

THE BEGINNING OF THE COUNTRY BRAND COLOMBIA IS PASSION

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Among all the other forms and models of organizations that exist in the world, a country is the most complex of them all. A large number of nations in the world do have problems of image however, they do not know how to address and handle properly this situation. The image of a country reflects the prestige of its population, its companies and its natural attributes. The purpose of this paper is to present the brand building process through the study case of Colombia is Passion. The hypothesis of the working paper suggests that the initial purpose of creating a country brand for Colombia is distorted towards the development of multiple sales-oriented activities of an advertising campaign at the national level instead of focusing on brand management.

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