

A case study on branding bangladesh

Business



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[pic] DEPARTMENT of MARKETING COURSE NAME: Product and Brand Management. An assignment on- Country Branding: A Case Study on Branding Bangladesh.

Submitted To: Shaikh Rafiqul Islam Associate Professor, Department of Marketing. Submitted By: Revolution 8th Semester, Session: 2008-09. Date of Submission: 10/12/2012. [pic] REVOLUTION 3rd Batch Session: 2008-09 | Serial: | Name of Students : | Roll No: | | 01. | Farjana Nur Purabi | 091648 | | 02.

Anik Kumar Devnath | 091654 | | 03. | Sheikh Sazzadur Rahman | 091664 | | 04. | Md. Ashiqur Rahman Rana Biswas | 091695 | | 05. | Rumana Jahan | 091743 | | 06. | Md.

Masudur Rahman | 091750 | | 07. | Md. Rabiul Islam | 091758 | | 08. Md. Mushfiqur Rahman | 091759 | | 09. | Mohammad Ullah | 07882876 | December 10, 2012.

Shaikh Rafiqul Islam. Associate Professor. Department of Marketing . Jagannath University. Dhaka-1100. Dear Sir, Here is the assignment you allocated us to prepare on “ Branding Bangladesh”.

After researching and studying the current situation of the country based on collected data we have been able to prepare the assignment.

All of the major points and insights information associated with the given issue are included here. Besides, we have attempted to include some of our personal assumption, practical experience and idea to make the assignment more fruitful. Thanking you for giving the break accomplishing such an <https://assignbuster.com/a-case-study-on-branding-bangladesh/>

interesting educative task. Hope to hear from you soon. Sincerely, Group :- Revolution.

8th Semester. 3rd Batch. Session :- 2008-2009 Title Page Country Branding: A Case Study on Branding Bangladesh Tourism Export Brands Culture and Heritage [pic][pic] People Investment Foreign and domestic policies [pic] [pic] [pic] Country branding is different in branding from a product. In developing the strategy, it would involve many intricacies and can be a long drawn out process. Branding Bangladesh is all about positioning Bangladesh in the minds of people. Branding Bangladesh is an important concept because it will help the country to understand how publics perceive her across the nations.

Those people are consumers, potential tourists, and, most importantly potential investors. In the growth process of Bangladesh they all are participating actively. An effective nation branding campaign accelerates the economic growth of Bangladesh and the citizens feel dignified. It must be remembered that there are around 195 nations in the world; all are aggressively competing for the attention of investors, tourists, and citizens. Therefore, a well-planned nation branding campaign is crucial for the branding of Bangladesh. Table of Contents TOPIC | PAGE | | PART: A (Introductory Part) | | Preamble | 7 | | Objectives | 7 | | Methodology | 8 | | Limitations | 8 | | PART: B (Theoretical Framework/Literature Review) | | Literature Review | 9 | | PART: C | | Brand Dimensions of Bangladesh | 10 | | Strategies for Branding Bangladesh | 12 | | Country and Corporate Brands Co-positioning | 16 | | Findings at a glance | 16 | | PART: D | | Recommendations | 17 | | Conclusion | 17 | | References | 18 | Creating a <https://assignbuster.com/a-case-study-on-branding-bangladesh/>

branding program for Bangladesh demands an integration policy that most countries do not possess.

To boost our commercial success it is very important to take action regarding branding Bangladesh.

Branding Bangladesh the government should always observe their global image in countries they aim to target and the stakeholder should collaborate together and agree on a national stratagem. If the stakeholders could unite as one, pin down the purpose and objectives, and fulfill the process, it would reflect the will of one nation. Maintaining continuously the reputation in every sector (Tourism, exports, culture, people, brands and policy) is important to accelerate the task of branding. This assignment aims at clarifying the concepts of branding Bangladesh and argues that for a developing country like Bangladesh, branding is a prerequisite for national development.

The specific objectives of this paper are: Review the conceptual and theoretical foundation of nation branding by leading authors in the marketing field; ? Examining and defining Branding Bangladesh and discussing its challenges. ? Attaining insights into branding Bangladesh ? Being familiar on the subject matter for later investigation for branding Bangladesh. DATA COLLECTION: Considering the objectives of the assignment, time, types of respondents, we collected both Primary and Secondary data to find out the necessary information regarding the strategies of branding Bangladesh. The sources are mentioned here- PRIMARY DATA: ? Taking personal interview of concerning people of tourism

board; ? Discussing with the concerning people of Brand Forum of Bangladesh.

