

FutureBrand

Why origin matters

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*The
creative
future
company.*



*"Be yourself.
Everyone else is taken."*

Oscar Wilde



Is it safe?



Is it ethical?

SLA ✓ ERY

Is it sustainable?



Is it good quality?

POORLY
MADE IN
CHINA

What is the true origin?



*How does origin
influence consumer
decision making?*

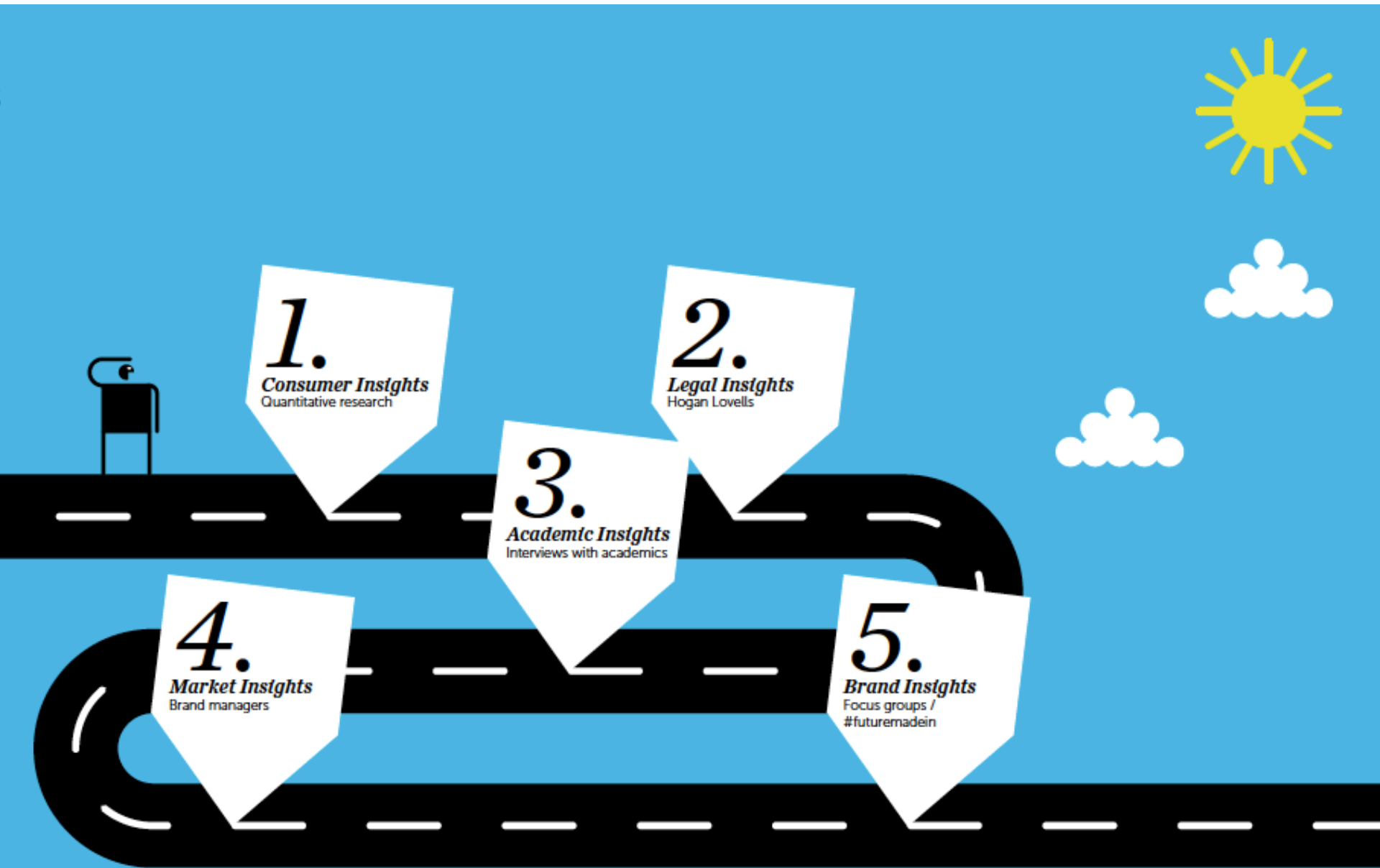
‘Made In’ report



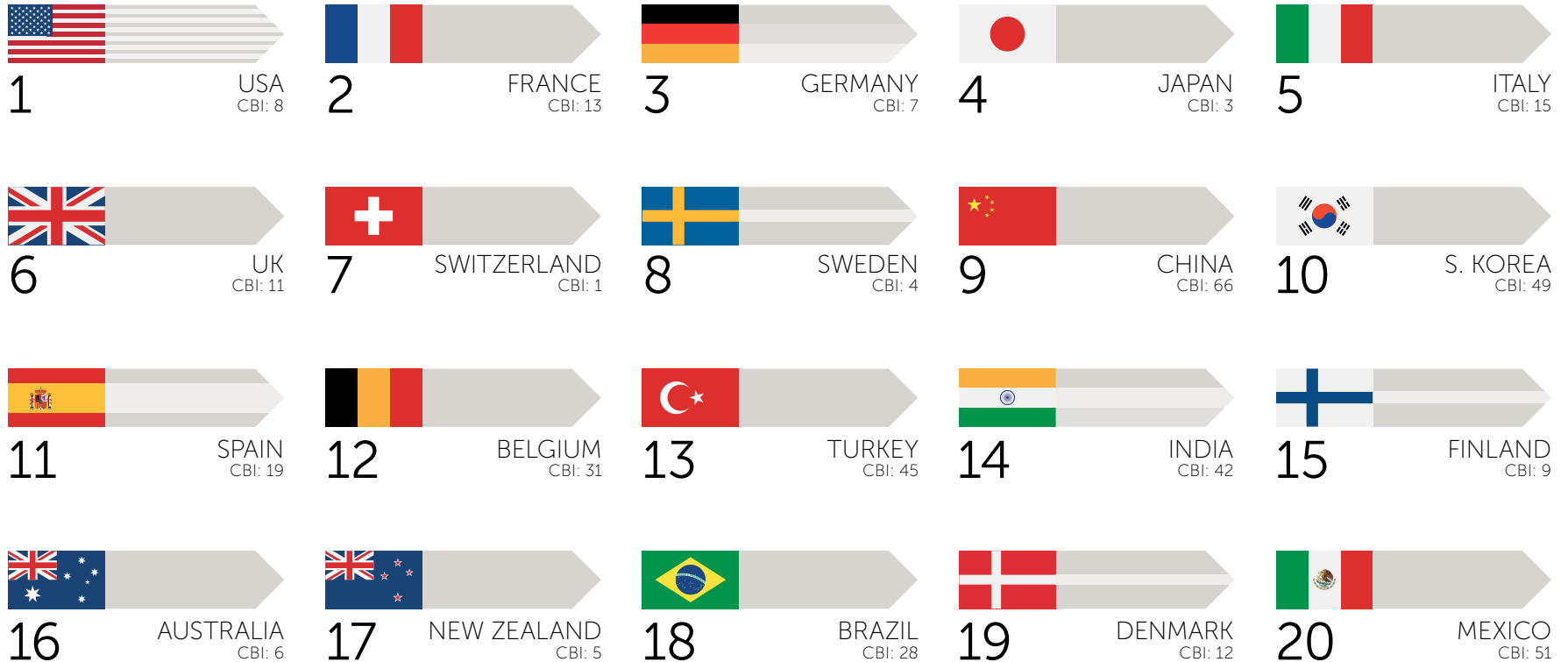
We set out to establish:

- *What ‘Made In’ means*
- *Country of Origin as a consumer driver*
- *The strongest countries of origin*

