

BRAND BRAZIL



Brazil is the definition of beauty, adventure and culture, but is not top of mind when it comes to business, quality of life or global citizenship. Leaning into its efforts in sustainability and its entrepreneurial spirit, while addressing issues of corruption and infrastructure, can help create long term leadership and prosperity

OVERALL RANKINGS



RANKINGS BY GROUP

Brazil ranks #1 on Adventure and Beauty, but has notably low Quality of Life and is not regarded as great for business

RANK OUT OF 60 NATIONS...

	OVERALL RANK	INNOVATION & ENTREPRENEURSHIP	QUALITY OF LIFE	GLOBAL CITIZENSHIP	CULTURAL CLOUT	BUSINESS READY	ADVENTURE & BEAUTY	POWER & INFLUENCE	VALUES & HERITAGE
EVERYONE	20	29	43	25	7	37	1	22	15
INFORMED ELITES	20	29	41	26	7	29	1	17	16
BUSINESS DECISION-MAKERS	22	30	42	26	8	34	1	22	17
ASIA	22	33	41	25	16	25	3	25	29
EUROPE	21	30	53	26	7	38	1	16	17
AMERICAS	22	33	43	25	17	25	3	25	29
MIDDLE EAST + AFRICA	25	31	40	30	7	34	1	26	13

KEY

LEVERAGE

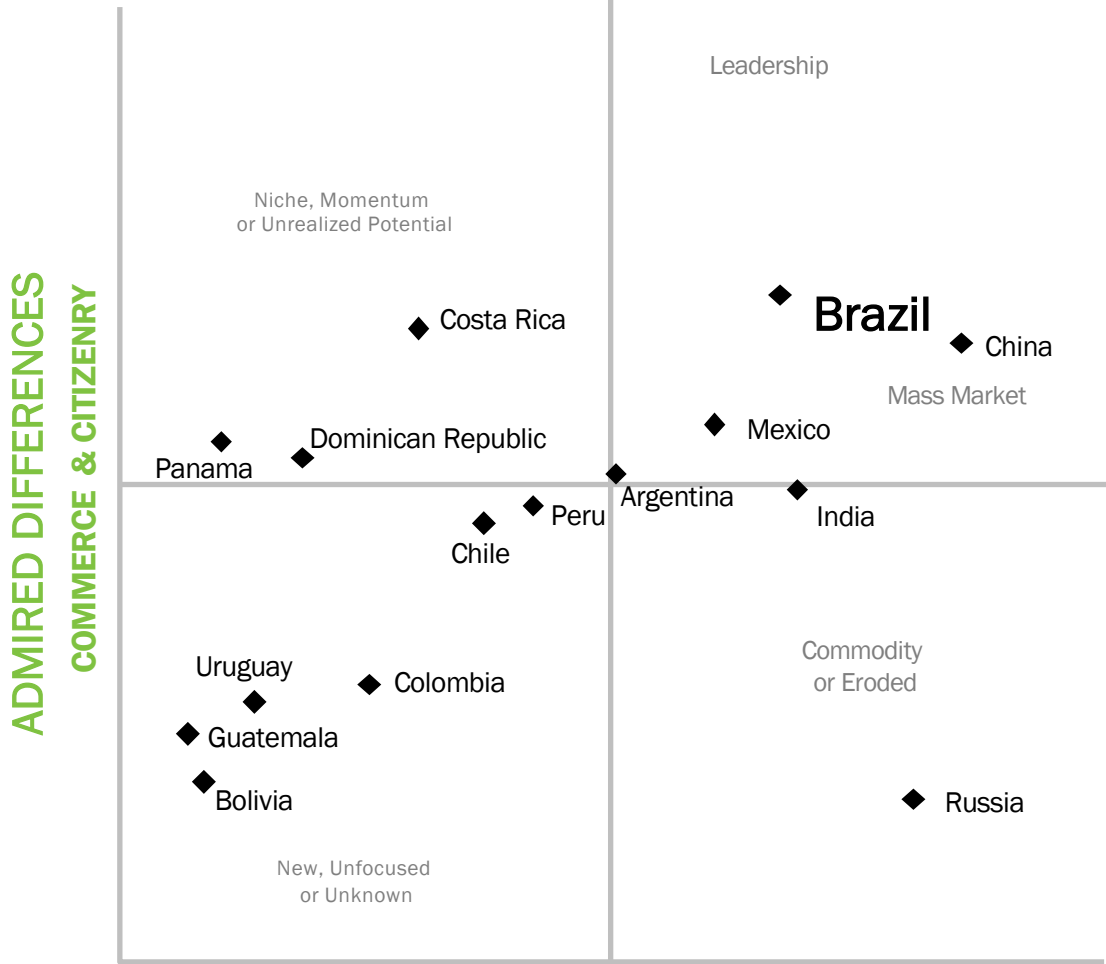
LEGACY

Source: BAV Consulting Nation Brand Study August 2015

BRAZIL'S PLACE IN THE WORLD

GLOBAL VIEW: BRAZIL VS. OTHER MARKETS

Among General Population



Brazil's brand is a powerful one relative to other Latin American countries, and the other BRICs

