

Best Citizen Engagement



Chile: Image of Chile

Entered by Marca Chile



Chile is a country with geographic extremes: with the driest desert in the world in the north and glaciers that are over thousands of years old in the south; the immensity of the ocean, its coasts and extraordinary islands, with fertile fields and the Andes Mountain range, or the Cordillera, which is a backbone that unites the whole territory. The country is approximately 4,300 km long and consists of 15 regions.

The Brand Chile Program is the strategy to positively impact perceptions about Chile, highlighting the attributes of its identity to increase the possibilities for attracting talents, exports, external investments, and tourism for Chile. To achieve this, it is fundamental to integrate all the regions of the country, in the promotion of the brand Chile, achieving recognition and pride in citizenship throughout the entire country.

In this sense, the brand Chile is more than a graphic design, it is a tool that allows us to strengthen our image in the world, highlighting positive and distinct attributes, which all contribute to the international promotion of Chile.

"Chile que Te Quiero" was born, which invited all regions to take ownership of the project, to strengthen the image of the country internationally and be ambassadors of Chile to the world. The main objectives of the campaign were rooted in maximising participation levels, building a concrete initiative that preserves human heritage and the vision of the different zones and to contribute to the internationalization of Chile's identity from a regional perspective. The campaign consisted of an unpublished tour that travelled the country accompanied by a regional media plan. In each region, a citizen engagement programme was developed that facilitated dialogue

with locals of each region. We discussed elements (icons) of identity that generate pride among the local population, feelings about being Chilean, as well as national values. From each region, a report of findings was obtained that would incorporate these regional identity icons into the national actions and international campaigns of the country.

In the first instance, the Image of Chile team visited the specific regions to introduce the project and identify areas for improvement, through meetings with authorities and representatives of the public and private sectors.

The week before the face-to-face sessions, and with the aim of facilitating the meetings, an online community was activated that integrated locals, who debated elements of identity that generate pride among the regional population & their feelings about being Chileans.

Finally, the regional meetings were held, ensuring we had the most diverse groups present to create the most honest vision of each region. The results were impressive with 140 references in national and international press and the campaign trending on twitter in five of the visited regions.

The programme has brought together public and private efforts in an attempt to gain ground for Chile as a destination of growth in areas such as tourism, gastronomy, investment, and research. The ultimate goal is that we all feel like Chile's "ambassadors", since a positive country image is an asset that can increase the political and cultural influence of the nation and improve our development and competitiveness on a global stage.