

# 12° Forum

# WPP | The European House - Ambrosetti

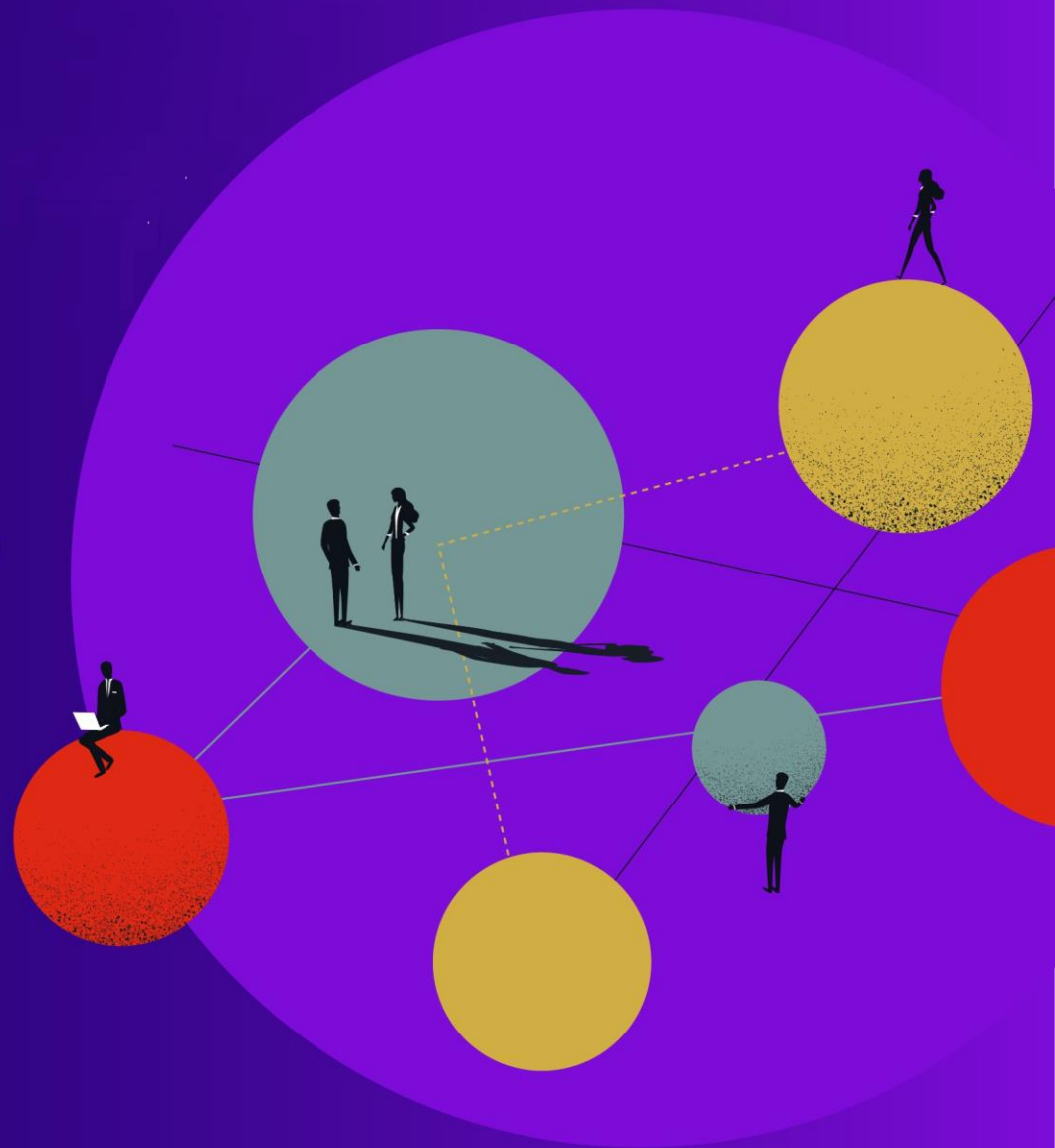
Il contributo della sostenibilità ambientale, economica e sociale per l'attrattività del Paese.