SECONDARY DATA: ? Studying different articles and advertisements published in daily newspapers; ? Visiting different websites and journals.

While preparing the assignment we faced some problems that were unavoidable and these limitations are mentioned below: ? This assignment was totally an unfamiliar type of assignment to us; ? People of the authority were unwilling to provide full information about our given topic; ? The permitted survey time we have got was very limited; ? We did not get enough concern person to collect necessary information; ? Our communication was confined only to the Dhaka city. Bangladesh has always held great promise.

It enjoyed widespread international public support during the war of liberation, not only because its struggle was identifiable, but also due to the fact that it aimed to establish a socio-economic equilibrium and an equitable society where each citizen would have the opportunity to flourish. Another interesting problem the nation faces is that when it is compared to other countries it is invariably compared to nations with drug, mafia, and terrorist problems. While it is true that Bangladesh a huge population, with high unemployment rates, and increasing price inflation, often comparing it to failed or a semi-failed states does not do it justice.

The weak status continued till the nineties. Then even Transparency International started ranking us as one of the most corrupt countries in the

world. However, the nation's image started improving post-2000 as did its performance indicators.

The major indicators for socio-economic growth include: improvement in health status, increasing literacy, progress in gender balance, enhancement of employment opportunities, building transport and communications facilities, huge increases in media reach amongst rural and urban people, booming ITC businesses, a rise in remittance and agricultural, industrial, and ready-made garments (RMG) booms. In 2006, our global image increased exponentially with Prof. Yunus and Grameen Bank winning the Nobel Peace Prize.

That put Bangladesh in a strong position, globally and we cannot let that slip. Therefore, it has become imperative to develop a nation branding campaign to keep us in the global limelight for the right reasons.

While branding Bangladesh, the brand strategists must consider two key basic objectives: Firstly, it is crucial to instill pride in Bangladeshis and to persuade our people to be positive and feel dignified about themselves and for their country. The success of the nation branding program strongly depends on their active participation, ownership, and support. They should be proud of their country, culture, and heritage. Secondly, the government should come up with an aggressive but distinct nation branding campaign immediately, it is essential for our progress.

Countries like India, Thailand, China, Malaysia, etc started similar branding journeys more than a decade ago and should not lag too far behind.

We need a forceful branding campaign for our country so that we can emerge as an Asian Tiger by 2021; which will also mark the 50th year of our independence. Dr. Khalid Hasan is Managing Director, Nielsen Bangladesh and Treasurer AmCham Bangladesh. Acknowledgement: AmCham Bangladesh.

Brand Dimensions of Bangladesh Anholt is recognized for Anholt-GfK Nation Brand Index (NBI), and it is based on the same six categories to measure the global perception of a country. The brand of a country is judged based of the six dimensions. In case of branding Bangladesh we might focus on these dimensions and create brand image for Bangladesh. Fig: The Six Dimensions of a national branding Dimension 1: Tourism

Tourism is one of the most visible aspects of a country brand because it receives considerable financial support from governments, and is therefore the main marketing tool at the national level. It is a major economic driver through employment, international visitor expenditures, investments, and regional development. Bangladesh Tourism Board has adopted different policies and strategies to promote and champion Bangladesh.

It includes brand taglines like “ Beautiful Bangladesh. ” Dimension 2: Export brands There is a constant struggle to increase share of exports within the global market. In order to attain this purpose, the quality of exported products or services has to be superior to that of competitors. Export brands represent an important mark for Bangladesh.

An increase in exports can raise the self-esteem of a country, which in turn boosts self-confidence and further success.

Ten years ago, as a country Bangladesh was little known across the Globe. Today, most of the countries label as the country of high quality garments product and this is mainly due to the performance of our garments industry. Dimension 3: Investments All countries, be they developing or developed, are now striving for an investment-friendly image. Country brand, and everything that it stands for, has a lot to say when it comes to attracting foreign direct investments. In case of Bangladesh it is very good for us that a large number of investors are coming in different sectors.

Dimension 4: Foreign and domestic policies. Nations are also judged in accordance with the foreign and domestic policies that their leaders initiate. Foreign and domestic policies must be coordinated so that they would invigorate the national brand. As a country we have to increase the ability to meet the residents' needs for health, education, human rights, political participation more effectively. Dimension 5: People It is worth mentioning that the branding of a country must start from inside because a country's brand is most frequently promoted by its people.

