

**Brand**



**Local Government Tourism Conference  
Presentation  
30 March 2015**

## Brand South Africa - Mandate



**Strategic Objective** – establish a compelling brand image for the country and position it favourably in order to attract, trade, tourism and investment



## Benefits of nation branding...

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1. Succeed in competition for share of voice & wallet in a crowded market place for:
  - Inward investment
  - Trade
  - Exports
  - Skills
  - Tourism
  - Donor Aid/Funding
2. Enhancing competitiveness and national prosperity
3. Enhancing social cohesion and unity



## Nation Brands and Branding...

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### Nation Brand

Everything the Nation stands for; it is the creation of the identity that will encompass what people know about the Nation



- Where do we come from? -Our heritage, culture etc.
- What do we stand for? - Our promise, governance, foreign policy, our people etc.
- Where are we going? - Vision 2030

### Nation Branding Management

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 (Vision 2030)**

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**A nation brand is the sum of people's perceptions of a country across six core areas...**



**South Africa's has adopted an umbrella brand approach to nation branding...**

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Umbrella brand

Brand South Africa Inc.

Sub-brands



## Despite challenges SA's reputation has remained relatively stable...

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- Reputation globally remains stable in years of global financial turmoil that impacted negatively on developed markets
- Culture remains its strongest asset and ranks highly for sporting excellence (16<sup>th</sup>)
- With a strong People profile (34th globally), South Africans are admired across most panel countries.
- Continues to rank 34th globally on Tourism, with strong perceptions as being naturally beautiful (15th).
- Commonwealth nations and Western European countries continue to be South Africa's greatest admirers.
- Welcoming people and enjoyable country
- Making a significant contribution to global culture
- Potential for Higher Education opportunities
- Perceived very positively in India, followed by China
- Seen as a growing economy with potential for development
- Infrastructure is a key attractiveness feature for international business
- Transition to democracy and diversity seen as important reputation enhancers

(Sources: Nation Brand Index, City Brands Index, Investor Perceptions Survey)

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## SA performance in the City Brand Index

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### Background to the City Brand Index

- The City Brand Index research report released every two years;
- Research on perceptions of 50 cities is conducted in 10 core panel countries:
  - **Western Europe:** Amsterdam, Barcelona, Basel, Berlin, Brussels, Copenhagen, Dublin, Edinburgh, Geneva, London, Madrid, Milan, Paris, Rome, Stockholm
  - **Central/Eastern Europe:** Istanbul, Moscow, Prague, Vienna, Warsaw
  - **Asia Pacific:** Auckland, Bangkok, Beijing, Hong Kong, Melbourne, Mumbai, Seoul, Shanghai, Singapore, Sydney, Tokyo
  - **North America:** Boston, Chicago, Denver, Los Angeles, Montreal, New York, Philadelphia, Seattle, Toronto, Washington D.C.
  - **Latin America:** Buenos Aires, Mexico City, Rio de Janeiro
  - **Middle East/Africa:** Cairo, Cape Town, Doha, Dubai, Durban, Johannesburg





Although the South African cities face clear reputation challenges, they are becoming increasingly competitive...

#### City Brand Index - South African City Rankings

City	2013	2011
Johannesburg	44 	45
Cape Town	42 	43
Durban	47	47

Johannesburg saw the second largest CBISM score increase across all 50 measured cities in 2013, passing Mexico City for 44<sup>th</sup> place



## High level findings on SA cities global reputation

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- Overall, global citizens are warmer towards Johannesburg than Durban (47th)
- Picturesque Cape Town (42nd) outranks Johannesburg (44<sup>th</sup>).
- Ranking in the bottom-tier on five of the six dimensions, **Johannesburg** is still facing the challenge of growing its reputation.
- However, each of the six dimensions shows signs of growth.
- The city's physical attributes continue to be Johannesburg's strength
- Breaking out of the bottom-tier, Johannesburg passed Durban and Warsaw for its 39th position on the Place Index.
- Relative strengths - accommodations and amenities (Pre-requisite Index) and its business and educational opportunities (Potential)
- Shown notable improvements since CBISM 2011.

**Johannesburg strengths:** Accommodation & Amenities; Business & Education opportunities.

- Of SA cities Durban ranks the highest into Potential
- Cape Town ranks highest into Pulse
- Durban ranks highest into People
- Durban ranks highest into Pre-requisites
- Cape Town ranks highest into Place
- Cape Town ranks highest into Presence



And so place branding is more than just destination marketing...

“Nation Brand Management should be treated as a component of national policy and never as a “campaign” that is separate from planning, governance or economic development...”

