

Branding Brasil

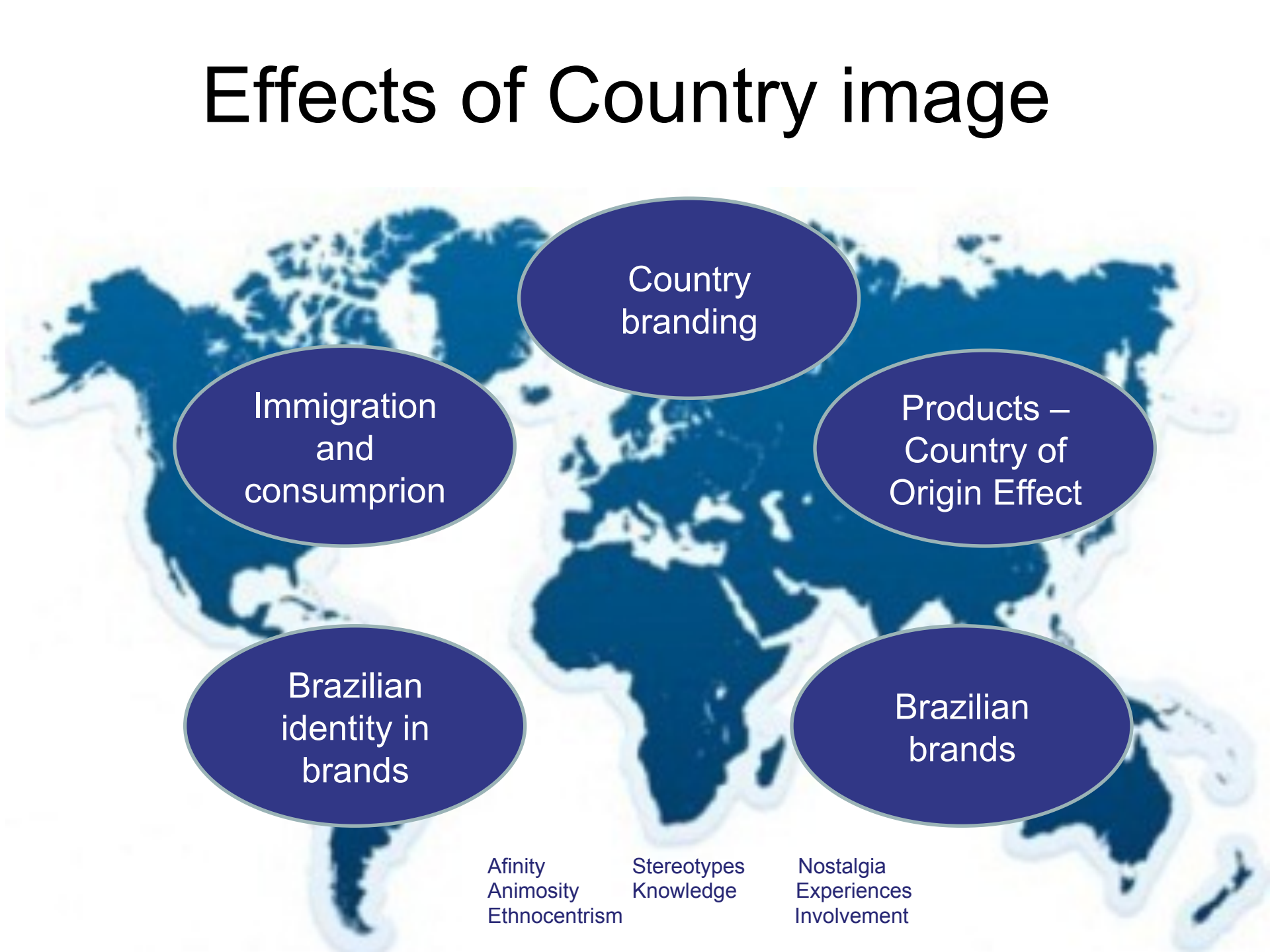
Studies and applications

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Effects of Country image



Immigration
and
consumption

Country
branding

Products –
Country of
Origin Effect

Brazilian
identity in
brands

Brazilian
brands

Afinity
Animosity
Ethnocentrism

Stereotypes
Knowledge

Nostalgia
Experiences
Involvement

Brazil's Image evaluation

Country	Afect	Product	Arts	Global Importance	Comunication
Germany	3,89	3,09	3,46	3,61	2,88
Spain	4,02	3,31	3,49	3,68	2,96
France	3,97	3,16	3,49	3,62	2,79
England	3,90	3,19	3,50	3,49	2,71
Italy	4,17	3,29	3,53	3,54	2,89
USA	4,13	3,35	3,72	3,64	2,94
Argentina	4,06	3,46	3,57	4,05	3,34
Chile	4,15	3,60	3,87	3,87	3,40
Uruguai	4,10	3,66	3,92	4,09	3,55
Average	4,06	3,42	3,63	3,89	3,21
<i>Cronbach's alpha</i>	<i>0,601</i>	<i>0,831</i>	<i>0,854</i>	<i>0,886</i>	<i>0,772</i>

Sample: 4373

In what aspects are they different?



Reliability → EUA
Criativity → Espanha

 Paraguay
Uruguai



France/England

Paraguay



Companies → France
Economy → Italy

Paraguay
Uruguai



Spain

 Uruguay

Why?



Image building

Place identity

History, Politics,
Economy, religion,
culture, language

Projected place image

Marketing communication,
media, symbols



Cultural expressions

Art, music,
popular culture



Environment influence

Politics, Economy,
Social, Technological



Actual experience



**Perceived place
image**

Contact point's

Tourism, people,
companies, products,
Business opportunities,
investments



Other agents

Word of mouth, blogs,
social media, pictures, etc





- Country influence for an unknown brand

Dimension	Knowledge	Buy
Economy and production	*	NS
Afect	NS	NS
Marketing	*	NS

And the brazilian companies?



Unidades próprias

96% adapt only the language on the site (english - 95% and spanish - 65%)

