

BRANDING DENMARK® – A PRACTICAL APPROACH

BY KLAVS A. HOLM

**- DANISH AMBASSADOR TO SINGAPORE,
AUSTRALIA, NEW ZEALAND AND BRUNEI
DARUSSALAM**

klahol@um.dk

5 OBJECTIVES

FOR BRANDING DENMARK®

- CREATIVE NATION
- EDUCATION
- CONFERENCES
- INVESTMENTS
- EXPORTS

FOR EMBASSIES

- POL/ECO SPY
- EXPORT PROMOTION
- CULTURAL
PROMOTION
- CONSULAR MATTERS
- DEVELOPMENT AID

FOUR STEPS OF BRANDING NATIONS

1. DEFINE MAIN MESSAGE, IE. ELEMENTS OF BRANDING
2. IDENTIFY TARGET GROUPS IN RECEIVING COUNTRY
3. CHOSE INSTRUMENTS TO REACH TARGET GROUPS
4. THE BRANDING PROCESS

1. DEFINE COUNTRY SPECIFIC MESSAGES

- A PROCESS BETWEEN EMBASSIES AND HQ
- POOL OF MAIN TOPICS TO CHOOSE FROM
- WIN HEARTS AND MINDS OR JUST SELL STUFF: ALL 5 ITEMS OR FEWER
- DO NOT TRY TO REINVENT IMAGES OF DENMARK, REBRANDING NOT POSSIBLE
- 100 PCT. DK-SPECIFIC OR USE "THE NORDICS" OR EUROPE?
- ONLY POSITIVE BRANDING – NOT RESPONDING TO CRITISISM

2. IDENTIFY TARGET GROUPS IN RECEIVING COUNTRY - UK

- **PROCESS STARTS WITH EMBASSY**
- **CLASS SOCIETY – CAREFUL CHOICE**
- **ELITE, NICHES**
- **SPECIFIC OR CLUSTER BOMBINGS**
- **GEOGRAPHICAL CHOICE: WHO, WHERE?**
- **SMALL IS BEAUTIFUL – BIG IS DIFFICULT**
- **GOVERNEMENT/PRIVATE**

2. IDENTIFY TARGET GROUPS IN RECEIVING COUNTRY - SINGAPORE

- PROCESS STARTS WITH EMBASSY**
- BROADER POPULATION, ELITE**
- NO GEOGRAPHY**
- CONSUMER SOCIETY, GENERAL PUBLIC**
- GOVERNMENT FIRST, THEN PRIVATE
SECTOR**

3. CHOSE INSTRUMENTS TO REACH TARGET GROUPS

- UK: CROWDED MARKET PLACE, COMPETITION, CRITICAL, GOODBYE TO NORMALITY, IGNORANCE, GENERAL LACK OF INTEREST, IRONIC DISTANCE
- SINGAPORE: PREPARED, KNOWLEDGE, POSITIVE, INTERESTED, ENTHUSIASTIC, RESPECTFUL

3. CHOSE INSTRUMENTS TO REACH TARGET GROUPS

WHAT MEDIA?

- MASS/ELITE
- GENERAL/TAILOR MADE
- WRITTEN/ELECTRONIC
- OBS: DIRECT/INDIRECT
- COUNTRY WIDE/LOCAL
- STATEOWNED/PRIVATE
- TABLOIDS OR QUALITY NEWSPAPERS

3. CHOSE INSTRUMENTS TO REACH TARGET GROUPS

WHAT PERSONS?

- CELEBRITY COUNTS
- ROYALS
- SPORTS
- ACTORS
- ARTISTS
- ARCHITECTS
- FASHION CREATERS
- BEAUTY QUEENS (AND KINGS)
- PROFESSIONEL AGENCIES (HOSTS)
- AMBASSADORS

CONCLUSION: ROLE OF DANISH EMBASSIES

- MFA'S WIDE COVERAGE
- WORLD WIDE NETWORK
- OPENNESS – CORE VALUE OF MFA
- REPUTATION BUILDING: BRANDING BEFORE THE CAMPAIGN
- POLITICIANS, BUSINESS, THINK TANKS, ETHNIC GROUPS, RELIGIOUS KEY PEOPLE, MEDIA, UNIVERSITIES
- EMBASSIES INTEGRATED IN WHOLE PROCESS

4. THE BRANDING PROCESS

- RECOMMENDATIONS FOR EMBASSIES

- **PRESENCE MATTERS**
- **DE-CENTRALIZING BRANDING CAMPAIGNS**
- **HQ: FRAMEWORK AND BOTTOM LINES**
- **RECRUITMENT OF PUBLIC DIPLOMACY DIPLOMATS**
- **MEDIA TRAINING FOR DIPLOMATS/BRANDERS**
- **POSTING OF NON-MFA PERSONS AT EMBASSIES**
- **DEFINITION OF FINANCIAL DEMAND**
- **ENSURE 100 PCT. CO-ORDINATION WITH HQ**

4. THE BRANDING PROCESS - RECOMMENDATIONS FOR EMBASSIES

- **TAILORMAKING BRANDING CAMPAIGNS**
- **INDIVIDUALISE EMBASIES' EFFORTS**
- **CHOSE FOCUS COUNTRIES**
- **BE AWARE OF HOST COUNTRY KIDNAPPING**
- **THE ART OF UNDERSTATING: IMPORTANCE OF INDIRECT BRANDING**
- **THE HOSPITALITY ASPECTS: DRINKS ON THE HOUSE**
- **THE SETTING – BIG OR SPECTACULAR**
- **“THE TOKEN OF APPRECIATION”**
- **USE LOGO**
- **USE MOTTO**
- **NEVER B-52 CAMPAIGNS – ALWAYS WELL DEFINED**
- **PRESENCE**

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