

BRANDOVATION™

NATION



BRANDING

PROUDLY  
SOUTH AFRICAN





San Francisco

Las Vegas

Los Angeles

Houston

Atlanta

Miami

New York

Berlin

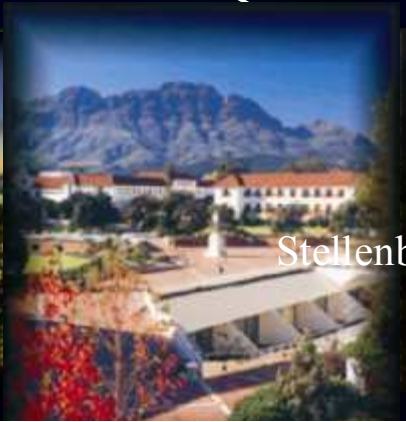
Bologna

Madrid

Johannesburg

Durban

Stellenbosch





# BrandOvation

2006 Celebrating Your Brand 2010



Dr Nikolaus Eberl

"If you don't manage your brand, somebody else will do it for you, and that somebody will likely be your competitor ... Your Brand is your single most valuable Asset." Donald Trump

BrandOvation™ is about leveraging the 5 Compass Points Of Premium Brands:

- Are Your Brand Players totally committed to delivering Your Brand Promise?
- When is the last time Your Clients stood up for what they received?
- What Premium do you hold over Your Competition?
- Are You leading Your Industry by Innovation?
- Are You competing on Attitude?



IZICWE



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## Q2 2004

- “Collective Depression”
- *Konsum-Verweigerung*
- Record Unemployment
- Euro 2004 Crash
- Match-Fixing
- No-Go Zone
- Klinsi-Grinsi

## Q3/2006

- Nation Brand Index (NBI)
- Consumers’ Confidence
- Investors’ Confidence
- Tourism Bookings
- Record Exports
- Team Germany
- World Cup 2007



