

LITHUANIA



Medeina Čijauskaitė | Tautvydas Tamulevičius
LRV Kanceliarija, 2013-08-23



Country Brand Index 2012-13

Country Brand Rankings

4

*Themes of 2012-13:
Leaders at a Glance*

8

*Tomorrow's Leading
Country Brands:
The Future 15*

40

The Region Report

60

*The Dimensions of
a Country Brand*

69

Future Forward

93

*Meet the
Future 15*

	UNITED ARAB EMIRATES	1
	CHILE	2
	MALAYSIA	3
	QATAR	4
	ESTONIA	5
	CHINA	6
	ICELAND	7
	MEXICO	8
	BRAZIL	9
	TURKEY	10

	Croatia	40	49
	India	29	23
	South Africa	35	31
	Czech Republic	38	43
	Turkey	48	55
	Belize	49	46
	Cyprus	46	45
	Namibia	37	36
	South Korea	42	44
	Taiwan	NA	NA
	Mexico	47	48
	Uruguay	50	53
	Dominican Republic	55	38
	Trinidad & Tobago	54	52
	Oman	56	57
	Estonia	66	89
	Cuba	58	58
	Egypt	57	58
	Botswana	53	51
	Saudi Arabia	69	69
	Morocco	62	60
	Jamaica	64	62
	Slovenia	52	54
	Panama	67	67
	Hungary	60	66
	China	65	56
	Sri Lanka	NA	NA
	Tanzania	68	73
	Vietnam	59	63
	Nepal	61	59
	Lebanon	63	71
	Qatar	72	70
	Slovakia	74	79
	Kenya	77	68
	Poland	79	82
	Jordan	71	75
	Ecuador	75	74
	Indonesia	76	72
	Bulgaria	70	76



Country Brand Index 2012-13

Country Brand Rankings

4

*Themes of 2012-13:
Leaders at a Glance*

8

*Tomorrow's Leading
Country Brands:
The Future 15*

40

The Region Report

60

*The Dimensions of
a Country Brand*

69

Future Forward

93

Meet the Future 15

	UNITED ARAB EMIRATES	1
	CHILE	2
	MALAYSIA	3
	QATAR	4
	ESTONIA	5
	CHINA	6
	ICELAND	7
	MEXICO	8
	BRAZIL	9
	TURKEY	10

	41	Croatia	40	49
	42	India	29	23
	43	South Africa	35	31
	44	Czech Republic	38	43
	45	Turkey	48	55
	46	Belize	49	46
	47	Cyprus	46	45
	48	Namibia	37	36
	49	South Korea	42	44
	50	Taiwan	NA	NA
	51	Mexico	47	48
	52	Uruguay	50	53
	53	Dominican Republic	55	38
	54	Trinidad & Tobago	54	52
	55	Oman	58	57
	56	Estonia	66	89
	57	Cuba	56	50
	58	Egypt	57	58
	59	Botswana	53	51
	60	Saudi Arabia	69	69
	61	Morocco	62	60
	62	Jamaica	64	62
	63	Slovenia	52	54
	64	Panama	67	67
	65	Hungary	60	66
	66	China	65	56
	67	Sri Lanka	NA	NA
	68	Tanzania	68	73
	69	Vietnam	59	63
	70	Nepal	61	59
	71	Lebanon	63	71
	72	Qatar	72	70
	73	Slovakia	74	79
	74	Kenya	77	68
	75	Poland	79	82
	76	Jordan	71	75
	77	Ecuador	75	74
	78	Indonesia	76	72
	79	Bulgaria	70	76





Country Brand Index 2012-13

Country Brand Rankings

4

*Themes of 2012-13:
Leaders at a Glance*

8

*Tomorrow's Leading
Country Brands:
The Future 15*

40

The Region Report

60

*The Dimensions of
a Country Brand*

69

Future Forward

93

Meet the Future 15

	UNITED ARAB EMIRATES	1
	CHILE	2
	MALAYSIA	3
	QATAR	4
	ESTONIA	5
	CHINA	6
	ICELAND	7
	MEXICO	8
	BRAZIL	9
	TURKEY	10

	Croatia	40	49
	India	29	23
	South Africa	35	31
	Czech Republic	38	43
	Turkey	48	55
	Belize	49	46
	Cyprus	46	45
	Namibia	37	36
	South Korea	42	44
	Taiwan	NA	NA
	Mexico	47	48
	Uruguay	50	53
	Dominican Republic	55	38
	Trinidad & Tobago	54	52
	Oman	58	57
	Estonia	66	89
	Cuba	56	50
	Egypt	57	58
	Botswana	53	51
	Saudi Arabia	69	69
	Morocco	62	60
	Jamaica	64	62
	Slovenia	52	54
	Panama	67	67
	Hungary	60	66
	China	65	56
	Sri Lanka	NA	NA
	Tanzania	68	73
	Vietnam	59	63
	Nepal	61	59
	Lebanon	63	71
	Qatar	72	70
	Slovakia	74	79
	Kenya	77	68
	Poland	79	82
	Jordan	71	75
	Ecuador	75	74
	Indonesia	76	72
	Bulgaria	70	76





