

COUNTRY/NATION BRAND INDEX

- Country Brand Index
- Nations Brands Index

Country Brand Index

- Συλλογή δεδομένων από 18 χώρες και 3600 διαμορφωτές γνώμης.

Nation Brands Index

- Συλλογή δεδομένων από 20 χώρες και 20.000 καταναλωτές.
- Κάθε χώρα την αξιολογούν περισσότεροι από 10.000 καταναλωτές

Country Brand Index

HIERARCHICAL DECISION MODEL (HDM)

FutureBrand's proprietary model for determining how key audiences perceive a country's brand.

AWARENESS

Do key audiences know that the country exists?
How top-of-mind is it?

FAMILIARITY

How well do people know the country and its offerings?

ASSOCIATIONS

What qualities come to mind when people think of the country?

PREFERENCE

How highly do audiences esteem the country?
Does it resonate?

CONSIDERATION

Is the country considered for a visit?
What about for investment or to acquire or consume its products?

DECISION/VISITATION

To what extent do people follow through and visit the country or establish a commercial relationship?

ADVOCACY

Do visitors recommend the country to family, friends and colleagues?

ASSOCIATION DIMENSIONS

The basic elements of a country brand's strength as we know it today.



FUTURE DRIVERS

The core elements that impact a country brand's strength in the future.

Country Brand Index

AWARENESS: Do key audiences know that the country exists? How top of mind is it?

FAMILIARITY: How well do people know the country and what it offers?

PREFERENCE: How highly do audiences esteem the country? Does it resonate?

CONSIDERATION: Is this one of the countries being thought about for a visit?

DECISION / VISITATION: To what extent do people follow through and visit the country?

ADVOCACY: Do visitors recommend the country to family, friends and colleagues?

ASSOCIATIONS: What qualities come to mind when people think of the country? We look at the measured perceptions of five key association dimensions:

**TOURISM • HERITAGE AND CULTURE • GOOD FOR BUSINESS •
QUALITY OF LIFE • VALUE SYSTEM**

The Dimensions of a Country Brand

VALUE SYSTEM

Political
Freedom

Environmental
Friendliness

Stable Legal
Environment

Tolerance

Freedom
of Speech

The Dimensions of a Country Brand

QUALITY OF LIFE

Education
System

Healthcare
System

Standard
of Living

Safety

Job
Opportunity

Most Like
to Live in

The Dimensions of a Country Brand

GOOD FOR BUSINESS

Investment
Climate

Advanced
Technology

Regulatory
Environment

Skilled
Workforce

The Dimensions of a Country Brand

HERITAGE AND CULTURE

History

Art and
Culture

Authenticity

Natural
Beauty

The Dimensions of a Country Brand

TOURISM

Value for
Money

Attractions

Resort and
Lodging Options

Food

Shopping

**Scores for this attribute did not contribute to overall rankings*

Beach

**Scores for this attribute did not contribute to overall rankings*

Nightlife

**Scores for this attribute did not contribute to overall rankings*

Nation Brands Index