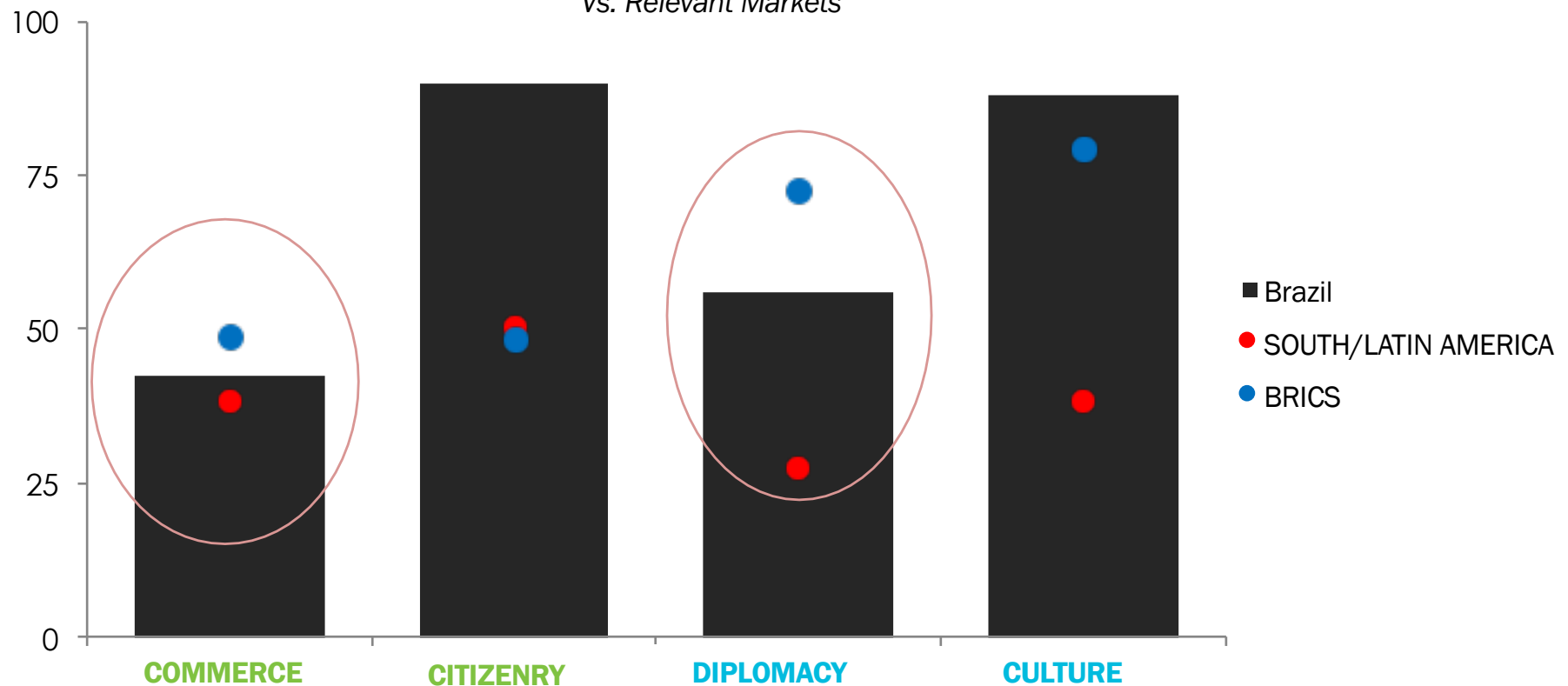
Source: BAV Consulting Nation Brand Study August 2015

WHAT IS DRIVING HIGH NATION BRAND EQUITY?

