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Countries Regions and Cities

PLACEMATTERS

The Nation Brand project for Paraguay

City Nation Place

Jose Filipe Torres and Malcolm Allan

November 9th 2017



Project Objectives

- To understand the perception of Paraguay as a brand internationally
- To create a strategy to align international perceptions with the new reality of Paraguay
- To consult with and involve a wide community of Stakeholders

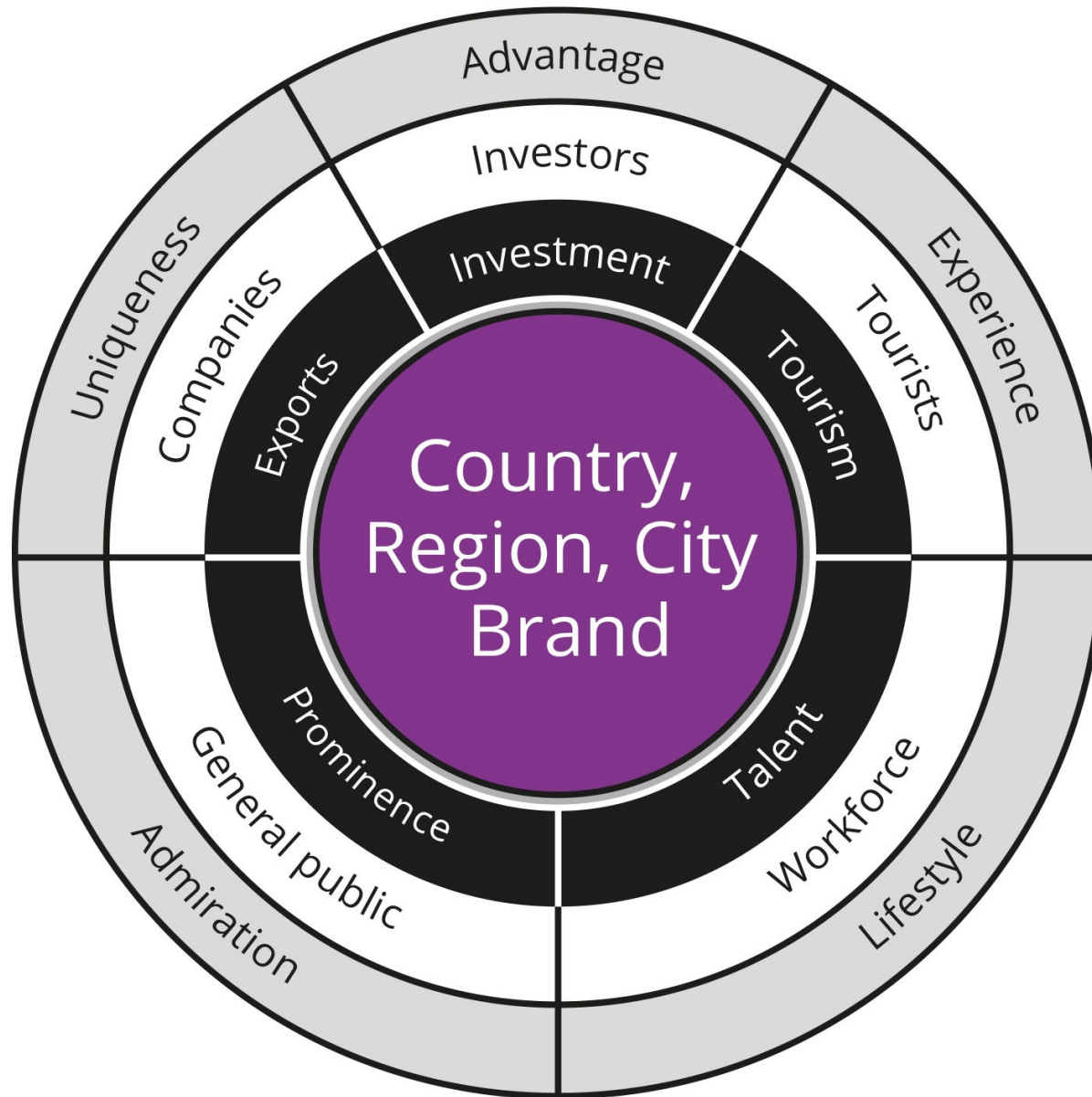
Project Audiences

- The People, Businesses, Organisations of Paraguay
- Potential Importers of Paraguay Products
- Potential Investors in Paraguay
- Local and International Media/Commentators

