

Creating the ideal structure to manage a nation's brand

CNP London - Breakout session

November 8th, 2018



@bloomconsult

@citynationplace





Hosting this session from Essential Costa Rica



DANIEL VALVERDE
COUNTRY BRAND DIRECTOR
ESSENTIAL COSTA RICA





Some facts about Costa Rica:

Covers 0,03% of World Territory but has important lessons for the world:

- +50% of Country is green.
- A third of the country protected natural reserves.
- 5% of world bio diversity is in Costa Rica.
- First Country to fully run 299 days on renewable energy.
- Costa Rica is in the so-called Wellbeing Alliance.
- In 1948 complete abolishement of the army.
- Free education since 1870 and has best educational system in Latin America.
- Life expectancy is now higher than in the United States, and is increasing.

Bloom Consulting Countries Regions and Cities



Hosting this session from Bloom Consulting



JOSÉ TORRES CEO



MALCOLM ALLAN PRESIDENT



Some facts about Bloom Consulting

Bloom Consulting is a company **100% specialized** in **Country and City Branding**, working for Countries, Regions and Cities over the last **15 years**.

20 consultants and analysts, 4 offices in London, Madrid, Lisbon and Sao Paulo.

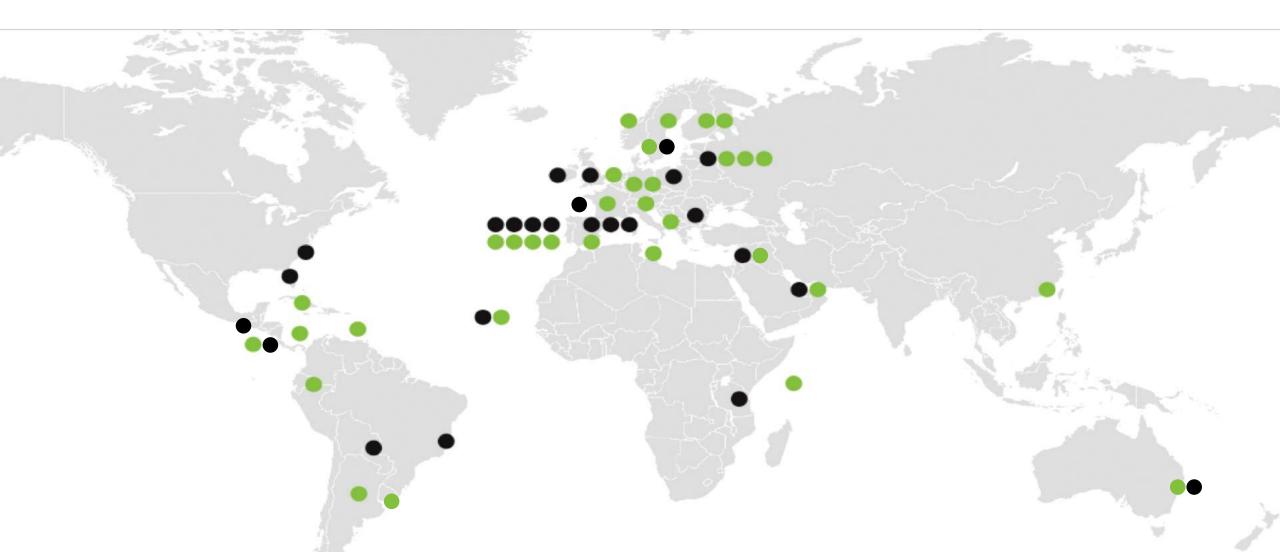
60+ Case studies and our worked on cover 5 world continents and is one of the most advanced renowned companies in the sector.

Bloom Consulting has developed an intelligence tool called **Digital Demand - D2©**.

Bloom Consulting Country Brand Ranking ©, Digital Country Index © and The Digital City Index ©.

Bloom Consulting is an official data partner of the World Economic Forum.

+60 Place Branding Projects in 5 different continents





This session is geared for

Government officials and institutions representatives who seek information on how to manage their Nation, Region or City Brand strategy.



Specifically in the following stages:

- Pre Launch
- Launch and subsequent management and implementation
- Review of existing strategy*



ROI / ROA (Return On Attending)

- Hear first hand how other countries and cities are tackling some of the most common issues when launching or managing their existing strategy.
- Get insights on how to engage effectively with local stakeholders.
- Use this information and implement it on your own... or with our **Place Brand Management Model**©.
- Learn about other metrics and use them as KPI's

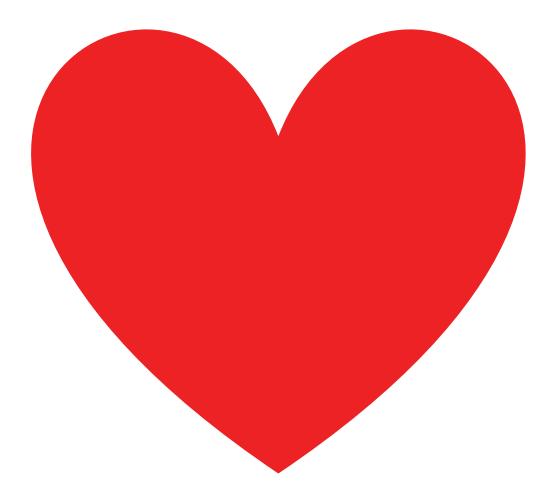


Six trends in challenges we see in Nation and City Branding

Bloom Consulting Countries Regions and Cities

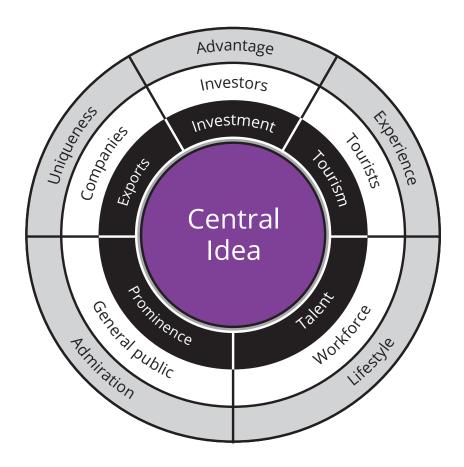
Six trends in challenges we see in Nation and City Branding

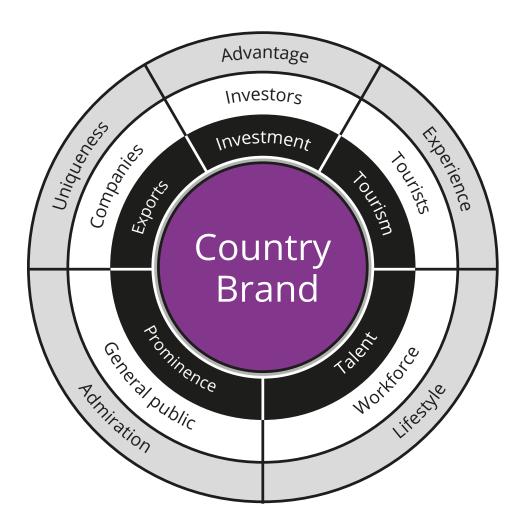
- 1 Limited management thinking (structure and measurement).
- 2 Difficulty in bringing stakeholders onboard.
- 3 Government project vs Nation or City Project.
- 4 Political changes (Elections, Unrest).
- 5 Explaining the benefits
- 6 Difficulty in explaining what Nation or City Branding really is.