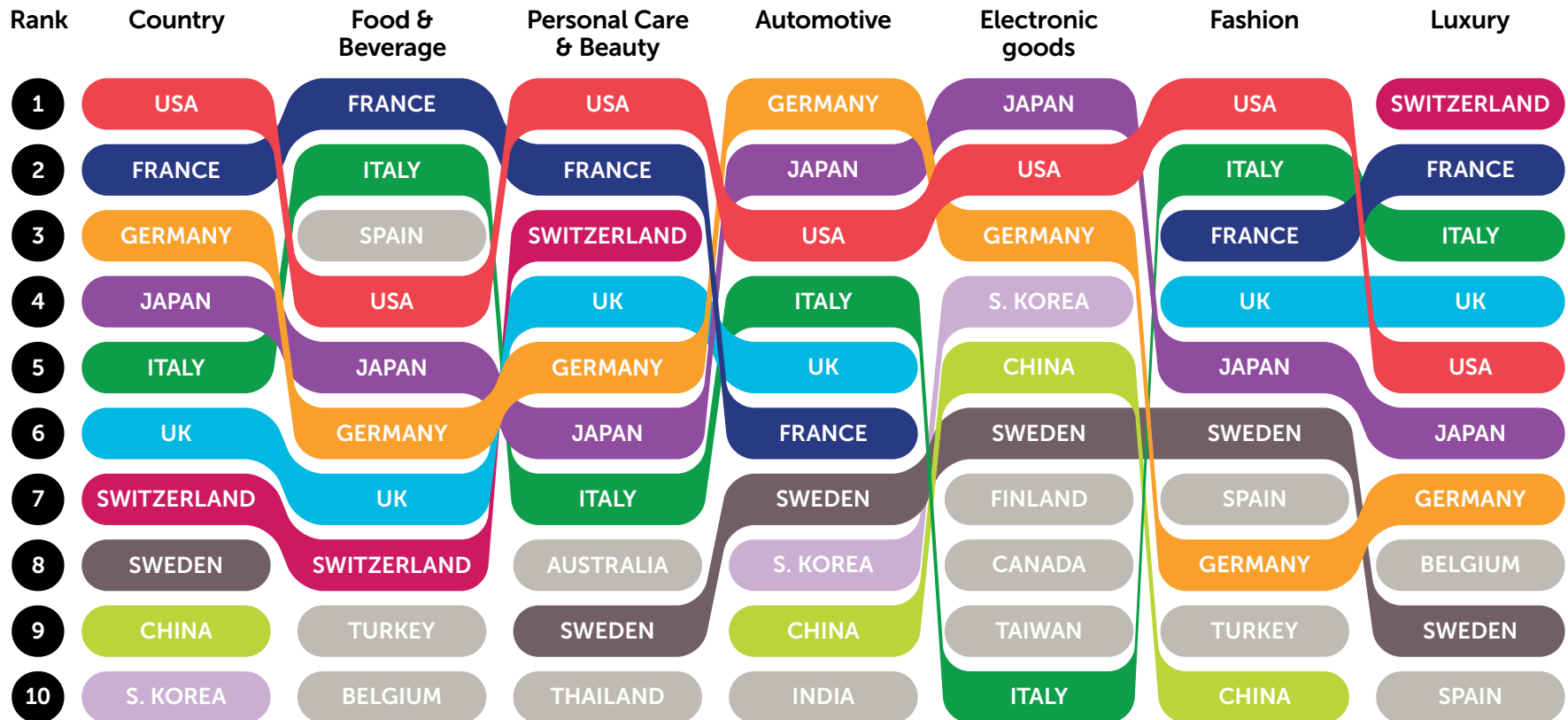
‘Made In’ methodology



The top 20 in the 'Made In' report



Ranking from the 'Made In' report – by category



Key findings:

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Successful brands contribute to ‘made in’ strength.