Misperceptions to be addressed

- Safety and Security
- The Economy
- The Workforce
- Prospects for Investment

Nation Branding



Ask



Locals

1 1 1

Interviews



Locals

111

Interviews



Investors

363

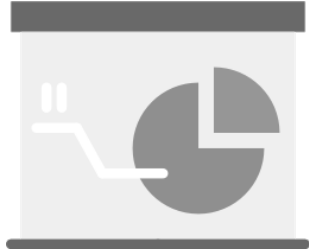
Surveys



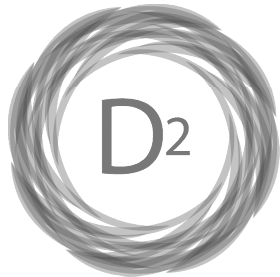
Global Citizens

889

Surveys



10 Competitors
10 Case studies



5 Direct Competitors
12 Regional Competitors
18 Key Markets



10 Competitors

3 Conclusions

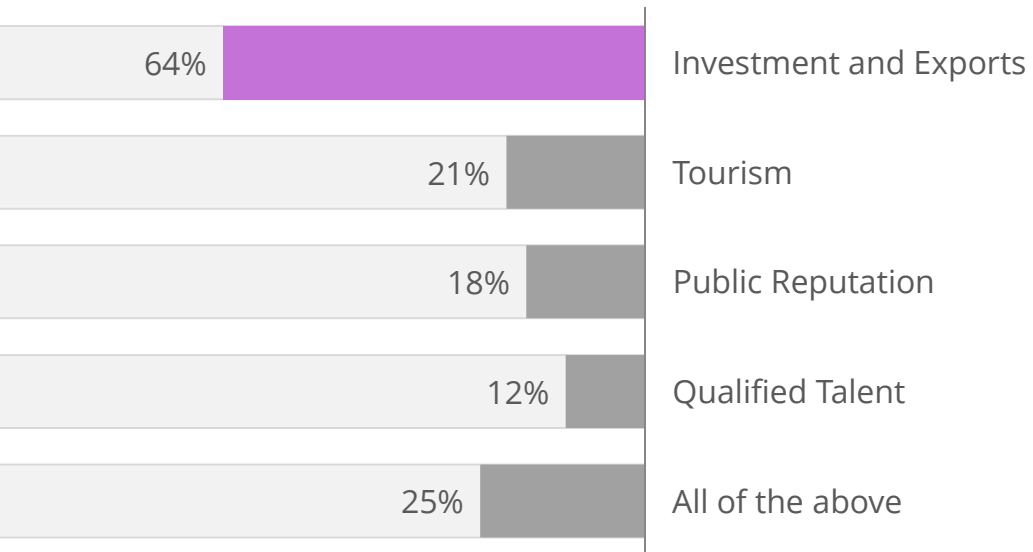
3 Directives

1. Paraguay is still not prepared to develop the brand in a holistic way

In which areas should the nation brand focus on?



Locals



2. Paraguay faces three big international challenges

2. Paraguay faces three big international challenges

a) Unknown

b) Perceptions not aligned with reality

c) Strong regional competition

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Countries Regions and Cities



international financial press recognizes it!

Paraguay

Polka lessons

The surprising success of a landlocked country



The Best-Kept Secret in South America

With an enviable location, land and climate that support sustainable agricultural industry, and favorable economic and demographic conditions, Paraguay offers attractive opportunities.

Bordering Argentina, Bolivia and Brazil, Paraguay is in the heart of South America, and the region's most important rivers flow through it. The country is a founding member of Mercosur (the Common Market of the South), and the growing export of the country's commodities, together with low energy prices and the lowest tax rates on the continent, have led to exponential growth in the last decade.

In addition, the improvement of the country's key fiscal indicators, its strengthened institutional framework and juridical security, and a fluid political transition have been crucial factors in the acknowledgment of Paraguay as a strong and promising emerging economy by prominent international organizations.

The country has been assessed at first place in the Economic Climate



Horacio Cartes
President of Paraguay

directly to employment opportunities for local workers, which is the most effective way of tackling poverty."

True to its word, Cartes' government, which came to power in August 2013, has already passed two crucial laws: the Public and Private Alliance law (APP), designed to tackle infrastructural issues, and the Tax Liability law, which controls spending and the indebtedness of public institutions.

"These laws, interwoven with the stable growth that we have seen over the last 10 years, will, in my opinion, generate a substantial reduction in poverty."

COMMENT & PROFILES / PEOPLE / BIG INTERVIEW

Paraguay central bank governor: a steady hand in a turbulent region

Silvia Pavoni | 1/08/2016 9:00 am

ULTIMAS NOTICIAS MILES DE PERSONAS MARCHAN DE NUEVO PARA

Usted está en: Página de Inicio > Noticias > Artículo

aguj:

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Mundo

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Deportes

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ENTREVISTA-Paraguay planea vender deuda nueva a 10 años en junio

lunes 31 de marzo de 2014 09:04 GYT

Imprimir | Una Pagina

[-] Texto [+]