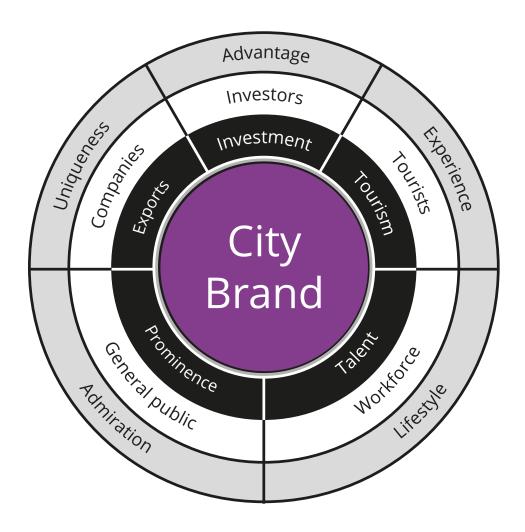


Transactional

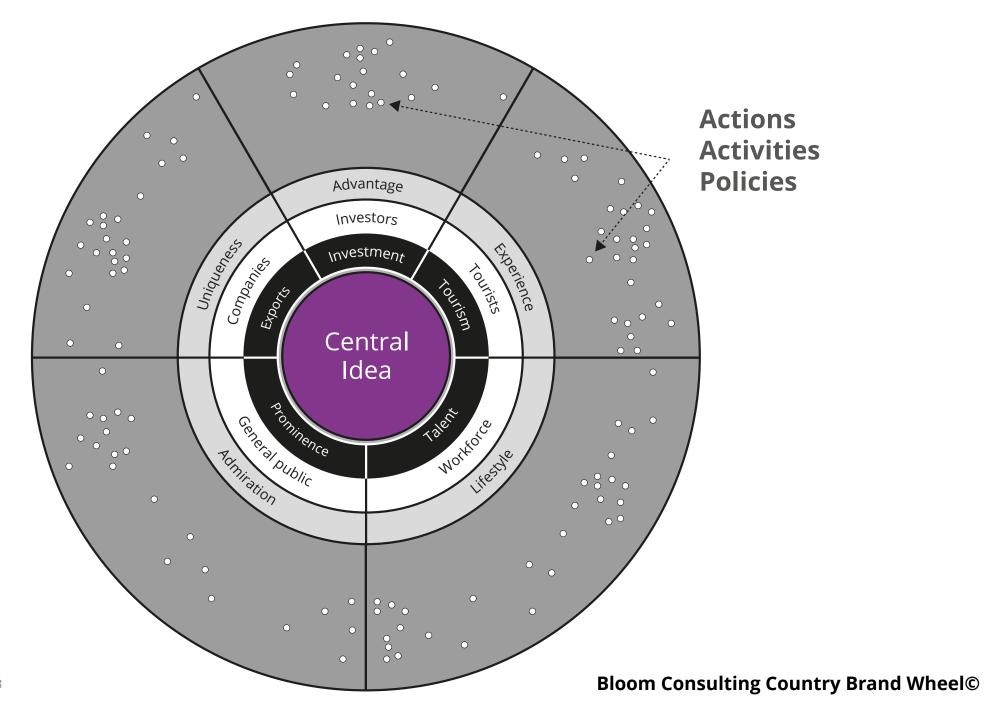
NON - Transactional

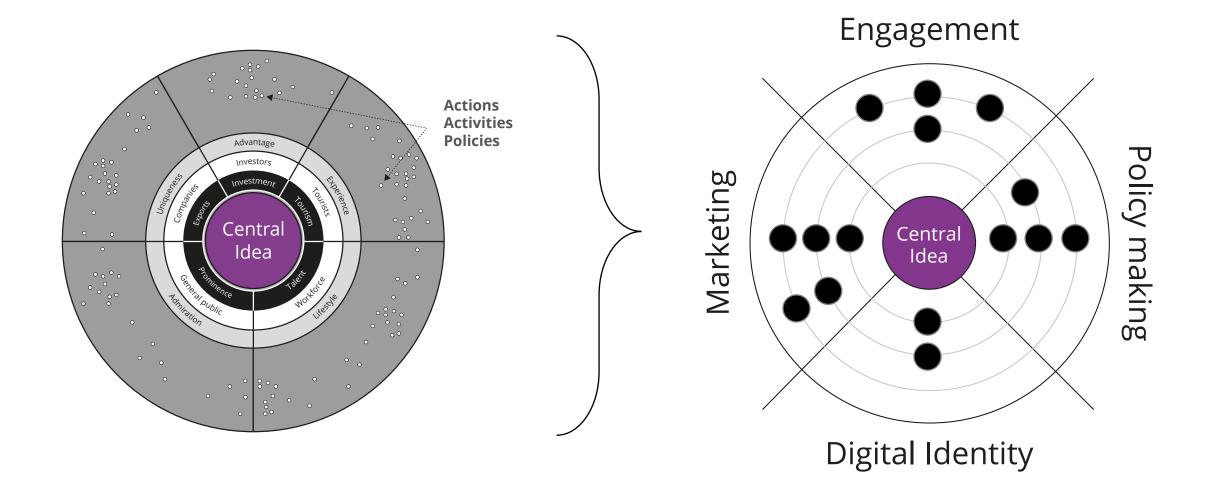




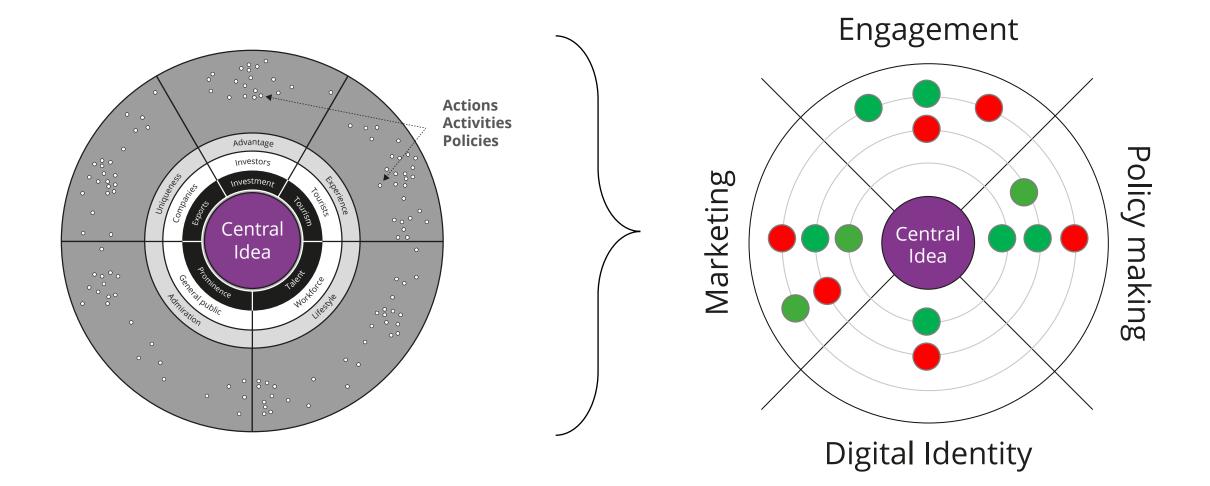


Bloom Consulting Countries Regions and Cities

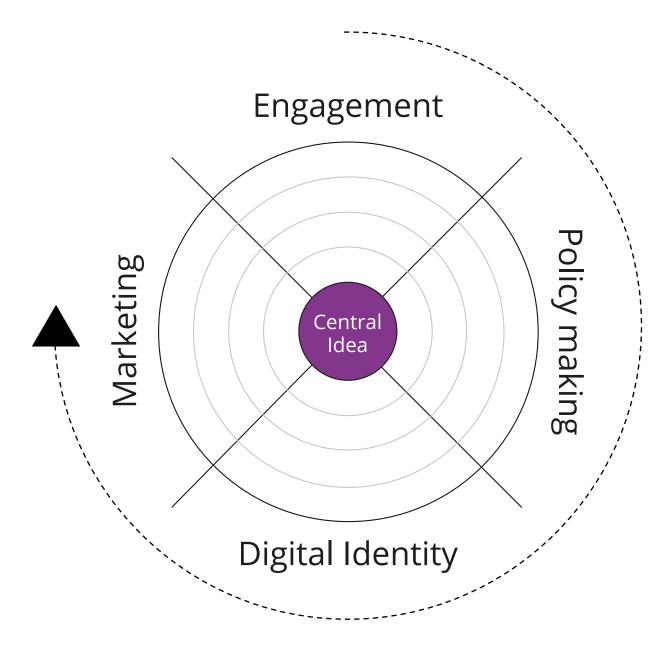


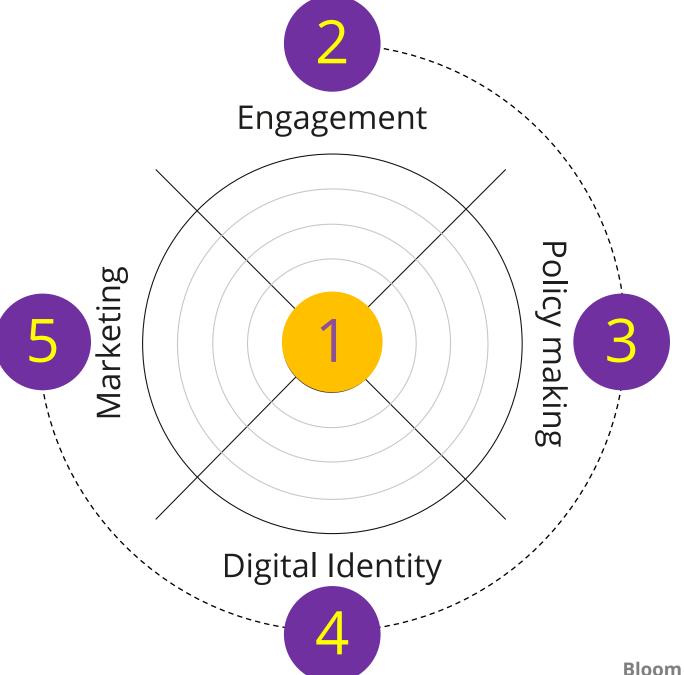


Bloom Consulting Countries Regions and Cities

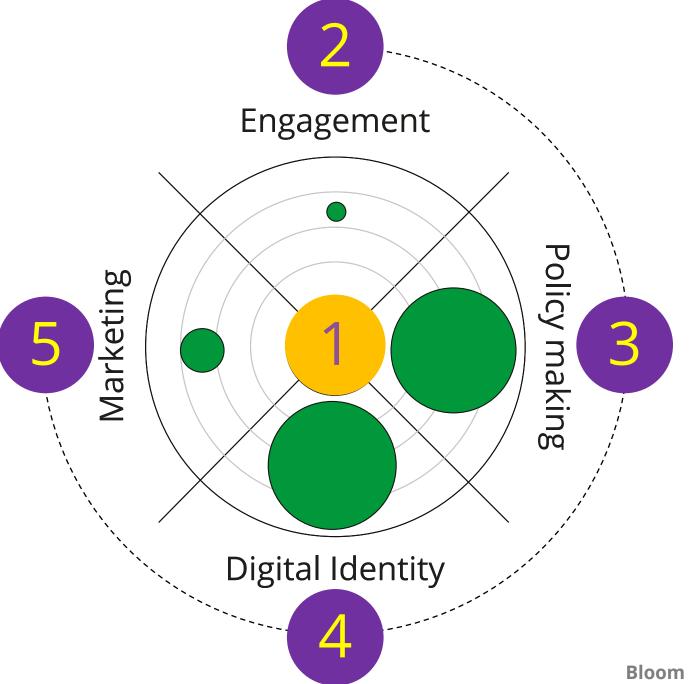




