

# Brand Management: A Scientific Art of Branding a Country

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**Garima Bhardwaj**

*Assistant Professor, Department of Commerce*

*Pannalal Girdharlal Dayanand Anglo Vedic College, New Delhi, India*

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## Abstract

*In 21st century, the first criteria that defines the perception of a nation is its economic status. In order to uplift economic status, countries try to reap their USPs by marketing them and positioning them as a brand, for attracting market from across the globe. Even when a country does not consciously manage its name as a brand, people still have images of countries that can be activated by simply voicing the name. Country images are likely to influence people's decisions consciously or unconsciously, in making multiple other decisions such as Purchasing, Investing, Changing Residence, Traveling and many more. The world's leading economies for 2019-20, including the USA, China, Japan have a renowned global image of its own in their respective field of uniqueness and that's how, consistent nurturing of that image helps in positioning a nation as a specific brand. The economic power centres of the world have been changing from west to east and by the end of 2050, (A report by PwC, London) the current developing economies may become one of the largest economies of the world with the help of their smart global self-positioning strategies. India also, has huge stamina to be the 2nd largest economy by then, if the nation's numerous factors have been marketized in such a way that can position this nation as a big brand, in so many areas, ultimately leading the nation towards a better global position in Diplomatic, Prestigious and Economic ways.*

**Keywords: Branding, Positioned Brand, Perceived Brand, Biggest Economies in 2019-20, Travel and Tourism, Business Opportunities, FDI, Global Recognition, Positive Perception, Emerging Economies, Advanced Economies, Brand India.**

## Branding: The Nodal Concept

The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme, is called Branding, which also aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. (www.businessdictionary.com) In other words, Branding can be expressed in the terms of Goodwill, which is earned by that particular brand over a period of time, by satisfying its customers via its unique features and for this uniqueness, the convenience customers get ready to pay even more than multiple times of the actual cost in the name of the Brand Value.

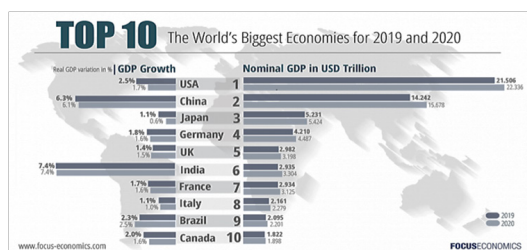
It may be noted here that it's not only the product that gets portrayed as a brand but also places can be positioned as a specific or unique brand for that place centric geography, history, proclamations, art and music, famous citizens and other features.

## Nation: A Positioned or Perceived Brand

A country's image results from its geography, history, proclamations, art and music, famous citizens and other features. When a country markets itself, for any of its content/contents, it's creating an awareness in the minds of the masses for what unique it has and this is how, with the gradual efforts, it may position itself as a country of unmatched expertise in that particular field and hence emerges as a Brand, with time.

Just like manufactures' brands, nation's branding evokes certain values, qualifications and emotional triggers in the consumer's mind about the likely values of any product that comes from that place. It is not surprising that most of the world's successful commercial brands come from the top ten 'place brands': America, Britain, France, Italy, Spain, Scandinavia, Japan, Switzerland, Germany and South Korea. It's an interesting fact that successful global brands in the world have something in common. Every one of them comes from a place that has a brand image of its own, and the product is quite often strongly linked with that image. It is an Italian car, associated with the Italian quality of style, speed and innovation design. It is French perfume, sold on French chic, classiness and wealth. It is a Japanese TV, majoring on the Japanese virtues of high-tech expertise, miniaturization and value for money. It is American Fashion, bursting with street credibility and youthful rebellion.

### Leading Economies and Branding The World's Biggest Economies for 2019 and 2020



As per the data collected from www.focuseconomics.com, it may be noted that most of the economies listed above, have a renowned global image of its own in their respective field of uniqueness and that's how consistent nurturing of that image helps in positioning a nation as a specific brand and helps in attracting the international market in the form of travel and tourism, national as well as international entrepreneurial/business opportunities, employment opportunity for its citizens, FDI, global recognition and positive perception for the contents related to that specific country.

The world's 3rd largest economy in 2019, Japan, is a focal point in the field of Research and Development (R&D) and innovation, and has filed a large number of patents, many of which have high

universal validity. (www.jetro.go.jp) The 2nd largest economy, China is also an integrated knowledge hub established to engage itself in the field of research of its global dream-driven centre for innovation and latest technology, which is also resulting into making China, a worldwide economical manufacturing destination. In other words, both the China and Japan have been portraying themselves as a brand with high degree of technical novation.

