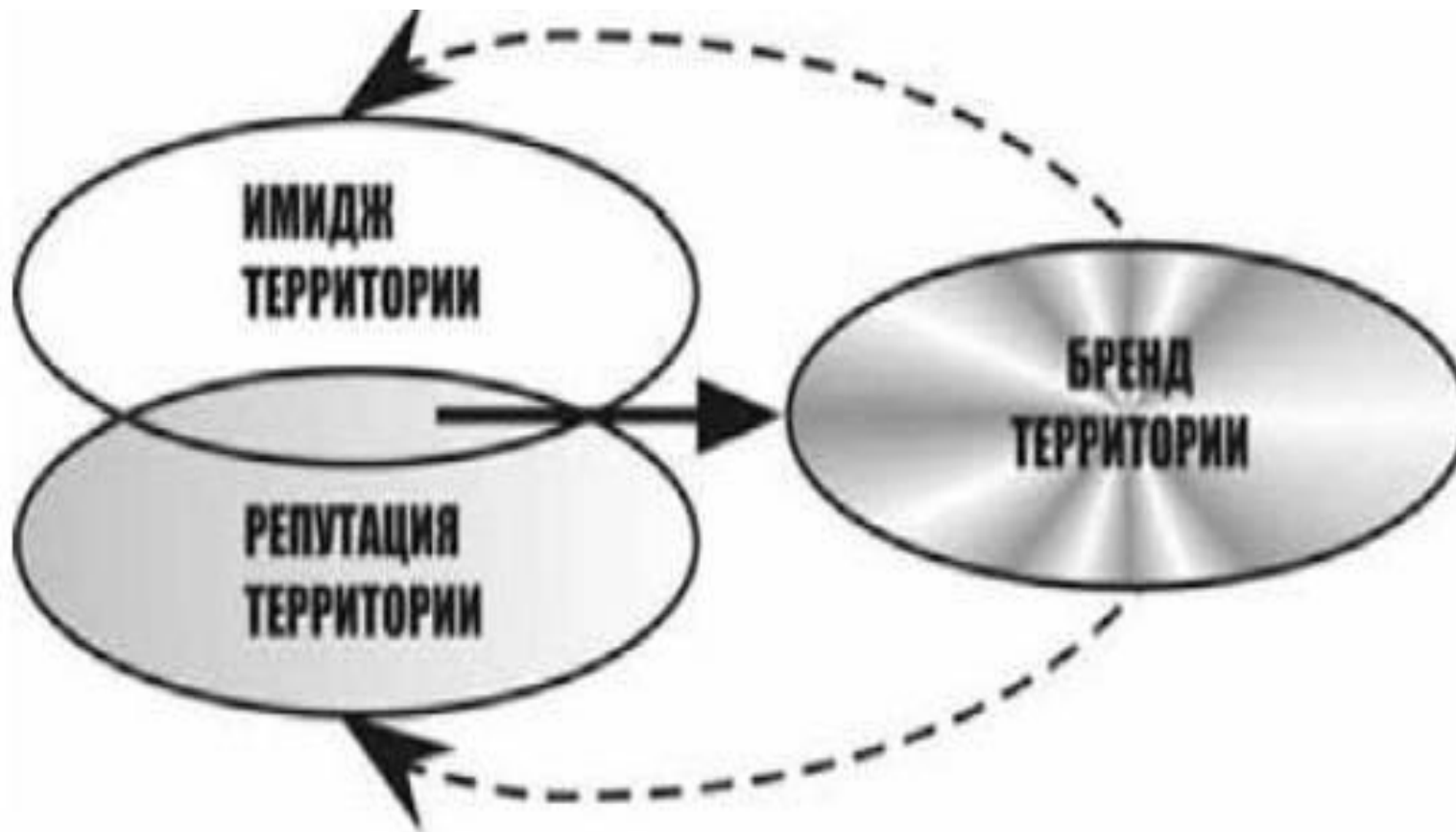


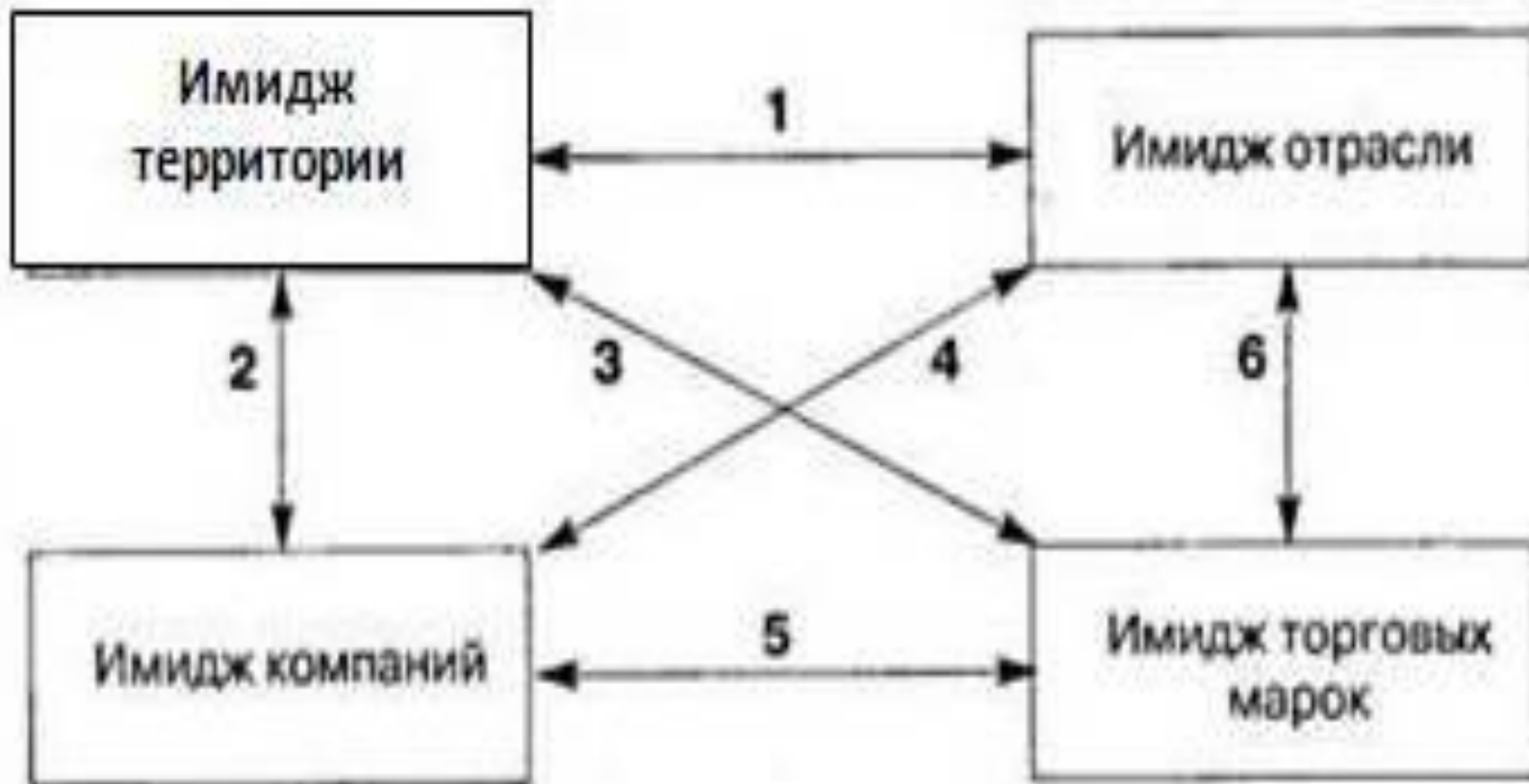


Бренд территории