In 2006, our global image increased exponentially with Prof. Yunus and Grameen Bank winning the Nobel Peace Prize.

That put Bangladesh in a strong position, globally and we cannot let that slip. Beside, Sakib-al-hasan, a Bangladeshi cricketer also increases the brand image of our country holding number one position in ICC Cricket ranking. Joining the mission of UN, Bangladesh Army has created a new dimension for Bangladesh and it is obviously a good sign for our country Dimension 6: Culture and Heritage Last but not least, one should not overlook the cultural

dimension of a country brand. Culture penetrates all areas of life, including all scientific endeavors.

For this reason, culture has turned into the ultimate reference point, a conventionally accepted solution to all problematic questions.

Strategies for branding Bangladesh We should take on a more conscious effort in branding country because country images draw out identifications, affect evaluations and purchase decisions. Additionally, countries compete for tourists, foreign investments and talented people. Let us look at this figure- Setting objectives: Branding Bangladesh we have to set clear and distinctive objectives that will help us to accomplish the different task most effectively. Different objectives might be: ? To be a Middle Income Country (MIC) ? 30th largest economy ? Per capita us dollar 6000 ? Economic goal • Agro and labor intensive industry • GDP growth to 10% • Environmental protection Transportation and ship building hub. Performing SWOT analysis: Performing a SWOT analysis for nations is an idea that has been promoted by many others.

In his book The Marketing of Nations, Philip Kotler (1997) confirmed the idea that each nation must assess its strengths, weaknesses, opportunities and threats (SWOT) periodically in its five areas of capability: • Government leadership; • Factor endowments; • Industrial organization; • Social cohesion; • Culture, attitudes and values. Based on the guidelines we might perform an effective SWOT analysis that will help to figure out our own most effectively and define the country's objectives. S- Strength | W- Weakness | | | Potential Growth economics, | Lack of Coordination among different groups, | | Successfully meeting the millennium development goal. | Lack of

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coordination between corporate and country co branding, | | | Insufficient budget. | | | | | O- Opportunity | T- Threat | | | | Positive sovereign credit achieved, | Corruption, | | Making agreement with different countries.

| Political instability. | | | | Choosing a Specific direction for distinctive branding For distinctive branding we might choose a specific direction from industries, personalities, natural landmarks or historical events.

This process will help create brand image more effectively. Expanding upon an Umbrella concept: Expanding upon an umbrella concept will help to cover separate branding activities with consistency. Different branding activities will be coordinated through an umbrella concept.

Consulting with opinion leaders to look at national strengths and weaknesses and compare those with the research we might do create this concept.

Allocating adequate funds to finance each branding activities: To create a successful brand image and create a greater impact regarding brand adequate fund is necessary and concerning people should handle the matter with kin interest Creating Export Control:

Creating export controls to ensure exported products are trustworthy and meeting the affirmed performance is necessary for branding Bangladesh. We have good will in foreign market in case of exporting garments products but sometimes it has been seen that due to some reasons our country is branded negatively and to avoid this we need to control export market. Maintaining balance between promise and performance: We will have to be very careful to maintain balance between the promise and performance.

Sometimes it has been seen that we can't afford quality service for the promising things e.

g sometimes foreigners come to our country to enjoy heritage sides but due to transportation facility and accommodation facility they don't get expected performance.

This point is the main thing to create a positive brand image for Bangladesh. Performing Activities on a regular basis: Creating positive brand image different campaigns are needed. But we have to keep in mind that these campaigns should be taken consistently and thinking the vision and long run interest of the country. Creating strategy and Working out program to make the strategy tangible through improvement programs, campaigns are important to reinforce the past campaign. Making all the members interactive: Ensuring the cooperation and involvement of representatives of government, business, the arts, education and importantly the media we can make a fruitful effect for Bangladesh.

In recent years the growth of Media sectors has constantly drawn our attention and the media might play a crucial role to brand Bangladesh. It is necessary to mobilize all those available forces of politicians, business people, artists, sportsmen and scientists to create a strategy for enhancing the image and reputation of Bangladesh on the international markets, i. e. for creating the national branding strategy. Country and Corporate Brands Co-positioning The concept of countries as brands has been increasingly recognized in the post-modern global world.

A strong country brand can provide corporate brands with a unique set of values, which supports their positioning on the international market.

