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BRAND SPAIN
MARCA ESPAÑA

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RESUMEN

Este trabajo está dividido en dos capítulos con varios apartados cada uno. En el primer capítulo, titulado “Marca-País”, se lleva a cabo una primera aproximación al concepto de Marca-País y al origen del mismo. Se analizan asimismo, los objetivos que persigue y las distintas estrategias para desarrollar una Marca-País. Se explica también la estructura del sistema de gestión de las Marcas-País. Seguidamente, se profundiza en el efecto de la Marca-País sobre el consumo de los productos en función del país del que proceden, y se estudian las ventajas e inconvenientes de su existencia.

En el segundo capítulo, denominado “Marca España”, se analiza la evolución histórica de la Marca-País de España desde sus orígenes hasta nuestros días. Se explican brevemente los distintos estereotipos que han ido modelando la imagen del país a lo largo de los siglos, y a continuación, se analiza la imagen de España en la actualidad. Para finalizar, se comentan qué esfuerzos promocionales se están realizando para la Marca País a día de hoy.

PALABRAS CLAVE: Marca País, Marca España, estereotipos, imagen, hexágono de Anholt

ABSTRACT

This paper is divided in two chapters, divided, in turn, in several sections. The first chapter, named “Country Brand”, tries to get close to the concept of Country Brand and its origin. The targets it pursues and different strategies for the development of a Country Brand are analyzed as well. It is also explained the Country Brands’ management system structure. Immediately, it goes in depth in the effect of the Country Brand over consumption regarding the country of origin of the products, and in the advantages and disadvantages of the existence of Country Brands.

In the second chapter, named “Spain Brand”, it is analyzed the historical evolution of the Spain’s Country Brand from its origin until nowadays. The stereotypes that have been shaping the image of the country along the centuries are also briefly explained. Immediately, it is analyzed the current image of the country, and finally, the Spain’s Country Brand’s current promotional efforts are mentioned.

KEY WORDS: Country Brand, Brand Spain, stereotypes, image, Anholt’s hexagon

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1. INTRODUCTION

The concept of Country Brand refers to the image that the national and the foreigner population has of a country. The image of a country could be as ancient as the existence of the country itself, as it depends on how people perceive the elements that constitute the country in all of its aspects, but the concept of Country Brand is relatively recent. Therefore, there are as many Country Brands as there are countries. Each of them shaped by the socioeconomical, political and cultural conditions of the country to which they belong. Moreover, they depend, as it is described in the previous paragraph, on how the national and foreigner population perceives these conditions. According to its own perceptions, the population builds an image of the country and spreads it, leading to the creation of stereotypes when these images, although they are real or not, are accepted by the rest of the society and end up being immutable or very hard to modify.

In this paper it is studied the specific case of the Brand Spain. The image of Spain has been created by several stereotypes that have been attributed to the country along the centuries due to various historical events. These stereotypes have been imputed mostly by another European countries, specially by France and the United Kingdom, and they are due to the understanding that the population coming from these countries has of the socioeconomical, political and cultural conditions that affect Spain at certain moments along its history. Traditionally, the country has been condemned to be a follower of the rest of the European powers for being described as archaic and less developed in several aspects, but in the last century there have been carried out some actions oriented to modify the image of the country, which have managed to reduce some of the old stereotypes and to remove others. At the end of this paper can be found a commercial research conducted through surveys among the national and the foreigner population whose aim is to know what is the current image of Spain, and they are analyzed the results of the surveys in relation to the dimensions of the Anholt's hexagon.

Finally, it is included an example of promotion of the Brand Spain focused on improving the image of the country in those aspects in which it has a weak image, which are the corporate and economic aspects.

2. COUNTRY BRAND

It is important to know the origin of the concept of Country Brand. In order to do that, we are going to analyze it, just as the goals that pursues the Country Brand, the different strategies that it can follow and how to manage it properly. To conclude, we are going to study the effect that the Country Brand has over the consumption of the products regarding their country of origin.

2.1 WHAT IS A COUNTRY BRAND?: CONCEPT AND ORIGIN

Regarding the origin of the concept of Country Brand, there are disagreements among the different authors. For instance, Borsay and Proudfoot (2002) attribute the first promotional effort of this type to the project conducted by the United Kingdom and Ireland in the 17th century to improve the economy of their cities. In the other hand, Fan (2010) states that the basis of the concept of Country Brand resides in four sources that were developed in the 20th century by several authors: origin of the country (Papadopoulos and Heslop, 1993), branding of the place (Kotler *et. al*, 1993), public diplomacy (Van Ham, 2001) and national identity (Smith, 1991). However, its creation is attributed to Simon Anholt (2008), who is considered to have coined the term of "Country Brand" in 1996, when he started to write about what he called "Nation Brand". Anholt defends that countries are judged for what they do and not for what they say, thus, he defends that the country brand can't be altered. Instead, "it is the public opinion who reduces the countries to stereotypes" and it is the duty of governments "to fight that inclination of the international public opinion".

For this reason, after the firms and governments started to use the terms "Nation branding" and "Place branding" suggesting that the image of a country could be manipulated using the communication techniques of commercial marketing, Anholt decided to change the term for "Competitive identity" in 2007.

In the following paragraph are included the definitions about Country Brand proposed by several authors that constitute a model in this field. Thus, Galiano (2002) underlines the difference between the brand and the image of a country. According to this autor, the image of a country exists as long as it is known the existence of that country, but it doesn't happen the same to the brands, and that's the reason why the image of a country influences the brands of this country. As for Sánchez *et.al.* (2005),

the same as Galiano, establish a difference between the image and the brand and consider that the image influences the brand. They stand up for the idea that the group of assets and liabilities related to the name and symbol of the country is the one that forms its image, including or removing from it the value that a product coming from that nation or the tourist services offered in there add, and making up the basis for the construction of a stable Country Brand. Fan (2006), for his part, defines the Country Brand as a concept of cognitive structure related to the coding of the information that consumers do about the brands created in the different countries, and the meaning of each country itself. He considers that the brand of a country depends on the perception of consumers of the country and its brands, but he doesn't distinguish between the brand and the image of a country. However, we could confirm that, given the image of the country is created according to the perceptions of consumers, this autor also thinks that the image influences the brand of the country.

As can be observed, all of these definitions have a common factor, as they agree in the fact that the image of the country is directly related to its Country Brand, and it undoubtedly affects to the perception of it by consumers. The process by which consumers create images of country brand is an aggregation of the image of the country that they had previously built, their own experiences in relation with the country, the information acquired through other people or means and the non-verified information that leads to the creation of stereotypes about the different countries. According to the assets and liabilities related to the image of the country, the Country Brand will cause positive or negative associations in consumers.

2.1.1. The goals of a Country Brand

Considering the previous definitions, we can conclude that the image of the country affects the brand of the country. Likewise, the Country Brand pursues several objectives, through the accomplishment of which it influences the image of the country. According to the Revista Finanzas y Política Económica (2014), we can affirm that the Country Brand pretends to participate in the creation of an attractive image of a the country, helping it in turn to differentiate itself from the rest of the countries, and to obtain a competitive advantage over them.

It is aimed to create permanent positive associations in consumers regarding the country of origin of the products, affecting its exports in a beneficial way, which makes it the mean to capitalize on the origin of the firms, products and people in global markets.

The Country Brand attempts to build a culture of national value based on the common identity elements of the country which can be recognised by its citizens, as well as by the citizens of the rest of the countries. It tries to concentrate in a single concept the communication project of a country in front of the national and international publics, and helps as well to design strategies of positioning and communication that easy the spreading of a positive image that is recognizable in most of the world.

2.2 STRATEGIES OF THE COUNTRY BRAND

The development of Strategies of Country Brand (SCB) is necessary to be able to differentiate the image of the country of the Country Brand. Developing a positioning strategy by means of actions that make the country stand out regarding the other countries that compete for the same market, through the aspects which determine the values which with that country is related to, is the first step to create a Country Brand.

Iglesias y Molina (2008) maintains that the creation of a SCB consists in employing traditional elements of the national culture to modify the image and the perception that the national and international civil society and public opinion have of the country, looking for an improvement of the prestige of the country and of its economical and political position at a global level. Therefore, based on this statement, the final objective of the development of a SCB is to stablish and transmit a Country Image, which is an intangible asset of the country, accompanied by a Country Brand, constituted by the corresponding logotype, slogan and catchphrase, which contains as well the sub-brands of national goods, products and services.