Por Alonso Soto

Perception of competitiveness

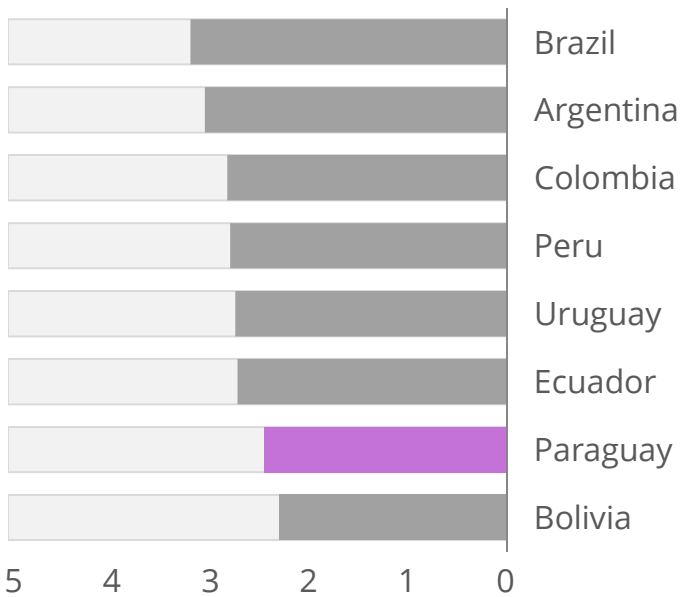


Investors

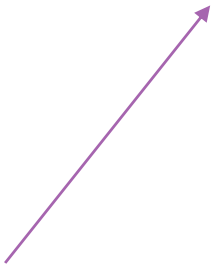
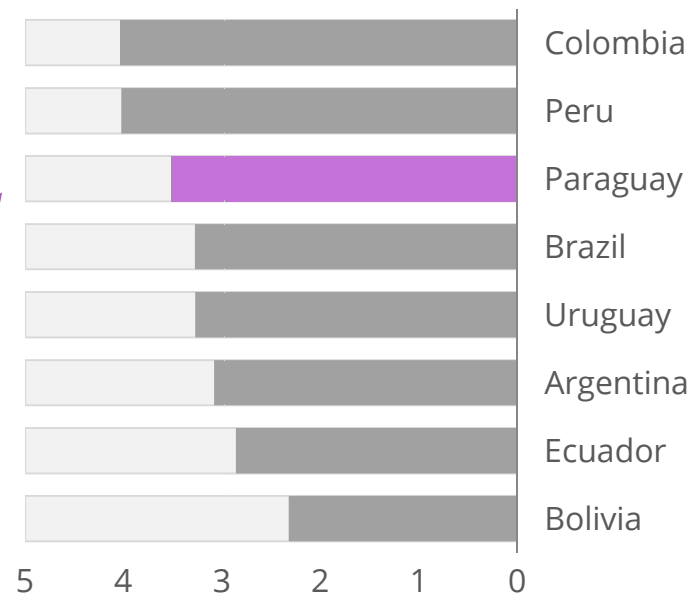


Locals

5= Very Attractive 1= Not attractive



5= Very Attractive 1= Not attractive



3. Paraguay faces a big national challenge

“We are the worst sellers
of our own image.
We are negative and too
critical”

Source: Interview

- 1 - Attract FDI.
- 2 - Reposition the Country internationally.
- 3 - Increase sense of pride domestically.

- 1 - Attract FDI.
- 2 - Reposition the Country internationally.
- 3 - Increase sense of pride domestically.