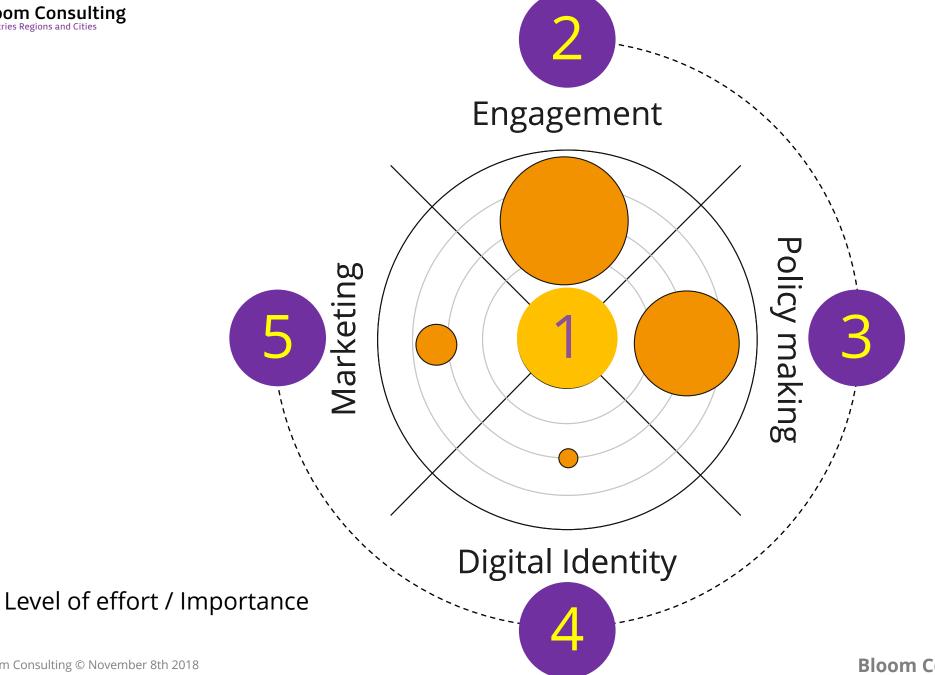




Level of influence



Level of influence





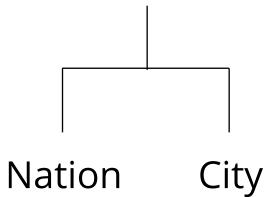
Challenges rather than the advantages

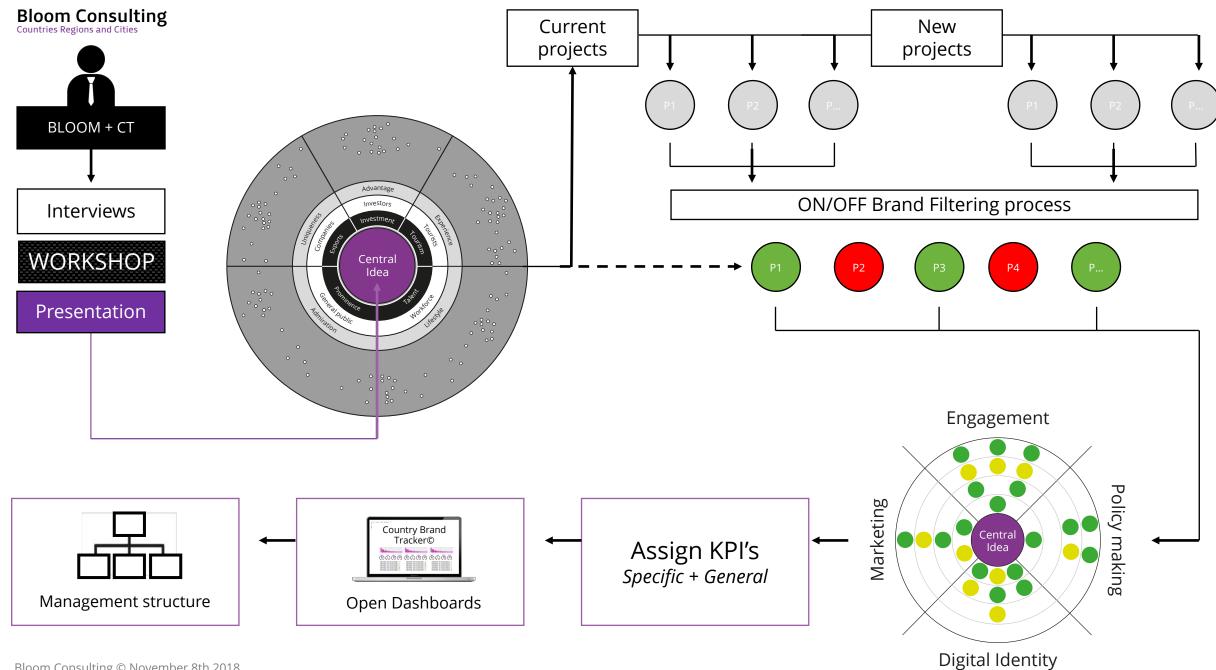


Place Brand Management Model ©

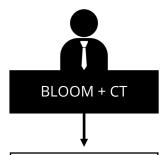


Place Brand Management Model ©





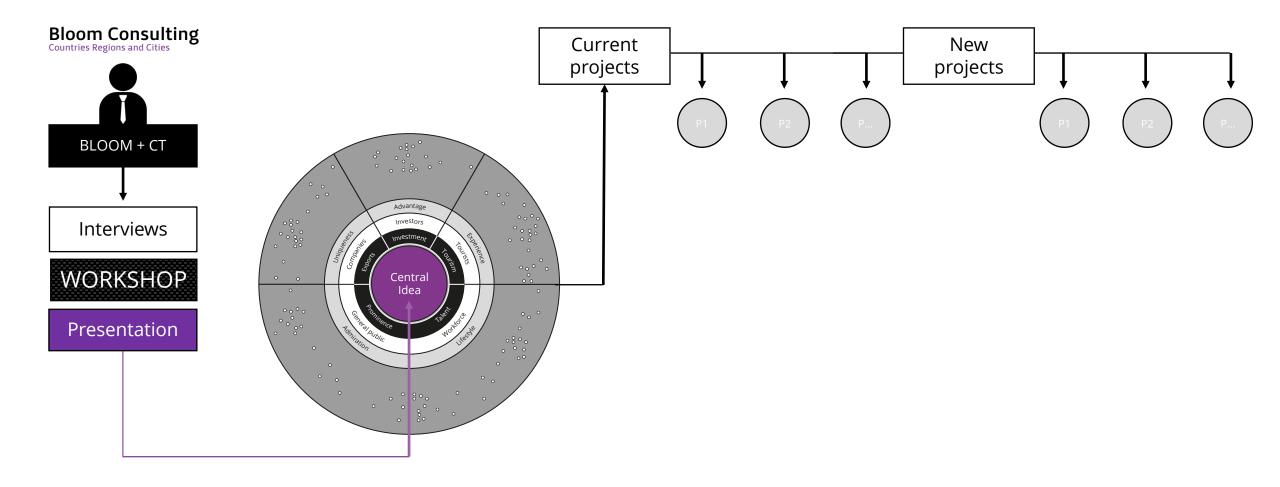
Bloom Consulting Countries Regions and Cities