Взаимосвязь имиджа, репутации и бренда и территории



Система имиджа территории, Грэм Даулинг



Модель колеса бренда (Brand Wheel), Bates Worldwide

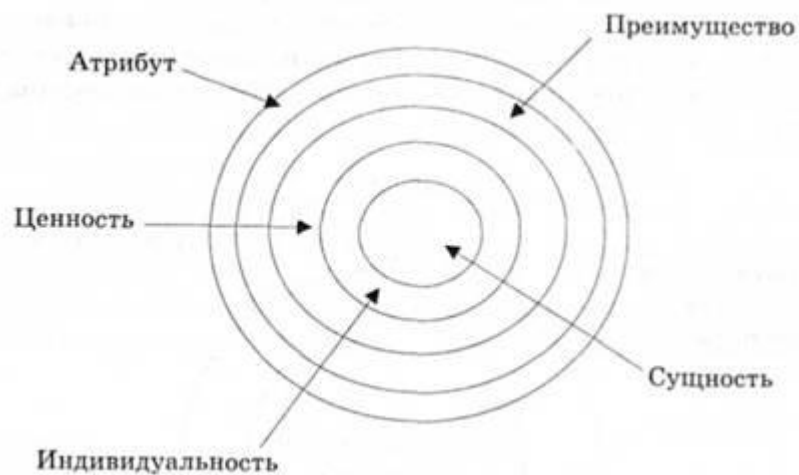
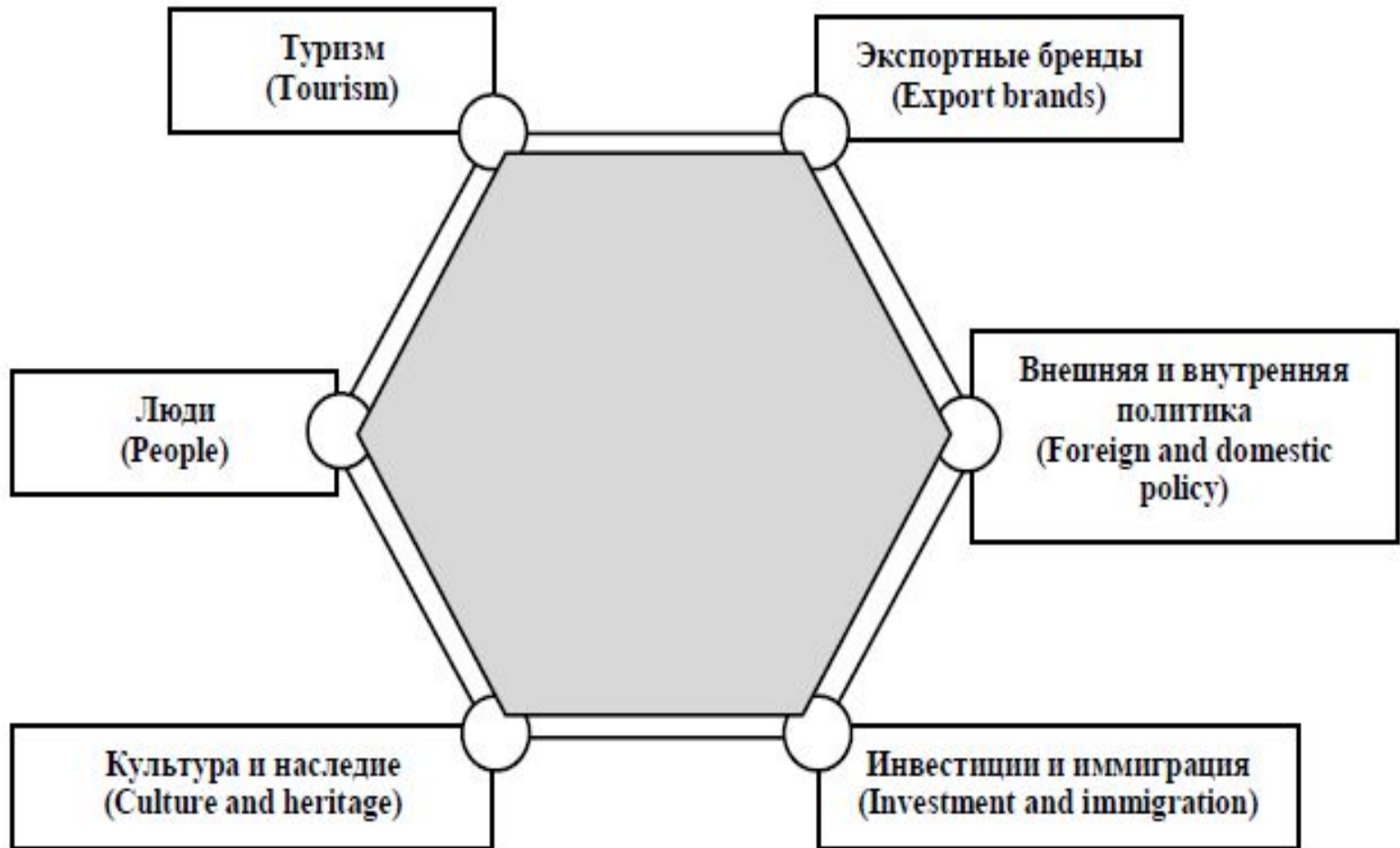