Brazil's brand is driven by citizenry and culture – but there's significant work to do in proving out it is set up for leadership in commerce and diplomacy

BRAZIL'S SCORES ON KEY NATIONAL PILLARS

Vs. Relevant Markets



Source: BAV Consulting Nation Brand Study August 2015;

UNPACKING THE BUILDING BLOCKS OF NATION BRAND VALUE



BRAZIL'S SCORES ON KEY DIMENSIONS

Vs. Relevant Markets

Brazil is most known for its adventures and cultural splendor. It has little power and influence compared to the BRICS as well as low quality of life

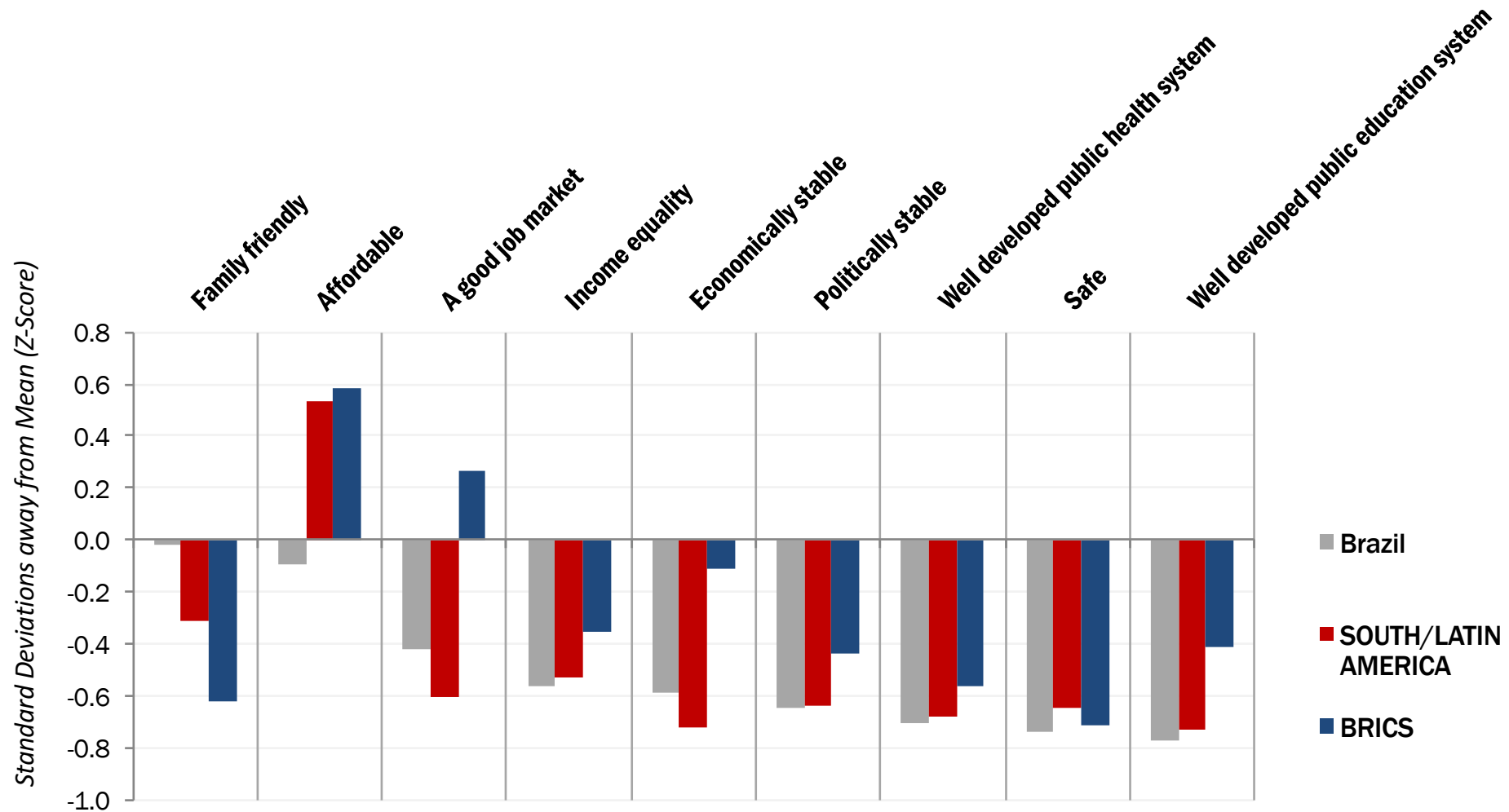


KEY

- LEADERSHIP (Red)
- LEGACY (Yellow)

