



COLOMBIA'S COUNTRY BRAND

A COMPETITIVE STRATEGY



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It is no secret that Colombia's image in the world stage remained negative for many years. During the last 40 years some of the words associated with the country were "drugs, violence, terrorism, guerrilla, and insecurity."

In the late 90's, for a Colombian to obtain a travel visa to the European Union or any country in North America was a real ordeal.

In 2002 close to 500,000 foreign visitors traveled to Colombia, which represents a miniscule volume of travelers considering the country had 41 million inhabitants at the time.

Beginning in the early 2000's, things in Colombia began to take shape towards a new direction; a path that has progressively improved in the last 15 years, however the gap between perception and reality continued to be fairly large.

Colombia began to develop in 2004 its first branding efforts under the campaign **"COLOMBIA IS PASSION"** and the very successful tourism campaign **"COLOMBIA, THE ONLY RISK IS WANTING TO STAY"**

Despite these efforts, Colombia was a country that continued to be ranked at the bottom by the world's leading consultants on issues related to the country's brand perception.

In the 2009 NBI Anholt-GfK Roper Report, Colombia was ranked 47th among 50 countries.

When the 2011 Country Brand Index report was issued by Future Brand, Colombia was ranked 89th among 110 countries.

In short, the world was AFRAID of Colombia.

Unlike in 2000, by 2011 Colombia's key indicators had improved dramatically, and people began to take notice, but it was essential to fast-track this shift in perception and work more convincingly to close the gap between perception fueled by many years of history and the country's new reality.

That was the main communication challenge, **"HELPING BRIDGE THE GAP BETWEEN PERCEPTION AND REALITY"**

A NEW COUNTRY NEEDS A NEW COMMUNICATION STRATEGY

Colombia's government decided to develop a new communication strategy that would meet the objectives but also give a sense of continuity to the efforts made in previous years.

The new strategy is a 2-prong thought-out approach:

The first is based on the fact that there is a shift in the international paradigm stating that the rest of the world is looking for either new places to invest or to travel looking to stay away from the so-called tried-and-true options which can no longer offer the same benefits as before.

The second element is based on the dramatic change of the country's internal state of affairs enabling Colombia to position itself as the perfect country that provides solutions, a nation that answers the questions of travelers and investors around the world.

Also, it was decided to develop a new visual identity for the **"Colombia"** brand that would also meet the following criteria:

- Endurance
- Flexibility
- Adaptability to the new communication landscape, specifically in the digital space.
- Inclusive of the overall strategies promoting the country.





STRATEGIC BLUEPRINT

The two key components of the new strategy were the new visual identity and the communication platform.



THE NEW VISUAL IDENTITY

A new visual identity was created leveraging the ISO code: **CO**, which has identified Colombia internationally since 1974 coupled with the design of a base logo. At its core, we find **CREATIVE GEOMETRY**, which is an innovative graphics system that allows the logo to be composed of hundreds of harmonizing logos based on geometrical figures, this way COLOMBIA would have a new visual identity that portrays any topic of our national identity.

THE NEW COMMUNICATION PLATFORM

Based on the findings of the new international paradigm, where the world was shifting to new places to invest or visit, a platform was created within a framework of questions that provided demonstrable facts to support

"THE ANSWER IS COLOMBIA"

THE IMPLEMENTATION

Based on the strategy, an overarching communications plan was designed to unite the different platforms, media, messages and content that would allow Colombia's Country Brand to be promoted with a scope and coverage much larger than the sum of individual efforts.

LAUNCH

In order to properly launch the brand, an event like the 2014 Brazil World Cup key qualifying soccer match was the ideal opportunity as it had great significance to the Colombian people.

RALLYING CRY SPOT

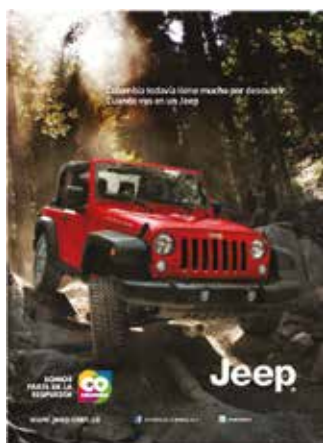
The spot was launched globally to unveil the new face of Colombia setting it up as the cornerstone of the communication strategy.



PARTNERSHIPS

This new platform involves the concept of partnership with third parties such as the government, academia, trade unions, sports, culture and the private sector, where they were offered to be part of the campaign at no cost in exchange of the visibility they could provide to lift the brand's reputation.