For his part, Anholt (2008) focuses his attention on who conducts this strategy, and which elements are necessary for its success. He affirms that is the government of the country, together with the civil society, who starts the creation of the SCB. They are also involved the public and the private sectors, in the stage of design as well as in the stage

of implementation, as eventually both sectors will benefit from this strategy. He states that a country which is really engaged with the improvement of its international image, should do it by means of an uninterrupted flow of prominent actions and stunning ideas and politics, that will gradually improve the reputation of the country at issue. This author summarizes the necessary components for this progress in three:

1. Strategy: is to understand what a nation represents and where it stands today, both objectively and in terms of national and international perceptions. Once the nation's current position is known, it has to be found out where it wants to go in the future and how to do so. In this sense, there are two main difficulties associated with the development of the strategy: to bring together the needs and aspirations of a wide range of national actors in a single direction, and to find a goal that is motivating and achievable.
2. Substance: is the effective implementation of the strategy through innovative economic, legal, political, social, cultural and educational actions. It consists of the creation of new businesses, changes in legislation, reforms, new investments, institutions and policies aimed at achieving the desired progress...
3. Symbolic actions: they are particular actions, included in the substance component, that have an intrinsic communicative power because they are particularly suggestive, memorable, dramatic or impressive. They are representative of the strategy, and they also become part of the national history. A close example of States that have carried out this type of symbolic action is the case of Spain, by legalizing same-sex marriages. In doing so, it showed that its values had been updated, placing the country in a position completely opposite to the one it held during the Franco dictatorship, and thus modernizing itself. Another example of symbolic action is the case of the Irish government, which exempts artists, writers and poets from paying taxes on their income to show the state's respect for creative talent. This type of action, which shows an evolution in the values of the nation and impresses the population positively, contributing to improving the image of the country, and therefore the Country Brand, are known as symbolic actions.

There are also a number of variables that make it possible to measure the capacity of countries to communicate and transmit their actions, ideas and identifying characteristics to key audiences. They are the six variables with which Anholt and Hildreth (2004) developed the “Hexagon of the Image of a Brand”, which constitute the perception of a country abroad. Each of these, defined below, acts independently, and at the same time collaboratively, depending on the different audiences that have an interest in the country or with the country concerned:

1. Tourism: is what people experience when visiting a city.
2. Exports: are the products and services which are exported to other territories. They act as ambassadors of their place of origin, as long as it is included in the image of the product or service in question.
3. Politics: the policies and regulations of the country, the foreign policies and international regulations of each government. They influence the image of the country abroad and are decisive when it comes to spreading its brand strategies in international media. It is the most capable variable of transmitting and consolidating images, since it is the aspect most frequently broadcast in the international media.
4. Culture: the cultural experiences that a country can offer and the wealth of heritage that the nation has. It includes gastronomy, art and sculptures, historical buildings and natural landscapes, among others, to the customs of the country, the way of life of its population, its history...
5. Investment: is made up of the country's current investors and potential investors.
6. Citizens: the citizens of a nation are responsible for conveying the image of the nation, whether positive or negative, both outside the country to the citizens of other nations, as well as to foreign citizens within the nation itself and among their fellow citizens, being themselves the ones who, in addition to conveying an image of the country through their conduct and actions, are able to convey their own opinion about it, thus influencing the perception of the Country Brand.

In Figure 2.1 it is shown Anholt's Hexagon, which covers the six dimensions that make up the competitive identity of a country.

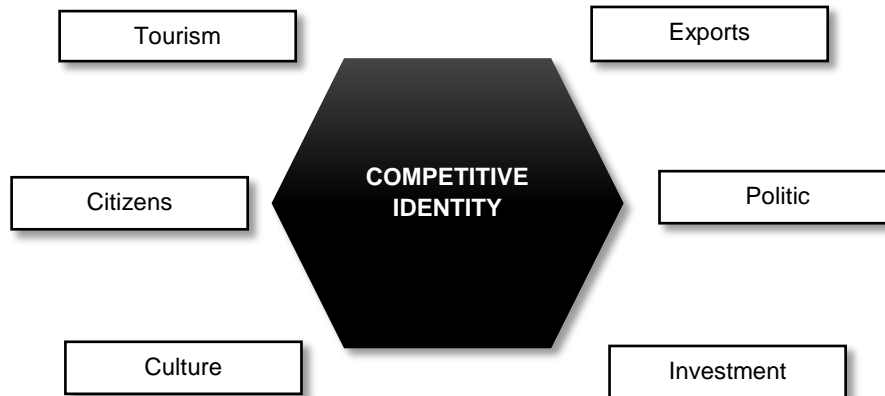


Figure 2.1: Anholt's Hexagon. Source: Own elaboration.

For his part, Porter (1990), condenses the main attributes that promote or hinder the creation of a competitive advantage for the Country Brand into four, which are:

1. The ability of the nation to compete in a given industry on the basis of factors of production or infrastructure that it possesses.
2. The characteristics of the national demand of the products and services of a certain industry.
3. The presence of industries within the nation which are internationally competitive.
4. The strategy, structure and rivalre of the firms of the country, that come from the conditions in which they are founded, organized and managed.

Porter adds that these factors must be added to the actions of the Government and fortuitous events or opportunity.

In Figure 2.2 are graphically represented these attributes in which is known as "Porter's diamond".

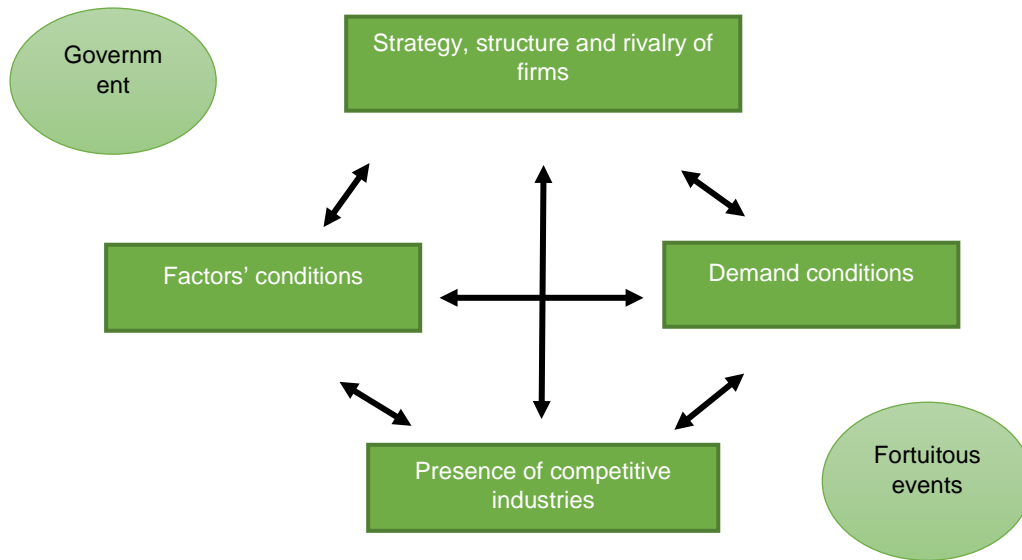


Figure 2.2: Porter's diamond. Source: Own elaboration.

2.3 MANAGEMENT AND DEVELOPMENT OF THE COUNTRY BRAND

To develop a successful Country Brand, it is necessary to carry out an appropriate management of the brand, to know the structure of the Country Brands management system and to carry out an efficient control of each of its parts. The three main components of a Country Brand management system are described below. (Fuentes Martínez, 2007):

1. Environment of management
2. Structure of the brand
3. Links building

2.3.1 Environment of management.

To construct the management environment, a series of indicators, present in the country brand environment, are used to measure the performance in the management of the brand. These indicators correspond to each of the six vertices that make up the Anholt Hexagon (Anholt and Hildreth, 2004), and are as follows:

1. Data on imports and exports of travel services, as well as the country's growth rates.
2. How many key art and cultural sites are there in each country.
3. The quantity of key historical places present in each country.
4. The availability of beaches compared to the length of coast.
5. How many restaurants and extraordinary nightlife resorts the country has.
6. Climate data, including data on temperature, rainfall and humidity.
7. Crimes per capita.
8. The World Banking Index to Facilitate Business by country.
9. The size of the economy by country.
10. The purchasing potential index.
11. Exchange rates.
12. Fast food expenses per capita.
13. Language fluence by country.
14. Tourism in relation to marketing expenditure by country.
15. The confidentiality index for foreign direct investment.