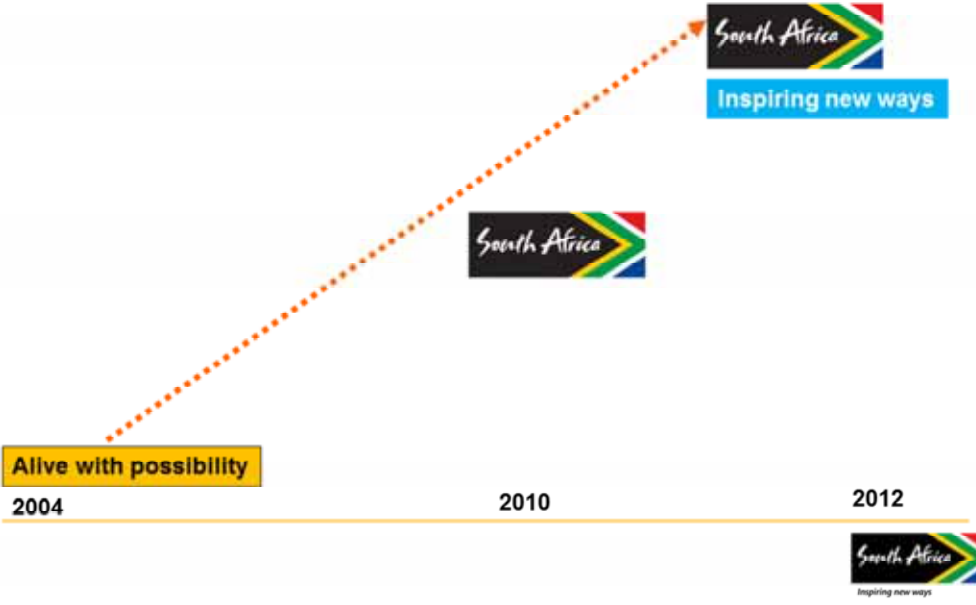
Because

nation branding is about more than just logos and advertising...



## The Brand Positioning and Representation Journey So Far...

Beyond look and feel - towards vision and action alignment



## For Purposes of International Marketing We Moved...

From ...



To ...



*Inspiring new ways*

- Under the flag: country slogan ONLY
- To encourage brand unity.
- Drive awareness of South Africa's proposition

While deviations still exist, there is generally more alignment...



*Zulu Kingdom. Exceptional*



*The preferred eco-tourism destination*



**NATIONAL CONVENTION BUREAU**



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**“Nation [place] brand-building has a lot more to do with the political-economy of competitiveness than simple marketing and communications”**

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**Best practice in effective place branding requires more than just look and feel alignment and compliance...**

1. Long term vision - Vision 2030  
Strategy/policy



1. Substance
- Good leadership and governance
  - Economic and social reforms
  - Imaginative and effective cultural and political relations
  - Transparency and integrity
  - Infrastructure
  - Education, Innovation



2. Action
- Actions that bring the substance to the world's attention/awareness
  - Buy in and action by citizens



## What is required to earn a strong brand reputation?

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“Reputation is not about what you say but what you do”:



## We need to build the brand from the inside out...

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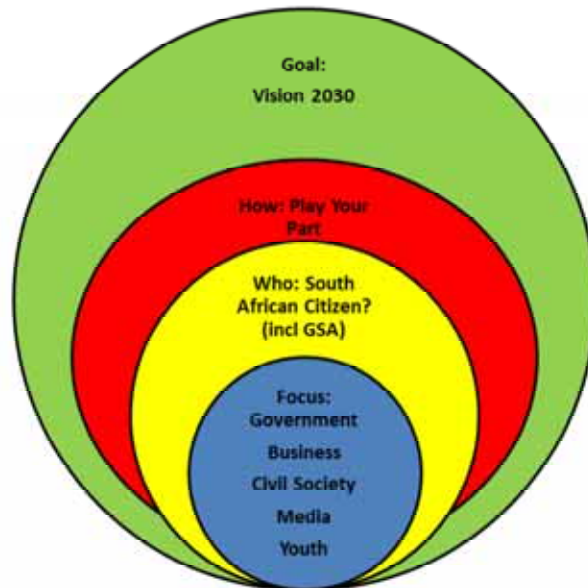


- Competitiveness
- Reputation/Image
- Civic Pride
- Active Citizenship



## The Bigger Picture

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## Example - Home Affairs.....

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We play our part  
by making  
your visit with  
us quick  
and easy.

We play our part  
by safeguarding  
your identity.

A responsibility  
we take seriously.



PLAY YOUR PART



PLAY YOUR PART



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**“The ability to affect a nation’s image lies firmly in the hands of its policy makers”**

