

Brand Brazil Leads the Image Ranking for Latin America

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Heritage, culture, natural beauty and tourism were the country's best qualities highlighted in the ranking of the strongest country brand in Latin America

Brazil retained 1st place in the *Latin America Country Brand Report 2015*. The ranking measures how people from countries across the world perceive 21 Latin American countries and subsequently analyses the strength of the brands of each country. Brand Brazil was considered the most valuable in the region for the second year running, followed by Argentina, Mexico, Chile and Peru. The survey involved two thousand participants in the 21-65 age range from 15 nationalities.

Findings found that Brazil's strengths were: Heritage and Culture, with 80% of participants voting this top, Tourism (76%), 'Made in' (65%) and Attitude to Business (63%). 'Heritage and Culture' included the country's historical monuments and natural beauty as its main attributes, while 'Tourism' stood out for the diversity of accommodation, attractions and gastronomy. The authenticity of manufactured Brazilian products was also recognised in the study, as well as the country's potential for business. Brazil's value systems and quality of life appeared last, but were never-the-less evaluated positively.

Cuba stood-out this year, gaining four positions since last year and coming 8th place in the overall ranking. Mexico also rose by three places. Latin America's natural resources stood out, which is unsurprising given that the region is known to specialise in the food, agriculture and mineral industries. Findings found that of all the countries, India had the most favourable opinion toward Latin America.

Vinicius Lummertz, the president of Embratur (Brazilian Tourism Institute), believes the result of the survey reflects the proactive management carried out by the body in terms of Brand Brazil and the continued efforts to promote Brazil in international markets. "We are well aware that the perception of a country directly influences the decisions tourists make in choosing which countries to visit, live in or invest in. Brazil should make the most of this advantage in relation to its neighbours, to increase competition", stated Vinicius.

To publicise the strength of Brazil's national image to foreigners, Vinicius likened the 'building blocks' of Embratur's plan to the United States' creation of 'Brand USA', where the country started to treat tourism as a global brand. "The building blocks that we are seeking for Brazil for this new period are the creation of an innovative marketing position, the generation of value from tourism, as well as the building and maintenance of confidence in the country."

Brand Brazil

The Plano Aquarela (Aquarela Plan) is the document which guides the touristic promotional campaigns for the country overseas.

Created out of the results highlighted by the Plan, Brand Brazil represents the image of Tourism in Brazil and of its main export attributes. The brand also reflects the image foreign tourists have of the country, mainly the country's multicultural nature, which reflects happiness, complexity, radiance and modernity.

The study

The Latin America Country Brand Report, carried out by Future Brand, is based on quantitative data and information provided by informed opinions and frequent travel (both business and leisure) outside Latin America. It adopts the global research methodology of the Country Brand Index, studying the perceptions and associations of countries in the same way that consumer or corporate brands have been measured since 2005. The 15 markets surveyed were: Germany, Australia, China, South Korea, United Arab Emirates, Spain, USA, France, India, Italy, Japan, United Kingdom, Russia, South Africa and Turkey.

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