In the development of the management environment, the advantages and strengths offered by the Country Brand environment, obtained through the analysis of PASTE, are also analysed. This analysis is a modification of the well-known PESTLE or PEST analysis, which is a tool traditionally used by companies to analyse the political, economic, sociological and technological factors of the environment where they intend to establish themselves and carry out their activities. The analysis allows them to predict how much the company will grow in a given market, what challenges may arise, and helps them make decisions about how to address these potential challenges. In the case of Country Brands, the PASTE analysis is applied to the environment in which they are

developed, taking into account political, environmental, sociocultural, technological and economic factors. (Johnson *et. al* 2001).

2.3.2. Structure of the brand

The structure of the brand is formed by the identity, image and reputation of the brand. Each of these three concepts is explained below.

1. Identity

According to Costa (2004), brand identity is defined by its essence, usefulness and location: “what it is (or who it is), what it does (or what it serves for) and where it is (place or origin)”. (Costa, 2004, p. 127). According to this author, there are five different types of identity:

- a. Verbal identity, which is the name that is given to the brand.
- b. Visual identity, which corresponds to the graphic identity that represents the differentiating elements that give the brand a competitive advantage over other brands.
- c. Cultural identity, constituted by the conduct and behavior of the population of the country to which the brand belongs.
- d. Object identity, represented by the professions and tangible elements of a culture, such as handicrafts, gastronomy, literature or music.
- e. Environmental identity, which is the public and private space, architectural styles and mobility and service infrastructure, and is usually managed through tourism.

2. Image.

Costa (1999) defines the image, as a component of the brand structure, as a consequence of the sum of “perceptions, inductions and deductions, projections, experiences, feelings, emotions and life lessons of individuals”..., which are associated with each other and with the brand of the country. Fuentes Martínez (2007) adds another

point of view, and states that for the creation of the Country Brand image to take place, it is necessary a prior process consisting of three phases, which are defining the ideal image of the country, the real image and the strategic image:

- a. Defining the ideal image consists in concretizing the identity that wants to be projected.
- b. Defining the real image is a question of determining the perception that the different audiences have of the country at the present time.
- c. To define the strategic image, it is necessary to define the actions that are needed to be taken to move from the real image to the ideal one.

3. Reputation.

According to the dictionary of the Royal Spanish Academy (2021), reputation is the “Opinion or consideration in which someone or something is held” or “Prestige or esteem in which someone or something is held”. The reputation of a country, therefore, will be the opinion or esteem in which the different audiences have the country in question, or the prestige or esteem in which this country is held by the different audiences (Labarca, 2008). This reputation is the result of the management of the Country Brand. If the Country Brand has a good reputation, it will be because it is held in high esteem by the different audiences, as a result of a good management, and vice versa.

2.3.3. Links building.

“Developing strategic links means creating solid, fluid relationships based on specific objectives that can last over time and that allow for the creation of a space of exchange with different audiences” (Manucci, 2004, p. 66). In order to build links with the Country Brand, it is first necessary to identify the different audiences with whom it is intended to create such links. Secondly, the message to be conveyed to these audiences must be worked out in order to build a strong relationship with them. Then, it must be decided what is the best way to communicate it, and finally, what are the most suitable media platforms available for it (Fuentes Martínez, 2007). Each of the four steps needed to build links with the Country Brand is explained below:

1. Defining the target audiences.

The methodology used to define the target audiences consists of three stages:

- Inventory of communication destinations: this involves identifying all the audiences with which the country has or should communicate.
- Characterization of the audience: the profile of the audience and the communication objective are described.
- Strategic segmentation of audiences: the division of audiences into different groups according to the strategic interests of the brand.

The different types of target audience can be classified as follows:

- a. Decision makers: is the group whose decisions the management of the brand depends on.
- b. Referrals: constitutes the support group and allies that make management possible.
- c. Environment: it is made up of the group on whose decisions social interaction depends.
- d. Internals: consists of the group of citizens who give life to brand management.
- e. Recipients: this is the group to which the brand management is directly addressed.

2. Drafting of the message.

The message conveys what the country will offer to different audiences. The message must be designed with the expectations of the audience and their needs in mind, and it must be consistent with the identity and essence of the country.

3. Ways of communication.

A communication strategy needs to be developed and will be implemented by the following departments:

- a. Communication directorate department: among its main functions are to plan, design, coordinate and monitor the implementation of the communication strategy.
 - b. Organizational Communication Department: This department will be responsible for increasing and consolidating the knowledge that target audiences have about the country, reaffirming the aspects of interest.
 - c. Marketing Communication Department: aims to gain recognition among the target audience, achieve the desired positioning for the Country Brand, and promote the country's reputation among its audiences. To do so, you must create and maintain the brand's identity and prestige.
4. Defining the appropriate media platform.

It consists in identifying the means available to the country and the means that would be needed to effectively communicate the message. It should be taken into consideration that different target audiences may respond better or worse to the message depending on the platform on which they receive it. Platforms need to be accessible and appropriate to the message and the receiver.

2.4 EFFECT OF THE COUNTRY BRAND OVER CONSUMPTION REGARDING THE COUNTRY OF ORIGIN OF THE PRODUCTS

Country Brands exist and have an effect on consumers' perception of products and services from different countries. A good example is the research by Johansson and Nebenzahl (1986), which showed how the country of origin of a product influenced consumers' preference for that product over the same product from another country. In their research they found that consumers preferred cars from Germany over cars of the same brand from other countries: American consumers rated the perceived quality of Honda cars produced in Germany more highly than Honda cars produced in Japan and the USA.

Lucarelli and Berg (2011) support this statement, concluding that consumers will maintain disparate cognitive categories according to countries and their corresponding brands. In this way, countries with a good Country Brand will find themselves in a cognitive category that allows them to be associated with quality and trustworthy products and services, so that consumers will expect certain guarantees when purchasing them, and will be more inclined towards these products. On the other hand, countries with a worse Country Brand reputation will suffer the consequences in the form of lower purchases of their products and services, and therefore lower revenues. In the example above, Germany has a strong reputation around the world for its long tradition as a manufacturer of high-quality cars, which is why cars made in Germany are preferred over other cars made in countries such as the United States or Japan, which do not have such a highly esteemed reputation by consumers in this field.

A Country Image with a good cognitive base will always be associated with a higher level of confidence. In this context, Casilda (2001, p. 3) states that “it has been shown that national and cultural stereotypes influence perceptions and assessments. Consumers have developed a number of beliefs about brands from other countries. Although these stereotypes may be biased, they often play a constructive role and bring coherence to decision-making processes. If information on brand attributes is confusing, the country of origin will become the assessment variable.” If, for example, we are faced with the situation of having to choose a car between two different brands that we do not know, both from different countries, and we cannot decide because the cars have similar characteristics, the country of origin of each car will be decisive. This is known as the “Made in” effect. This “Made in” effect depends on the following factors (Casilda ,2001):

1. The consumer and the buying process.
2. Product characteristics and competition from other countries.
3. Factors that shape the country’s environment.
4. The level of development and the political, social and cultural situation of the country, and its similarity to the country of destination.

2.4.1. Advantages and disadvantages of the Country Brand.

The effect of the country of origin on consumer actions towards brands may involve both competitive advantages and disadvantages, depending on the reputation of the

Country Brand corresponding to the country of origin of the goods or services. Consumers generate Country Brand images based on their personal experiences, collected information or stereotyped beliefs about countries. These images will be positive or negative depending on whether the above elements are positive or not. If country of origin assessments are positive, and therefore the Country Brand creates positive partnerships, the products manufactured in that country are most likely to be viewed favourably.

Brands whose country of origin enjoys a better image would be better positioned to benefit from higher prices, and thus gain more revenue from sales of products originated in the country. They would also get higher revenues because of the greater number of investments the country would attract, and the greater number of tourists. Another type of benefit would be, for example, the benefits coming from better relationships with other countries.

Anholt (2007) adds that when a country has a strong and positive competitive identity, as well as clear short- and long-term goals and a clear plan to achieve them, it will have the following advantages or benefits:

1. Domestic agreements on national identity and clearer social goals.
2. A climate where innovation is rewarded and practiced.
3. More effective investment promotion.
4. A more effective promotion of tourism and business travel.
5. A healthier “country of origin”/“made in” effect for exporters of goods and services.
6. A greater presence in the international media.
7. Easier promotion within other regional and global organisations/institutions.
8. More productive cultural relations with other countries and regions.