Objective

Nation Brand



Bad



Good



Good

Progressive

Happy

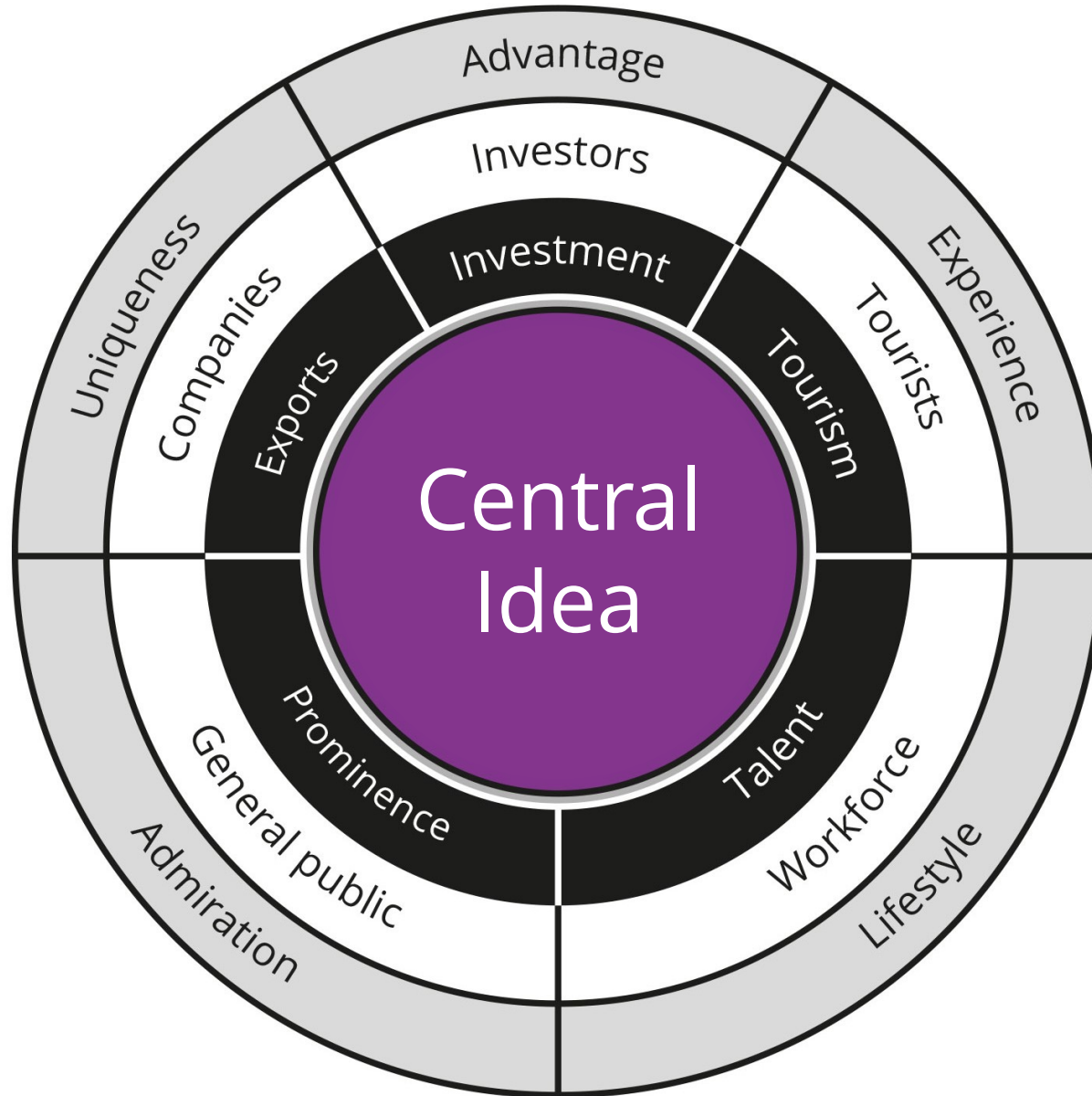
Reliable

Pure

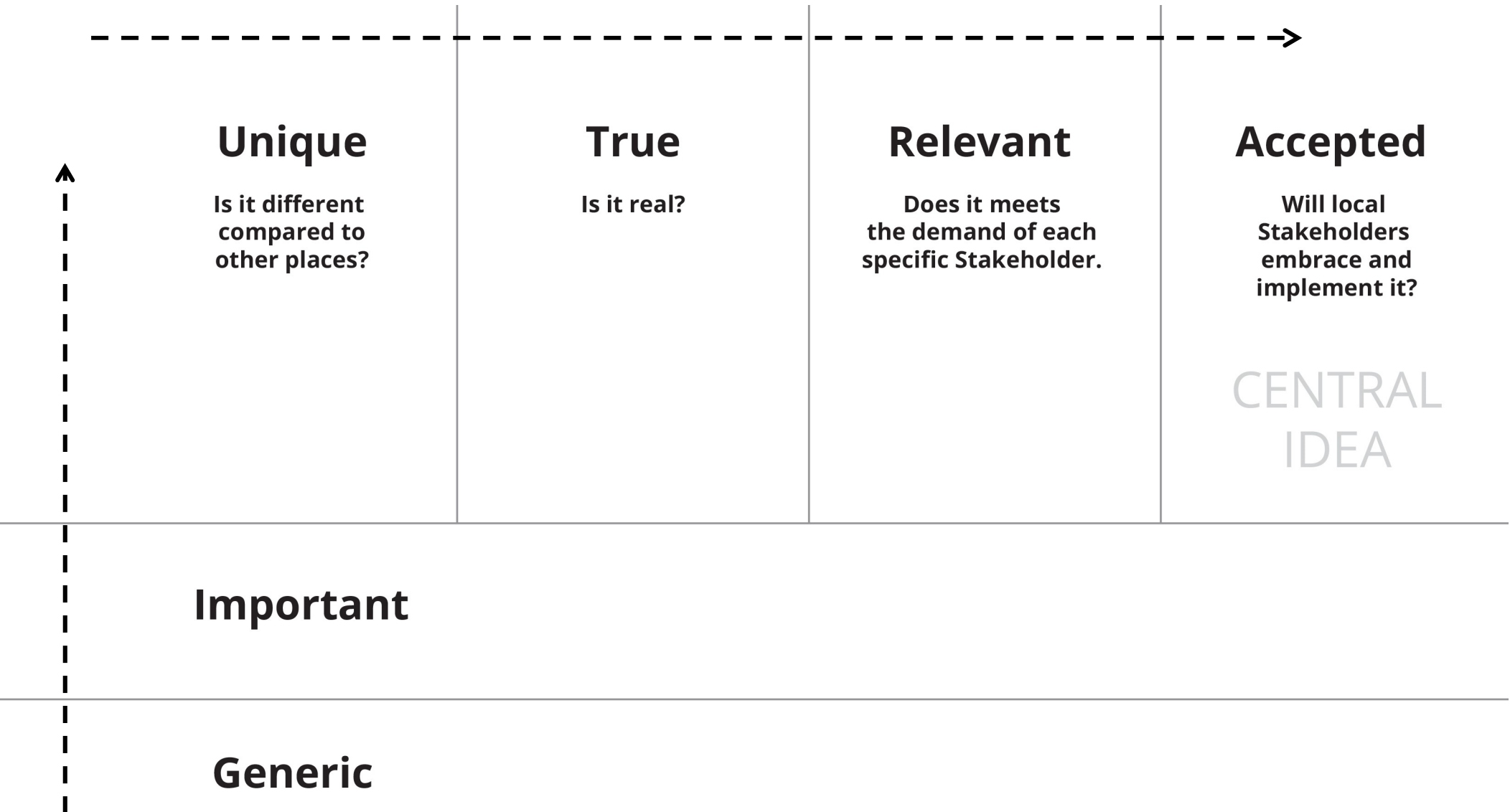
Free

...

The central idea







Economically fertile

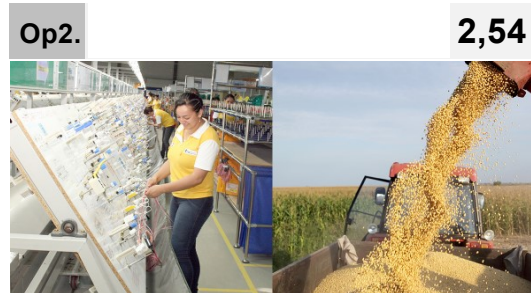
Critical moment #1

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	Puntuación
Var1. Idea Central	2,83
Var2. Branding	2,17
Var3. Opción preferida	1,36



	Puntuación
Var1. Idea Central	3,04
Var2. Branding	2,72
Var3. Opción preferida	1,27



	Puntuación
Var1. Idea Central	2,19
Var2. Branding	1,87
Var3. Opción preferida	0,46

What has Paraguay done well?



