

# BRANDOVATION™

HOW GERMANY WON THE WORLD CUP OF  
NATION BRANDING



COMPETING ON ATTITUDE,  
LEADING THROUGH INNOVATION™



# BRANDOVATION™ MASTERCLASS

## Competing on Attitude, Leading through Innovation™

### 1. How Germany won the World Cup of Nation Branding

- The Transformation of Germany's Brand Image: From Ruler to Lover
- Turning "Collective Depression" into the Second Most Valuable Nation Brand
- The Internal Branding Formula of Brand Germany: Competing on Greattitude™
- Delivering the 2006 Brand Promise: Converting Citizens to Brand Ambassadors
- Germany's Friendliness Campaign: Training 100,000 Service Champions
- Germany as a Tourist Destination: Facts & Figures on Germany's Tourism Brand
- Multiplying the Reach of the FIFA World Cup™: The Fan Festival Phenomenon
- Making the World Cup Sustainable: 'Germany cashing in on Knutmania'
- Lessons for South African Industry 2010: Converting Clients to Brand Advocates



## Nation Branding Formula





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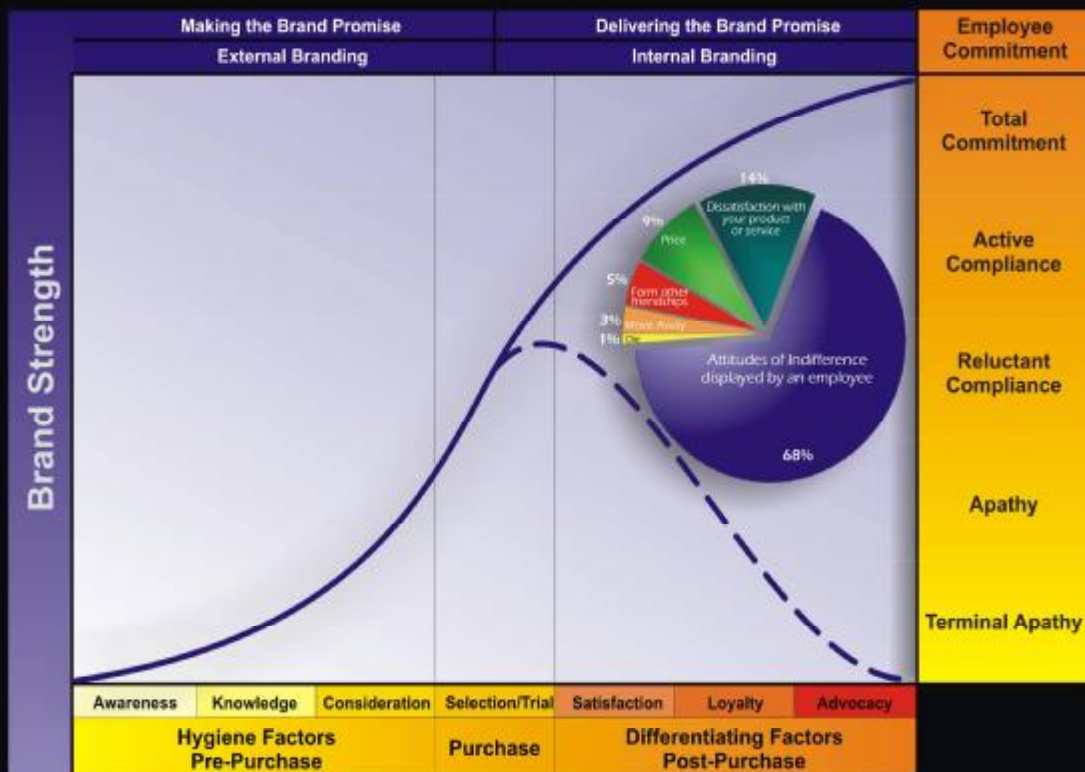
### 2. How YOU can win the World Cup of Brand Leadership

- Understanding the Five Levels of Employee Commitment
- Why Clients Quit: Identifying the Drivers of Brand Loyalty
- Understanding the Drivers of Emotional Employee Engagement (EmotiVators™)
- Internalizing the Practices of Touch-Point Innovation™: Learning from 2006
- Activating Touch-Point Innovation™: Converting Clients to Brand Advocates

#### Outcome:

- Understanding of the Drivers of Emotional Employee Engagement
- Application of Touch-Point Innovation™ for converting Clients to Brand Advocates