## 17 Novembre 2023

WPP Campus Milano, Via Morimondo 26

Brand Asset Valuator

# WPP



# BEST COUNTRIES

| **U.S. News** & WORLD REPORT

| WPP

| BAV

| Wharton  
UNIVERSITY of PENNSYLVANIA

## MISURARE L'ATTRATTIVITA' DEL BRAND ITALIA

WPP | BAV





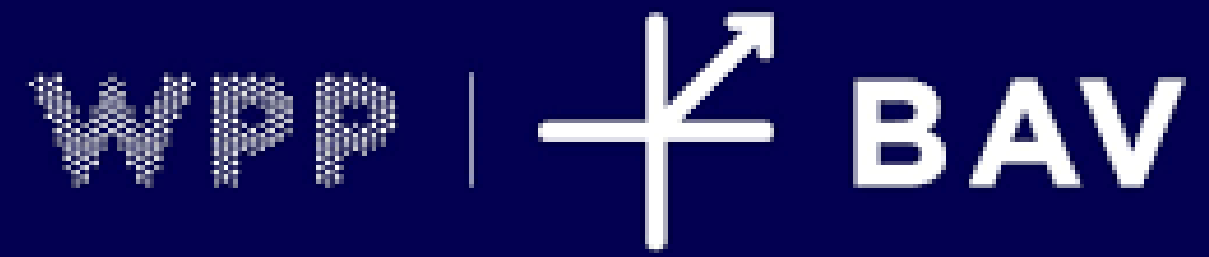


# ANDIAMO OLTRE GLI STEREOTIPI: I PAESI COME BRAND

Art, culture, people, gastronomy, geography and business all contribute

Nations need to stand for something differentiating

Need managing to prevent stereotypical association to dominate



- Largest Study of Brand Perceptions
- Deep insights to guide decision-making, strategy, positioning, partnerships by market and by audience

**63,000+**

Brands

**75+**

Brand Metric

**2.5m+**

Global Consumers

**52**

Markets

**30**

Years of learning

**BEST COUNTRIES**

# BEST COUNTRIES

- Largest Nation Brand Study

87

Country Markets

17,195

Business Decision Makers &  
General Population

73

Descriptive Attributes

26

Rankings

8

Years of learning

# I BENEFICI

## LARGEST GLOBAL PANEL

17,195 - From business decision-makers to the general population in 36 countries

## SEGMENTATION CAPABILITIES

Ability to provide strategic insights that pinpoint the most productive pathways to drive country reputation-growth