Locals

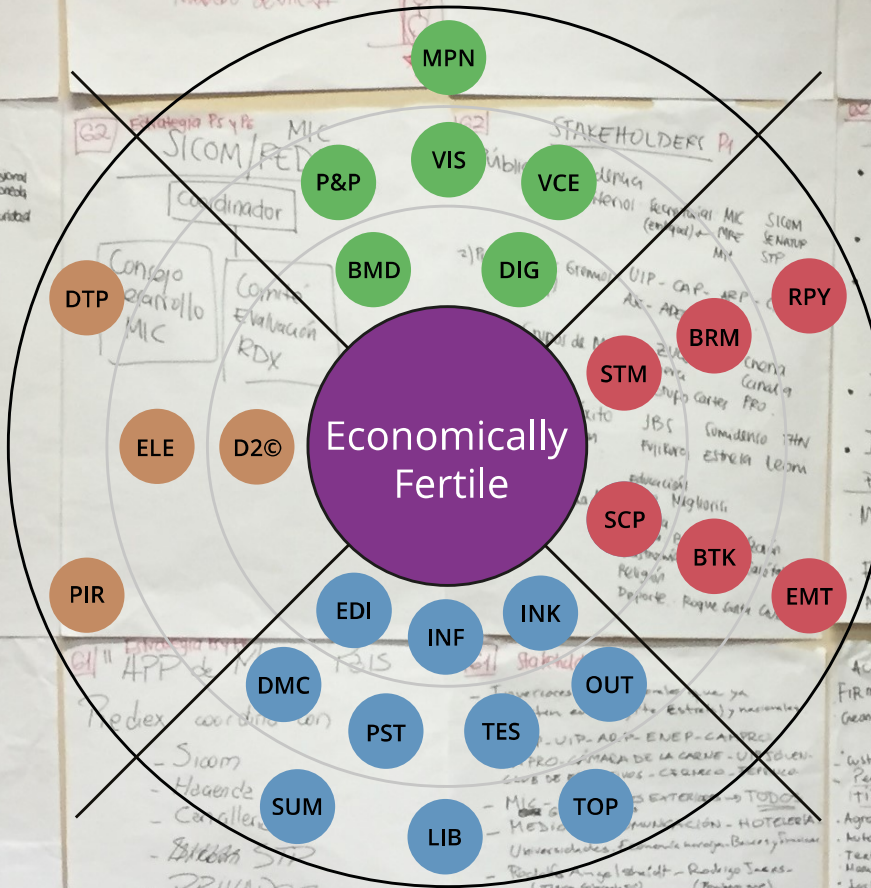




Policies

Consorcio "Kausa Bloom" para el desarrollo de la Marca País. Kausa Central Creativa y Bloom Consulting ©2016