The world's largest economy USA, is itself a brand, which the nation has earned during a long period of time. The giant size of its economy of 21.506 trillion USD may also depicts the brand status of the USA. Even when a country does not consciously manage its name as a brand, people still have images of countries that can be activated by simply voicing the name. Country images are likely to influence people's decisions consciously or unconsciously, related to Purchasing, Investing, Changing Residence, Traveling and many more.

That's why, when some unique contents related to a nation, gets marketized with associating them with that nation, it creates a positive image of that country at large; and thereby supports IN BETTER POSITIONING AND BRANDING OF THAT NATION and hence comprehensively helping in becoming a better economy.

### Nation's Branding in Practice

**Brand Singapore:** The hub of 'New Asia'. With a long-term perspective, Singapore has tried to make itself relevant within the regional tourism market. It wants to be the tourism capital and the transport hub. 'New Asia – Singapore' communicates that idea. Singapore embraces foreign influences, adopts new technologies, seizes international business opportunities and appropriates foreign culture. While the state attempts to control undesirable foreign influences, this city-state constantly embraces the world economically. Its open trade policies often entail accepting many influences from the world. Tourism is one of them.

**Developing Brand Australia:** Examining the role of events, it is certainly difficult to visit a major city without being confronted by an impressive list of sports and cultural events that compete to capture the attention of tourists. The events add to the city's

range of tourist attractions and they often actively seek media coverage as a promotional strategy, hoping that more people will be encouraged to visit the city in the future. Thus, the relationship between events and tourism has become integral to each other.

**Western Australia:** Building a state brand, defining Western Australian Tourism Commission’s (WATC) methodological approach to positioning Western Australia as a premier nature-based tourism destination in a worldwide market in the late 1990s and 2000s.

**Wales:** is branded as a world-class golfing destination.

**Brand Shanghai:** Harnessing the inner force of people and place - The way in which Shanghai has developed from an obscure fishing village 700 years ago into an international metropolis where businesses from around the world gather, forms an intrinsic part of the city, and nurtures the belief that our success depends on an ability to readily absorb foreign advancements, no matter where they come from. (Zhou,2003)

**Brand New Zealand:** and The Lord of The Rings: leveraging public and media relations, concentrating upon the Public Relations driven branding strategy of New Zealand.

**Brand Louisiana:** capitalizing on music and cuisine.

### The World in 2050 and the Significance of Branding

As per a report by PricewaterhouseCoopers (PwC) UK, on the long-term global growth projections to 2050 for 32 of the largest economies of the world, (accounting for around 85% of the world GDP), indicates:

That the emerging markets (E7- group of emerging market economies of Brazil, China, India, Indonesia, Mexico, Russia and Turkey) of the present times, could grow around twice as fast as advanced economies (G7- group of advanced economies of Canada, France, Germany, Italy, Japan, the UK and the US), as a result, six of the seven largest economies in the world, are projected to be emerging economies in 2050 led by China (1st), India (2nd) and Indonesia (4th) where the US could be down to 3rd place in the global GDP ranking while the EU27’s share of the world GDP could fall below 10% by 2050. UK could be down to 10th place by 2050, France out of the top 10 and Italy out of the top 20 as they are overtaken by faster growing emerging economies like Mexico, turkey and Vietnam respectively.

The data depicts that the power centres of the world have been changing drastically and economic strengths and powers are shifting from west to east. The current developing economies have been working wise, for getting out of their infancy economic stage and have been constantly trying to position oneself in a better way to the world in order to attract global market and explore various internal resources. Here, as predicted above and well-known as well that, China has been working with a real fast phase, and making itself to emerge as a brand for hub of manufacturing DESTINATION. *It shows that, ‘Branding’ one’s nation is not only an important tool to make money but also a smart way of fetching global attention and earning prestigious goodwill, through which the nation gets benefits in different ways. Especially in the current era, the significance of this term increases multiple times, when the power lies in the hands of the most economically strong countries in the world.*

Emerging markets will dominate the world's top 10 economies in 2050 (GDP at PPPs)

|           | 2016 | 2050 |           |
|-----------|------|------|-----------|
| China     | 1    | 1    | China     |
| US        | 2    | 2    | India     |
| India     | 3    | 3    | US        |
| Japan     | 4    | 4    | Indonesia |
| Germany   | 5    | 5    | Brazil    |
| Russia    | 6    | 6    | Russia    |
| Brazil    | 7    | 7    | Mexico    |
| Indonesia | 8    | 8    | Japan     |
| UK        | 9    | 9    | Germany   |
| France    | 10   | 10   | UK        |

