Spain Brand and the research of the image of Spain

Carmen González Enríquez
Director of the Spanish Image Monitor

IRES Rabat May 2014
Researching the image of the country

Opinion polls at home and abroad. Source:

Reputation Institute and Elcano polls
Since 2009.
Spain evaluated by 19 countries (the main economies and several Lat.Am. Countries)

Elcano Polls about the image of Spain: Since 2012.
Researching the image of the country

1.- Global evaluation (reputation, admiration, respect, trust) Point between 1 and 100

2.- Components of the image: Economy, State, People, Natural Beauty, Power. Recommendations: good country for travelling, living, working, business, investing.. 21 elements

3.- Comparing image and reality. SIIE.
Researching the image of the country

Components of the image:

Quality of life:

- It is a beautiful country.
- It is a nice country (culture, food, sport, entertainment).
- Life style (people enjoys living there).
- People is kind and nice
Researching the image of the country

Institutional quality:
It is a responsible participant in the global community.
Its government is efficient.
It has adopted advanced social and economic policies.
It offers a favourable environment for business.
It is a safe country.
It uses with efficiency the public resources.
It has a low level of corruption.
Researching the image of the country

Development:
It has many well known trade marks
It is technologically advanced
It produces goods and services of quality
Researching the image of the country

Culture:
The country has contributed greatly to the human culture (artist, scientists, inventors, writers, sportmen and politicians)

Educative system:
It values education: it has good universities and excellent educative system

People: Civic and reliable
Researching the image of the country

It is a good country for:

• Visiting
• Working
• Living
• Investing
• Studying
• Buying its products
Comparing image and reality

Aim: To identify those aspects whose international image is worse than reality and to concentrate there the effort to promote the image.

Method: Compare data provided by the Reputation Institute with data from International Statistical Sources.

Comparison among rankings (image and reality)