



The limitations of Nation Branding. The case of Spain

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1. What is “nation branding”

A new field of research and practical diplomacy created by Simon Anholt in 1996.

Nation

- A country, especially when thought of as a large group of people living in one area with their government, language, traditions, etc (Cambridge Dictionary)

Branding

- The act of giving a company a particular design or symbol in order to advertise its products and services (Cambridge Dictionary)

Why nation branding? By Simon Anholt in his book Brand New Justice

- The market is full of intangible value given by branding. Ex) The price of the same two white shirts, with or without a Versace logo printed on it.
- The total value of 2021 Top 100 brands grew by 42% , reaching \$7 trillion.
- Companies in poorer countries do not have the budget to do branding and compete with the richer countries.
- Nation branding ("Made in ... ") that englobes and empowers companies and people. Main actor: Government

Brand New Justice

- Reaching equality through international commerce, flow of money from richer to poorer nations.



2020 Rank*	2021 Rank	NBI	2020 Score*	2021 Score
1	1	Germany	69.12	71.06
3	2	Canada	67.86	70.64
4	3	Japan	67.81	70.52
6	4	Italy	67.11	70.23
2	5	United Kingdom	68.15	70.08
5	6	France	67.59	70.00
7	7	Switzerland	66.68	69.76
10	8	United States	65.67	69.67
8	9	Sweden	65.83	69.04
9	10	Australia	65.76	68.55
11	11	Spain	64.91	67.87
14	12	Norway	64.06	67.50
13	13	Netherlands	64.09	66.61



2020	Tourism	Exports	Governance	Investment, migration	Culture	nationals
1	Italy	Japan+1	Canada	Canada	Italy+2	Canada
2	France	USA-1	Switzerland	Germany	France	Australia
3	UK+1	Germany	Sweedn	Switzerland	UK+2	Italy
4	Spain	UK	Germany	UK	German y	UK+3
5	Greece	Canada	New Zealand	Sweedn	USA-3	New Zealand

2. Nation Branding in Spain. TOURISM

Year	Main Actors	Campaigns and policies
1960	Dictatorship of Franco	Spain is different
1970s	Democracy from 1975	Tourism Boom "Spain: Beach and Sun"
1990s	PP Aznar (1996~2004)	Challenge to a modern image
1999	FMRE Spain brands forum	Meetings, conferences
2001	FMRE+El Cano+ICEX+CCE+Foreign affairs	Meetings, conferences
2003	FMRE+El Cano+ICEX+CCE+Foreign affairs	Marca España
2012	PP Rajoy (2011~2018)	Marca España is established
2013		Spain is back
2016		Marca España and Foreign Affairs lack of coordination
2018		España Global
	PSOE Sanchez	

1960 Spain is different

1975 Spain Beach and Sun



- https://www.youtube.com/watch?v=RkzREIYHxDw&t=105s&ab_channel=HispanaliadesdeAm%C3%A9rica

3. First Limitation: Unstable Politics



Marca España 2012-2018

- Bullfighting, flamenco appeal
- Nothing related to refugees or society
- Push the companies, economy: Zara, Telefonica, Iberia, Repsol, BBVA...

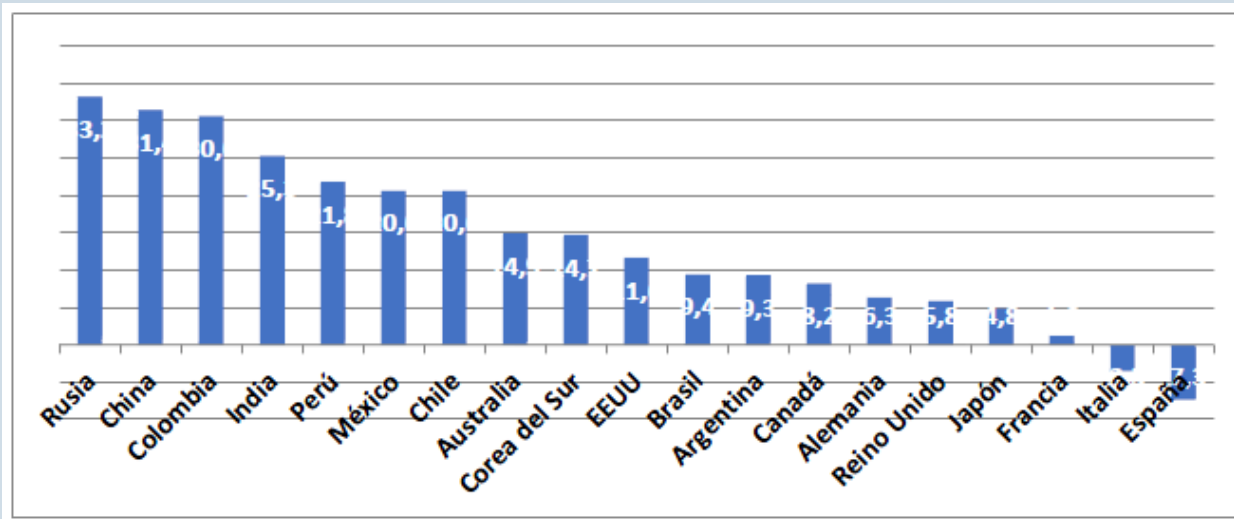


España Global 2018-

- Not bullfighting image (in 2010 bullfighting was prohibited in Catalonia by its Parliament)
- We are the society most favorable to welcoming refugees

3. First Limitation: Politics

- Gap between the image abroad and the image within the own country. The highest the best inner image and the more different perspective from abroad.



Valenciano(2018) *Marca España como estrategia de nation branding*

4. Second Limitation: Identity

- Variaty of languages and cultures too, all of them recognized as national language



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- Instituto Cervantes: spanish language institute across the globe promoting spanish language.



- What about the other official languages : Basque, Catalan, Galician



5. Conclusions

- Nation branding proved to be positive for the economic growth of a nation,

HOWEVER

- In a country with unstable political tendencies it is almost imposible to give consistency to the nation branding strategy
- In a diverse country it is harmful to forcely giving a concrete national image/identity where minorities are excluded