In contrast, brands from countries with a weak or negative image will be associated with discounted prices and lower quality products, so they would get lower revenues due to a lower attractiveness of consumers, investors and tourists due to the lower confidence generated by their brand-country. It would also make it more difficult to establish good relations with other countries. A big drawback of having a bad Country Brand is that it is very difficult to reverse the situation. Improving a country's image requires a great investment of time, resources and a good strategy.

3. BRAND SPAIN

This chapter analyses the image of Spain from its origins to the present day, studying the different stereotypes that have been attributed to it over the centuries. It also shows a recent promotion that has been made to improve the image of Spain in those areas where it is weakest currently.

3.1 HISTORICAL EVOLUTION OF THE IMAGE OF THE COUNTRY

The image of Spain began to form as a result of the medieval processes of creation of the monarchical power, the reconquest of Spain, and the Camino de Santiago, which connected Europe and the peninsula, allowing the exchange of information. These events place us roughly in the 15th century. Until the 17th century, religious intolerance fostered by the institution of the Inquisition, political ambition, represented by Spanish imperialism, and economic inefficiency, constituted the essence of Spain's image in the rest of Europe, where it spread thanks to increased trade and theatre. Travelers, diplomats and foreign traders who visited the country at this time have described the Spaniards of this time as haughty, proud and fierce. In France, Spaniards were defined as poor, lazy, envious, arrogant, braggarts and cowards. (Roca Barea, 2016).

During the Enlightenment, the image that our French neighbors had of Spain can be summarized in the article that Masson de Morvilliers (1776) wrote about our country in the Methodical Encyclopedia, in which he manifests the lack of a Spanish contribution to European progress as the most ignorant nation on the continent through the question "What is owed to Spain?", or "What has Spain done for Europe? ". At this stage, Spain's image in Europe changed from that of a feared and conquering nation to that of a decadent and sick empire, immersed into a deep crisis.

The first travellers to visit Spain at this time were mostly British. They used to be soldiers, diplomats or traders, and they were the ones who coined most of the clichés related to Spain in the second half of the 17th century. For the British, Spain, at this stage, was a culturally discredited country. They were alarmed by the high number of illiterates among the population, the country ' s lack of interest in the development of science and culture in general, and linked this backwardness directly to the Inquisition. They considered that the excessive power of the Catholic Church in society was due to the superstitious and fanatical character of the people

The upper classes, the government and the church were considered corrupt, absentee, ineffective and authoritarian, while the common people, contrary to the image that the French had projected of the Spaniards during imperialism, were valued: "it is the best people possible under the worst kind of government in Europe" (Ramos Gorostiza, 2005, pp 139-170).

During the 19th century, during the period of Romanticism, the first substantial change in the image of Spain occurred thanks to *Carmen*, an 1847 novel by the French writer and historian Prosper Mérimée, which gave rise to many of the stereotypes produced during this period (Lucena Giraldo, 2006). This work tells the common story of a gypsy named Carmen, the soldier Don José Lizarrabengoa, transformed into a bandit for love, and the bullfighter Lucas. The novel conveys the image that the author perceives of a part of Spain, specifically Andalusia. This perception is widespread and eventually applies to the whole country. As a result, the exotic aspects of Andalusia for the other countries that Romanticism had highlighted, which were flamenco, bulls, gypsies and Arabizing culture, ended up representing Spain.

At this time, British travellers idealized the country as a representation of the freedoms they had lost as a result of modern life. What was once considered negative or despicable of Spain and served to explain the imperial decline, was now acclaimed as virtue. The stereotypes had not changed, but the way they were perceived had. The Spanish social diversity was one of the greatest attractions for these travellers. This diversity was the result of Spain's backwardness in its development as a country compared to the progress that was taking place in the rest of Europe, so this vision condemned it to being a country with archaic and anti-modern features. Although on the one hand Spain was appreciated as "pure, savage and romantic", on the other hand it was ignored its progress towards civilization.

At this stage, the term Black Legend was born as the set of topics that classified the country as underdeveloped compared to the rest of European countries. The creation of the term is attributed to Emilia Pardo Bazán at a conference in Paris in 1899, when she used it to refer to anti-Spanish propaganda. Shortly after, the expression was completely consolidated thanks to the work of Julián Juderías, published in 1914, "The Spanish Black Legend and the Historical Truth" (Roca Barea, 2016). The classic definition of a black legend is that of this author: "fantastic tales about our homeland that have come to light in all countries, the grotesque descriptions that have always been made of the character of Spaniards as individuals and collectives, the denial or at least the systematic ignorance of what is favorable and beautiful in the various manifestations

of culture and art, the accusations that have always been levelled against Spain on the basis of exaggerated, misinterpreted or wholly false facts, and finally, the statement contained in books that seem to be respectable and true and often reproduced, commented on and amplified in the foreign press, that our country is, from the point of view of tolerance, culture and political progress, an exception regrettable within the group of European nations. ” (Español, 2007, p. 152).

Trying to leave behind the negative clichés that had traditionally been associated with the country, the Europeanization and modernization of Spain was promoted since the end of the 19th century, although this image was not transmitted abroad. However, by the beginning of the 20th century, tanned skin, which had previously been a symbol of outdoor work, a typical activity of the lower social classes, had become a sign of youth and good health and was beginning to involve the social class of idle travellers. For this reason, since 1900 the Mediterranean coast has gradually become a very attractive destination for tourists, especially foreigners, most of them coming from Northern Europe looking for the sea and the sun of the Mediterranean (D. Pack, 2006).

After the Second World War, Spain had been isolated due to the sanctions imposed by the UN in 1945. In addition, neighbor countries such as France closed their borders with Spain for some years. The post-war period meant a freezing of the image of Spain, which settled in archaism, isolation and rejection. To overcome this isolation, the Government of Spain tried to attract tourists with this first slogan: “Visit Spain”. The posters of this campaign, largely the work of illustrator Josep Morell, used topics such as flamenco and Holy Week to attract visitors, but also flirted with more modern concepts such as sun and beach tourism or skiing.

Manuel Fraga Iribarne, Spain’s Minister of Information and Tourism from 1962 to 1969, was one of the two main representatives – the other was José Solís Ruiz – of the so-called reformist sector of the Franco regime. This trend advocated the need for small institutional reforms to adapt the regime to the demands of economic and social change. Fraga became famous for promoting the development of the country through the tourism industry with the slogan “Spain is different!”. Spain’s political outlook was completely opposite to the post-war European outlook, and this slogan condensed that mentality. The slogan managed, in addition to the improvement in the economy, to rid Spain of the hostile perception that foreigners had regarding the country, and to transform it into a perception of a festive and different country (Gabilondo, 2017).

The sociological changes that took place from the 1960s onwards, with emigration and mass tourism, were the ones that broke some of the clichés, in contrast to the “Spain

is different”, which reproduced them. These changes created the right conditions for far-reaching changes. The peaceful invasion, which is what the Spanish press called this constant tourist presence, was becoming increasingly significant, and its important role in the Spanish economy became evident: revenues from tourism helped to secure international loans and finance large-scale development projects, which favoured spectacular economic growth for the country (D. Pack, 2006).

The process of normalizing the image of Spain began in 1975. Spain’s successful transition to democracy was surprising not to be violent and passionate, but to be negotiated and peaceful. For this reason, Spain’s political image improved markedly, as did confidence in the country and its people.



In 1984, the Tourism Institute of Spain (TURESPAÑA), directed at this time by Ignacio Vasallo, carried out the first comprehensive marketing plan for Spanish tourism. During its development, they determined that Spain needed to be introduced to tourists as “the country of diversity under the sun”. For this reason, they launched the campaign with the slogan ‘Spain everything under the sun’, for which Miró presented the famous logo known as the Sun of Miró. (Vasallo, 2020).

Figure 3.1. Logo “The Sun of Miró”. Source: Google images.

In order to continue improving Spain’s image abroad, events were held in the country, such as the 1992 Seville EXPO and the Barcelona Olympics, in the same year. The latter contributed significantly to the improvement of the country’s image. In 2001, at the First Conference of Ambassadors held in Madrid, the Prime Minister, José María Aznar, encouraged the ambassadors to create a strategy for the Brand Spain abroad, a task which had already been included in the Strategic Plan for External Action, the aim of which was to project a high-quality image of Spain, both economically and culturally, and to redefine the existing image in Spain regarding the national interests. Awareness of the importance of Spain’s international image was growing. In this context, the Spanish Brand Project was created at the beginning of 2002, consisting of the Elcano Royal

Institute, the Association of Spanish Renowned Brands, ICEX (Ministry of Economy), the Ministry of Foreign Affairs and the Association of Communication Managers, with the aim of creating an image that corresponded to the new reality of the country. (Real Instituto Elcano de Estudios Internacionales y Estratégicos, 2002).