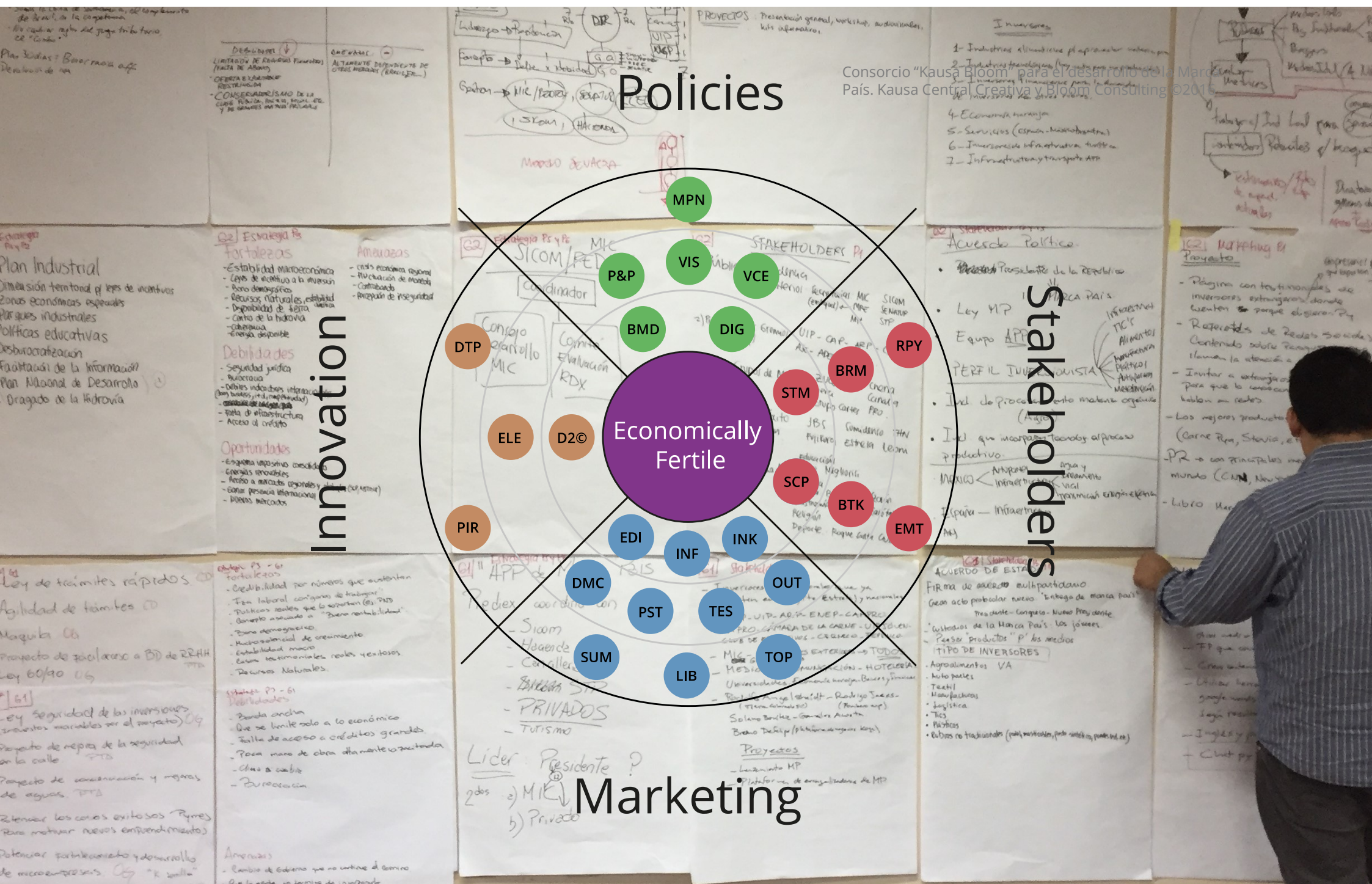
Innovation



Economically Fertile

Stakeholders

Marketing



Growth

Opportunity

Richness



ECONOMY



LOW DEPT



BINDING LAWS



POLITICAL WILL



LOW TAXATION



TRANSPARENCY



INDUSTRY



INFRASTRUCTURE



LOGISTICS



GEOGRAPHY



LIFESTYLE



PURITY



COMMITMENT



ENERGY



WELCOMING



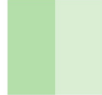
WATER



WEATHER

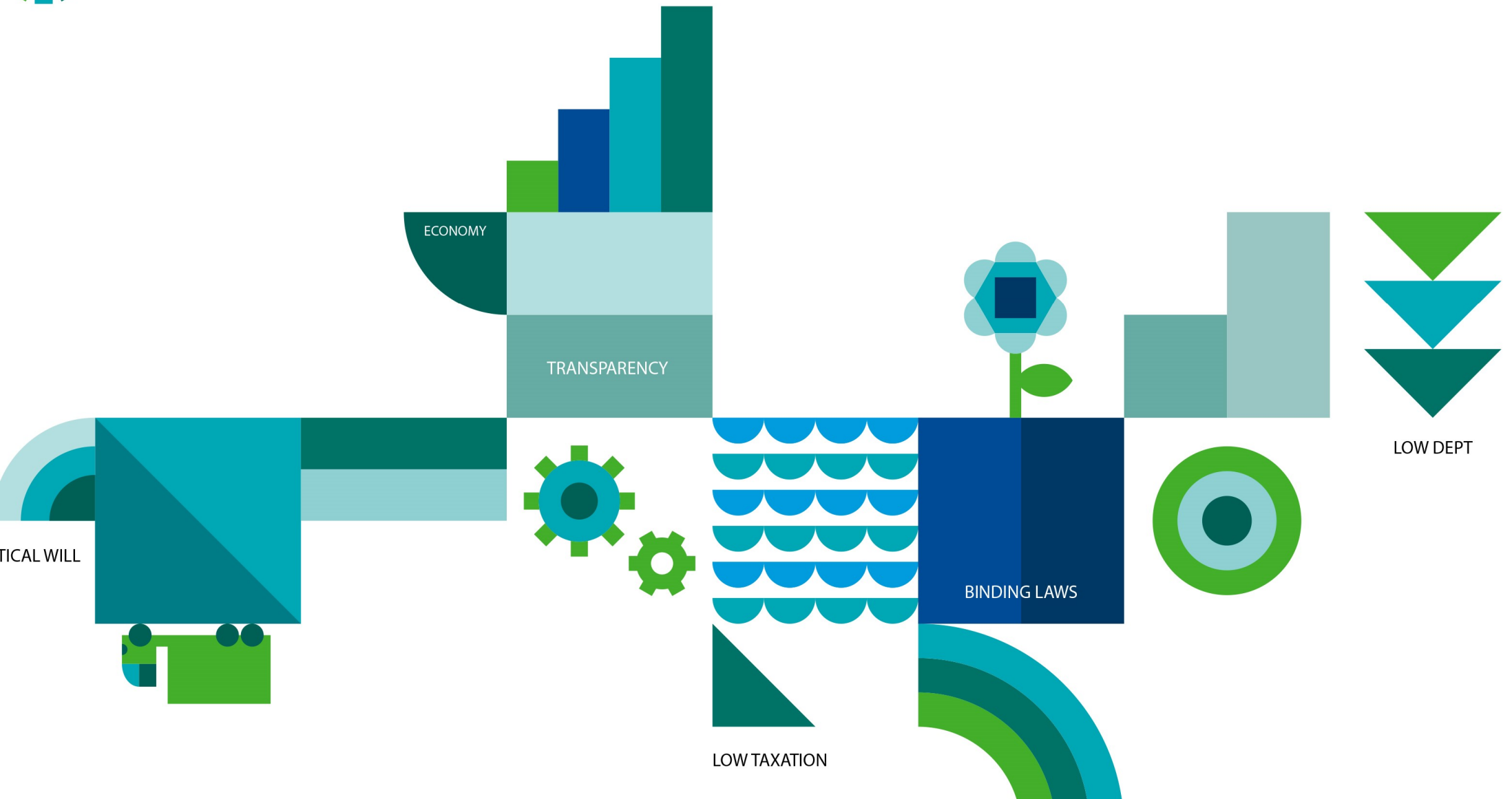


LAND





paraguay



 **paraguay**





paraguay

THE ELEMENTS,
THAT MAKES US UNIQUE



paraguay





THIS IS WHY
PARAGUAY HAS THE
HIGHEST ROI FOR FDI

www.paraguaybrand.com









paraguay



paraguay



paraguay





paraguay

ESTA ES NUESTRA MARCA Y EL ECOSISTEMA QUE REPRESENTA LOS FACTORES QUE NOS HACEN ÚNICOS COMO PAÍS.