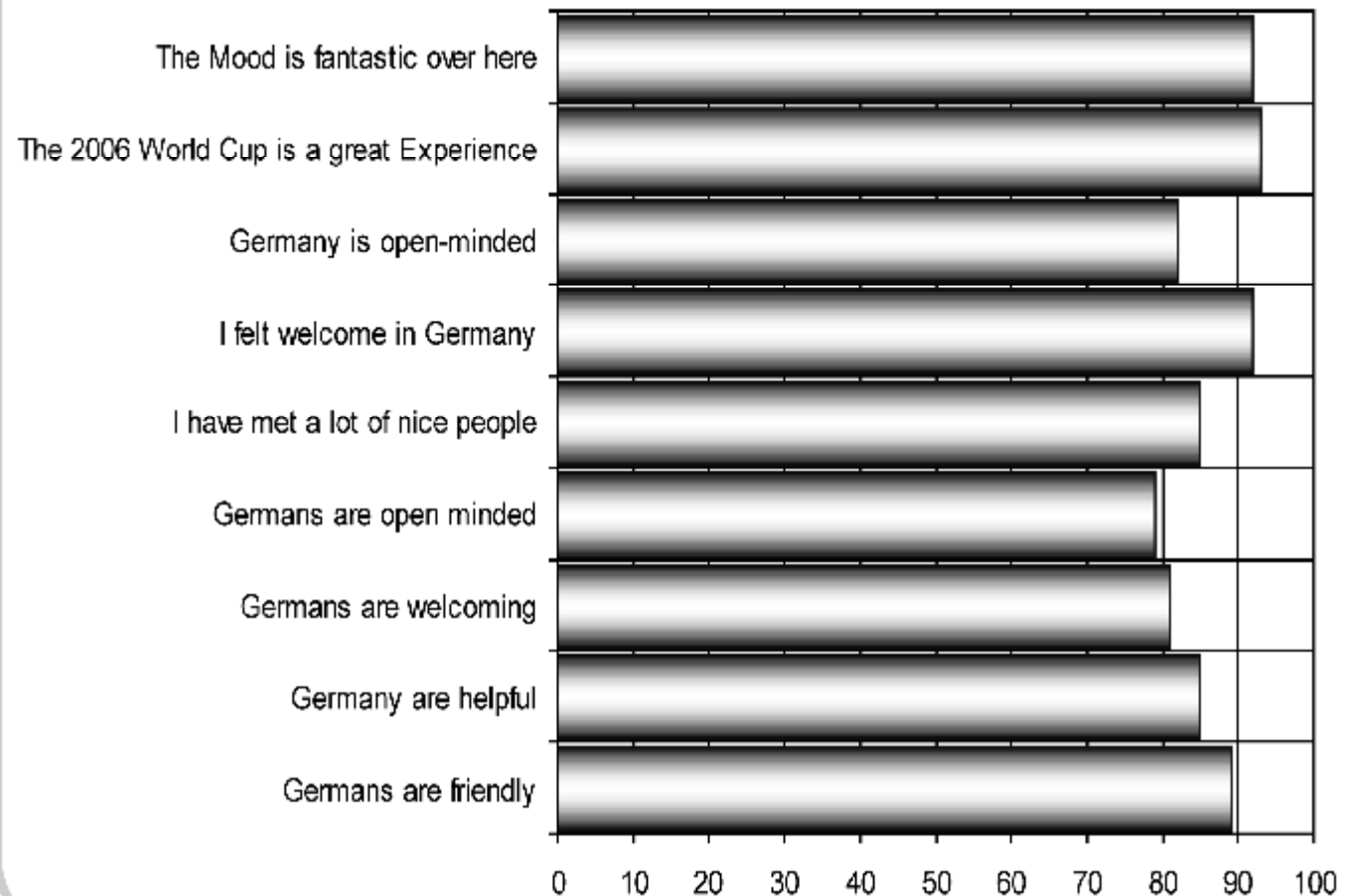


# Nation Branding Formula



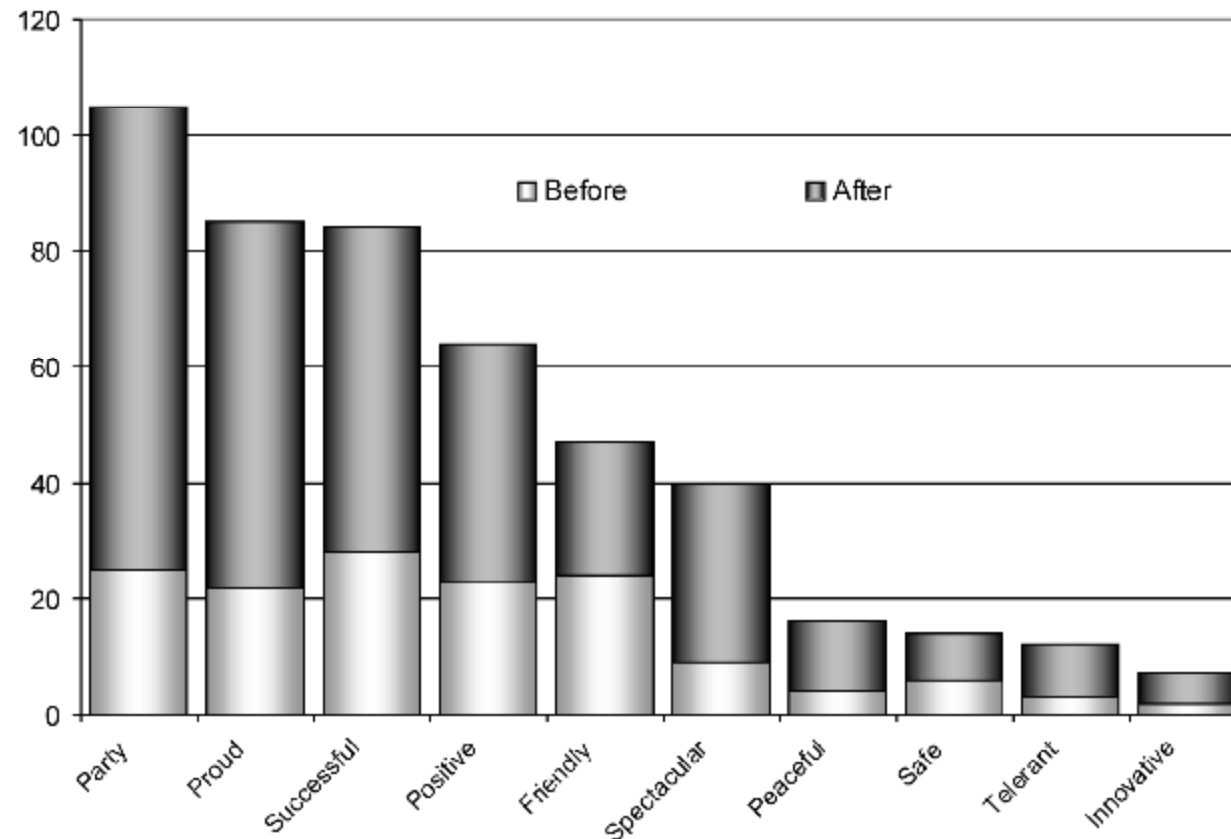


## How World Cup Visitors Viewed Germany





## Germany's Image Transformation through the World Cup





## Tourism 2006

- 43% First Time Visitors
- 63% Sightseeing
- 54% Shopping
- 51% Hotels, 18% Relatives, 12% Camping
- 73% under Age 39



