

Country/region is recognized as a great visitor destination

Country/region
is recognized
as a great
place for
foreign
investment

Country/region recognized as a great place to do business in

Increased tourism, business and investment from overseas/ other regions

> ್ದ ಶಾಸ್ತ್ರಿ

V1-4 20 Feb 2013

Good management (financial, HR, ICT, administration)

Good information and research capability

Good communications planning

Appropriate facilities

Staff with the right skills recruited and retained

Sufficient number of staff

Positive values. working environment & organizational culture

Sufficient staff professional development

Appropriate team and organizational structure

High quality brand promotion work done

Good organizational reputation/ corporate brand

Satisfied funders

Satisfied stakeholders

Financially viable

Well-run

**Brand Promotion** Organization

Sufficient internal monitoring, evaluation, cost-effectiveness analysis & risk management

Sufficient and

effective

strategic

partnerships &

collaborations

and working

well with other

organizations

Clarity about IP

Legal & other requirements met

Built using DoView Software. Free trial from DoView.com. Can be used by anyone owning a license to DoView software.

V1-4 20 Feb 2013

Copyright DoView.com 2013

Sufficient market research (on relevant brand characteristics, demographics of potential visitors) Appropriate country or region's brand proposition developed

Overall brand marketing strategy developed

Regions, sub-regions and sectors supported to develop complementary subbrands Brand promoted through the right channels

Sufficient amount of promotional activity for the brand

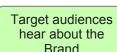
Marketing activity undertaken in conjunction with other complementary branding and marketing exercises

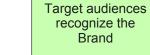
High-quality
Brand
development
and promotion

Continuous improvement of branding work in response to feedback

Sufficient monitoring of success of brand promotion activity

V1-4 20 Feb 2013





resonate emotionally with target audiences

Brand attributes

Brand material calls target audiences to take appropriate action

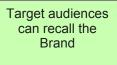
Sufficient opportunities for audiences to take action

afford to take action (e.g. afford air fares and accomodation)



Target audiences take relevant action

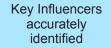
Brand



**Brand** information consistent with target audience's understanding (cognitively consistent)

Audiences can







Communications
Strategies
developed for
individuals or
groups of Key
Influencers



Communications
Strategies
effectively
implemented for
individuals or
groups of Key
Influencers



Key influencers called to take appropriate action



Key Influencers get others to take relevant action

Key influencers take

appropriate

action



Key Influencers
positively
influenced and
get others to take
relevant action

Success of Key Influencers Communications Strategy monitored

Key Influencers Communications Strategy amended on basis of feedback

V1-4 20 Feb 2013