*What is the
relationship between
consumer brands
and country
brand strength?*



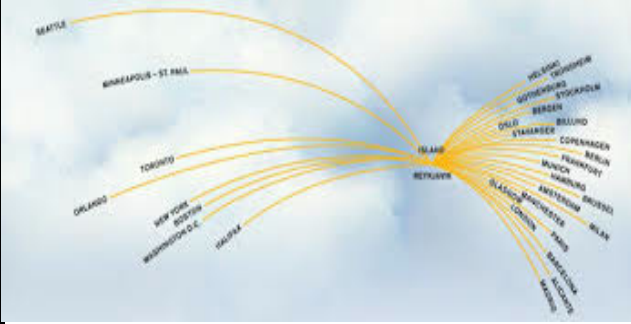






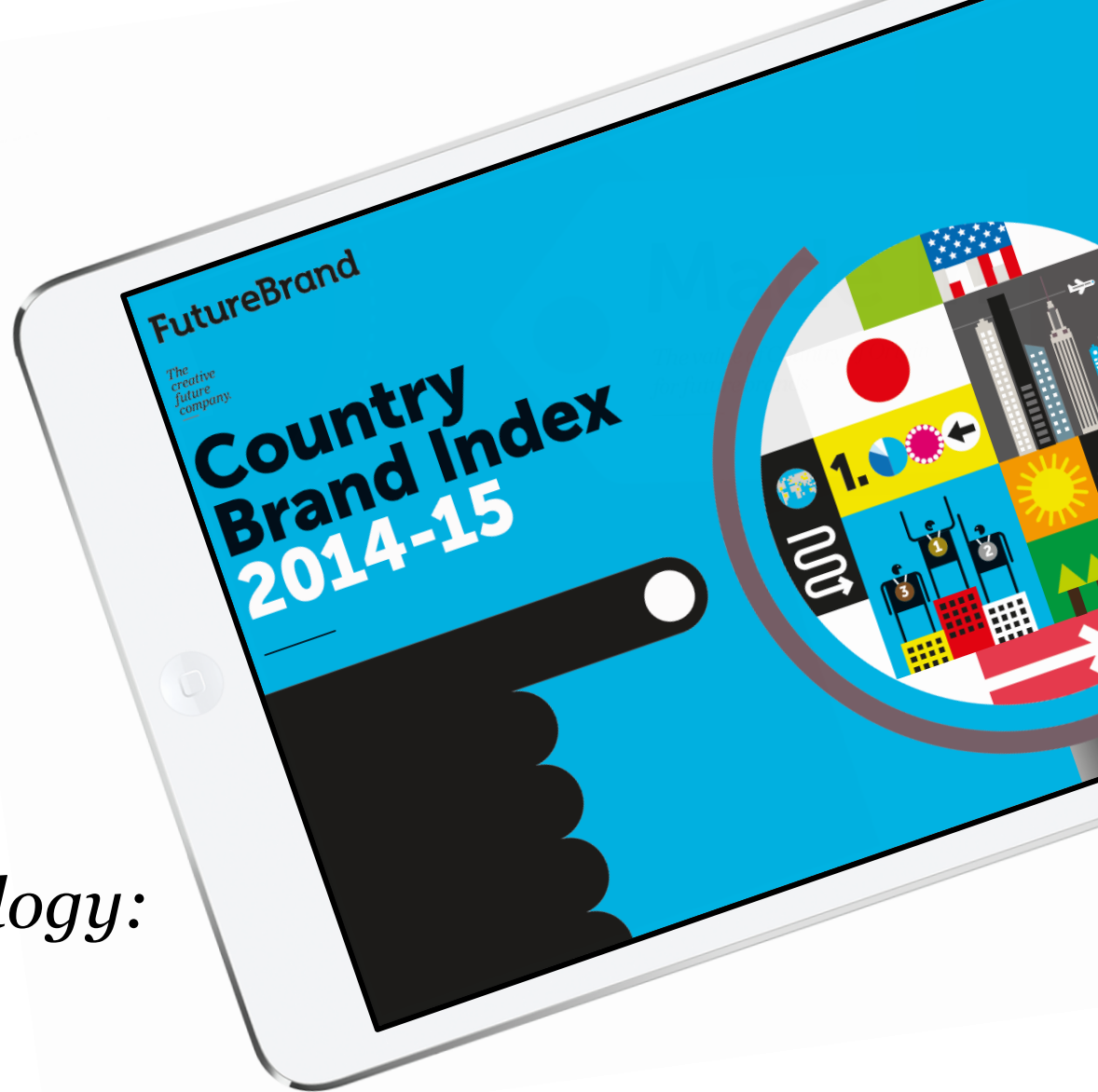
Neutrogena®





björk

Country Brand Index



Research methodology:

- *Qualitative*
- *Quantitative*
- *Expert Insight*

Association dimensions

HIERARCHICAL DECISION MODEL (HDM)

FutureBrand's proprietary model for determining how key audiences perceive a country's brand.

AWARENESS

How well do people know the country and its offerings?

FAMILIARITY

What qualities come to mind when people think of the country?

ASSOCIATIONS

How highly do audiences esteem the country?
Does it resonate?

PREFERENCE

Is the country considered for a visit?
What about for investment, to acquire or consume its products?

CONSIDERATION

To what extent do people follow through and visit the country or establish a commercial relationship?

DECISION/VISITATION

Do visitors recommend the country to family, friends and colleagues?