A study on the image of Spain abroad, carried out in 2002 by the Elcano Royal Institute, reveals that the cultural and artistic image of Spain at that time was almost excellent, as well as its economic image, which was also good and continued to improve, but was far below the real economic capacity of the country. In this sense, the study also reveals that during this period there is still a great lack of knowledge about the reality of the country, so that in many European countries the old romantic stereotypes continue to be more important than the new reality, preventing the perception of it. In the case of Latin America, the business internationalization of Spain at this time revived the stereotype of conquerors of the imperial Spain, and in other important countries, such as the United States, there was not even an image of Spain.

The slogan “Spain is different” had given the country the image of an excellent place to rest, but not so much to work. Consequently, almost half a century after its creation, and also as a result of the profound ignorance of Spanish production and brands by other countries, products originating in Spain, identified with the Made In Spain brand, were unfairly perceived as coming from a non-developed country. The slogan was followed by others such as “Sonríe, estás en España” (2000), or more recently, “I need Spain” (2010), which no longer resort to clichés to sell the Brand Spain. The expression “Spain is different” is still valid to describe strange situations or situations that, supposedly, could only occur on home soil. (Gabilondo, 2017).

A more recent study on the evolution of Brand Spain, also carried out by the Elcano Institute in collaboration with the Reputation Institute at an international level, before the coronavirus pandemic, shows the evolution followed by the image of Spain from 2012 to 2019. The study was carried out based on aspects such as food, citizens, political life or the country’s technological level, among others. The results of the research on the perceptions provided by nine European countries (Belgium, Germany, United Kingdom, France, Italy, Netherlands, Poland, Sweden and Portugal) show that the tourist attraction is the most valued aspect, being the preferred and most recommended destination by many countries, followed by the quality of its food and the sympathy of Spanish citizens. It is also valued as a safe and attractive country for shopping and highlights sport. However, they do not

highlight the economy or political life. The Reputation Institute also conducts the Country Rep Track, a study conducted to measure the reputation of 55 countries, considered the top 55 economies in the world, based on the degree of agreement of respondents from 0 to 100 with four statements: I admire that country, I trust that country, I respect that country and I have a good impression of that country. In 2019 Spain had a score of 76 out of 100 in this prestigious ranking, having improved by 5 points since 2010, in which it has always been among the top 20 countries. (Real Instituto Elcano de Estudios Internacionales y Estratégicos, 2020). Based on this study, it is possible to see an improvement of the Brand Spain in the period covered, compared to previous years, since now products originating in Spain (Made in Spain) are appreciated, as is the gastronomy, and it is even recommended to buy in the country, although political and economic aspects, among others, are still not highlighted.

Between March and April 2020, in the midst of the coronavirus pandemic, another study on the image of Spain, involving 22 countries from five continents, revealed that the prestige of the Marca España had not changed compared to the previous year, maintaining its 76 points out of 100, while the reputation dropped from 12th to 13th. Technology, innovation, economics and aspects such as ethics and transparency were the most improved. The recommendation to travel to Spain decreases, due to the exceptional situation, but increases the degree to which other countries would recommend other aspects about Spain, such as buying, studying, residing or working in the country. (Real Instituto Elcano de Estudios Internacionales y Estratégicos, 2020).

From 2019 to 2020, there was an improvement in the perception that other countries had of Spanish technological development and innovation, as well as aspects related to the honesty and reliability of the country, such as ethics and transparency. Given that the study shows that Spain is an increasingly recommended country for work, it might be concluded that the effects of the old "Spain is different" slogan, which placed the country in a good place for leisure but not for work, have been mitigated in this respect. Likewise, the cultural discredit is left behind, as it is shown in these studies, which characterize the country's cultural and artistic image as almost excellent, as well as the image of economic inefficiency, given the country's continuous and significant improvement in this area. It can be concluded, therefore, that the Country Brand of Spain has experienced a remarkable improvement in all its aspects in recent years.

3.2 EXAMPLE OF PROMOTION OF THE BRAND SPAIN

Given that the image of Spain continues to be weak in areas such as business and economics, a campaign to promote the Brand Spain was recently launched to improve the country's image in these areas. It was on 28th May 2021 that the Forum of Spanish Renowned Brands, ICEX Spain Export and Investment and the Spanish Chamber of Commerce launched the international image campaign "Think again, Think Spain" (ICEX, 2021). The campaign was carried out by the Spanish agency Contrapunto, of the BBDO group, creator of other famous spots such as those of the State Lotteries and Betting or the couponazo of the ONCE (Contrapunto BBDO, 2021).

The "Think again, Think Spain" campaign is aimed at entrepreneurs and professionals who are influential in the most relevant sectors of our companies' international activity. It seeks to strengthen Spain's image in the business sector by communicating success stories and best practices of some of the leading Spanish brands, such as Inditex, Iberdrola and Telefónica, mentioning their excellence, creativity, versatility and innovation. In this way, it aims to regain confidence in Spain as a destination for investment and as a trading partner, in order to recover economic activity and overcome the crisis, both social and economic, caused by the pandemic.

This campaign encourages the spectator to reflect on a reality in Spain that is generally unknown to both the national and international public, taking into account the results of recent reputational studies, which show that Spain's international image is based on attributes related to lifestyle, leisure, the natural environment and culture, and not that much on the leadership and experience of its companies.

The campaign starts with the phrase "If you think about Spain, what do you think about? " It then refers to the quality of the country's gastronomy, highlighting that Spain is among the five countries in the world with the most Michelin stars. Next, it underlines that it is one of the main powerhouses in renewable energy, being the fifth country in the world with the highest installed wind and solar photovoltaic power capacity. It then mentions Telefónica and points out that it is one of the world's largest telecommunications companies and the provider of Europe's largest fibre optic network. It also refers to "The Fashion Pact", by which Spanish fashion brands El Corte Inglés, Inditex, Mango and Tendam are committed to fighting to stop climate change. It also highlights the reorientation of production carried out by companies to deal with the coronavirus, and finally, it mentions the Spanish business schools that are among the

world's leading business schools: IESE Business School, Esade Business School, IE Business School, EADA Business School and ESIC Business & Marketing School.



Figure 3.2. Photograph of the spot Think again Think Spain. Source: Youtube



Figure 3.3. Photograph of the spot Think again Think Spain. Source: Youtube



Figure 3.4. Photograph of the spot Think again Think Spain. Source: Youtube



Figure 3.5. Photograph of the spot Think again Think Spain. Source: Youtube

4. COMMERCIAL RESEARCH ABOUT THE CURRENT IMAGE OF THE BRAND SPAIN

This section seeks to find out what the image of Spain is today, both among the national and foreign public, and whether the stereotypes currently attributed to it are different from those traditionally attributed to the country.

4.1 METHODOLOGY

The methodology used was a quantitative commercial research tool, the survey, which made it possible to ascertain the current perception of Spain by both the Spanish population and those of other countries, understanding by national population the people born in Spain and residing in the country for most of their lives, and by foreign population, all the people who do not meet both conditions simultaneously.

In this context, two different surveys were carried out: one aimed at obtaining the perception of Spain among the national population, and the other aimed at obtaining the perception of the country among the foreign population. Fifteen and sixteen questions were asked, respectively, concerning the six dimensions of the Anholt's Hexagon applied to the case of Spain. The questions that make up these surveys are: open, closed, single-selection, dichotomous and, for the most part, Likert-scale questions. Both surveys are self-administered on-line (Trespacios, *et. al*, 2005), created from the Google Forms app, and distributed via social networks such as Whatsapp, Instagram, Facebook and Twitter, so their reach is limited.

The hypotheses to be tested are as follows:

H0: The Brand Spain has not evolved.

H1: Nowadays, both the national and the foreign population associate Brand Spain with more positive concepts than the stereotypes traditionally attributed to it, and therefore, the image of the country has improved.

H2: The national population has a more positive perception of the Brand Spain than the foreign population.