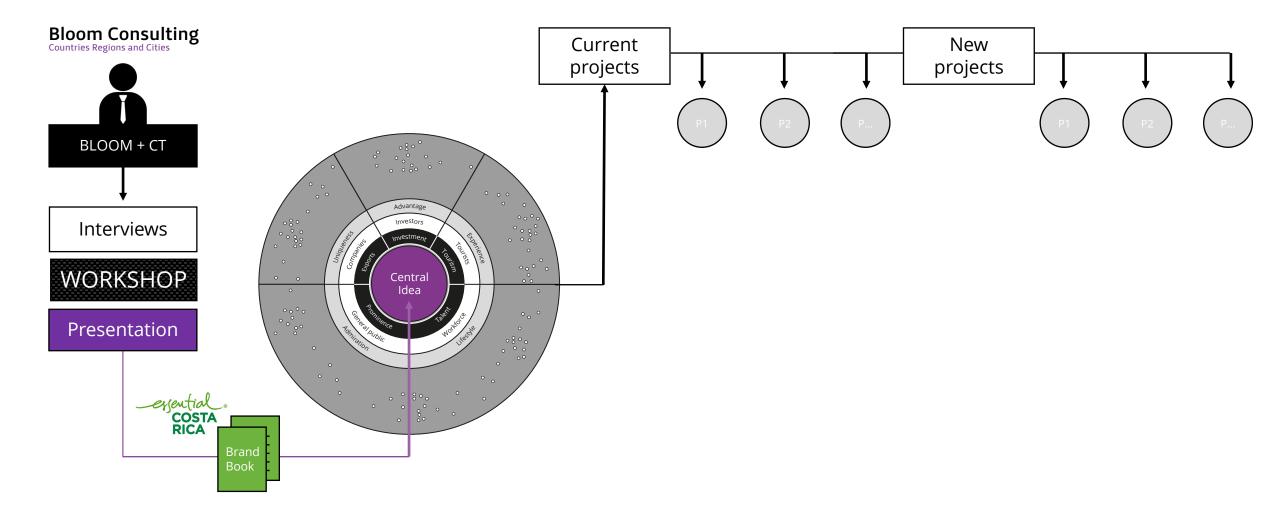


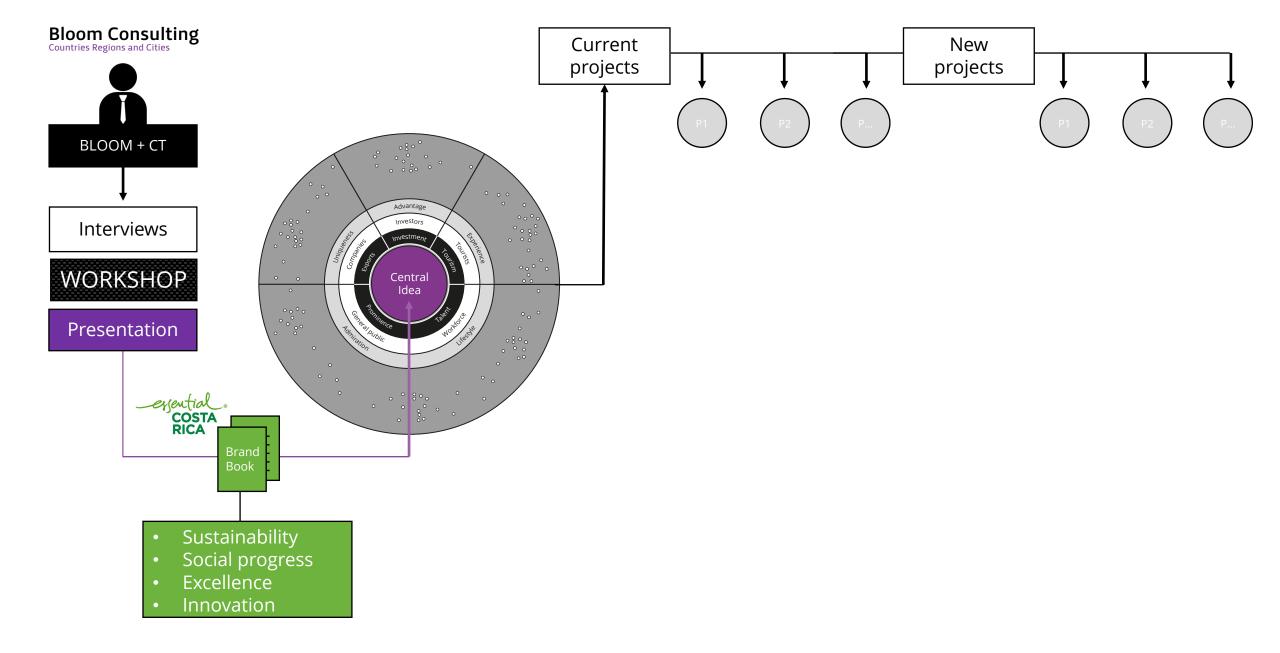
Interviews

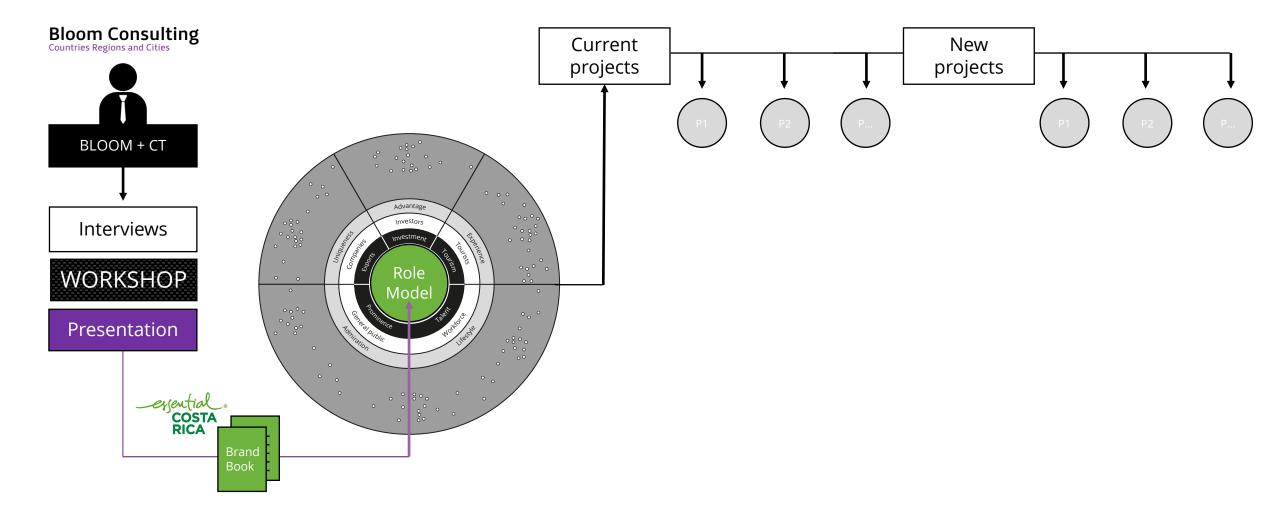
WORKSHOP

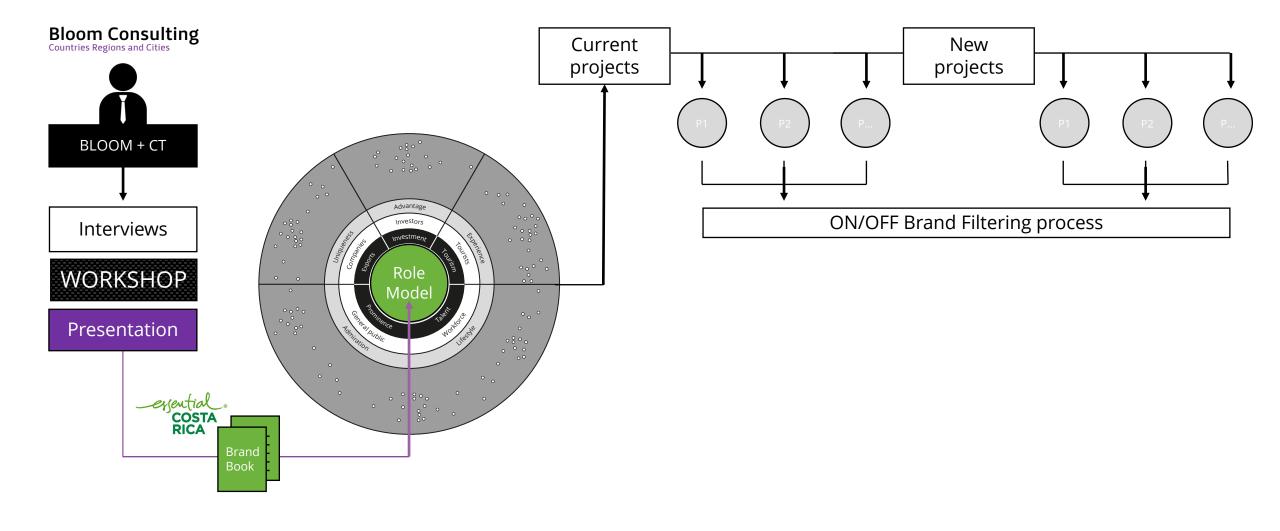