STATUS

| VALUE SYSTEM | QUALITY OF LIFE | BUSINESS POTENTIAL | HERITAGE & CULTURE | TOURISM | MADE IN |
|-------------------------|--------------------------------|---------------------|-------------------------------|------------------------------------|---|
| Political freedom | Health & education | Good for business | Historical points of interest | Value for money | Make products that are authentic |
| Environmental standards | Standard of living | Advanced technology | Heritage, art & culture | Range of attractions | Make products of high quality |
| Tolerance | Safety & security | Good infrastructure | Natural beauty | Resort & lodging options | They create unique products |
| | Would like to live/study there | | | Would like to visit for a vacation | Would like to buy products made in that country |
| | | | | Food | |

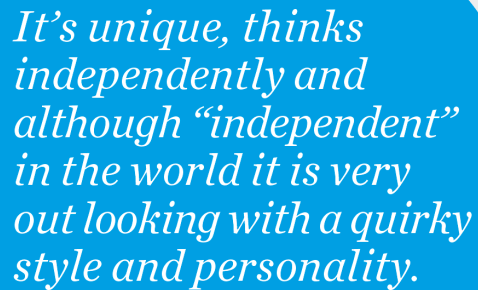
EXPERIENCE

Overall ranking

| Overall Ranking | | | Overall Ranking | | | Overall Ranking | | | Overall Ranking | | | | | |
|---|----------------|----|---|----------------------|----|---|--------------|----|---|-----------|----|---|------------|----|
|  | Japan | 1 |  | Netherlands | 16 |  | Russia | 31 |  | Chile | 46 |  | Lebanon | 61 |
|  | Switzerland | 2 |  | France | 17 |  | Bahrain | 32 |  | Estonia | 47 |  | Romania | 62 |
|  | Germany | 3 |  | Italy | 18 |  | Puerto Rico | 33 |  | Malaysia | 48 |  | Colombia | 63 |
|  | Sweden | 4 |  | United Arab Emirates | 19 |  | Oman | 34 |  | Peru | 49 |  | Vietnam | 64 |
|  | Canada | 5 |  | South Korea | 20 |  | Malta | 35 |  | India | 50 |  | Kenya | 65 |
|  | Norway | 6 |  | Ireland | 21 |  | Taiwan | 36 |  | Jamaica | 51 |  | Indonesia | 66 |
|  | United States | 7 |  | Belgium | 22 |  | Costa Rica | 37 |  | Uruguay | 52 |  | Bulgaria | 67 |
|  | Australia | 8 |  | Spain | 23 |  | Thailand | 38 |  | Turkey | 53 |  | Cambodia | 68 |
|  | Denmark | 9 |  | Quatar | 24 |  | Saudi Arabia | 39 |  | Egypt | 54 |  | Zimbabwe | 69 |
|  | Austria | 10 |  | Fiji | 25 |  | South Africa | 40 |  | Mexico | 55 |  | Ghana | 70 |
|  | New Zealand | 11 |  | Israel | 26 |  | Panama | 41 |  | Hungary | 56 |  | Iran | 71 |
|  | United Kingdom | 12 |  | Portugal | 27 |  | Argentina | 42 |  | Morocco | 57 |  | Bangladesh | 72 |
|  | Finland | 13 |  | China | 28 |  | Brazil | 43 |  | Jordan | 58 |  | Pakistan | 73 |
|  | Singapore | 14 |  | Czech Republic | 29 |  | Croatia | 44 |  | Slovakia | 59 |  | Ukraine | 74 |
|  | Iceland | 15 |  | Greece | 30 |  | Poland | 45 |  | Sri Lanka | 60 |  | Nigeria | 75 |



