



MartinRoll

How To Build & Sustain A Successful Global Nation Brand

DABGO

Copenhagen – 2 August 2017

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”To succeed in the global bazaar requires a global mindset”

*Narayana Murthy
Infosys founder and mentor*

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Next Generation Leadership MartinRoll

Leadership in the 21st century will be influenced by constant change

21th century challenges	Implications for Next Gen Leaders
<ul style="list-style-type: none"> Geopolitical volatility Technological disruptions Economic and political uncertainty Shifting demographics 	<ul style="list-style-type: none"> Balance short- and long-term lens Resilience Keep horizontal and vertical outlook Global perspectives and local insights Strong strategic compass

Purpose	<ul style="list-style-type: none"> Unwavering focus Clear personal vision Clarity of thought 	Long-term lens	<ul style="list-style-type: none"> Has a futuristic vision Thinks and plans ahead Executes strategically
Resilience	<ul style="list-style-type: none"> Manages change Stays ahead of curve Strong character 	Adaptation & Agility	<ul style="list-style-type: none"> Manages disruptions effectively Continuously innovates
Networks	<ul style="list-style-type: none"> Build network of leaders Cascades relevant messages and change 	Culture orientation	<ul style="list-style-type: none"> Driven by values/ beliefs Business culture and ethics ambassador

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Benefits of branding places MartinRoll

Nation brands are important assets for enhanced competitiveness

Country branding activity	Benefits
Export branding	<ul style="list-style-type: none"> Positive halo effect on products Country-Of-Origin effects Increased ability to export
Generic country branding	<ul style="list-style-type: none"> Ability to attract tourists and skilled workers Increased ability to attract investments Ability to reduce incentives for investors Increased cost pressure on competition Resilience to financial crisis Ability to sustain higher prices
Internal country branding	<ul style="list-style-type: none"> Ability to retain skilled workers Increased productivity from better morale

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”Frankly, IKEA is doing more for the image of Sweden than any governmental efforts combined..”

*Director of the Swedish Institute in
“Public Diplomacy Magazine”*

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Resilience: Turn-around of LEGO

Back to core, deep consumer insights, then innovate

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**”The time to repair the roof is when
the sun is shining”**

John F. Kennedy

35th President of The United States

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Increased global competition

New entrants provide a more fragmented landscape

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**”A gate has
gradually been
opened....
We now have the
chance to show
other countries
what we can do...”**

Zhang Ziyi

Chinese actress

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The Denmark brand 2.0

Enhanced and more concerted efforts will drive impact

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Multiple stakeholders are sending abundant messages across many channels...

Diversity is the core of most city/country brands, but don't be afraid of structures and concerted efforts....

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Build a unique business model to win

Strong global iconic nation brands need to balance Art & Science

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**”Leadership is what happens when
you are not around....”**

*Jørgen Vig Knudstorp
Chairman, LEGO Company*

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Benchmarking + partnerships

Learn from global best-in-class: Singapore

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Copenhagen Airport is the face of Denmark - even when people are in transit.

Management should raise the bar and create a world-class airport experience...

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Expand influencer networks

Leverage more effectively, broader and with more impact

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DABGO

Nation2Nation

Youth

Students

Associations & Networks

Business people

Tourists

Government

Expats in Denmark

Cultural circles

Copenhagen Goodwill Ambassadors

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Global media task force

Enhanced and more concerted efforts will drive impact

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Condé Nast
Traveler

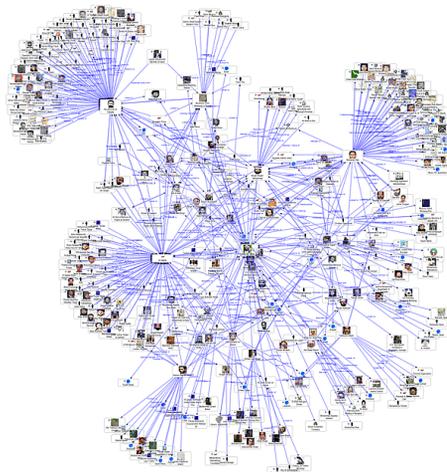


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Boost global digital media efforts

Enhanced digital strategy can drive global impact

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21th century marketing

- Instant global reach
- All demographics
- Real-time 24/7
- Measurable
- Cost-effective
- Stakeholders will get involved

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The Denmark brand 2.0

Enhanced and more concerted efforts will drive impact

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**Building and successfully
sustaining strong iconic global
nation brands are public-private
partnerships**

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**”Culture eats strategy for
breakfast....”.**

Peter Drucker

Professor of Management

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Managing the brand talent

Identifying and nurturing care-why talents

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Know-what	=	Basic mastery of a discipline (Cognitive knowledge)
Know-how	=	Translate learning into execution (advanced skills)
Know-why	=	Systems understanding (experience and intuition)
CARE-WHY	=	Self-motivated creativity (success + out-performance)