Presentation

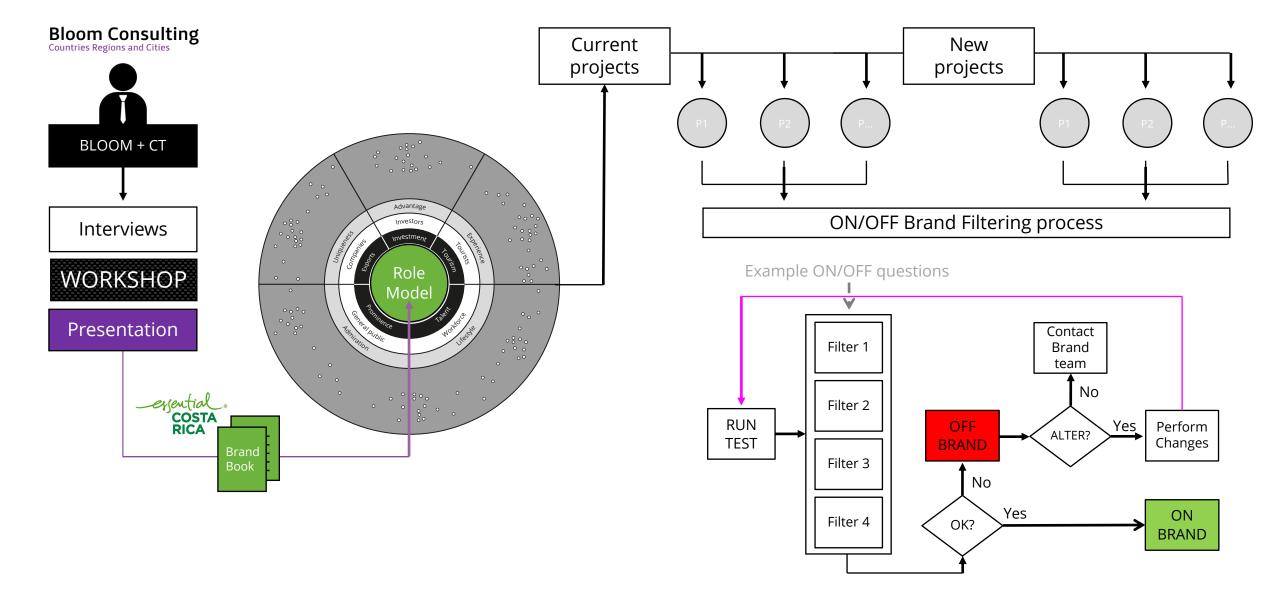


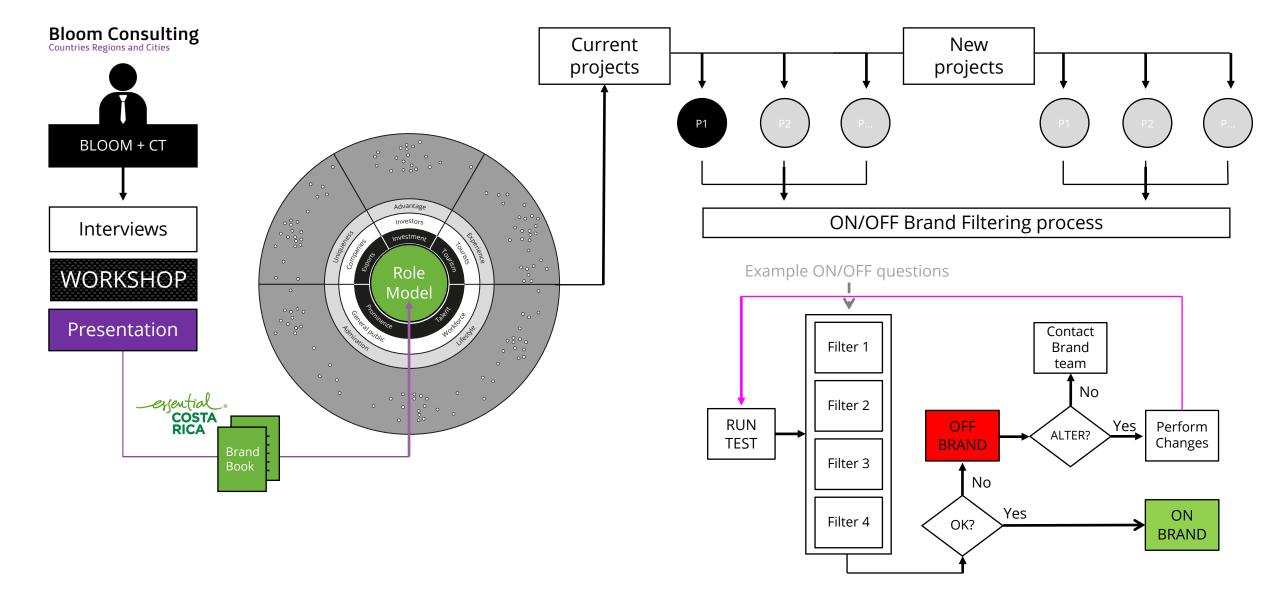










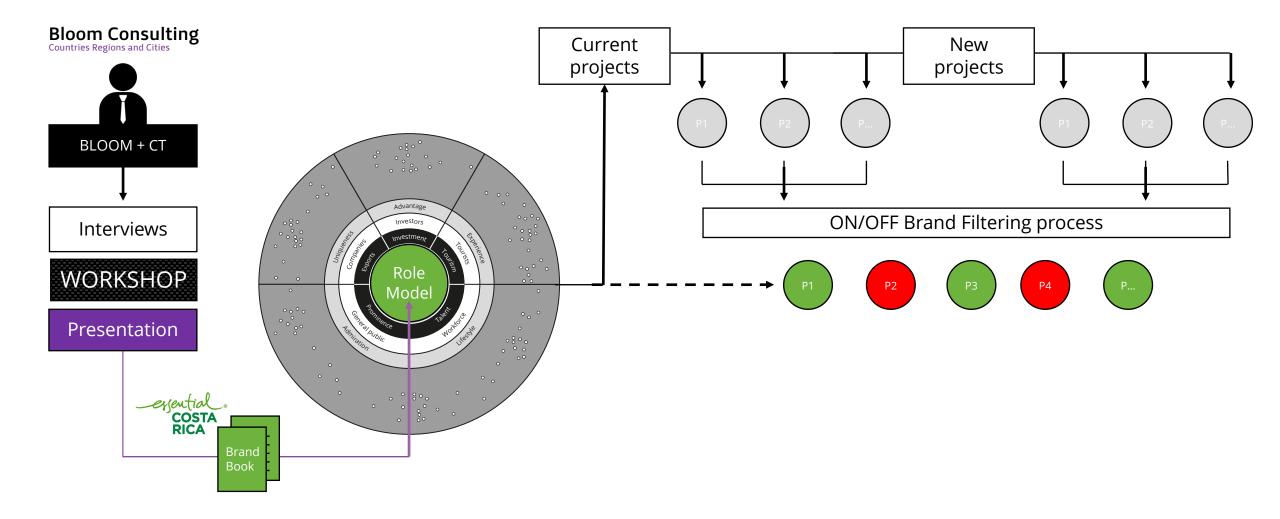