15 Iceland

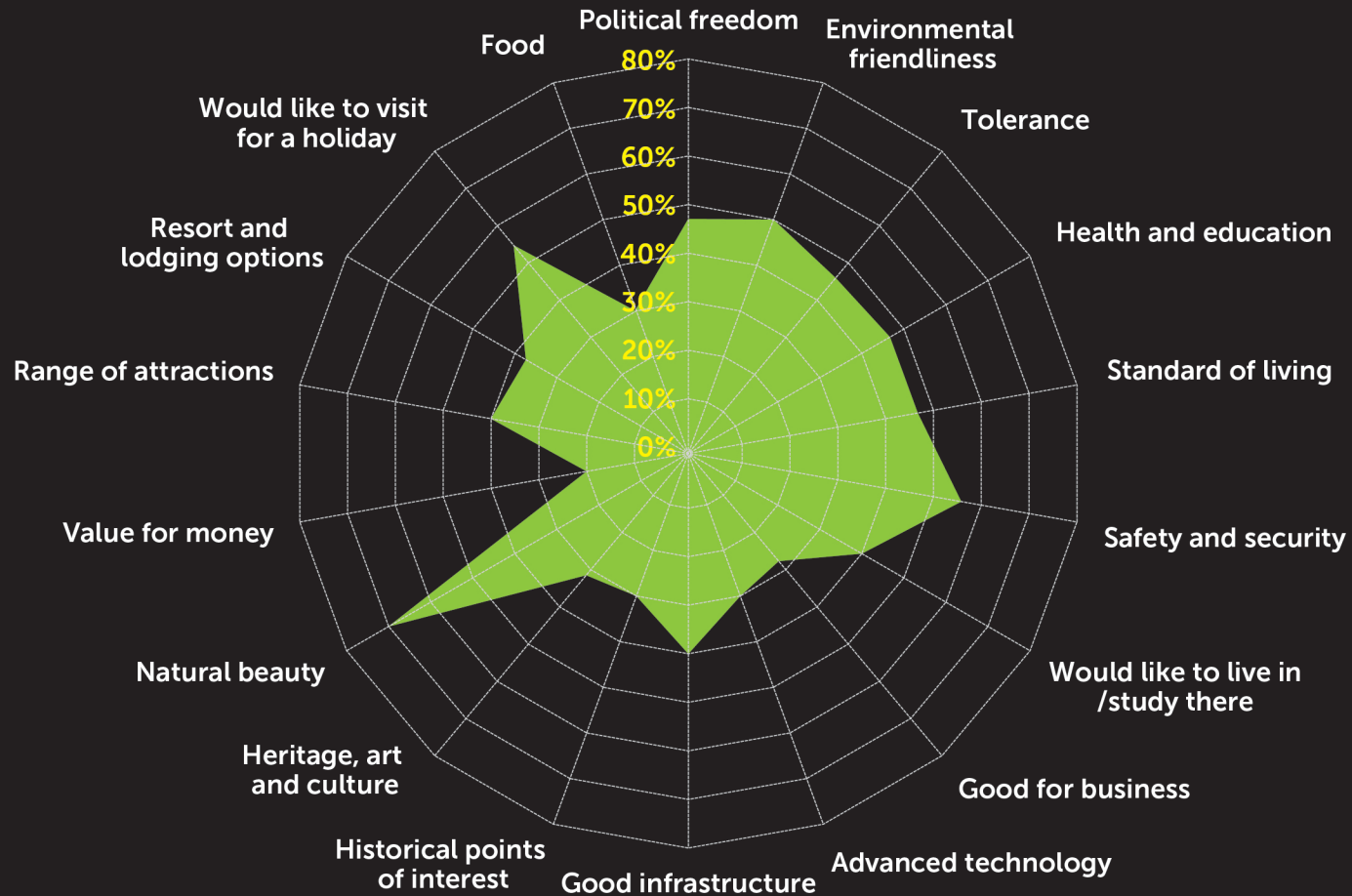


The people are not afraid to govern themselves to the betterment of their local economy. They are innovative and progressive in political and economic outlook. They have great natural resources they exploit with thought to the environmental impact.

What words do people use to describe Iceland?



What are the key associations with Iceland?