# Why Clients Quit

1% **Die**

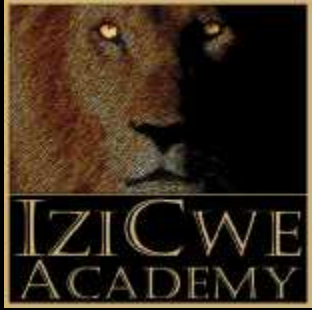
*Source: IBM Survey of 2,400 Clients*



# Why Clients Quit



*Source: IBM Survey of 2,400 Clients*



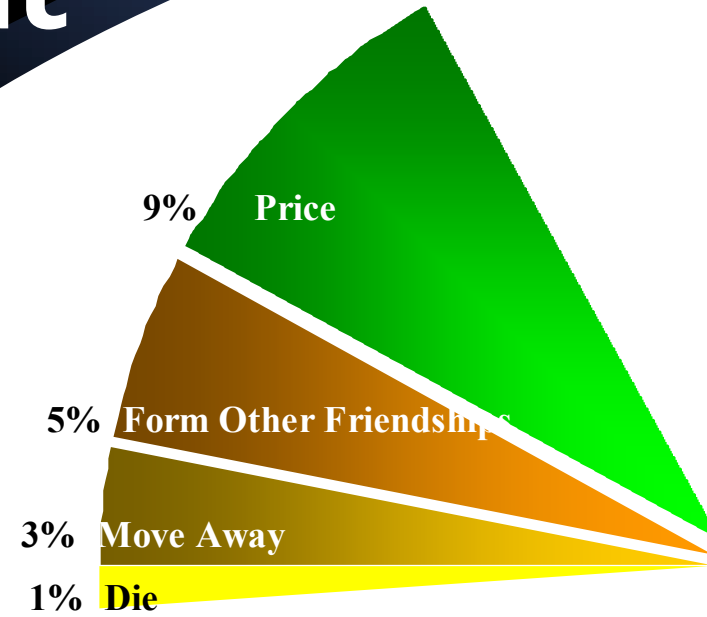