## TIED TO GDP AND OTHER KPIS

Correlated to a country's GDP, Travel Spend and Foreign Direct Investment

## INDUSTRY-LEVEL INSIGHTS

Only global study measuring world-wide consumer preference for country of origin

# I CRITERI DI SELEZIONE DEI PAESI

Top 100

**GROSS DOMESTIC  
PRODUCT**

Top 100

**FOREIGN DIRECT  
INVESTMENT  
INFLOWS**

Top 100

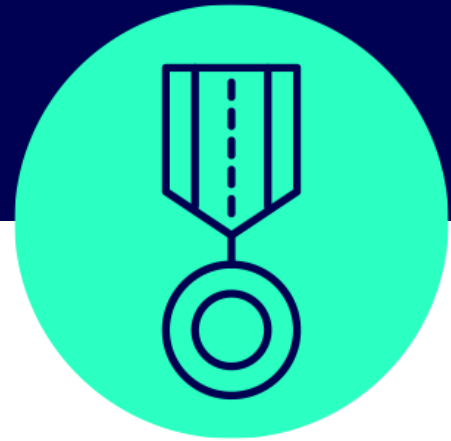
**INTERNATIONAL  
TOURISM RECEIPTS**

Top 150

**UN'S HUMAN  
DEVELOPMENT  
INDEX**



# 10 FATTORI CHE RENDONO UN PAESE-BRAND



## Power

Projection of influence on the world stage



## Agility

Adaptability, forward thinking & responsiveness



## Cultural Influence

Influence in global culture and conversations



## Entrepreneurship

Support for entrepreneurs and pioneering spirits



## Heritage

Strength and salience of history and traditions



## Social Purpose

Caring, sustainable, and equitable societies for all



## Quality of Life

Through all phases of life, treating their citizens well



## Movers

Up-and-coming economies known for dynamism & unique value



## Adventure

Attractiveness of thrills and natural beauty for leisure



## Open for Business

Ensuring beneficial environments for businesses to flourish

# L'IMPORTANZA DEI FATTORI E IL LORO PESO NEL MONDO - 2023

Quality of Life



14.1%

Entrepreneurship



14.1%

Agility



14.0%

Social Purpose



12.8%

Movers



11.5%

Cultural Influence



10.4%

Open for Business



9.4%

Adventure



5.4%

Power



5.0%

Heritage



3.1%



# CRESCE L'IMPORTANZA DEL *SOCIAL PURPOSE*

#4

## COUNTRIES

Growing importance for countries and societies to be seen as caring, sustainable and equitable for all

## BRANDS

Brands driven by purpose tend to be more favorably perceived and liked. Having a mission to benefit lives of its customers & society

# LA CRESCENTE IMPORTANZA DEL *SOCIAL PURPOSE*

## Consumer attitudes

Women should be entitled to the same rights as men

% Agree

GLOBAL AVERAGE

**90%**

The effects of climate change are real

% Agree

GLOBAL AVERAGE

**88%**

I am willing to make financial sacrifices to address climate change

% Agree

GLOBAL AVERAGE

**71%**

A country is stronger when it is more racially and ethnically diverse

% Agree

GLOBAL AVERAGE

**74%**



An illustration featuring a central globe with a red-to-purple gradient. A person is sitting on top of the globe, holding a circular icon. A ladder extends from the bottom of the globe to the ground, where another person is climbing. To the right, a third person stands with a speech bubble containing a checkmark. The globe is surrounded by a dashed circular line with several circular nodes. The background is a blue-to-purple gradient with stylized clouds and plants.

E l'Italia dov'è?

**#15** GLOBAL  
RANK



# La Svizzera guida la classifica.

Country Brand	Global Rank
Switzerland	1
Canada	2
Sweden	3
Australia	4
USA	5
Japan	6
Germany	7
New Zealand	8
United Kingdom	9
Netherlands	10
Norway	11
France	12
Denmark	13
Finland	14
<b>Italy</b>	<b>15</b>
Singapore	16
Spain	17
Belgium	18
United Arab Emirates	19
China	20

