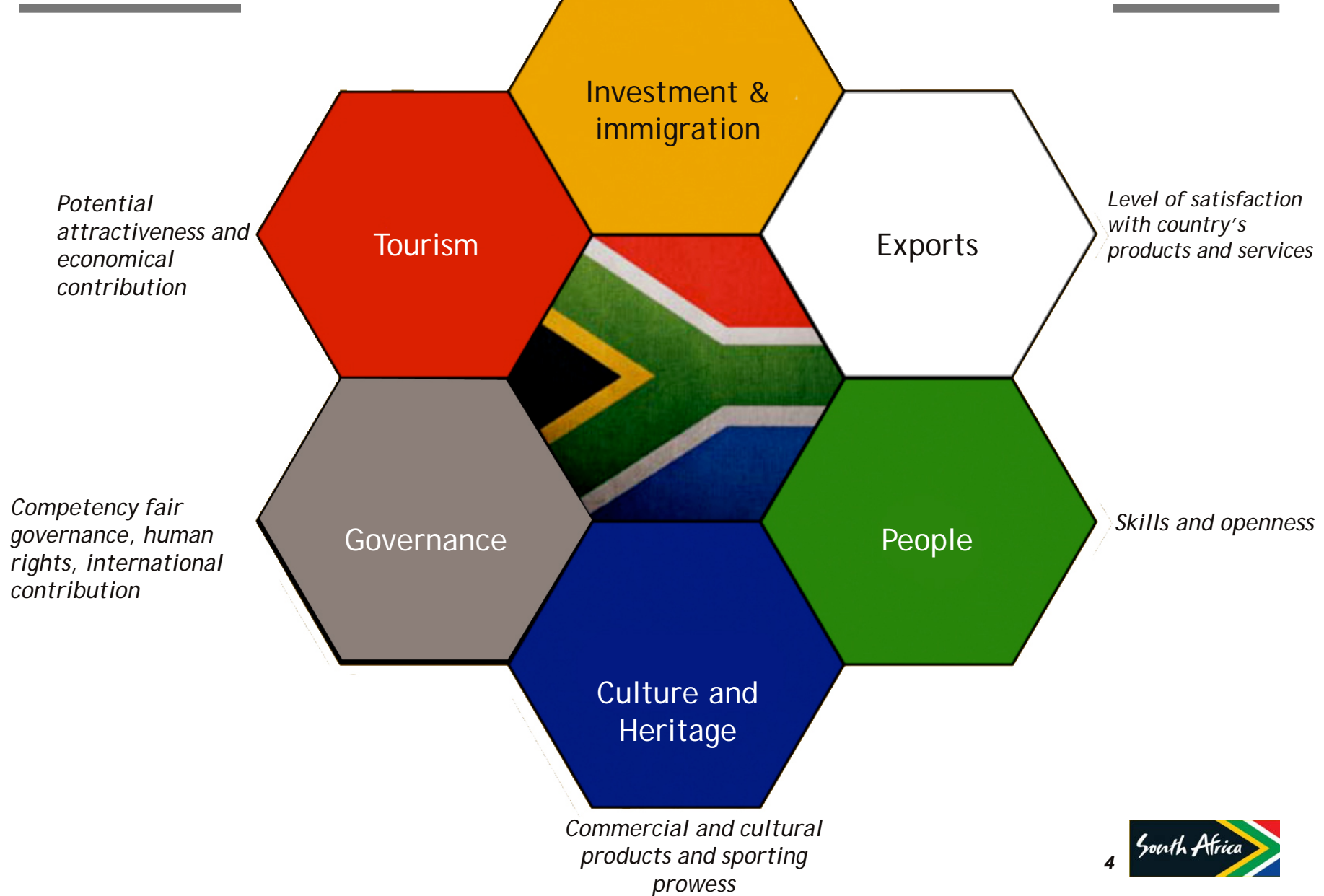
- ❑ Established 2002 with a mandate to build national reputation and ensure coherent consistent message of the country
- ❑ Brand South Africa has a mandate which spans both international and domestic audiences.
- ❑ Proactive management of the nation brand reputation and contributing to improved global competitiveness.
- ❑ Brand South Africa relies on its stakeholders to accurately and consistently deliver the story and message of SA.
- ❑ A critical stakeholder grouping is the guiding fraternity; who play a significant role in communicating messages about SA.
- ❑ The actions and conduct of tourist guides is an important factor in the building and managing of the image and reputation of a country.