# Why Clients Quit



*Source: IBM Survey of 2,400 Clients*



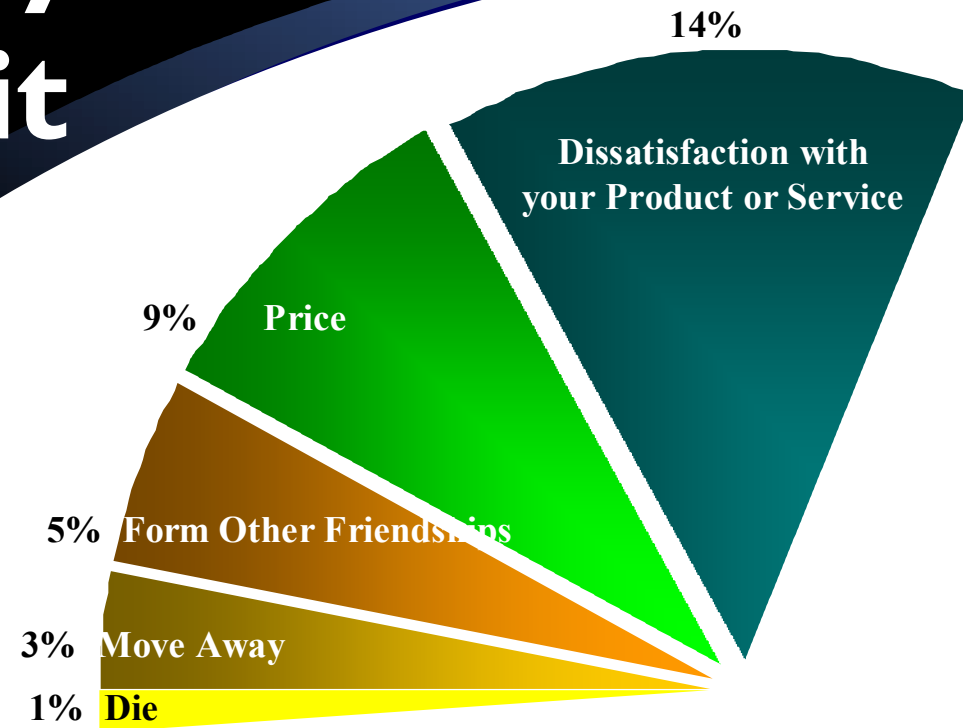
# Why Clients Quit



*Source: IBM Survey of 2,400 Clients*



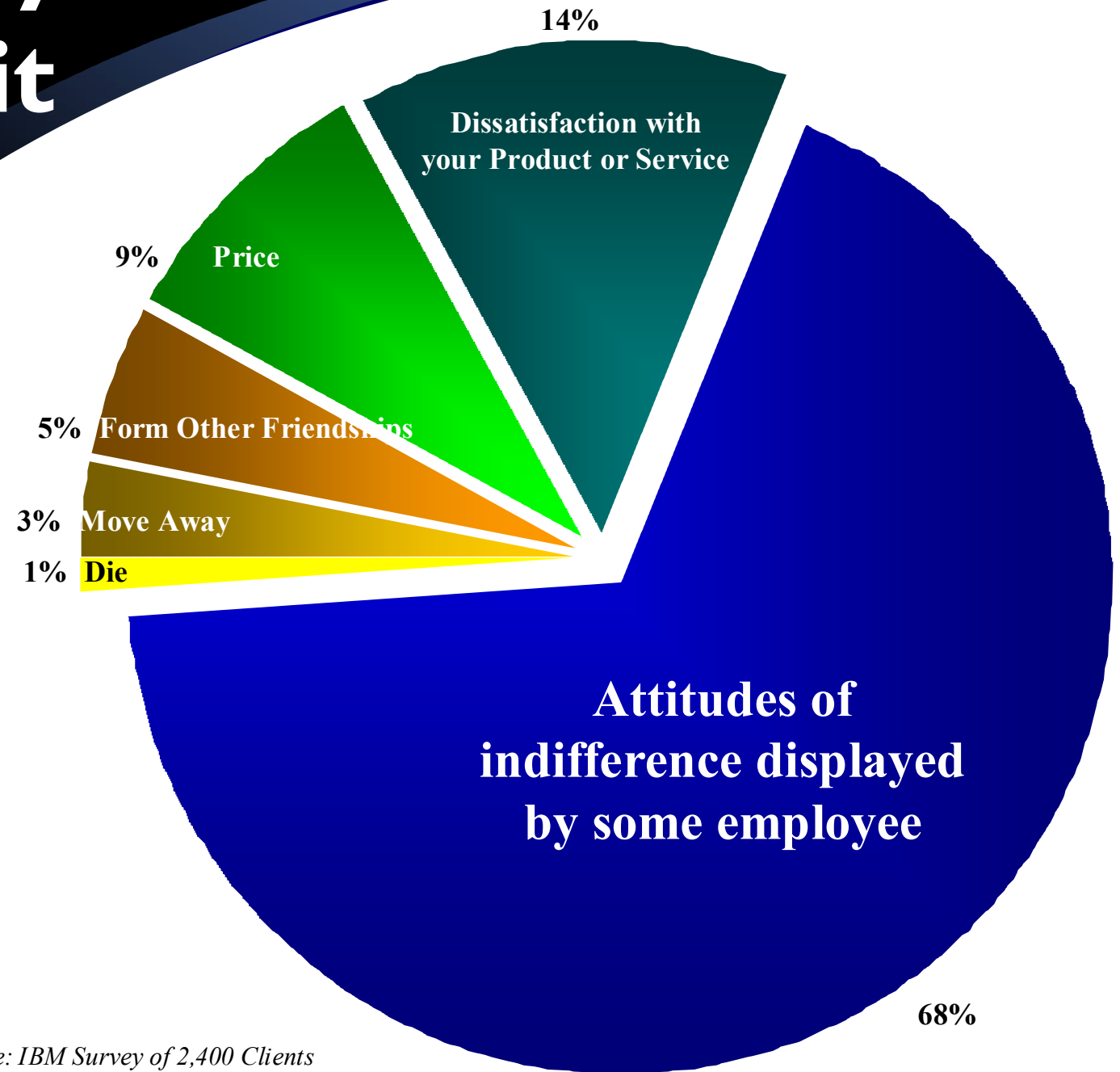