## BrandOvation™ Model





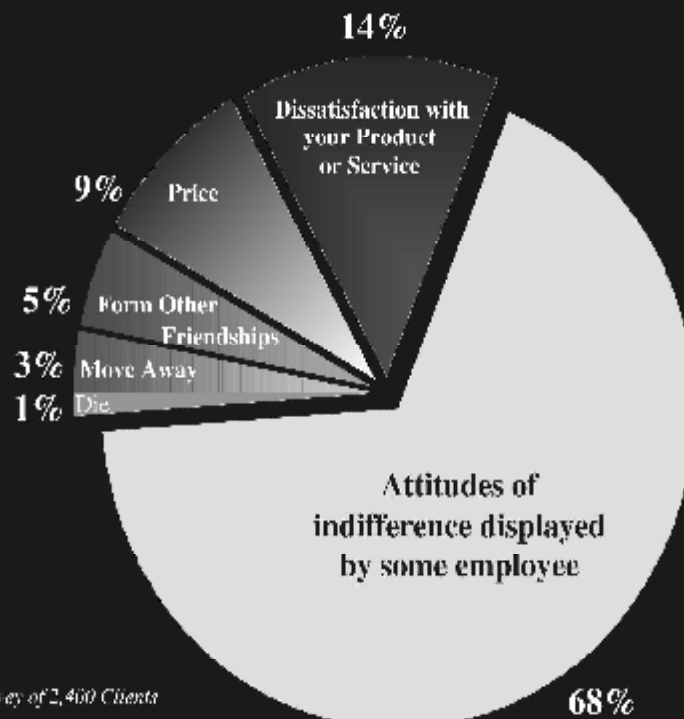
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## Competing on Attitude, Leading through Innovation™

### 3. Methodology & Format

- Methodology: Fully Interactive
- Format: Experiential Learning Model
- Duration: 60-90 minutes
- Material: BrandOvation™ Book (single copy)  
BrandOvation™ Roadmap
- Format: Multi-media
- Size: 15-25 Delegates (larger groups at request)
- Investment: R7,250 excl VAT (plus travel & accommodation)

## WHY CLIENTS QUIT A BRAND



Source: IBM Survey of 2,400 Clients



# 2010, a brand-new chance for SA

COLLEEN DAIDGMAN

**T**HE 2010 soccer World Cup offers South Africa a once-in-a-lifetime opportunity to leave its past behind, to change the national psyche and leave a legacy of unity.

Developing a clear, easy-to-understand brand message offers an opportunity to extend the reach of the event beyond the stadiums and into the nation.

Nikolaus Eberl, co-author of *BrandOvation: How Germany won the World Cup of Internal Branding*, said the World Cup offered South Africa a unique opportunity to reverse its traditional image of being unsafe, poor and racially divided into one of hope and aspiration, and to convert the country's brand promise from a politically correct message aimed at investors to a rallying cry for worldwide peace and prosperity.

"The 2006 World Cup changed the German brand from old, efficient, unfriendly and times bullying, to a new image that was fun-loving, welcoming, modern and creative," said Eberl.

"The best FIFA soccer World Cup ever, promised by President Thebo Mbeki at the close of the German event in 2006, has put pressure on South

Africa to raise the bar on delivering an unforgettable brand experience in 2010.

"Mbeki's promise prevents South Africa from emulating the German model and applying what worked in the heart of Europe to the very different dynamics in Africa. What is needed is a unique brand promise for the 2010 World Cup.

## Hero's story

"The German promise, a time to make friends", was simple and could be fulfilled by every German citizen without having to reach for a glossary to understand it.

"Mbeki's 'Win with Africa in Africa' has, so far, been largely ignored and it remains to be seen whether this promise will have the same impact as the one in Germany that made many lasting friendships."

Eberl said the 2006 World Cup was a hero's story, a long walk to redemption. "It changed the German psyche – a feat never achieved by any politician. It imbued the nation with a sense of pride and a unification extending beyond borders of creed, gender, culture and social class.

"When I was at school in Germany I saw at least five different films about the Holocaust and atrocities



EBERL

committed during World War 2. I would leave the room bowed with guilt.

"There are so many similarities between Germany and South African history, and the 2010 World Cup offers a once-in-a-lifetime opportunity for South Africans to unite and leave their past behind. However, they need a cause, a hero and a winning soccer team to shore up support for the event," he said.

Before the 2006 event, Germany was a very different place. "The nation was described by its own president as suffering from collective depression," said Eberl.

"Unemployment was at an all-time high, crime was on the increase and politicians were



BrandOvation  
2006 Celebrating Your Brand 2010

**THE front cover** picture on Nikolaus Eberl's book *BrandOvation* shows just how successful Germany was in changing historical perceptions of the country during the 2006 FIFA World Cup

South Africa was listed by the Nation Brand Index as the 22nd most valuable national brand out of the 35 surveyed in 2006.

It dropped to 22nd in 2006. "This means the present South Africa brand promise, Alive with possibility, is not being realized, and issues such as safety, telecommunications, investor relations and HIV/AIDS are out of alignment with that promise.

"Also, in the minds of people all over the world, South Africa and Africa are one and the same thing, so the present

negative perceptions of the continent as a whole have affected the local nation brand image," said Eberl.

"The success of the soccer World Cup also depends on how well the client is served. "That is why the German Football Association went out of its way for the clients of the World Cup, namely the spectators and the media, without whom the 2006 World Cup would have been a non-event.

"The strained relations between the South African Football Association and the media will have to be carefully looked at in preparation for 2010," he said.

Central to the German success story was national football coach Jürgen Klinsmann, who said the 2006 World Cup had given Germany an opportunity to redefine itself – to create a national brand.

Eberl said that nation branding, much like personal branding, was to a large extent dependent upon the self-image of its main characters – the citizens of the country.

"The 2006 World Cup boosted the German national psyche and he stowed the people with the long-harbored notions of national pride and self-confidence," he said.

□ Nikolaus Eberl can be emailed at [nikolaus@internal-branding.net](mailto:nikolaus@internal-branding.net)