

Image

Identification /
perception inside

Perception outside

Events, culture

Visuals design, products,
campaigns, sound design,
signage, stories, pr

Communications

Destination Marketing
Board of tourism

Public Diplomacy,
PR

scope of place brand strategies

Tradition, religion,
history of country / place

Traditional symbolism,
colours, heraldry,
typical products

Uncontrolled
communication

Real state of the economy

Public Policy

scope of inveterate terms

cultural specification of
a country / place

Iconographie of a
country/ place

Communication of
a country / place

economics of a
country / place

Behavior / policy
of a country / place

Place Brand / Country Brand