INFRAESTRUCTURA



ENERGÍA



AGRICULTURA

DESARROLLO LEGAL



CULTURA



TURISMO



CIENCIA



DEPORTE



HOSPITALIDAD



ECOSISTEMA



GEOGRAFÍA



INVESTIGACIÓN



AGUA



FORESTAL

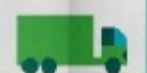


TURISMO

Paraguay es un país fértil, con las condiciones adecuadas para recibir y desarrollar los negocios. Un lugar donde la inversión de los inversores sus frutos.



La industria sigue creciendo en el país y con el apoyo del gobierno.



TRANSPORTE



ENERGÍA



ENERGÍA



ENERGÍA

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Parliament set ablaze in fury at Paraguay 'coup'

An opposition politician has died in riots sparked by the president's bid to change the law so he can seek a second term

icElroy

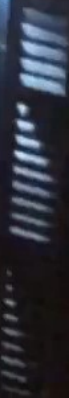
17, 12:01am,
ay Times



ardian



SUDAMERIS









Oh F***K!

TWEETS TWEETS & REPLIES MEDIA LIKES



Horacio_Cartes @Horacio_Cartes · 3m

A todos los paraguayos en representación del Gobierno Nacional expreso cuanto sigue

El incendio generado en la sede del Congreso Nacional demuestra, una vez más, que un grupo de paraguayos empotrados en la política y en medios masivos de comunicación, no escatimarán esfuerzos para lograr el objetivo de destruir la democracia y la estabilidad política y económica del país.

La democracia no se conquista ni se defiende con la violencia y pueden estar seguros que este gobierno seguirá poniendo sus mayores esfuerzos para mantener el orden jurídico en la República. Insto a todos mis compatriotas al diálogo y a respetarnos en el disenso.

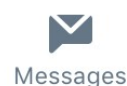
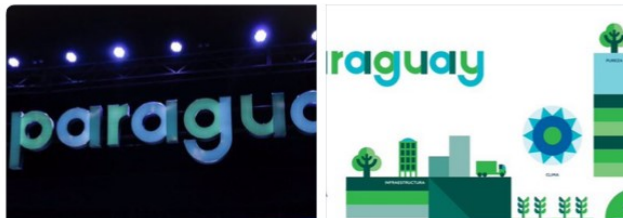
Al Paraguay debemos construirlo y defenderlo todos juntos. La violencia no es el camino para hacerlo. Seguimos viviendo en un Estado de

104 262 123



Horacio_Cartes @Horacio_Cartes · 11h

Por primera vez Paraguay tendrá su marca país, esto ayudará a fortalecer la integración de nuestro país al mundo.
[#SomosParaguay](#)