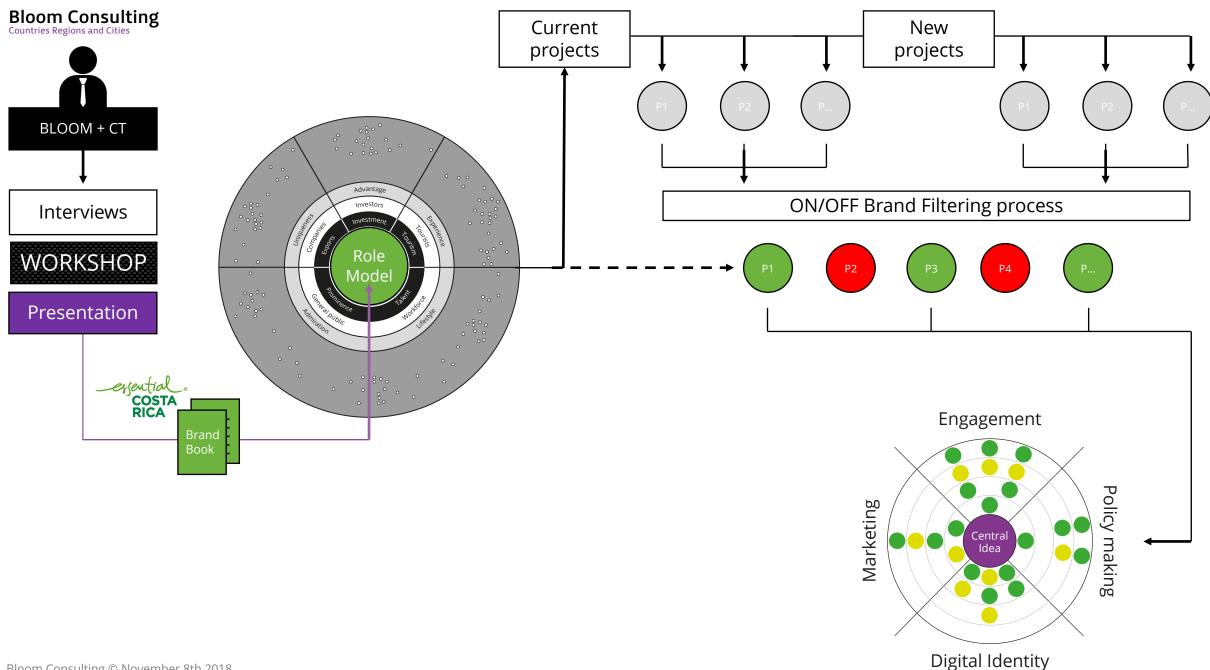


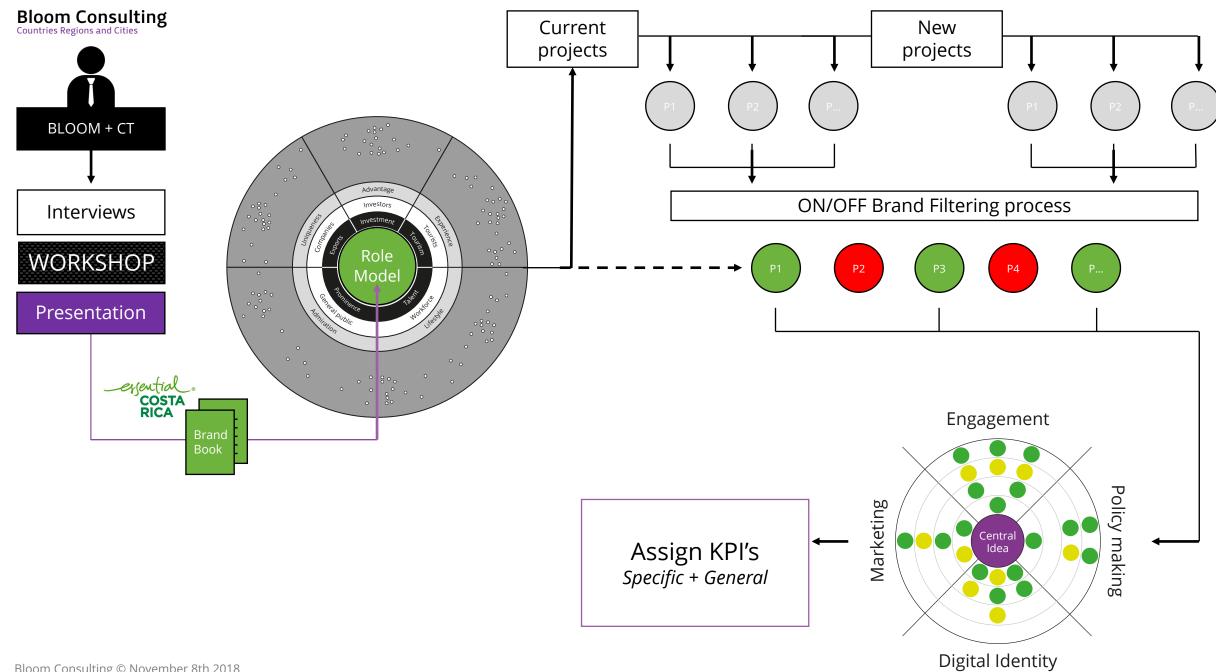


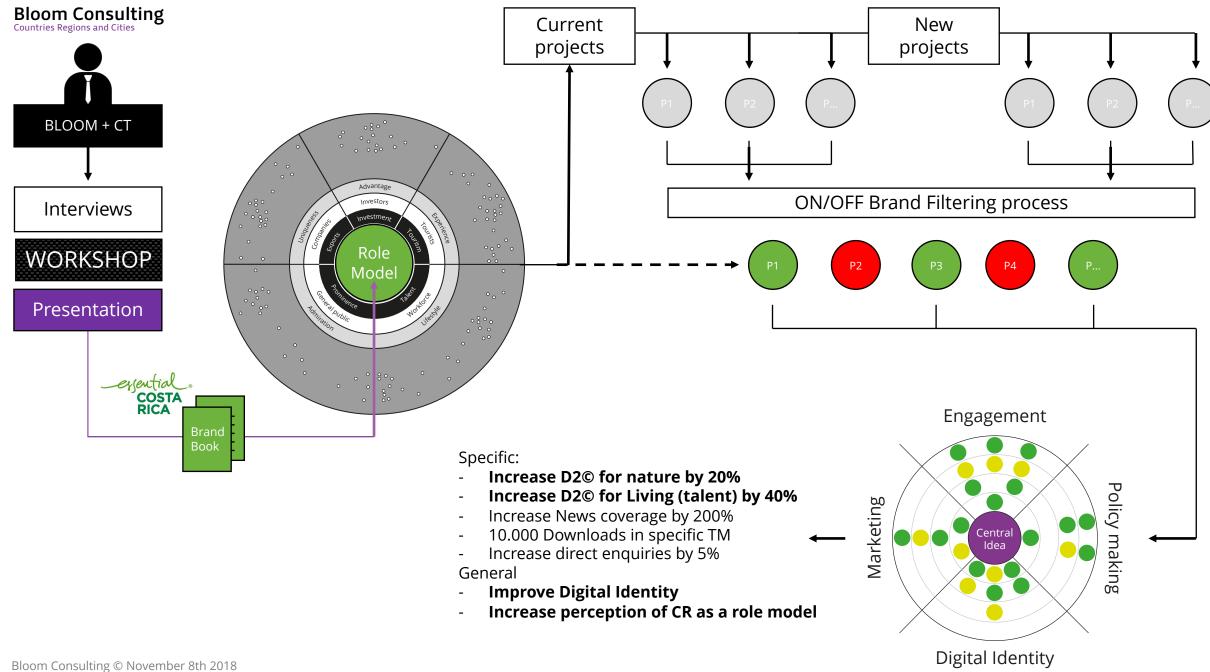


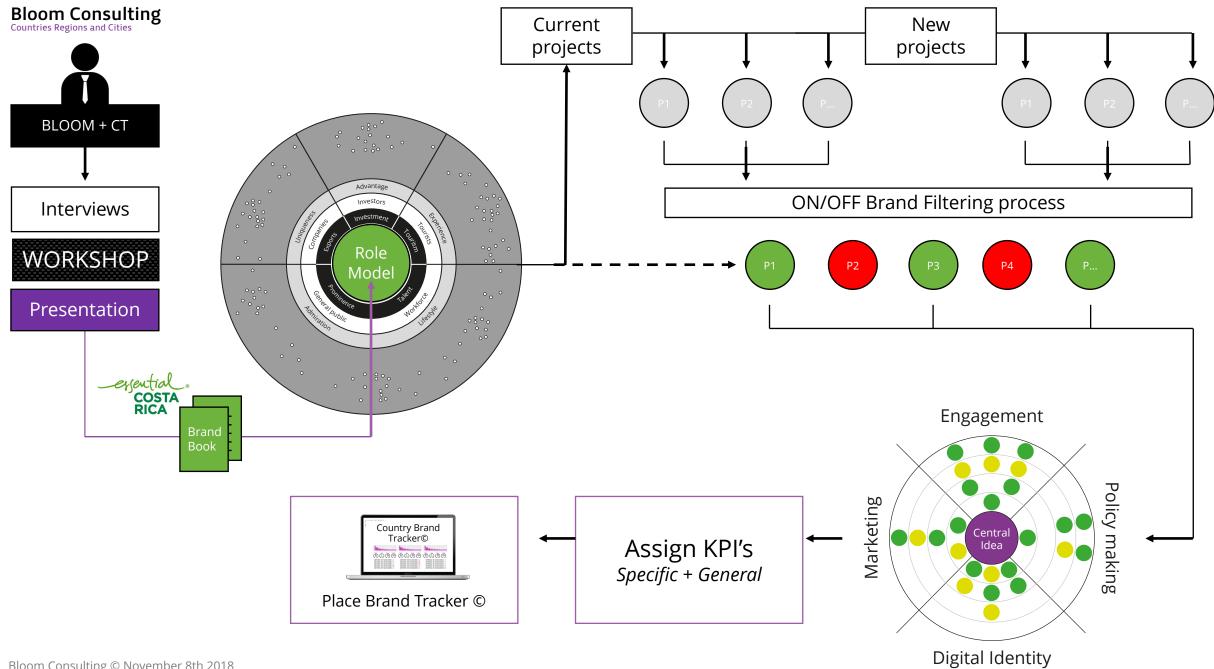














Today is

23-Dec-15