- GOVERNMENTAL ENTITIES AND STATE ENTITIES
- GREMIOS, FEDERATIONS, PARTNERSHIPS, UNIVERSITIES, COLLEGES AND SCHOOLS
- MEDIA
- COMPANIES AND PRIVATE SECTOR
- REGIONS AND CITIES
- ATHLETES, ARTISTS, AND OTHER COLOMBIAN TALENT

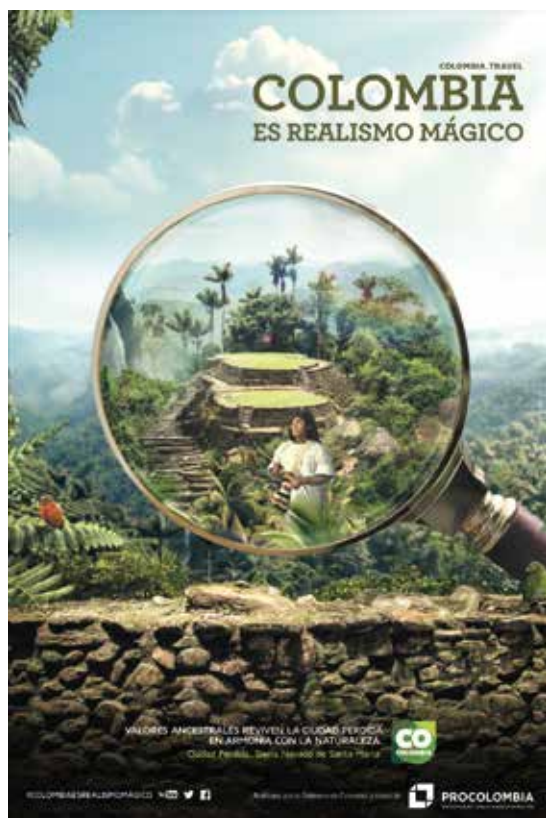


ACTIVITIES

We developed partnership with:

- Private Institutions
- Government
- Artists
- Athletes
- Trade Unions

TOURISM CAMPAIGN



As part of Colombia's promotional efforts, fostering international tourism is an activity that requires tailored support that has its own value proposition that entices, attracts and is able to cast a wide social net in order to accomplish the goals set by the government.

The new Colombia's tourism campaign hinges on the concept that tourists do not seek destinations but experiences. This is why it was launched under the promise: **"COLOMBIA IS MAGICAL REALISM"**. It is a very relevant and iconic way to sell more than just the attractions and the natural beauty of our country, but it allows to offer unique and unforgettable experiences that can only be enjoyed in Colombia along with the country's main asset - its people.

This campaign, like the rest aimed to promote the country, is included under the umbrella of the Colombia Brand contributing to the construction of the country's new identity.



MEETINGS CAMPAIGN

Today, Colombia has its own campaign to promote the country as an international venue for events, meetings, incentives, congresses and expos. This initiative is based on the tourism campaign's values and under Colombia's country brand communication's umbrella.

OUTCOME

The change in perception about colombia is an on going and long-term effort.

Here are some of the most relevant results:

International tourism in **Colombia** has grown three times the global average in the past **5 years**
(Source: OMT)



Colombia will become the **only country in Latin America** to host for the second time the Global Assembly of the World Tourism Organization

Colombia is the third most attractive country in South America for events, positioned **25th** in the ICCA ranking among 111 countries. (Source: ICCA)

Today Colombia is one of the **20 countries** that receives more foreign direct investment in the world
(Source: WTO)

Colombia is now the third strongest economy in Latin America (Source: IDB)

Colombia's brand valued at \$120 billion reached **\$159 billion** between 2013 and 2014
(Source: Brand Finance)

Colombia rose from place **84 to 63** in the global ranking of the Country Brand reputation Index report.
(Source: Future Brand)

Colombia has one of the most innovative cities in the world (Source: Wall Street Journal)

Colombia's Brand allies (using the brand) invested in advertising 4.1 times what the brand invested in 2014 (Source: Ibope/JWT)

At the end of 2014 the brand had **400 partner companies** (Source: ProColombia)



IN SUMMARY

Colombia's reality has changed dramatically and we are experiencing a great momentum that we must seize. ProColombia's work around the Country Brand is helping speed up this shift in perception, with an innovative and competitive communications strategy, with a design that breaks the mold which poses powerful initiatives that work hand in hand with private institutions integrating all of the country's messages under one communication umbrella, and giving the tourism sector a special boost which represents the second largest generator of foreign exchange for the country, aiming all of these efforts to become a world leader.





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