

# Studio Mumbai

Country Brand Management Vittoria Marino

Country Brand Management *Vittoria Marino*

un sound unico e irripetibile a volte racchiuso solo nel nome e un'architettura di asset valoriali che insieme possono esprimere una potenza comunicativa straordinaria nella ricerca vitale di un'identità nazionale connessa alla storia e alle radici culturali i paesi sembrano tuttavia non trovare adeguato sostegno negli strumenti di marketing disponibili spesso incapaci di valorizzare un posizionamento competitivo autentico e chiaro con una precisa connotazione territoriale proprio l'Italia ad esempio uno dei megabrand più potenti e riconosciuti nello scenario internazionale che nonostante ci sconta la completa mancanza di un processo di pianificazione capace di canalizzare questa "energia" positiva in un meccanismo attivatore di maggiore attrattivit e competitivit per l'intero sistema paese il country brand management si candida dunque a divenire uno strumento indispensabile soprattutto per la gestione e valorizzazione del capitale reputazionale emerge infatti con piena evidenza la necessit di individuare un processo sistematico per dare organicità alle diverse fasi che caratterizzano la progettazione e la pianificazione dell'identità visiva delle nazioni attraverso la ricostruzione delle esperienze internazionali di country branding l'evidenza di alcune best practices e l'interpretazione delle stesse attraverso metodologie di indagine qualitativa lo studio propone un framework interpretativo contraddistinto da un approccio strategico in grado di aumentare le chance di metamorfosi dell'identità territoriale in identità competitiva

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