TECHNICAL SHEET OF THE SURVEY FOCUS TO KNOW THE PERCEPTION OF THE NATIONAL POPULATION ON THE BRAND SPAIN	
Universe	National population
Sample size	97
*Sample error	9.9%
Level of reliability	95%
Sampling procedure	Non-probabilistic sampling. Sampling for convenience
Distribution	Whatsapp, Instagram, Facebook, Twitter
Tool used	Google Forms
Date of field work	18th to 21st June 2021

Table 4.1: Technical sheet of the survey focus to know the perception of the national population on the Brand Spain. Source: Own elaboration

TECHNICAL SHEET OF THE SURVEY FOCUS TO KNOW THE PERCEPTION OF THE FOREIGNER POPULATION ON THE BRAND SPAIN	
Universe	Foreigner population
Sample size	15
*Sample error	25.3%
Level of reliability	95%
Sampling procedure	Non-probabilistic sampling. Sampling for convenience
Distribution	Whatsapp, Instagram, Facebook, Twitter
Tool used	Google Forms
Date of field work	18th to 21st June 2021

Table 4.2: Technical sheet of the survey focus to know the perception of the foreigner population on the Brand Spain. Source: Own elaboration.

* The sampling error has been calculated based on the following formula, taking into account that both populations are infinite: $n = \frac{Z^2 x P x (1-P)}{e^2}$.

The advantages of conducting this type of survey are that the interviewer does not influence the respondent's answers, is a cost-effective tool and the questionnaire is not extensive. On the other hand, the response rate and speed of response are low, there is no control over the sincerity of the answers or the composition of the sample, and no sensitive information can be obtained.

4.2 ANALYSIS OF THE RESULTS FROM THE COMMERCIAL RESEARCH

This section examines the image of Spain today, comparing the perception of the foreign population with that of the national population, through the results obtained in the surveys. For the survey aimed at obtaining the perception of the foreign population about the Brand Spain, the results are not significant, due to the low number of responses obtained. For the survey aimed at obtaining the perception of the Spanish population about the Brand Spain, we are on the limit. The analysis of these results is based on the six dimensions of the Anholt Hexagon (Anholt and Hildreth, 2004):

4.2.1 Tourism

Regarding the tourism dimension, and according to the results obtained by the questionnaire addressed to the foreign population, most of the replies indicate that they have visited Spain and expressed their wish to return. There is a coincidence in the recommendation of Spain as a tourist destination, so most of both populations would recommend to visit Spain.

It was asked then about the country's great tourist attractions. The respondent had to indicate on a Likert scale the extent to which the following elements seemed to him/her to be tourist attractions in Spain: weather, coasts, natural locations, gastronomy, the culture of flamenco, bulls, Holy Week and cultural heritage. According to the results obtained by the questionnaire addressed to the national population, the coasts are the greatest tourist attraction in Spain, with a 76.28% of respondents giving it a five in the Likert scale. It is followed by the gastronomy, the weather and the natural locations. The cultural heritage and the Holy Week are also considered to be tourist attractions, although to a lower extent, while the culture of flamenco and bulls are given a score of three or less by more than half of the national participants in the Likert scale, meaning they are not tourist attractions for the national population.

According to the results of the survey aimed at foreigners, the most important thing is the weather, with most respondents giving it a score of five in the Likert scale. It is followed by the coasts and natural locations, gastronomy and cultural heritage. On the other hand, the culture of flamenco and the Holy Week are mostly rated at three or less, and bulls would not be considered a tourist attraction for most of the foreign population.

The next question was openly asked what other elements the participants considered as tourist attractions of the country. The results of the surveys showed that, for both the national and foreign population, various cultural aspects stand out. In the case of the foreign population, they mentioned the cities of Madrid, Barcelona and Granada, the fairs of Andalusia, the Camino de Santiago, art, architecture and cultural events, fashion and beaches. The friendly people and the nightlife of the country's capital were also highlighted. For their part, among the national population, the highlights were aspects related to the wealth of natural locations and the weather, as well as cultural heritage, the way of life of the Spaniards, the atmosphere on the streets, the quality of life, gastronomy, tapas, terraces... The national population agrees with the foreign population in highlighting the nightlife and the kindness of the population, and also adds that prices are generally low compared to the rest of Europe. In particular, the low price of alcoholic beverages was highlighted on several occasions. Several of the national respondents also proposed football culture as a tourist attraction, and some referred to the health system, the economy, the sports and the low measures against coronavirus.

4.2.2 Exports

To study the exports dimension, respondents were first asked to indicate the extent to which they considered the following Spanish companies to be major exporters on the Likert scale: INDITEX, El Corte Inglés, Repsol, Acciona, Iberdrola, Seat, Arcelor Mittal, Cepsa, BBVA and Banco Santander. Based on the results of both surveys, for both the national and the foreign population, INDITEX is undoubtedly a major exporter, so most of the respondents give it the highest score in the Likert scale. According to the results of the survey for the national population, Banco Santander and Repsol are the next companies considered major exporters by the Spaniards after INDITEX. They are followed by Seat, which still holds 63.91% of the scores above three on the Likert scale, and at the bottom are Cepsa, Iberdrola, BBVA, El Corte Inglés, Acciona and Arcelor Mittal, with most scores below three on the Likert scale. According to the survey focused on foreigners, the foreign population also considers Repsol to be a major exporter, placing it in second place with its scores, but unlike the Spanish population, they consider that BBVA is also a major exporter. The foreign population gave the rest of the companies, for the most part, much lower scores, which classify them as little exporters or no exporters, being Acciona the least exporting company for the foreign population.

All respondents were then given a choice of product types and they were asked to indicate the extent to which they believed Spain was a major exporter of these products. The results of the surveys of both populations showed the food and textile sectors as those in which Spain is the most exporter, highlighting food for the national population and textiles for the foreign population. For the Spanish population, Spain is not a major exporter of other products, including transport equipment, chemicals, raw materials, computer equipment, cars, energy or household appliances. However, this perception improves slightly among the foreign population, who considers that we are exporters of household appliances, and also of raw materials and energy.

4.2.3 Politics

To begin to assess the perception of Spanish politics, four concepts were provided and participants were asked to indicate to what extent they related them to this dimension. The concepts are: ambition, efficiency, honesty and dedication. Of these, the only aspect to highlight, according to the national population, is ambition, with 35.05% of participants giving it the highest score in the Likert scale. The rest of the concepts would stand out negatively, having the concept of honesty 58.76% of the votes for the minimum score, efficiency 41.23% and dedication 26.80%. In the latter three cases, the scores below three exceed 86.59 per cent, 80.41 per cent and 72.16 per cent of the total votes respectively among the national population. In the case of the foreign population, the perception of Spanish politics is generally more positive than that of the national population, with three being the highest score for all concepts in the Likert scale. In this case, the lowest scores are those with a minority of votes. The concept of dedication could be highlighted as the one that most represents Spanish politics based on the perception of the foreign population, with six out of fifteen scores above three.

Two open-ended questions were then asked. In the first one, participants were asked to indicate an area in which Spanish politics stood out positively, and in the second, on the contrary, an area in which it stood out negatively. According to the results of the survey designed for the Spanish population, the most frequent response on the positive aspects of the policy was "none", accounting for 27.83% of the total responses. The next most frequent issues were party pluralism and social policies, among others, those that allow for public education and health, accounting for 20.61 per cent of all responses. They are followed by other aspects that have been highlighted on several

occasions, such as inter-party debate, democracy, renewal, tolerance or organisation. The results of both surveys coincide on the most repeated positive aspect of Spanish politics, so that the most frequent answer of the foreign population is “none”, which is repeated this time up to four times. Those who do bring something positive, mention democracy and social policies, and add seriousness, passion and concern for the environment. Despite the fact that in both surveys the most repeated positive aspect was “none”, there are more cases in which a positive aspect is provided, both among the national and foreign population. Regarding the negative aspects, corruption was the most mentioned among the Spanish population, accounting for 19.58 per cent of the total number of replies. The next most mentioned were aspects related to the inefficiency of Spanish politicians, followed by their selfishness. In this context, Spanish respondents repeatedly point out that politicians work more for their own economic or personal interests than for the interests of citizens. The foreign population, for their part, highlights policies that divide the population, and in the second place corruption.

4.2.4 Culture

To assess this dimension, respondents were asked to indicate the extent to which they consider the following aspects of Spanish culture to be outstanding: Gastronomy, art and sculptures, architecture, natural locations, lifestyle and customs. The results obtained from the survey aimed at the Spanish population show that all aspects, except architecture, are considered to be very outstanding, especially gastronomy, with an 80.41% of votes for the highest score on the Likert scale. It is followed by natural locations, way of life, customs, art and sculptures and architecture. The latter with a majority of votes for the score of four on the Likert scale. The results of the survey aimed at foreigners, show that foreign population gives the same rating to gastronomy as to art and sculptures, these being the three most remarkable aspects. They are followed by natural locations and architecture, and lastly the lifestyle and customs with similar scores.

