

AUSTRALIA IS THE WORLD'S TOP COUNTRY BRAND



Australia became the world's top country brand for the third consecutive year, according to the 2008 Country Brand Index (CBI) by FutureBrand. The CBI examines how countries are branded and ranked according to key criteria, and identifies emerging global trends in the world's fastest growing economic sector. The latest developments in this sphere are that Canada has jumped up to second place in the index and the USA has consolidated its position in third. However, the big winner is Australia.

It seems that the rising star destinations are beginning to overshadow the traditional hotspots in world marketing. Italy, Switzerland and France were also members of the top ten.

It has been argued that an important factor affecting the success of the given brand is the political stability of the country. Some may argue about the bronze medalists but Canada and Australia are both young and very stable nations with an extremely high standard of living.

Along with neutrality, this is the most important factor. Different countries are used for different types of branding. For example, the peace reflected by Australia and Canada means they are ideal for use in marketing family products. For business people, for example, brands such as Germany and UK are more successful.

Perhaps the fact that more and more women are now travelling without men also explains the CBI results. China, Croatia and UAE are expected to become top brands in the next 5 years or so. It has also been noted that some countries do not even need any stable political background and just sell themselves, like Italy. Many say that Italy will always be a popular name thanks to the food, culture and history.

Country Brand Index 2008

1. Australia
2. Canada
3. United States
4. Italy
5. Switzerland
6. France
7. New Zealand
8. United Kingdom
9. Japan

10. Sweden

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