LSI

ALBERDI

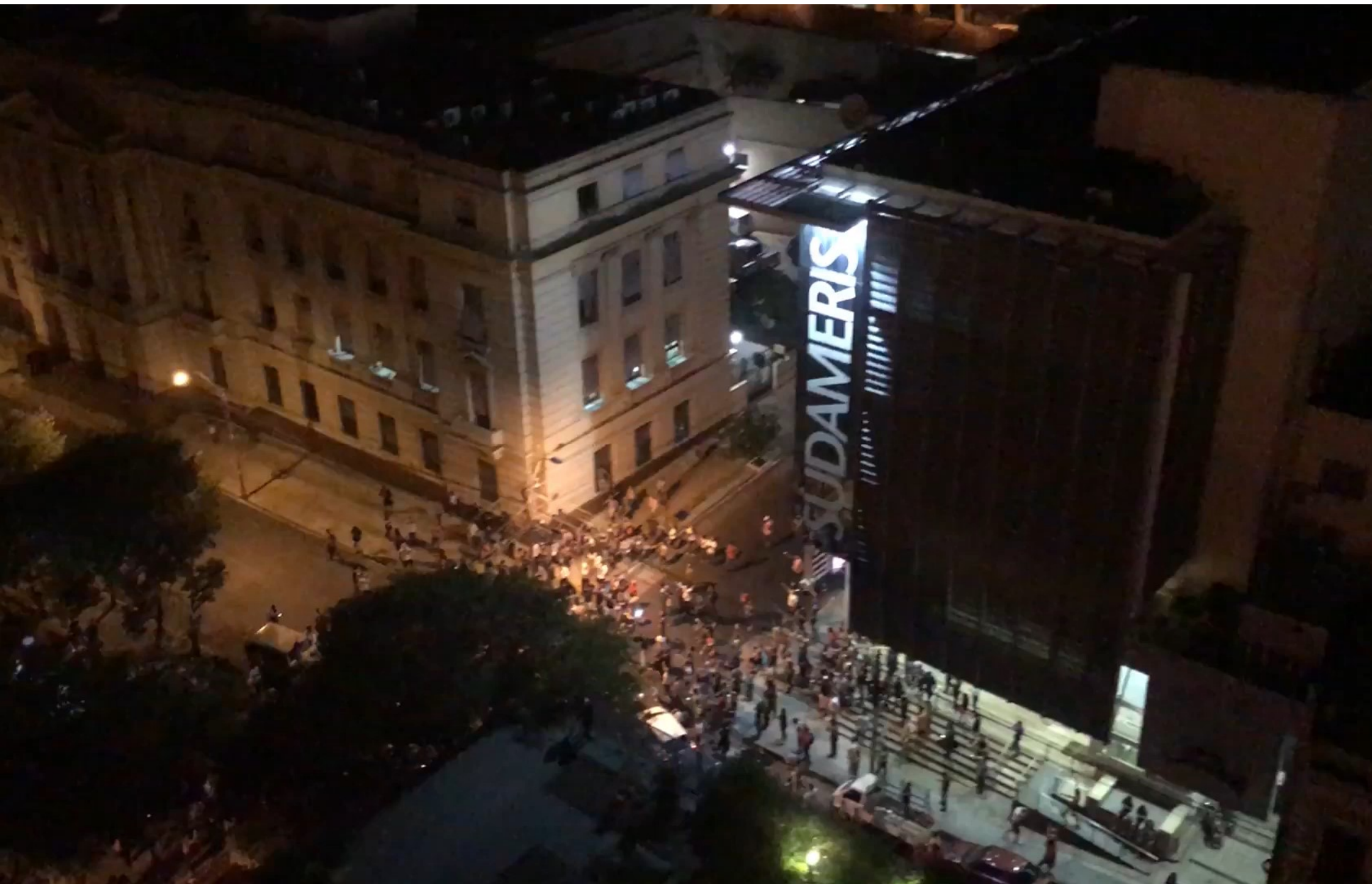
BOLSI

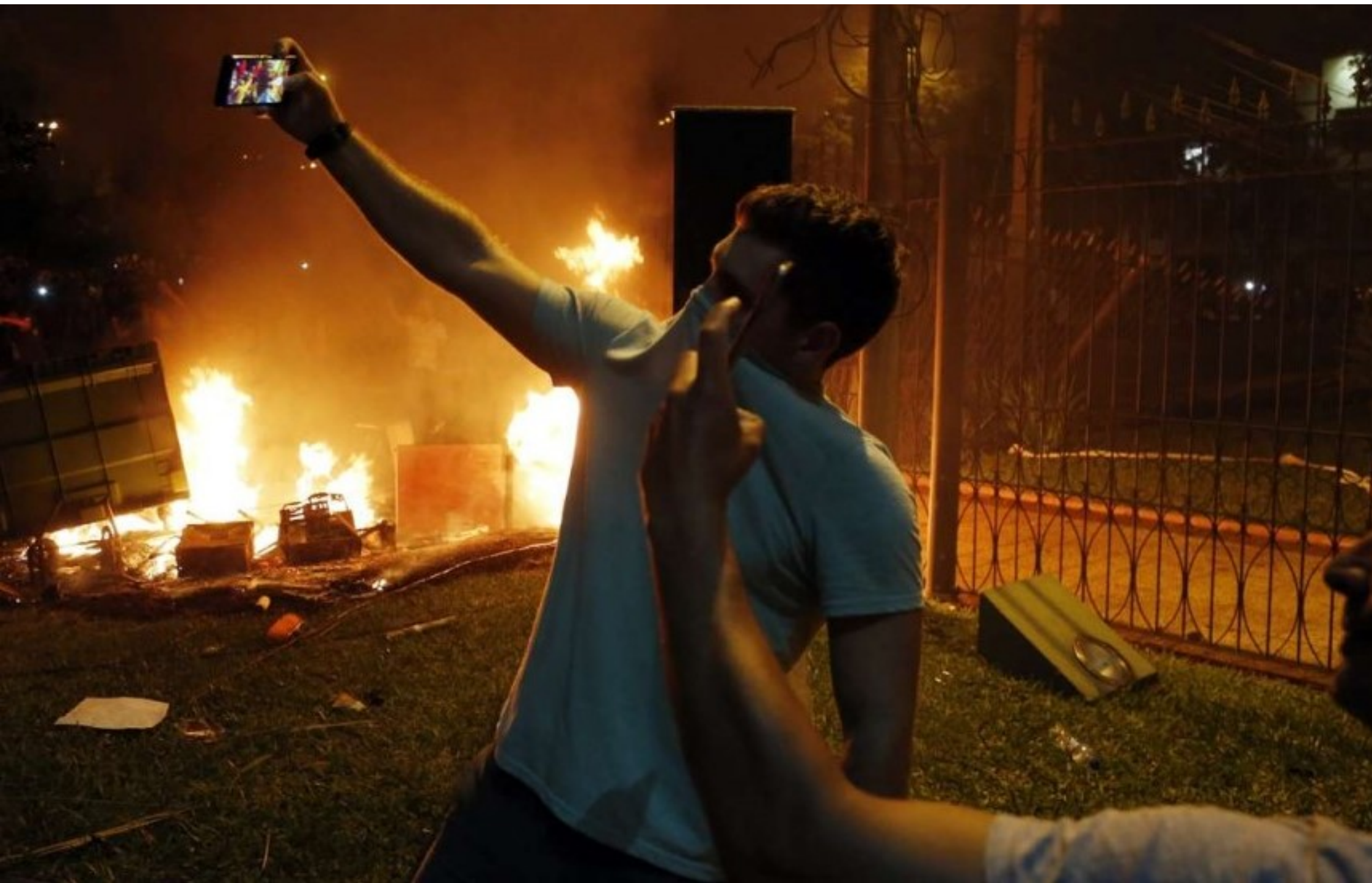
EST. 1873
Heineken

STAY
SERVE
LIVE











A story for
another day... but

Learning points - Stakeholders

- Ensure local and international teams on same page early on
- Consultation with Stakeholders – Important;
- Engagement of Stakeholders – Essential

Learning points - Management structure

- Put time into understanding the structure of your client

(Identify lead Departments and key supporters and stakeholders)

Learning points - Brand launch

- What to do when the unexpected takes place?

Learning points – Brand implementation

- Think ahead and do not leave anything to chance

What can possibly go wrong...?

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Thank you!