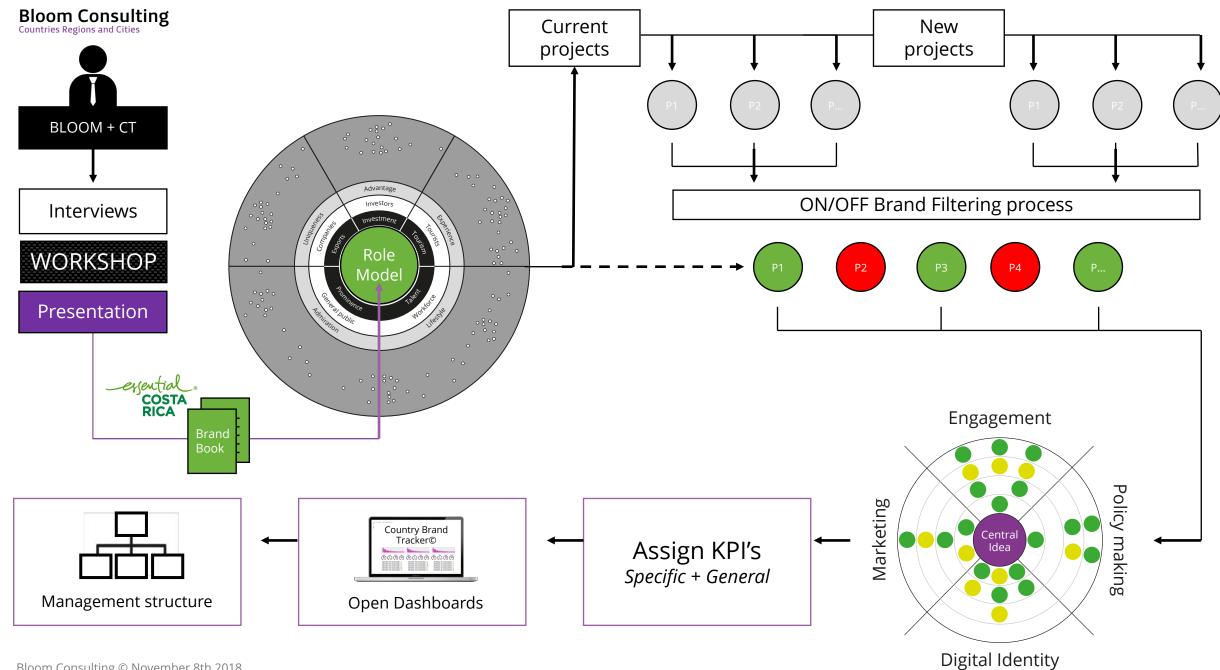
Click here for home page

#05 - Adwords Input Page

Please select the appropriate status from the ORANGE CELLS dropdown menus below:

