

Exploring A Behavioural Approach to Country Brand Management

Mathias Akotia¹, Anthony E Spio² and Kwabena Frimpong³

¹Brand Ghana Office, Brand Ghana Office, Accra, Ghana

²Ashesi University College, Business Administration, Accra, Ghana

³Ghana Institute of Management and Public Administration (GIMPA), GIMPA Business School, Accra, Ghana

aespio@ashesi.edu.gh

Country branding which is about employing strategic marketing to promote a country's identity has become a strategic tool of a country's competitiveness. Ghana recently announced the start of her country branding programme. Emphasising country branding as a social construction, this paper presents a conceptual branding model for Ghana, based on the identity based brand management approach. Focusing on the role of the country citizenry, the first construct involves articulating country brand identity to purposefully affect country macro leadership, governance structures, country and product brand value delivery and communication. The second construct involves developing country brand mind-set and citizenship behaviours through purposeful brand knowledge and commitment. The third construct explains the country brand equity and citizens well-being likely to be engendered through purposeful brand supporting behaviours, conscious creation of supporting country realities, and coordinated and harmonized nation and product communication. Supporting theoretical insights are generated through exploratory in-depth interviews of leading brand marketing consultants and managers in Ghana as well as identity based brand management literature.