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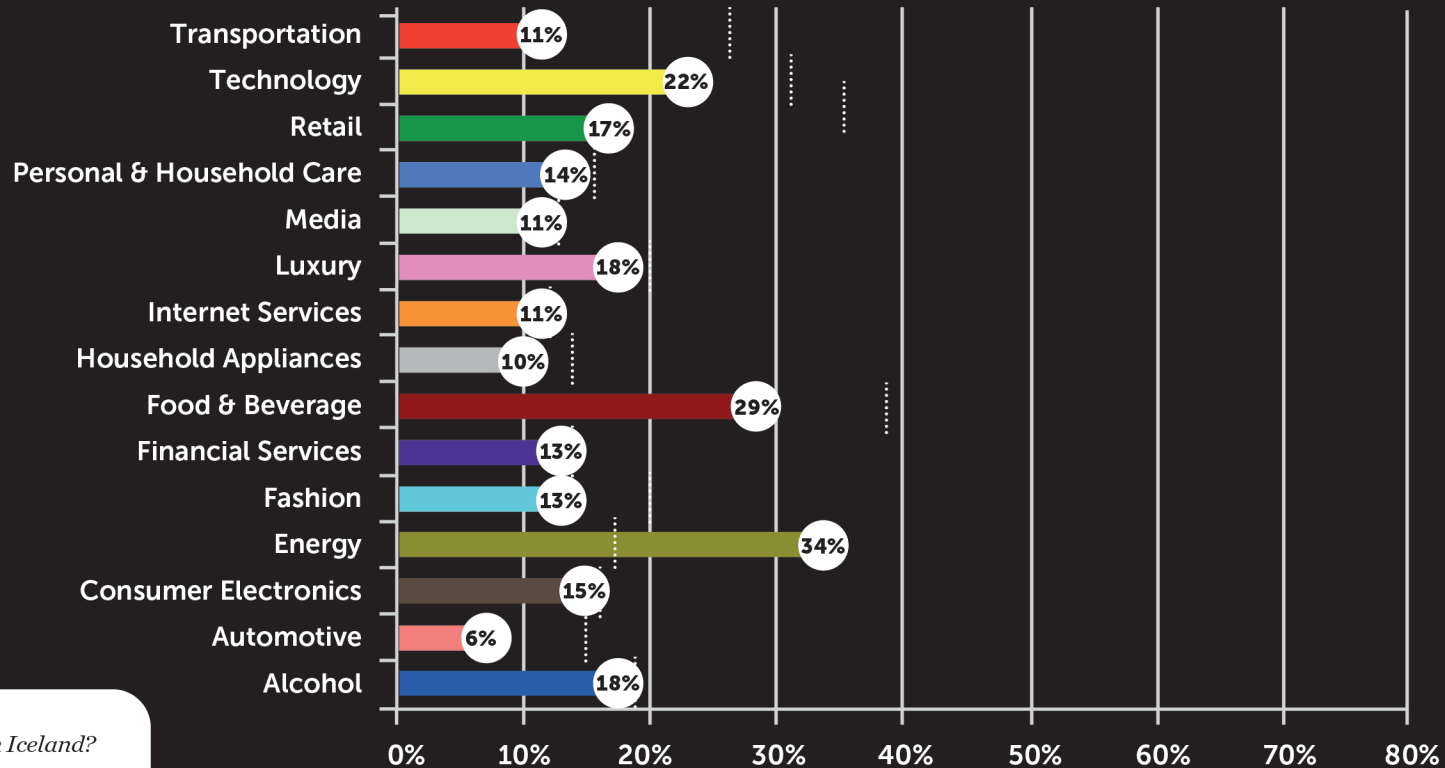


What words do people use to describe Norway?



What is Iceland most expert at?

Country
expertise
average



What brands do people associate with Iceland?

ICELANDAIR

ICELAND
REYKA
VODKA

BLUE LAGOON
ICELAND

björk

66°
NORTH



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When people rate a country as a "brand" they are also more likely to visit, recommend and do business with it than the other countries in the ranking, demonstrating that being seen as a country brand provides a tangible competitive advantage.

*Where are the
opportunities?*

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Strongest Country Brand Index associations

| 2012-13 | 2014-15 | | |
|---------|---------|-----|------------------------------------|
| 14 | 1 | 13 | Natural Beauty |
| 12 | 4 | 8 | Environmental Friendliness |
| 11 | 6 | 5 | Tolerance |
| 13 | 6 | 7 | Safety & Security |
| 16 | 11 | 5 | Political Freedom |
| 34 | 12 | 22 | Would Like to Visit for a Holiday |
| 20 | 14 | 6 | Standard of Living |
| 17 | 16 | 1 | Health & Education |
| 24 | 16 | 8 | Would Like to Live in, Study There |
| 29 | 22 | 7 | Advanced Technology |
| 28 | 23 | 5 | Range of Attractions |
| 20 | 24 | (4) | Good for Business |
| 44 | 25 | 19 | Food |
| 36 | 30 | 6 | Heritage, Art & Culture |
| 38 | 30 | 8 | Resort & Lodging |
| 55 | 37 | 18 | Historical Points of Interest |
| 54 | 44 | 10 | Value for Money |

Where are the opportunities?

Iceland is a country brand. It makes sense to leverage this asset in brand building across all industries.

Country brands have most momentum in technology, innovation and sustainability.

We know which associations are strong and strengthening for Iceland and these can be leveraged in brand building and communications.

The background is a dark blue gradient. It is filled with numerous glowing, three-dimensional lines in shades of cyan, light blue, and lime green. These lines are arranged in a complex, abstract pattern, featuring many loops, swirls, and straight segments that intersect. Some lines appear to have a slight glow or halo effect, giving them a sense of depth and movement. The overall composition is dynamic and visually stimulating.

Thank you