

A brand
is not just a logo,
a website or a business card.
It is a promise of performance,
experience.

Branding is also about
creating an identity that
reflects a nation's history.



Presenting



**IAA GLOBAL
SUMMIT**
NATIONS AS BRANDS
September 5-6, 2022

The Global Compass
of Marketing
Communications

IAAglobal.org



I ♥ NY®

It was the decade of the 70s.

The story begins with a torn envelope, a red crayon and a cab ride that inspired an iconic logo.

And overnight, New York, a city desperate for a makeover had achieved it. The 'I love NY' campaign, the brainchild of Milton Glaser is arguably one of the most influential place branding campaigns in history and its impact on New York, the dream of anybody in the branding business. Created to boost tourism, the campaign was the first step in changing perceptions and aligning New York as a positive place to be. And for a logo that was created in the back of a taxi, this logo design has travelled the world.

A process that 'began' tentatively in the 70s, geo branding is more vibrant today as more countries aim to enhance their visibility and recognition by positioning themselves as unique destinations. This has not merely strengthened their identity but also the loyalty of visitors and investors.

"Drive German, dress Italian, drink Scotch".

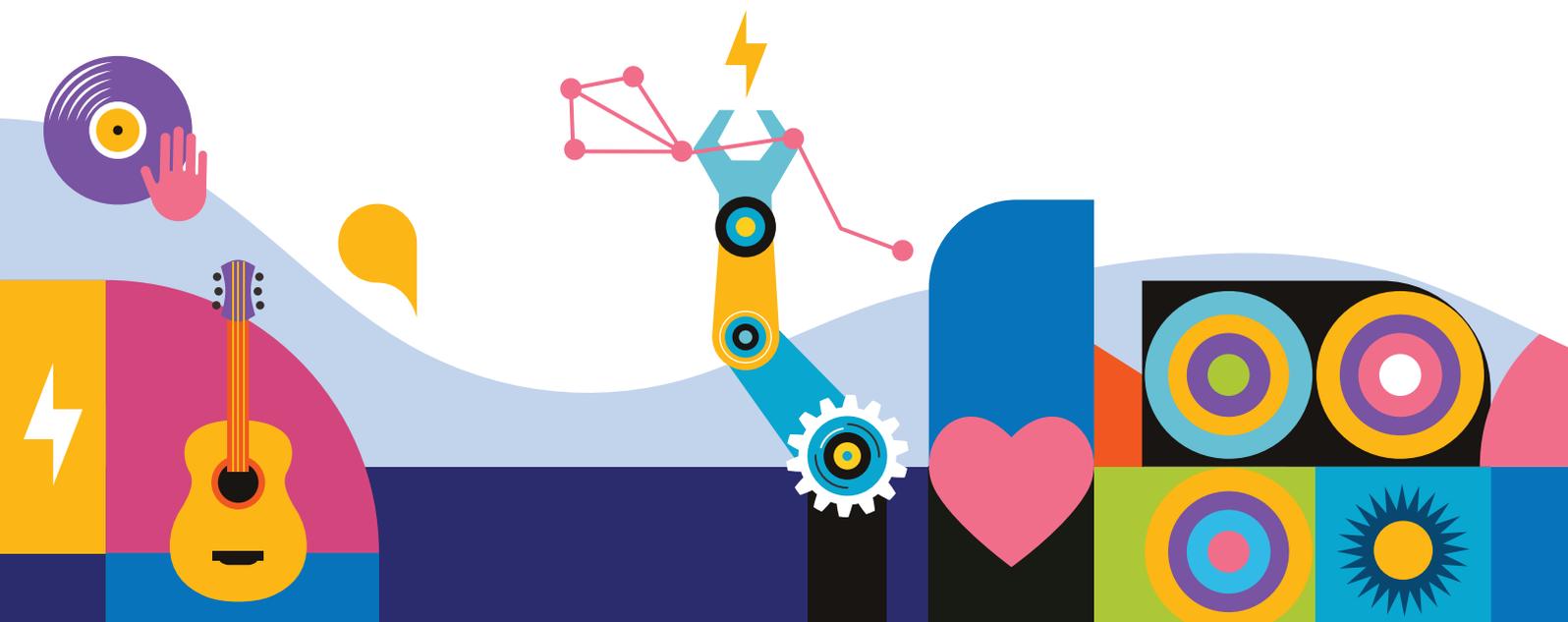
Geo branding clearly at its best! Think about it. Say engineering and you have no second thoughts about German automobile excellence. Fashion on your mind? Welcome to Italy. Care for some whisky? The heady destination is Scotland. Perfumes? France offers an incontestable range of iconic brands. Think chocolates and dairy products or even watches and dreamy visions of Switzerland come to mind. Precision Engineering? Hello Japan. Say spices and India's fragrant aromas overpower you... As will its rich culture, IT brilliance and ancient archaeological distinction. The list is endless and a brochure like this perhaps may not really do justice to many brands.



We're living in the
**Golden Age
of Branding.**

Where Geo branding is becoming the new narrative. While the image of a place has always existed, today, country branding is evolving qualitatively, happily coinciding with more countries trying to reopen their doors.

The time is just right for IAA, arguably the most influential global marcom network to speak out on Nation Branding. It's time for IAA to bring nations together. It's time for the **IAA Global Summit on Nations as Brands.**



South Africa – Diamonds / DeBeers

Tanzania / Kenya – Safari

UK – Scotch / Initial home of Cricket

Dubai – Modern Financial District

Israel – Start-up Nation

Germany – Automobile Engineering

Switzerland – Chocolates & Watches

France – Wine & Perfumes

Italy – Fashion

Ghana – Cocoa

USA – Hollywood & Newer Technologies

Japan – Precision Engineering

Taiwan – Electronics

South Korea – Heavy Equipment & Auto

Australia / New Zealand – Dairy Farming & Mining

India - IT, Yoga, Ayurveda, Spices, Culture & Architecture

Some Nations and Brands

Spread over two days IAA Global Summit on Nations as Brands will bring to life how certain nations are synonymous with certain categories of products and brands. Keynote addresses and panel discussions will demonstrate the cause and importance of nations' role in brand building in various categories.



The International Advertising Association is the world's most influential network of marketing and marketing communications professionals. Established in 1938, it is the only association that represents the marketing and marketing communications industry in totality, unlike other bodies which defend only the interests of the sector they represent.

For eighty four years the IAA has played a stellar role in supporting key industry issues like freedom of commercial speech, self-regulation, responsible advertising, education and professional development. The IAA has over 4,000 individual and corporate members spanning marketing, advertising, media, IT communications and academic sectors and is present across 56 countries through Chapters and education affiliates.

IAA
who
we are

While responsibly and constantly evaluating what is new, IAA remains rooted to its core belief that **“what’s good, is good for business”**.





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