Then the question was raised: To what extent would you say that Spain has a great cultural wealth? Respondents were asked to rate their level of agreement with the statement on a scale of one to five, with five completely agreeing and one completely disagreeing. The foreign population gave 10 of their 15 votes to the highest score, as did the national population, which was in full agreement with a 65.97 per cent of the votes.

To conclude, four concepts related to Spanish culture were raised: different, exotic, interesting and extraordinary. Participants indicated the extent to which they perceived they were related to Spanish culture. Both populations agree that the concept that most represents Spanish culture is “interesting” and the least “exotic”.

4.2.5 Investment

To study this dimension, respondents were first asked if they would like to acquire a property in Spain. The total of the foreign population answered yes, as did the 96. 95% of the Spanish population.

Secondly, they were asked to indicate their level of agreement with the following statements: I would like to live in Spain, I think Spain offers a high quality of life, I think in Spain there are Universities and other educational institutions which are excellent and I think in Spain there are a lot of job opportunities. The aim was to check whether they would make a long-term investment in the country, such as working, studying or living there. Most of the population, both national and foreign, said they would like to live in Spain. In the case of quality of life, both populations rated it positively, but above all the national population. On the other hand, the foreign population values Spanish educational institutions better than the national population, and in the case of job opportunities, both populations give them a score of three or less in the Likert scale. Below are the graphs showing the results of both surveys on this issue:

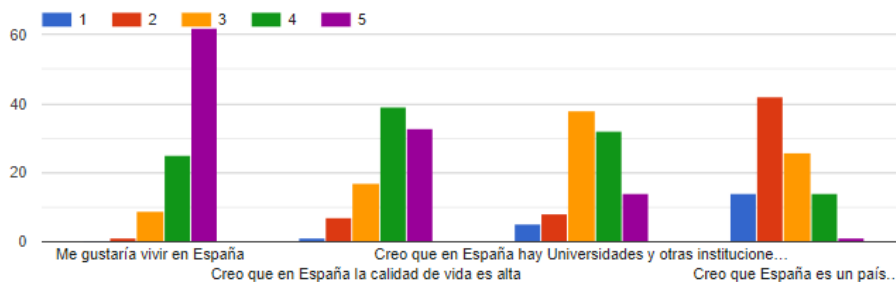


Figure 4.1. Results of the second question about investment. Survey aimed at national population. Source: Google Forms

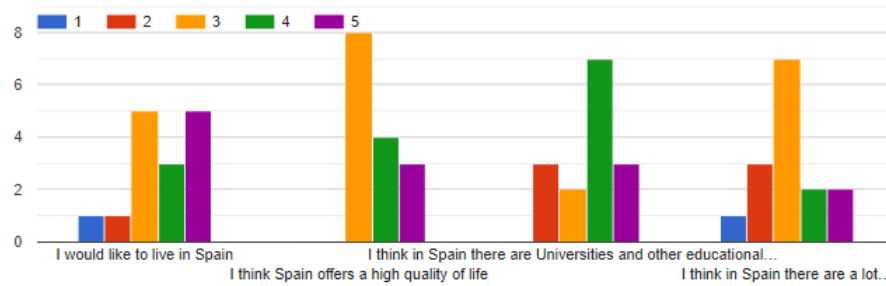


Figure 4.2. Results about the second question about investment. Survey aimed at foreign population. Source: Google Forms

4.2.6 Population

To study the perception of the Spanish population, seven different adjectives were proposed: hardworker, educated, modest, nice, tolerant, solidary and respectful. Participants were asked to indicate the extent to which these terms related to the Spanish population on a Likert scale. According to the results obtained from the survey aimed at the national population, nice is the term that best defines them, with 88% of the votes above three on the Likert scale. Secondly, the Spanish population considers itself to be harworker, and thirdly modest. At the end are the rest of the adjectives, with most negative scores, being respectful the most negatively voted term. According to the results obtained from the survey aimed at the foreign population, they seem to have a better perception of the Spanish population, characterizing them mostly as nice, and then as very respectful and tolerant, while at the same time being educated. They consider it to be less solidary and modest, and, in the last place, hardworker.

Finally, respondents were asked to use a word to define the Spanish population. The most used ones by the national population were cheerful or fun, sociable, diverse, close and festive. To a lesser extent, they were also defined as hypocritical or false, and uneducated. Other terms, used on several occasions, were open, Mediterranean, proud, hospitable and nonconformist. For their part, the foreign population agrees with the national population in terms as cheerfulness, sociability and closeness, and adds positive, passionate and energetic to the list.

5. CONCLUSIONS

Throughout this work, the theoretical framework of the Country Brand has been analyzed. It could be said that Simon Anholt (2008), is the creator of the concept of Country Brand, who coined the term in 1996. Regarding the definition of Country Brand, among those seen in this work, all of them have a common factor, which is that the country image is directly related to the Country Brand, and influences the perception of it by consumers. In order to differentiate the Country Brand from the country image, it is necessary to develop Country Brand Strategies (CBS). Tools such as Anholt's Hexagon or Porter's Diamond can be used to measure the quality of this strategy, which provide a number of dimensions or attributes to be taken into account, which serve as indicators of how well the strategy works.

Country Brands have an effect on consumption based on the country of origin of the products, so that the origin of the products influences their demand, depending on how the brand of that country is perceived. Products from countries with a good Country Brand will be more in demanded, and therefore, these countries will get higher revenues, among many other advantages. On the other hand, countries with a worse Country Brand reputation will suffer the consequences in the form of lower purchases of their products and services, and therefore, among other disadvantages, lower revenues. This is what is known as the "Made in" effect.

In the study of the historical evolution of the image of Spain, it can be seen that, over the centuries, many stereotypes have been attributed to the country, traditionally negative: religious intolerance, political ambition, economic inefficiency, a nation of ignorant people, a decadent and sick empire, a culturally discredited country... These stereotypes have evolved and there have been occasional improvements in the country's image. With the transition to democracy, the image of Spain has been normalized, and the political image and confidence in the country and its people has been improved, also through a number of actions aimed at improving the image of Spain. Recent studies had revealed that there was still a great deal of ignorance about the reality of the country, so that in many European countries the old romantic stereotypes were still more important than the new reality. Nevertheless, there had been a prominent improvement in the image of the country in recent years, leaving behind many stereotypes. According to these studies, tourist attractiveness is still the most valued aspect, followed by gastronomy and the sympathy of citizens.

In order to check what is the current image of Spain, a commercial research was carried out using two surveys with similar questions, one focused on obtaining the perception of the image of Spain among the national population, and the other, focused on obtaining the perception among the foreign population. The analysis of the results was based on the six dimensions of the Anholt's Hexagon. The results of the survey targeting foreigners are not significant, due to the low number of responses obtained by the limited scope of the surveys. The results of the survey focused on the national population are significant, as they had a greater scope, but they are on the limit. The results of these surveys confirmed, like the previous studies on Brand Spain, that it is still a major tourist destination. Coasts and weather were the most prominent aspects of the survey, as were cultural aspects for both the national and foreign population. Both populations also agreed that nightlife and the friendliness of the population are great tourist attractions of Spain.

In terms of exports, according to these surveys, both populations agree that Spain stands out in the food and textile sector, being INDITEX the most exporting Spanish company according to most respondents. The results of the surveys also reveal that the foreign population has a better image of this area than the Spanish population, since they believe that we export some more products than the national population thinks. The same goes for the political dimension, where the foreign population holds Spanish politicians and their practices in higher esteem than the national population. According to the results of the surveys, the foreign population considers Spanish politicians more efficient, honest and dedicated than the national population, who considers them above all ambitious. There is a greater convergence of responses in the cultural dimension. All respondents agree that Spain has a great cultural richness, and that most of the cultural aspects of Spain are remarkable, but above all the gastronomy. Both the national and foreign population think that Spanish culture is, above all, interesting. In terms of investments, most of the population, both national and foreign, say they would like to live in Spain and acquire a real estate. Education, on the other hand, was better valued by foreigners than by the national population. Both populations felt that Spain does not offer many job opportunities. In the last dimension, citizens, the adjective most prominent by both populations was friendly. The least, for the national population, respectful, and for the foreign population, hard-working. However, the foreign population gave more positive ratings to the rest of the adjectives, which had a positive connotation, than the national population. Thus, the foreign population has a better perception of the Spanish population than the national population itself, as well as of Spanish policy, educational institutions and Spain's export capacity.