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	#05.02	Lau		11-Nov-15	12-Nov-15	100%
	#05.03	Ter		12-Nov-15	13-Nov-15	100%
	#05.04	Awa		1-Dec-15	1-Dec-15	100%
	#05.05	Kicl		18-Dec-15	18-Dec-15	100%
	#05.06	Eng		18-Dec-15	18-Dec-15	100%
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	#05.09	Lan	ersio	18-Dec-15	23-Dec-15	50%
	#05.10	Lan	ages	23-Dec-15	28-Dec-15	0%
9	#05.11	Lan	ngua	4-Jan-15	1-Feb-15	0%
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	#05.15	Plai				
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Code	Expected Start	Expected End	Expected Status	Responsibility
#05.01	9-Nov-15	17-Nov-15	100%	Bloom Consulting
#05.02	20-Nov-15	20-Nov-15	100%	LIAA
#05.03	20-Nov-15	27-Nov-15	100%	LIAA
#05.04	27-Nov-15	27-Nov-15	100%	LIAA
#05.05	18-Dec-15	18-Dec-15	100%	LIAA
#05.06	14-Dec-15	17-Dec-15	100%	IT Company
#05.07	18-Dec-15	23-Dec-15	100%	IT Company
#05.08	14-Dec-15	18-Dec-15	100%	IT Company
#05.09	18-Dec-15	23-Dec-15	100%	IT Company
#05.10	23-Dec-15	28-Dec-15	75%	IT Company
#05.11	4-Jan-15	1-Feb-15	0%	IT Company
#05.12	23-Dec-15	23-Dec-15	100%	IT Company
#05.13	23-Dec-15	23-Dec-15	100%	IT Company
#05.14	28-Dec-15	28-Dec-15	0%	IT Company
#05.15	30-Nov-15	22-Dec-15	100%	IT Company
#05.16	1-Jan-16	1-Mar-16	0%	#REF!
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#05.18	3-Mar-16	3-Mar-16	0%	IT Company
#05.19	n/a	n/a	0%	IT Company
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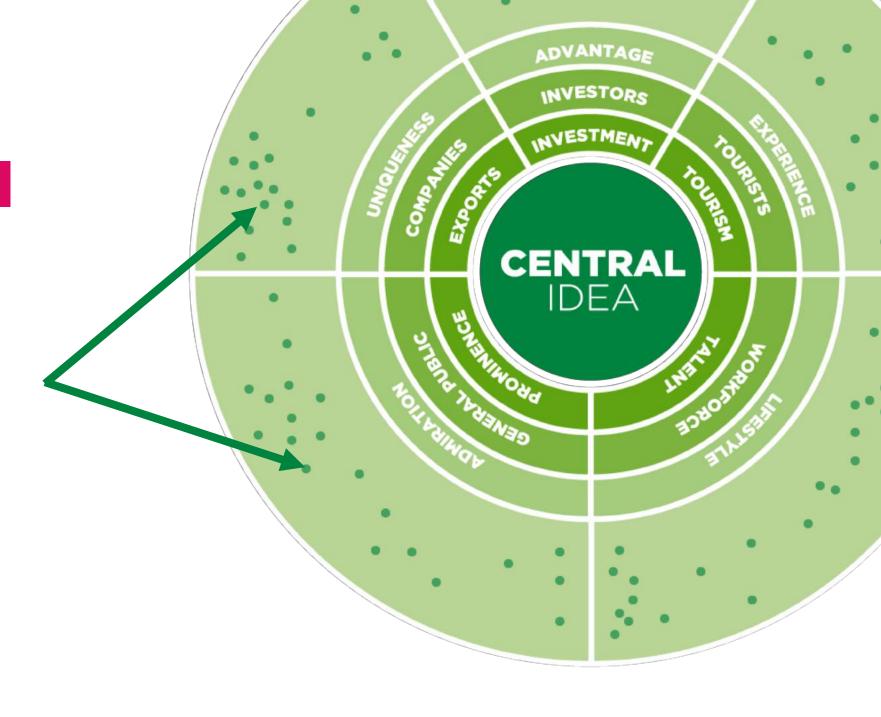




MORE THAN A LOGO

ACTIONS,
ACTIVITIES &
PUBLIC
POLICIES

Source: BLOOM CONSULTING











Government regulation Presidential

Presidential decree to brand governance

Intl research

Perception study of 79 strategic markets

Local research

Focus in productive sectors

Branding docs

Detailed and easy-to-use brand book, Tone & manner manual, Brand registry

Regulation for brand use

Companies, Products & Services, Events, Ambassadors



2. COMMITTED NOT INVOLVED













TPA

INTL TRADE MINISTRY

TOURISM BURAEU

IPA

FOREIGN AFFAIRS

3. SET HIERARCHIES & RESPONSIBILITIES



STEERING COMMITTEE STRATEGIC ANALYSIS – 3 meetings/yr **TECHNICAL UNIT** TACTICAL ALIGNEMENT – 12 meetings/yr **C.B. DIRECTION** BRAND MANAGEMENT – the 24/7 crazy people!



4. PRIVATE SECTOR ALLIANCES





Excellence - Innovation - Origin - Social Progress - Sustainability











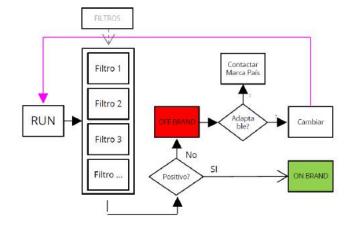
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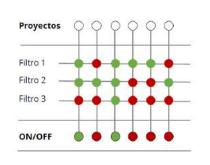
6. MEASURE & REPORT OBSESSIVELY

















7. UNDERSTAND A CAREER IN POLITICS



Embrace change

Avoid temptation

Leverage on alliances







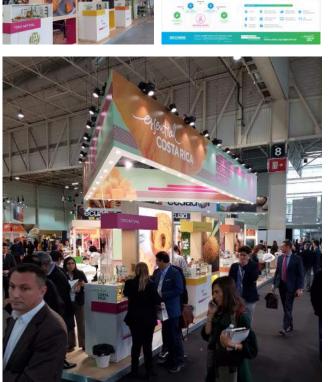




















el mayor crecimiento 22NOVEMBRE. de toda América

el Country Brand

ciento entre los de su tino e









tayloren procontoc en al ROR FOR JM 2017, le forcero activión del fero

Suplementos Cantones - La Provincia El País Edición Digita

De frente: Eser

A pesar de nuestro pequeño tan

% del territorio nacional son zone energia de fuentes renovables, o

on, se nutre de verdades a medias-

MÉXICO

EL "TOP CINCO" EN LATINGAMÉRICA:

Unidos y Carradà. En el mundo se ubros - uniterior, lo que i en la posición 16. Al igost que "Enercial - lugar 37 del nan

s sin minor in tino de tratamiento, al nueto or e más de la mitad no son antos nara.

nales, en los cuales abundan actividades lliditas como la tata, la caceria y la



Costa Rica's country brand is the fastest growing in the Americas











Esencial Costa Rica'

impacto de

esencial COSTA RICA

most viewed in US

The Guardian

Marca País de Costa Rica es la de mayor crecimiento en América

WHY VACCINES MATTER **GEOGRAPHIC** Denmark, and Singapore — the most joyful places on the planet

Empresas en Guanacaste asumen compromiso y beneficios de esencial COSTA RICA

por Periodico Guanacaste a la altura | Sep 8, 2017 | 0 Comentarios



La región Chorotega sumó doce empresas a la lista de representantes de la Marca País esencial COSTA RICA, validando que estás aplican en su quehacer los cinco valores de la competitividad; sostenibilidad, excelencia, origen costarricense, progres social e innovación. La entrega de certificados se realizó este 07 de setiembre

Las empresas licenciadas son Del Oro, empresa pro

Pensiones de lujo del Poder Judicial cayeron en un limbo



productora de cacao y exportedora de chocolate; Gruc Rica Cheese Factory, productores de queso de búfala v... La marca país se posiciona

World ▶ Europe US Americas Asia Australia Middle East Africa Inequality Cities Global development

Costa Rica gets it right

Joseph Stiglitz

Project Syndicate

Foro de Marca País abre nuevas oportunidades de

Facio & Cañas es Esencial Costa Rica La firma destacó además por sus nominaciones en los rankings de Chambers & Partri

Showing the way in San José - how

The country is a beacon of Enlightenment - a world leader in

democratic, sustainable, and inclusive economic growth, writes

ST. JUDE: PRIMER COLEGIO PRIVADO ESENCIAL COSTA RICA





Key take aways for any Nation or City Brand Strategy

- 1 Make sure your Central Idea is not a concept, but rather a practical tool to reach a specific objective.
- 2 Audit all <u>ongoing</u> relevant projects outside (and inside) your organization and run the ON/OFF Brand filtering process with your stakeholders.
- 3 Create common and shared KPI's with your stakeholders.
- 4 Focus more on bringing "Management thinking" to your Nation and City Branding, the issue and the reason why most cases fail is simply because there is often no structure at all.



Key take aways for any Nation or City Brand Strategy

- 5 Dissociate the Brand from party politics and create a structure that can take the lead/support in managing the Brand and survive political change.
- 6 It is never too late to start and there is no need to restart.



Thank you!

Malcolm Allan

President

Daniel Valverde

Country Brand Director Essential Costa Rica

José Filipe Torres

www.bloom-consulting.com

www.esencialcostarica.com