Рис. 2. «Колесо бренда»

Модель Unilever Brand Key



Шестиугольник Саймона Анхольта





SWEDEN 1742



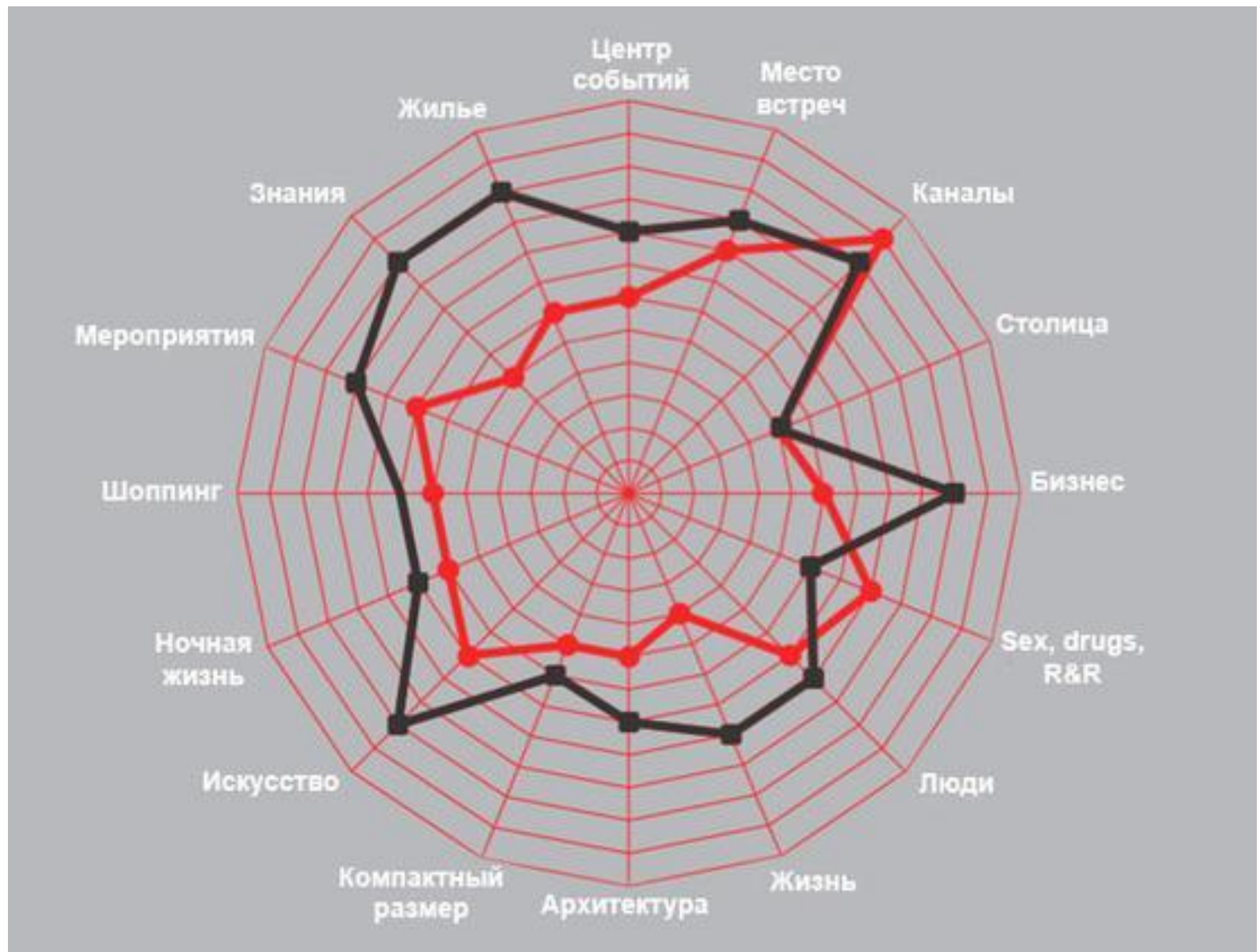
Стеклянное королевство (Glasriket)