# DOVE ECCELLIAMO E DA CHE COSA E' DATO IL 15° POSTO



Power

#16

#1: USA



Movers

#21

#1: United Arab Emirates



Entrepreneurship

#22

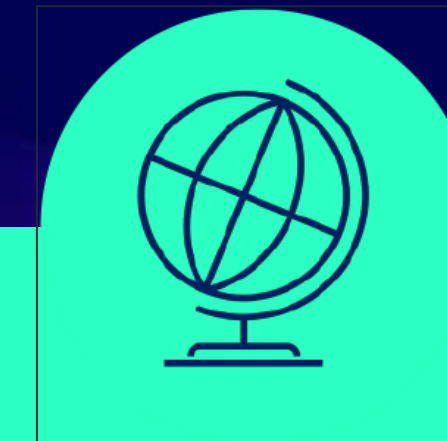
#1: USA



Agility

#21

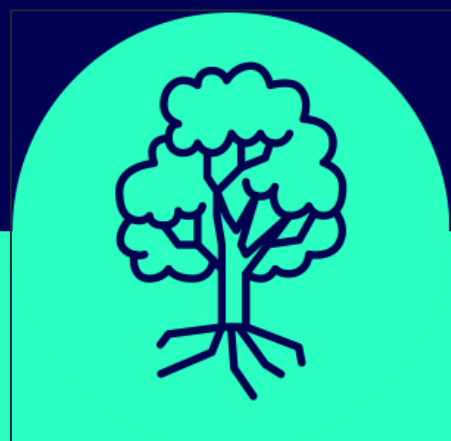
#1: USA



Cultural Influence

#1

#1: Italy



Heritage

#1

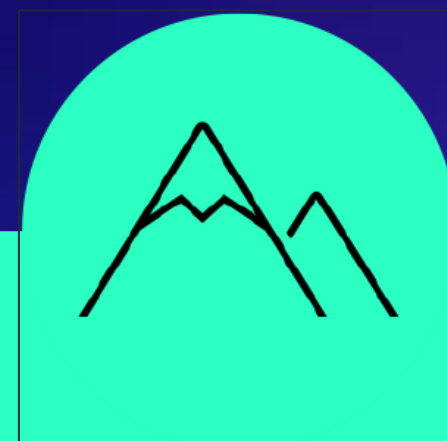
#1: Italy



Quality of Life

#20

#1: Sweden



Adventure

#2

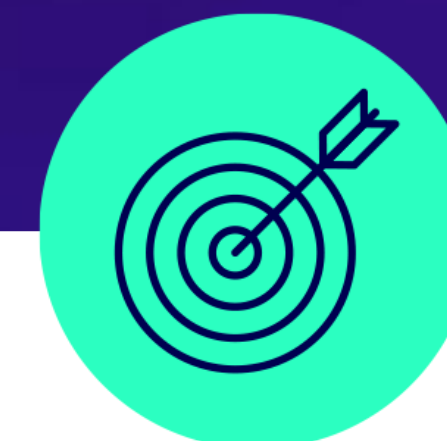
#1: Brazil



Open for Business

#47

#1: Switzerland



Social Purpose

#20

#1: Sweden



# I TRATTI VALORIALI SU CUI ECCELLIAMO

**#1**

CULTURALLY  
ACCESSIBLE

**#1**

FAMILY-FRIENDLY

**#1**

FASHIONABLE

**#1**

GOOD FOR TOURISM

**#1**

HAS GREAT FOOD

**#2**

CULTURALLY  
SIGNIFICANT IN  
TERMS OF  
ENTERTAINMENT

**#2**

SEXY

**#3**

FUN

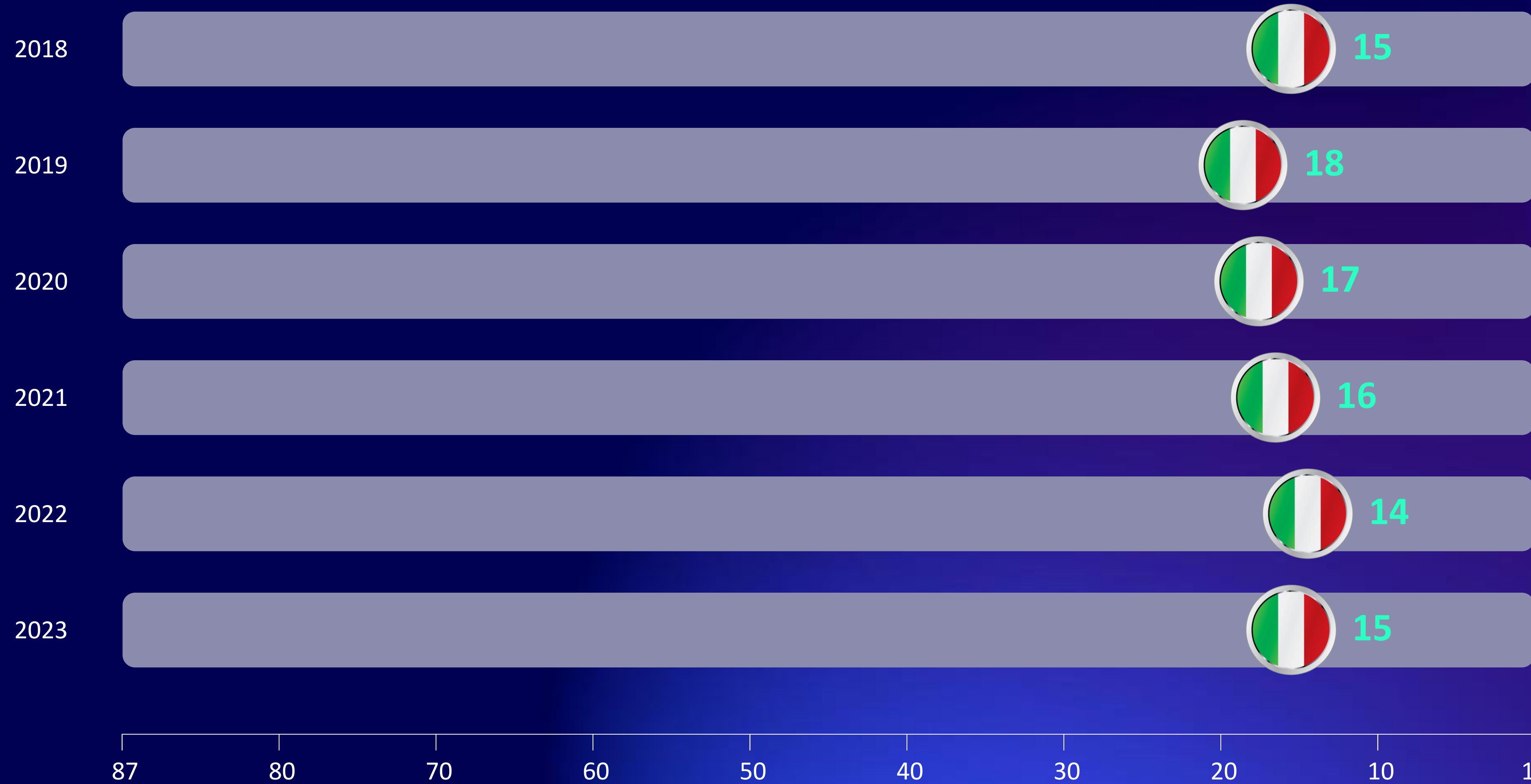
**#3**

HAS A RICH HISTORY

**#3**

SCENIC

# UN POSIZIONAMENTO STABILE NEL TEMPO





L'ostacolo più grande per raggiungere i nostri sogni è la nostra mente, siamo noi stessi

Country Brand	Global Rank	Italy Rank	
USA	5	1	↑
United Kingdom	9	2	↑
Sweden	3	3	-
Netherlands	10	4	↑
Germany	7	5	↑
Japan	6	6	-
Finland	14	7	↑
Switzerland	1	8	↓
France	12	9	↑
