



**Dr Keith Dinnie**, Associate Professor of Business, Temple University Japan

**Title of Talk: 'Nation branding and country image: Opportunities and limitations of a media-centric approach'**

Abstract:

This presentation considers the potential benefits to be gained by nations that seek to improve their country image through a media-centric approach, and also the limitations inherent in such an approach. A media-centric approach comprises two main pillars. The first is news management through public relations, and the second is paid-for advertising in relevant media. After describing the concepts of nation brand identity, nation brand image, and nation brand positioning, the talk will discuss a strategic nation branding campaign implemented by France in which a media strategy played an important, though not overwhelming role. Finally, some conclusions will be drawn for Greece in terms of its future nation branding goals.

Brief Biography:

Keith Dinnie is Associate Professor of Business at Temple University Japan. He is an expert on the emerging field of nation branding and is the author of the world's first academic textbook on nation branding, 'Nation Branding – Concepts, Issues, Practice', published 2008 by Butterworth-Heinemann. He has delivered seminars, conference speeches, presentations and lectures in the United Kingdom, France, Germany, Iceland, Portugal, Greece, China, South Korea, and Japan.

His research interests focus on the application of strategic brand management techniques by national governments within the domains of export promotion, inward investment attraction, tourism promotion, and public diplomacy. Based on the issues and concepts covered in his recently published book on nation branding, he is now focusing particularly on nation branding activities conducted within the Asia-Pacific region.

He has published in various journals including *Place Branding and Public Diplomacy*, *Journal of Current Japanese Affairs*, *Russian Journal of Communication*, *Journal of Services Marketing*, *Journal of Customer Behaviour*, *The Marketing Review*, *Journal of Brand Management*, *Journal of General Management*, and *Corporate Communications: An International Review*. He was invited to act as Guest Editor for the *Journal of Brand Management* special editions on Global Branding (2005) and Nordic Brands (2008). His research and consultancy work includes projects conducted on behalf of market-leading consultancies Landor Associates and Burson-Marsteller, as well as innovative research conducted into the emerging field of nation branding amongst senior decision-makers and brand consultants on a worldwide basis. He is the founder of Brand Horizons consultancy.

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