Стеклянное королевство (Glasriket)



г. Амстердам



г. Амстердам

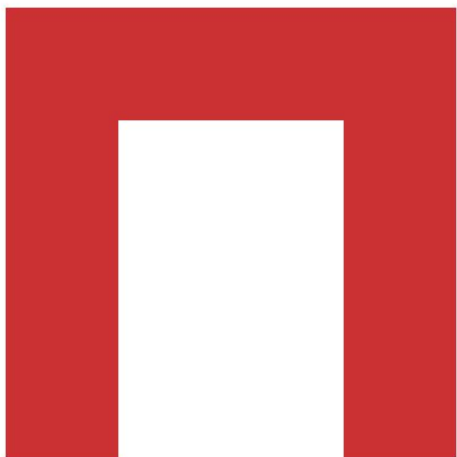




I  NY



г. Пермь, 2009 г.





его попалил ervol

Я **tema**, Артем Лебедев, взял логотип **П** для города Пермь у культурного фонда Мехико. Просьба меня не палить, чтобы не возвращать гонорар. Может пермяки не ходят в интернет и меня пронесет.

П FUNDACIÓN CULTURAL DE LA CIUDAD DE MÉXICO

П Пермь





Калужская
область



о'Ренза!



Country Brand Index 2014

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		Qatar	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

Япония, Country Brand Index 2014

2014-15 rankings

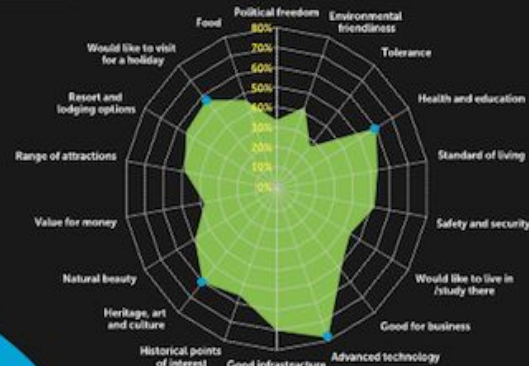
Japan - Summary of perceptions

1

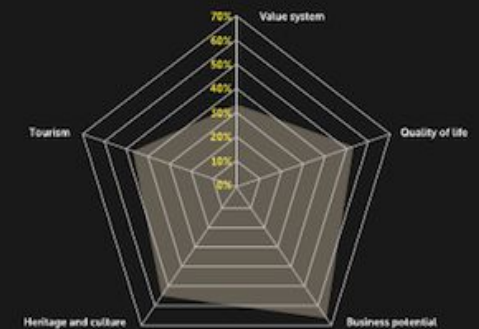
Japan



What are the key associations with Japan?



How does Japan perform by dimension?



It is a unique country, not just for making deals, but also culturally speaking. Being in Japan is unique.

Respondent opinion on Japan

It's a country that is improving and not standing still; it is surpassing the whole world in robotic technologies and engineering.

Respondent opinion on Japan

What words do people use to describe Japan?

TECHNOLOGY
FOOD
GEISHA
CLEANLINESS
NATURE
FASHION
CHERRY BLOSSOM
ANIME
BEAUTIFUL
ADVANCED
BEAUTIFUL
DISCIPLINED
FRIENDLY
GASTRONOMY
NIGHT LIFE
EXCELLENCE
RESPECT
CIVILIZATION
SHOPPING
MANGA
ELECTRONICS
SUSHI
EDUCATION
SAKE
TEA CEREMONY
BASEBALL
SAFETY
ORIGAMI
LEISURE
CONTROL
RITUALS
SAFE
CULTURE
TRADITION
CARS
TOYOTA
SAMURI
YOKO
BLAND
ISLAND
SAKURA
DEDICATION
QUALITY
HERITAGE
HIROSHIMA
TEA
SAFETY
CONTROL
RITUALS
SAFE

г. Борха, Испания