Spain	17	10	↑
Canada	2	11	↓
Norway	11	12	↓
Austria	22	13	↑
Belgium	18	14	↑
Australia	4	15	↓
Denmark	13	16	↓
Ireland	23	17	↑
Luxembourg	24	18	↑
<b>Italy</b>	<b>15</b>	<b>19</b>	<b>↓</b>
United Arab Emirates	19	20	↓

# LO SGUARDO SULL'ITALIA DALL'ESTERO

## Doing Business

79%

CONSIDER DOING BUSINESS IN ITALY

vs.  
Average Nation

50%

vs.  
Regional Nation

58%



# IL RUOLO DEI BRAND ITALIANI PER L'ITALIA

80%

Agree

“Consumer brands play an important role in defining a country’s culture”

# I BRAND LEADER SUPPORTANO L'ORGOGGIO NAZIONALE

87%

Agree

“I feel proud of the consumer brands that represent my country abroad”



# CHANEL



# SAMSUNG



# E L'ITALIA?

TECHNOLOGY /  
ELECTRONICS

73%

# **10**

AUTOMOBILES

83%

# **5**

CLOTHING

81%

# **2**

PHARMACEUTICALS

75%

# **11**

HEALTHCARE

77%

# **10**

FINANCIAL SERVICES

72%

# **11**

COSMETICS

78%

# **3**

PACKAGED FOODS

77%

# **3**

BEER

74%

# **5**

SPIRITS

75%

# **5**

# SUMMING UP

## BAV Best Countries

- Benchmark, insight, guideline

## The state of a Nation

- Modelli affermati: I paesi anglosassoni e nordici
- ITALIA: un glorioso passato davanti  
Ci può essere una via 'mediterranea'?





THANK YOU

BAV@WPP