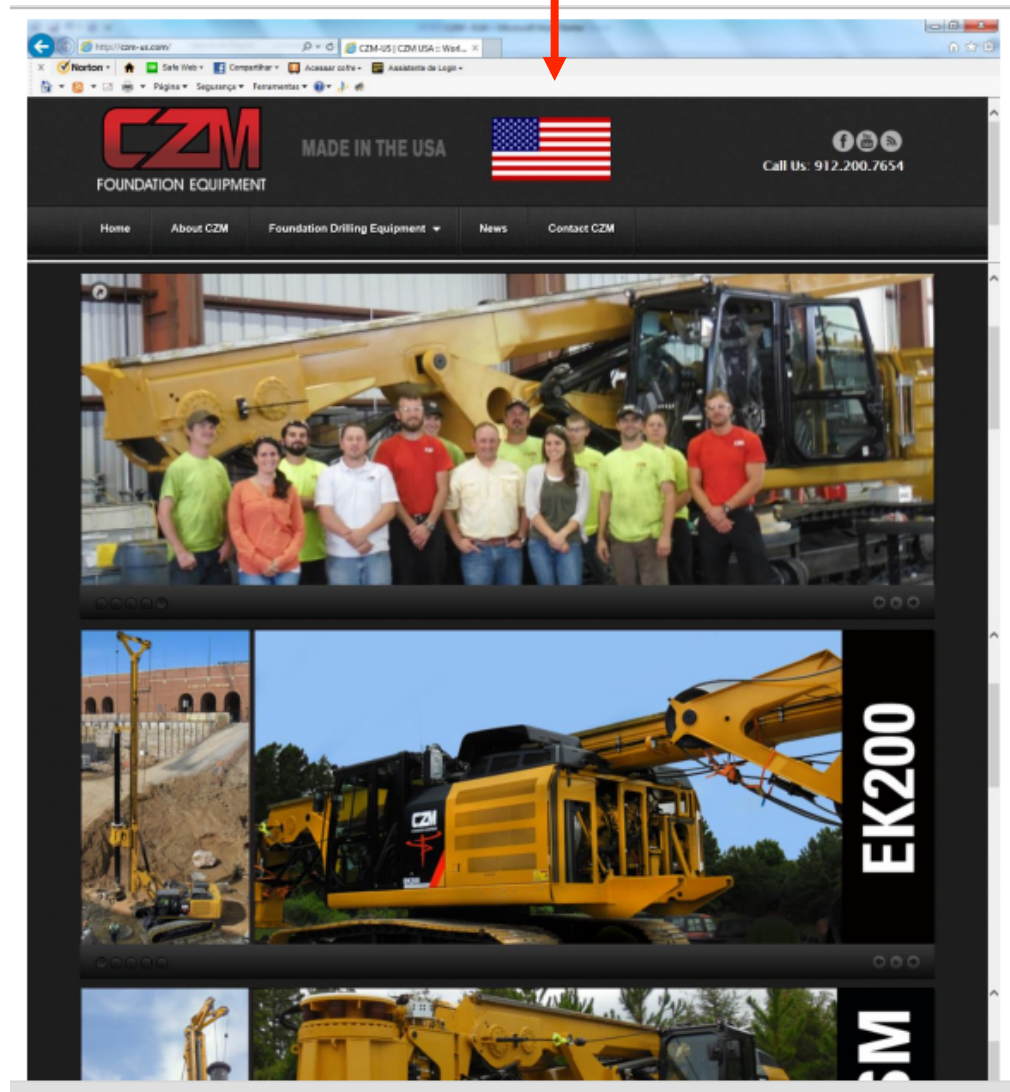
Franquias

56% adapt the language

38% use country branding elements

An international website is when a company have a domain registered in the country in which it operates.





ブラウザのアドレスバー: <http://www2.ci&t.com/jp/>

ナビゲーションメニュー: プレスリリース | 顧客 | お問い合わせ | International Sites

CI&T | 会社概要 | 協賛の企業 | サービス | 採用情報

CI&Tはアジャイル・アウトソーシングによって顧客の収益力とビジネス・アジリティを向上します



モバイルサービス

衝撃の体験をユーザーへ。収益の向上を企業へ

CI&Tはアジャイル・アウトソーシングによって顧客の収益力とビジネス・アジリティを向上します



アクセラレート

革新的なアイデアを素早く商品に

**日本リーン研究会
セミナー開催中！**



http://www.wizard.com.br/ Escola de Idiomas - Wizard

Norton Safe Web Compartir Accessar coña Assadente de Login

Página Seguridad Herramientas

Sea Franquiciado

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en números:

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1 millón de alumnos
15 mil profesores
8 idiomas

PRESENTE TAMBIÉN EN COLOMBIA Y PARAGUAY

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EN EL MUNDO

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Pura Vida!

MAZ BRASIL MALAYSIA PUT SOME COLORS IN YOUR LIFE

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All Products Customer Service Special Promotions Latest Products Featured Products

2014 Chinese New Year 15% Discount on all MAZ collection Coupon Code: CNY15

100% Made in Brazil Handmade in Brazil

Lightweight Super lightweight as light as 200g only

