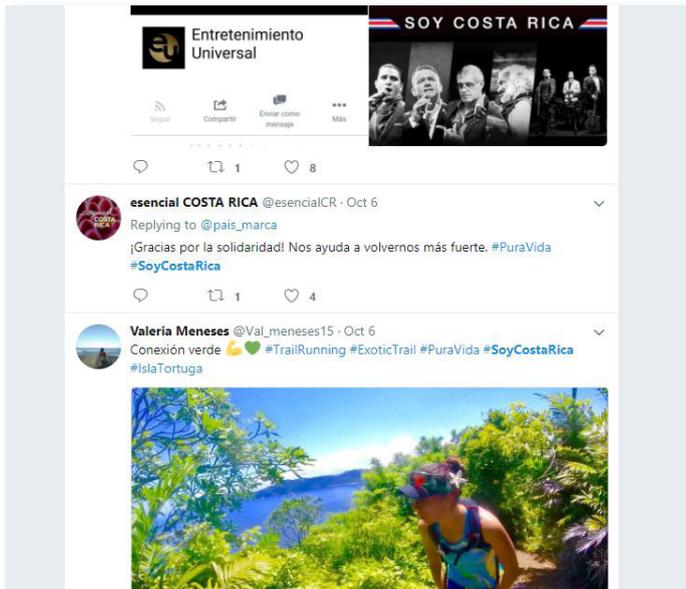


Best Citizen Engagement



Costa Rica

Entered by Essential Costa Rica



Costa Rica has had more than 18 years successfully positioning itself as a green destination, with our “Pura Vida” lifestyle campaign, however, a lot of what the country has to offer the world was left out of the message.

We needed to evolve the promotion of the country with a more forceful and integrated approach to country branding. The country brand was launched to the world as “essential COSTA RICA”, having a great success at international level, however, within the country, it didn’t have the same approval. Ticos (Costa Rican people) thought that Costa Rica, already had its own brand and motto, that only had to be made official: Our famous “Pura Vida”.

We needed to create a focused message to explain to our citizens that essential COSTA RICA positioned us to the outside world in a more integrated way, as it presented our people as our main differentiator, as our essence. We could only say that once our people felt part of our country brand.

The strategy was to launch a national campaign that first explained what a country brand is and what is it for, and then a powerful message to all citizens letting them know that they are “the essence” of Costa Rica, and that the people are the ones that make the difference in our country.

We launched an informative campaign that involved digital media, cinemas and tours explaining the importance of a country brand. Then, in a second stage we needed to arouse the pride of Costa Ricans and to achieve this, we created an integrated communications campaign. The central axis was our citizens, the engine of the country.

We launched a TV commercial that sought to connect with our citizens and encourage a vision that people that make the difference. No actors were used, only real Costa Ricans and their true stories, their essence. Since Costa Rica is a passionate soccer country, we set our TV commercial during the “Copa América Centenario”, guaranteeing us high levels of attention. Our message was also present on radio, press and OOH.

The whole campaign was accompanied by a solid digital strategy, which played a fundamental role in the fulfilment of our objectives and the hashtag #SoyCostaRica (I’m Costa Rica) was created. We created different Facebook avatars that represented the whole population and the success was so great that many Ticos asked for different customized versions.

Finally, we engaged with key influencers in the country, more than 40 opinion leaders collaborated for free with our campaign, in support of the country brand and national pride. The involvement of Costa Ricans was such that after the campaign the number of followers of our fanpage on Facebook practically doubled, reaching more than 2.6million unique users.

The hashtag #SoyCostaRica achieved more than 14 million impressions, and we are a country of less than 5 million citizens. But the most important result is that we went from being a brand that was questioned and unknown by our own people, to a brand that today generates pride among our citizens.