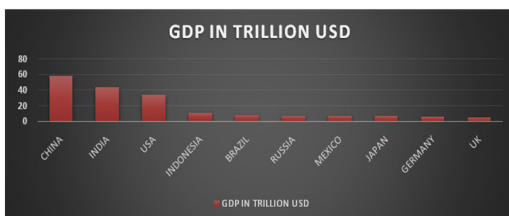
Legend: E7 economies (yellow), G7 economies (grey)

Sources: IMF for 2016 estimates, PwC analysis for projections to 2050

### India- As a Brand

Though, India stands at number six, out of the top ten economies in the world in the year 2019-20, but India has huge potential of transforming itself from one of the fastest developing economies, to one of the most developed economies in the world, with the support of its proportion of young generation and other demographical shifts, transformation towards skill centric industries and many more.

| Ranking          | Country   | Gdp (In Trillion Usd) |
|------------------|-----------|-----------------------|
| 1 <sup>st</sup>  | China     | 58.499                |
| 2 <sup>nd</sup>  | India     | 44.128                |
| 3 <sup>rd</sup>  | USA       | 34.102                |
| 4 <sup>th</sup>  | Indonesia | 10.502                |
| 5 <sup>th</sup>  | Brazil    | 7.540                 |
| 6 <sup>th</sup>  | Russia    | 7.131                 |
| 7 <sup>th</sup>  | Mexico    | 6.863                 |
| 8 <sup>th</sup>  | Japan     | 6.779                 |
| 9 <sup>th</sup>  | Germany   | 6.138                 |
| 10 <sup>th</sup> | UK        | 5.369                 |



Also stated in PWC report, India, has the calibre to be the 2nd largest economy in the world with the GDP of 44.128 trillion USD by the end of 2050, but this is possible when India is perceived as a worldwide brand for its various USPs or even for any of its USP, for example, Image of India as a yoga guru (recognition had already been given in the form of celebrating June 21st as International Yoga day). As per the current global trend of fast phase life, people are more career oriented and want to make more and more money while compromising with their personal, social and spiritual life. In other words, they have good amount of money to spend but lesser time. So, whenever they have time, they want to make the most out of, and as per the research, most of the people rejuvenate themselves specifically by going on a trip for new social, spiritual, cultural and adventurous experiences. So, in any way, travel and tourism industry is an important industry for India. Four biodiversity hot-spots namely “The Western Ghats, The Himalayas, The Indo-Burma Region, The Sundaland including Nicobar group of Islands”, different climate nation, Yoga and Ayurveda, Indian Cinema, Matchless Indian Food, India’s famous Kumbh Mela, Vibrant Festivals and so on, such features of India, if positioned in an vigilant manner, can make India a brand nation for Travel and Tourism.

India’s ‘MAKE IN INDIA’ Movement focuses upon the efforts that the current government has made on portraying India as a Nation of Indigenous or homemade productions, to make the most out of the Indian resources and also to create maximum possible opportunities of employment. If the long-run repercussions of this notion will be in sync with the desired results for which the scheme got implemented, then, it may help in making India as a brand nation of production. On a global platform provided by Discovery on the show, MAN VS. WILD with Bear Grylls and Prime Minister Modi telecasted on August 12th 2019, the Prime Minister also emphasized on making the nation as a wildlife tourist destination, somehow, giving open invitation to all the nature lovers from across the globe.

It is important to understand here, that when a nation emerges as a brand for anything, and if that brand has a positive influence worldwide, then this perceived positivity, not only affects the related or more specifically interested parties but also affects multiple stakeholders around the globe in making multidimensional decisions such as Investing in that economy, Purchasing products of that country, desire to go on a vacation there or may be creating a keen desire of knowing more about that nation and so on, ultimately, in one way or the other, resulting into the economic betterment of that nation along with the holistic development of that country.

But for emerging economies (E7) including India, there is a great need to enhance their institutions and their infrastructure significantly for seizing opportunities across the globe, if they are to realise their long-term growth potential.

### Conclusion

Branding isn’t a mere term; it is a philosophy that influences a great number of target customers and When it comes to calling nation, a Brand, the effect is massive as compared to a product or service as a Brand. Big Economies try to reap out the advantages of their goodwill in multidimensional ways since they’ve been emerging as a brand in one way or the other and it is very much possible that the economic power centres will shift from West to East, with the condition that these developing economies from very now have to start positioning themselves as a Brand

in their respective arena, to attract global market of their specific uniqueness.

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### Author Details

**Garima Bhardwaj**, Assistant Professor, Department of Commerce, Pannalal Girdharlal Dayanand Anglo Vedic College, New Delhi, India, **Email ID:** [gbhardwaj.101@gmail.com](mailto:gbhardwaj.101@gmail.com).