



Spain Brand and the research of the image of Spain

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Researching the image of the country

Opinion polls at home and abroad. Source:

Reputation Institute and Elcano polls

Reputation Institute (private company): Yearly poll, worldwide.
Country Rep Track.

Since 2009.

Spain evaluated by 19 countries (the main economies and several Lat.Am. Countries)

Elcano Polls about the image of Spain: Since 2012.

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1.-Global evaluation (reputation, admiration, respect, trust) Point between 1 and 100

2.- Components of the image: Economy, State, People, Natural Beauty, Power. Recommendations: good country for travelling, living, working, business, investing.. 21 elements

3.- Comparing image and reality. SII.E.

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Components of the image:

Quality of life:

It is beautiful country.

It is a nice country (culture, food, sport, entertainment).

Life style (people enjoys living there).

People is kind and nice

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Institutional quality:

It is a responsible participant in the global community.

Its government is efficient.

It has adopted advanced social and economic policies.

It offers a favourable environment for business.

It is a safe country.

It uses with efficiency the public resources.

It has a low level of corruption.

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Development:

It has many well known trade marks

It is technologically advanced

It produces goods and services of quality

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Culture:

The country has contributed greatly to the human culture (artist, scientists, inventors, writers, sportmen and politicians)

Educative system:

It values education: it has good universities and excellent educative system

People: Civic and reliable

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It is a good country for:

- Visiting
- Working
- Living
- Investing
- Studying
- Buying its products

Comparing image and reality

Aim: To identify those aspects whose international image is worse than reality and to concentrate there the effort to promote the image.

Method: Compare data provided by the Reputation Institute with data from International Statistical Sources.

Comparison among rankings (image and reality)