The IMC's mandate is derived from the National Mandate

National priorities	GDP growth, job creation, poverty alleviation, social cohesion, National Vision for South Africa – Vision 2030		
Desired impact	Increased international competitiveness	Improved international brand reputation	Improved media reputation
Vision	South Africa acknowledged as a Top 20 Nation Brand and a Top 30 Nation in the Global Competitiveness Index by 2020		
International mandate	To build South Africa's Nation Brand reputation in order to improve South Africa's global competitiveness		
Domestic mandate	Build Pride & Patriotism amongst South Africans and contribute to social cohesion and nation brand ambassadorship		

A **Nation Brand** is the sum of people's perceptions of a country across six core areas of competence



Nation brands and branding...

- ❑ A **nation brand** is everything the Nation stands for; it is the creation of the identity that will encompass what people know about the Nation:
 - Culture and Heritage – where do we come from?
 - Identity – what do we stand for?
 - Vision - where are we going?

- ❑ “The nation brand construct is a *socio-psychological* construct...it concentrates on the perception of the customer (**IMAGE**) and the self perception of place (**IDENTITY**).

- ❑ **Nation Branding** - “the practice of highlighting, encouraging, reinforcing, communicating and aligning a nation’s attributes in order to present the nation in a way that helps it reach **defined strategic goals**” (Simon Anholt)

- ❑ **Branding** is the marketing thereof i.e. logo, slogan, colour scheme, look and feel etc.

SA's overall reputation has remained stable at 36th in a year when 2/3 of nations have seen score declines

Better ranking by WE
Germany & France,
NA & Commonwealth.
Low: CEE, Japan,
South Korea & Mexico.


**Immigration
Investment**
38th


Tourism
34th

Best in 11 out of 20
countries
Low; Japan, South
Korea

Better: Commonwealth, and WE (Russia) & India,
China, Canada & Australia.
Low: Argentina & Brazil, CEE, Japan, South Korea
& Mexico


Exports
37th


Governance
40th

Better: Italy &
France
Low: Argentina &
Brazil. CEE,
Japan, South
Korea & Mexico


Culture
28th

High: India, UK,
Australia & Canada
Low: Japan & South
Korea
Driver: Sports in
US, China & Russia


People
31st

High: Brazilians, Argentines, Turks & Egyptians
Low: Japan, South Korea, Poland & Russia



Why is a Positive Nation Brand Important?

1. Competition for **share** of voice in a crowded market place for:
 - » Inward investment
 - » Trade
 - » Exports
 - » Tourism
 - » Donor Aid/Funding
2. Telling our own story...and shaping our own narrative
3. Debunking the Brand Africa Myth & Continent Brand Effect...
4. Changing Perceptions, Building Image & Stature.
5. Fundamentals + Image = Nation Brand Equity

What Role Can guides play in building national reputation and image

“The art of guiding is a skill, it is the skill of selecting information and analysing it for different audiences; its is the skill of presenting it in a simple and precise way, it is a skill of allowing the visitor to see and understand, it is a skill which if well performed is invisible”

It is about interpretation of cultural and natural heritage of a country



What Role Can guides play in building national reputation and image

- Living the Brand (values and pillars)
- Professionalism
- Convey objective understanding of place, free from propaganda
- Truth versus stories, legends, traditions and opinions
- Protect reputation of tourism in the country
- Debunk stereotypes and continent branding



How the World Sees SA – Products Profile



How the World Sees SA – Feel Profile



How the World Sees SA – Momentum Profile



Thank You