SOURCE: Harvard Business Review

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Culture is the currency of strong brands

Identifying and nurturing customer centricity

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SQ from PEK to SIN

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5 reflections on nation brands

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Winning nation brands are relentless in pursuit of excellence

The global shifts, rise of Asia, and emerging consumer classes provide new growth opportunities

Global urbanization and affluence will contribute to overall growth

Products are still the heroes! Authenticity and unique brand stories will regain its prominence

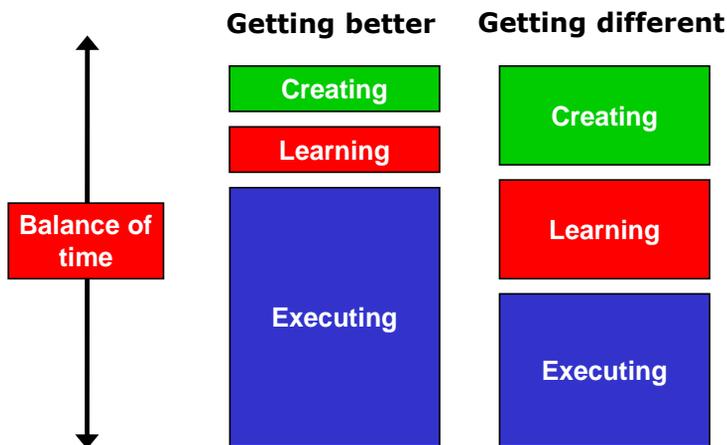
Relentless focus on end-to-end stakeholder journeys, experiences and digital are paramount to success

Innovate: Raise the bar and be your own change agent

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Nation brands: Balance priorities

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**Arrogance and complacency are
the most lethal enemies of strong
(nation) brands....**

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How to build iconic global brands

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10 key drivers of excellence provide a global road map

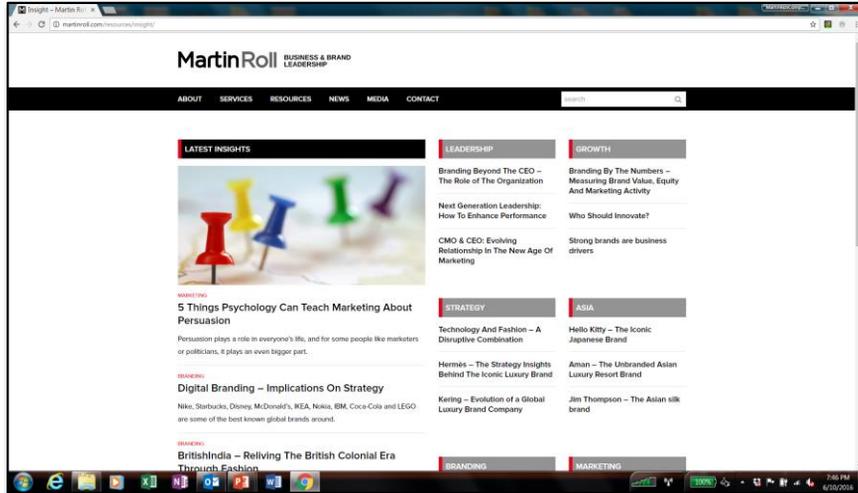
1	Global brands are driven by a strong purpose	1	→	10
2	Global brands provide strong financial results	1	→	10
3	CEO leads the brand but everyone remains involved	1	→	10
4	Strong brands drive constant innovation	1	→	10
5	Global brands are customer centric	1	→	10
6	Excellence in insights and intelligence	1	→	10
7	Technology is a key business enabler	1	→	10
8	Business performance and brand equity are measured	1	→	10
9	Strong culture brings iconic global brands to life	1	→	10
10	Global brands drive constant change	1	→	10

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Martin Roll

Business & Brand Strategist

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- Martin Roll delivers the combined value of an experienced global business strategist, senior advisor and facilitator to Fortune 500 companies, Asian firms and family-owned businesses on how to build and manage strong, global brands as well as leadership of high-performing, marketing-oriented businesses
- Martin Roll is very experienced in engaging and advising clients at all management levels from business owners and C-suite leaders to functional staff across multiple industries and cultures
- Martin Roll has been a Senior Advisor to McKinsey & Company since 2015
- Martin Roll is a keynote speaker at global conferences, an experienced conference moderator and executive workshop facilitator. He also teaches MBA, EMBA and Executive Education programs at Nanyang Business School (Singapore), and is a frequent guest lecturer at INSEAD and other global business schools

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Business & Brand Strategist

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- Martin Roll is the author of global bestseller “Asian Brand Strategy” (Updated edition 2015) and co-author of “The Future of Branding”, a business columnist with INSEAD Knowledge, a prolific management writer, and a regular commentator in global media
- MBA from INSEAD
- **Specialities:** Branding, Marketing, Strategy, Leadership, Change & Transformations, Innovation, Business Family Transition, Business Coaching, Asia & Emerging Markets

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