CONCLUSIONES

A lo largo de este trabajo se ha estudiado el marco teórico de la Marca País. Cabe destacar que fue Simon Anholt quien acuñó el término. Hemos visto que la Marca País puede gestionarse de varias maneras. La más mencionada en este trabajo es a través de las seis dimensiones que conforman el Hexágono de Anholt. En el estudio del caso concreto de la Marca España, hemos comprobado que a lo largo de los siglos se le han atribuido una serie de estereotipos, tradicionalmente negativos. Muchos de ellos se han dejado atrás en los últimos años, y se ha conseguido mejorar la imagen de España a nivel internacional en casi todos sus ámbitos. Para comprobar cuál es la imagen de España en la actualidad, se llevó a cabo una investigación comercial mediante dos encuestas, una orientada a conocer la percepción de la población nacional sobre la Marca España, y la otra a conocer la percepción de la población extranjera. Los resultados de las encuestas mostraron que hay aspectos sobre los que la población extranjera tiene una mejor imagen que la población nacional, como son la política, la educación, la capacidad de exportación del país o la personalidad de la población. En otros aspectos, como el cultural, ambas poblaciones coinciden en lo destacable de la Marca España. Los resultados de las encuestas confirmaron, asimismo, que España sigue siendo un gran atractivo turístico.

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ANNEX I: SURVEYS USED IN THE COMMERCIAL RESEARCH

Survey focused on the national population:

1. ¿Definen los siguientes términos el carácter de la población española? Indica en qué grado estás de acuerdo con ellos, siendo 1: TOTALMENTE EN DESACUERDO y 5: TOTALMENTE DE ACUERDO.

	1	2	3	4	5
Trabajadora					
Culta					
Humilde					
Respetuosa					
Cordial					
Simpática					
Afectuosa					
Solidaria					

2. Si tuvieras que describir en una palabra a la población española, ¿cuál sería?
3. ¿Recomendarías España como destino turístico?
Sí/No
4. Los siguientes elementos han sido, a lo largo de la historia, grandes atractivos turísticos para la población procedente de otros países. ¿Crees que siguen siéndolo? Indica del 1 al 5 tu grado de acuerdo, siendo 1: TOTALMENTE EN DESACUERDO y 5: TOTALMENTE DE ACUERDO

	1	2	3	4	5
Clima mediterráneo					
Costas españolas					
Parajes naturales					
Gastronomía					
Cultura Flamenca					
Semana Santa					
Toros					
Patrimonio cultural					

5. Indica qué otros elementos crees que forman parte del atractivo turístico de nuestro país actualmente
6. Indica, del 1 al 5, en qué grado crees que estas empresas españolas son exportadoras internacionales, siendo 1: NO SON EXPORTADORAS y 5: SON GRANDES EXPORTADORAS

	1	2	3	4	5
INDITEX					
El Corte Inglés					
Repsol					
Acciona					
Iberdrola					
Seat					
Arcelor Mittal					
Cepsa					
BBVA					
Banco Santander					

7. De los siguientes tipos de productos, indica en una escala del 1 al 5 el grado en que crees que España es exportador de estos productos al resto del mundo, siendo 1: NO EXPORTADOR y 5: GRAN EXPORTADOR.

	1	2	3	4	5
Alimentos					
Equipos informáticos (telecomunicaciones)					
Material de transporte (aeronaves, trenes...)					
Sector automóvil					
Materias primas					
Productos químicos					
Energía					
Electrodomésticos					
Sector textil					

8. ¿Crees que estos términos definen la política española? Indica en qué grado estás de acuerdo, siendo 1: TOTALMENTE EN DESACUERDO y 5: TOTALMENTE DE ACUERDO.

	1	2	3	4	5
Ambición					
Eficiencia					
Honradez					
Dedicación					

9. Indica un aspecto en el que consideres que la política española destaca positivamente.
10. Indica un aspecto en el que consideres que la política española destaca negativamente
11. Indica en qué grado destacarías los siguientes aspectos de la cultura española, siendo 1: NADA DESTACABLE y 5: MUY DESTACABLE

	1	2	3	4	5
Gastronomía					

Arte y esculturas					
Arquitectura					
Parajes naturales					
Modo de vida					
Costumbres					

12. ¿En qué medida afirmarías que España tiene una gran riqueza cultural, siendo 1: TOTALMENTE DE ACUERDO y 5: TOTALMENTE EN DESACUERDO? (pregunta de escala)

13. Indica en qué grado relacionarías la cultura española con los siguientes conceptos, siendo 1: TOTALMENTE DE ACUERDO y 5: TOTALMENTE EN DESACUERDO

	1	2	3	4	5
Diferente					
Exótica					
Interesante					
Extraordinaria					

14. ¿Te gustaría adquirir una propiedad inmobiliaria en España? Una casa, un apartamento...
Sí / no

15. Indica, del 1 al 5, el grado en el que estás de acuerdo con las siguientes afirmaciones, siendo 1: TOTALMENTE EN DESACUERDO y 5: TOTALMENTE DE ACUERDO.

Me gustaría/me gusta vivir en España

Creo que en España la calidad de vida es alta

Creo que en España hay Universidades y otras instituciones educativas excelentes

Creo que España es un país con muchas oportunidades laborales

Survey focused on the foreign population:

1. Do the following concepts describe the Spanish population personality? Indicate in which degree do you agree with them, being 1: COMPLETELY DISAGREE and 5: COMPLETELY AGREE

	1	2	3	4	5
Hardworker					
Educated					
Modest					
Nice					
Tolerant					
Solidary					
Respectful					

2. If you had to describe Spanish population in one word, which word would you use?
3. Have you ever visited Spain?
 - Yes, and I would like to come back
 - Yes, but I wouldn't come back
 - No, but I would like to visit it
 - No, and I wouldn't like to visit it
4. Would you recommend Spain as tourist destination?
 - Yes/No
5. Do you think the following elements are great tourist attractions for the population coming from abroad? Indicate in which degree do you agree or disagree, being 1: COMPLETELY DISAGREE and 5: COMPLETELY AGREE

	1	2	3	4	5
Weather					
Coasts					
Natural locations					
Gastronomy					
The culture of flamenco					
The Holy Week					
Bulls					
Cultural heritage					

6. Write below which other tourist attractions do you think Spain has nowadays
7. Indicate, from 1 to 5, in which degree do you think the following Spanish companies are international exporters, being 1: THEY ARE NOT EXPORTERS and 5: THEY ARE BIG EXPORTERS

	1	2	3	4	5
INDITEX					
El Corte Ingés					
Repsol					
Acciona					
Iberdrola					
Seat					
Arcelor Mittal					
Cepsa					
BBVA					
Banco Santander					

8. From the following types of products, indicate, from 1 to 5, in which degree do you think Spain exports them to the rest of the world, being 1: NOT EXPORTER and 5: BIG EXPORTER

	1	2	3	4	5
Food					
Computer equipments (telecoms)					
Transport materials (aircrafts, trains...)					

Motor vehicle sector					
Raw materials					
Chemical products					
Energy					
Household appliances					
Textile sector					

9. Do you think the following terms describe Spanish' politics? Indicate in which degree do you agree with each of them, being 1: COMPLETELY DISAGREE and 5: COMPLETELY AGREE

	1	2	3	4	5
Ambition					
Efficiency					
Honesty					
Dedication					

10. Indicate an aspect in which you think Spanish politics stand out positively

11. Indicate an aspect in which you think Spanish politics stand out negatively

12. Indicate in which degree would you highlight the following aspects of the Spanish culture, being 1: NOT REMARKABLE AT ALL and 5: SO REMARKABLE

	1	2	3	4	5
Gastronomy					
Art and sculptures					
Architecture					
Natural locations					
Lifestyle					
Traditions					

13. In which degree would you say Spain has a great cultural wealth? Indicate it below in a 1 to 5 scale, being 1: COMPLETELY DISAGREE and 5: COMPLETELY AGREE

14. Indicate in which degree would you relate Spanish culture with the following concepts, being 1: COMPLETELY DISAGREE and 5: COMPLETELY AGREE

	1	2	3	4	5
Different					
Exotic					
Interesting					
Extraordinary					

15. Would like to acquire a real state property in Spain? A house, an apartment...
Yes/No

16. Indicate, from 1 to 5, in which degree do you agree with the following statements, being 1: COMPLETELY DISAGREE and 5: COMPLETELY AGREE

- I would like to live in Spain
- I think Spain offers a high quality of life

I think in Spain there are Universities and other educational institutions which are excellent
I think Spain offers a lot of job opportunities