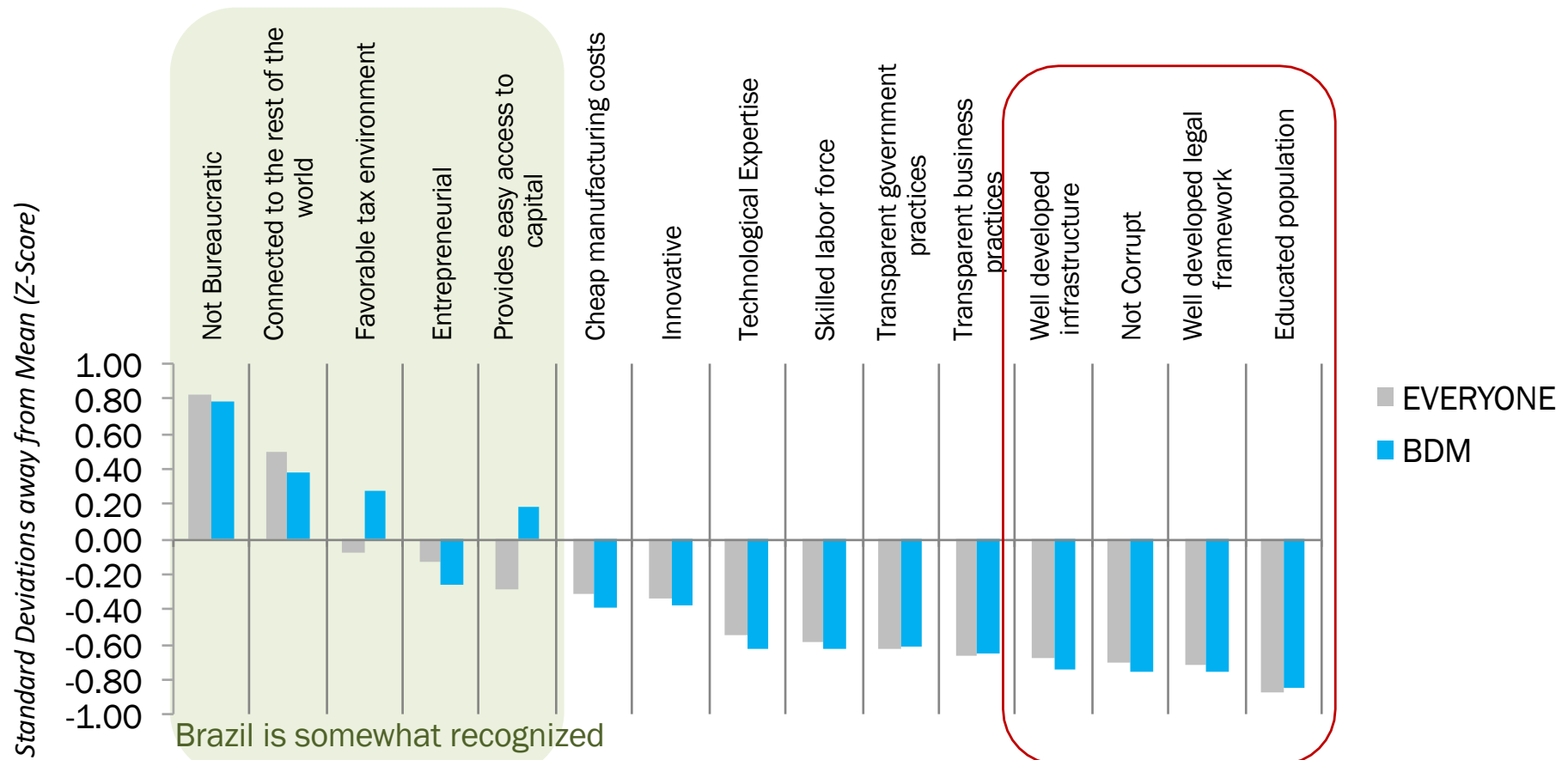
OPPORTUNITIES IN QUALITY OF LIFE

BRAZIL'S SCORES ON ATTRIBUTE COMPONENTS OF "QUALITY OF LIFE"



IDENTIFYING AREAS OF OPPORTUNITY AND BARRIERS - BUSINESS

Relative Scores on components of COMMERCE Relative to 60 Countries



Brazil is somewhat recognized for its openness to business and entrepreneurial spirit

Improving perceptions of its infrastructure – and focusing on education and legal frameworks – can help Brazil be more business-ready



WHAT DOES IT MEAN TO PEOPLE?

MOST ASSOCIATED WITH...

Sexy
Athletically talented
Culturally significant in terms of entertainment
Fun
Dynamic
Happy
Pleasant climate
Friendly
Trendy
Scenic

LEAST ASSOCIATED WITH...

Educated population
Unapproachable
Well developed public education system
Safe
Well developed legal framework
Well developed public health system
Not Corrupt
Well developed infrastructure
Health conscious
Transparent business practices