Simultaneously, once corporate brands achieve worldwide success, they contribute actively to developing new features of the country brand. A nation's image can provide competitive advantage to its company/product/service brands. Until and unless Bangladesh has some international brands it will be very difficult to create good brand image for Bangladesh. Consider Finland, a country which was outside the global arena ten years ago, and therefore little known.

Today, we label it as the country of high-tech mobile phone technology, and this is mainly due to Nokia's performance. In Bangladeshi context there are some brands (Square, Walton etc) so the overnment should coordinate to development of the company and in the mean time these companies should take initiatives for the country branding Besides that we might consider the task of Prothom Alo and Airtel Company, who jointly arrange the design of the largest " Alpona" at Manik Mia Avenue and thus made a new dimension for themselves as well as create a good image for Bangladesh in the world.

Findings at a glance: ? It is now more critical than ever to create a unique identity for destination because it is now more competitive for survival in the global market. ? Limited budget and little management control create obstacles on the way of creating good brand image for Bangladesh. Political pressures, External environment factors such as economic downturn, natural disasters and pandemics can affect the process of branding Bangladesh. ? A major challenge for Bangladesh is that when the tourists' visit the destination and found the reality does not match the projected image from

the pre-trip information gathered prior to trip, the gap will lead to disappointment and they will become brand terrorists.

This would lead to low repeat visitation and damage the brand image indirectly. ? Local governors and mayors have different objectives to promote their own region and cities rather than the nation. ? Failure of government to control the flow of information through the Internet that shapes the national image. We need to conduct research among the people of Bangladesh, covering different segments, to understand their views and expectations. This will help in understanding the pulse of the nation and giving ownership to everyone, thus, satisfying different target audiences, different needs, and different institutions.

The research should be conducted both internally (to understand the country's socio-economic situation) and externally (global research among the investors and tourists). The findings will help develop a strategic plan on the nation-branding campaign; ? Concerned groups should make regular promotional activities to brand this country; The tourism sector of should be taken under focus to increase international brand value of Bangladesh by capturing large number of tourists; ? Both the government firms and Multinational Firms need to make attention to increase the international brand value of Bangladesh; ? The key focus should be on the six dimensions which are mentioned earlier in the assignment to make our country value stronger. Country branding is not about constructing slogans. Country branding involves planned communication management and purposeful social engineering. Branding is no longer a choice but a necessity, and the branding is not a function to be performed solely by the state or individual

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corporations, but an integrative and concerted effort by all concerned stakeholders.

If a country is effectively branded “ soft power” can be engendered giving that country vast competitive advantage. However, only few developing countries have articulated and implemented a country branding strategy. The notion of an umbrella country brand inspiring, guiding and feeding commercial brands is a compelling one. Branding of developing countries could unleash a sustainable wealth creation behavior which will greatly help these poor countries break out of their poverty cycle. There is now an opportunity for developing countries to close this gap by turning their attention to employ professionalism in country branding.

Books:- ? Kevin Lane Keller (2012-2013), Strategic Brand Management, 3rd edition. Philip Kotler, Nation Branding 1997. Publications:- ? Mathias Akotia, CEO – Brand Ghana Office Accra, Ghana,” Country Branding: Promoting Investment, Tourism and Exports through Country Communication Management and Social Engineering”. ? Dr. Khalid Hasan, Managing Director, Nielsen Bangladesh and Treasurer AmCham Bangladesh. Acknowledgement: AmCham Bangladesh, “ Nation Branding”.

Websites:- ? [http://www. bangladeshbrandforum. com](http://www.bangladeshbrandforum.com) ? [http://www. thedailystar. net](http://www.thedailystar.net) ? [http://www. tourismboard. gov. bd](http://www.tourismboard.gov.bd) ? [http://www. interbrand. com](http://www.interbrand.com) ———THE END

———— Letter of Transmittal :- Executive Summary PART: A

Preamble Objectives

Methodology Limitations PART: B Literature Review PART: C Findings Export Brands Tourism Country Brand Investment People Foreign and Domestic polices Culture and Heritage Setting Objectives Step-1 Performing SWOT Analysis Step-2 Expanding upon an Umbrella concept Step-4 Choosing a Specific direction for distinctive branding Step-3 Strategies of Branding Bangladesh Creating Export Control Step-5 Making all the members interactive Step-9 Allocating adequate funds to finance each branding activities Step-6 Maintaining balance between promise and performance Step-7 Performing Activities on a regular basis Step-8 PART: D Recommendation Conclusion References