# Why Clients Quit



Source: IBM Survey of 2,400 Clients

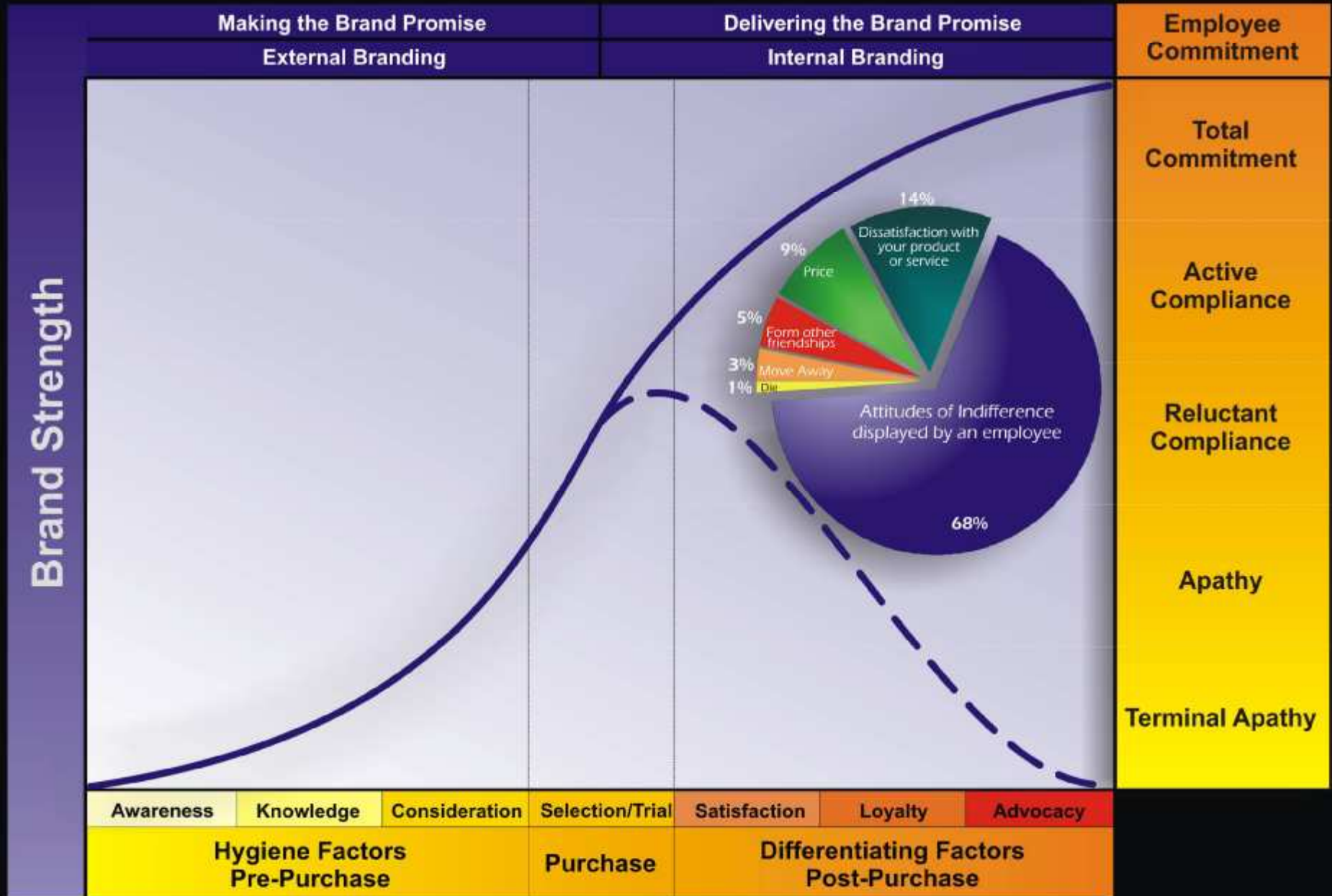


# Why Clients Quit



Source: IBM Survey of 2,400 Clients

# BrandOvation™ Model









IZICWE  
ACADEMY

PROUDLY  
SOUTH AFRICAN