Odorless Breathable nylon material prevents strong odor

Flexibility Guarantee top comfort, you can feel like walking barefoot! The shoes can be kept folded in your bag, or even in your pocket.

Break-proof Sole Base Super durable and unbreakable sole for long lasting used

Machine Washable MAZ shoes can be washed in the washing machine, dry fast in 10-15 minutes

Stylish Outrageously fashionable, MAZ shoes are available in so many colors as much as 1600 colors combination

Language Selezione o idioma

Classic MAZ COOL

Featured

Rock - ZC3P006 RM229.00 ADD TO CART

Suede - ZC3A007 RM199.00 ADD TO CART

Boots - ZB1L006 RM229.00 ADD TO CART

Sneaker - SK2CT1013 RM259.00 ADD TO CART

Classic - ZC10.1 RM199.00 ADD TO CART

Offline - Leave a message

Classic COOL SHINE ROCK BLANCO

Brazil image outside
Brazil

Brazil image inside
Brazil

Povo trabalhador
Agricultura

Artesanato

Lugar educacional País moderno

Alimentos **Música** Governo corrupto

Povo alegre **Lugar fascinante**

País em desenvolvimento

Carnaval

Lugar excitante

Esportes

Governo imprevisível

governo imprevisível

povo alegre artesanato
música

país em desenvolvimento

país moderno

lugar excitante alimentos

esportes

povo trabalhador

lugar fascinante
lugar educacional

L'Occitane au Brésil



Obrigada

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