Country Brand Index 2012-13

Country Brand Rankings

4

*Themes of 2012-13:
Leaders at a Glance*

8

*Tomorrow's Leading
Country Brands:
The Future 15*

40

The Region Report

60

*The Dimensions of
a Country Brand*

69

Future Forward

93

Meet the Future 15

	UNITED ARAB EMIRATES	1
	CHILE	2
	MALAYSIA	3
	QATAR	4
	ESTONIA	5
	CHINA	6
	ICELAND	7
	MEXICO	8
	BRAZIL	9
	TURKEY	10

	Croatia	40	49
	India	29	23
	South Africa	35	31
	Czech Republic	38	43
	Turkey	48	55
	Belize	49	46
	Cyprus	46	45
	Namibia	37	36
	South Korea	42	44
	Taiwan	NA	NA
	Mexico	47	48
	Uruguay	50	53
	Dominican Republic	55	38
	Trinidad & Tobago	54	52
	Oman	58	57
	Estonia	66	89
	Cuba	56	50
	Egypt	57	58
	Botswana	53	51
	Saudi Arabia	69	69
	Morocco	62	60
	Jamaica	64	62
	Slovenia	52	54
	Panama	67	67
	Hungary	60	66
	China	65	56
	Sri Lanka	NA	NA
	Tanzania	68	73
	Vietnam	59	63
	Nepal	61	61
	Lebanon	71	71
	Qatar	72	70
	Slovakia	74	74
	Kenya	77	77
	Poland	79	72
	Jordan	71	75
	Ecuador	75	74
	Indonesia	76	72
	Bulgaria	70	76



Country Brand Index 2012-13

Country Brand Rankings

4

*Themes of 2012-13:
Leaders at a Glance*

8

*Tomorrow's Leading
Country Brands:
The Future 15*

40

The Region Report

60

*The Dimensions of
a Country Brand*

69

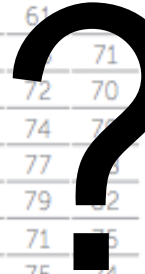
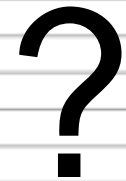
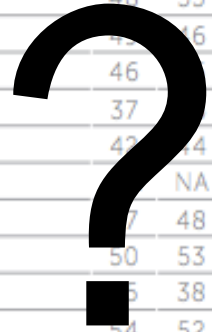
Future Forward

93

Meet the Future 15

	UNITED ARAB EMIRATES	1
	CHILE	2
	MALAYSIA	3
	QATAR	4
	ESTONIA	5
	CHINA	6
	ICELAND	7
	MEXICO	8
	BRAZIL	9
	TURKEY	10

	Croatia	40	49
	India	29	23
	South Africa	35	31
	Czech Republic	38	43
	Turkey	48	55
	Belize	48	16
	Cyprus	46	
	Namibia	37	
	South Korea	42	14
	Taiwan		NA
	Mexico	47	48
	Uruguay	50	53
	Dominican Republic	50	38
	Trinidad & Tobago	54	52
	Oman	58	57
	Estonia	66	89
	Cuba	56	50
	Egypt	57	58
	Botswana	53	51
	Saudi Arabia	69	69
	Morocco	62	60
	Jamaica	64	62
	Slovenia	52	54
	Panama	67	67
	Hungary	60	66
	China	65	56
	Sri Lanka		NA
	Tanzania	68	73
	Vietnam	59	63
	Nepal	61	
	Lebanon		71
	Qatar	72	70
	Slovakia	74	70
	Kenya	77	70
	Poland	79	72
	Jordan	71	75
	Ecuador	75	74
	Indonesia	76	72
	Bulgaria	70	76





Country Brand Index 2012-13

Country Brand Rankings

4

*Themes of 2012-13:
Leaders at a Glance*

8

*Tomorrow's Leading
Country Brands:
The Future 15*

The Region Report

60

*The Dimensions of
a Country Brand*

69

Future Forward

93

Meet the Future 15

	UNITED ARAB EMIRATES	1
	CHILE	2
	MALAYSIA	3
	QATAR	4
	ESTONIA	5
	CHINA	6
	ICELAND	7
	MEXICO	8
	BRAZIL	9
	TURKEY	10

	Croatia	40	49
	India	29	23
	South Africa	35	31
	Czech Republic	38	43
	Turkey	48	55
	Belize	48	16
	Cyprus	46	
	Namibia	37	
	South Korea	42	14
	Taiwan		NA
	Mexico	47	48
	Uruguay	50	53
	Dominican Republic	49	38
	Trinidad & Tobago	54	52
	Oman	58	57
	Estonia	66	89
	Cuba	56	50
	Egypt	57	58
	Botswana	53	51
	Saudi Arabia	69	69
	Morocco	62	60
	Jamaica	64	62
	Slovenia	52	54
	Panama	67	67
	Hungary	60	66
	China	65	56
	Sri Lanka	NA	NA
	Tanzania	68	73
	Vietnam	59	63
	Nepal	61	
	Lebanon		71
	Qatar	72	70
	Slovakia	74	71
	Kenya	77	73
	Poland	79	72
	Jordan	71	75
	Ecuador	75	74
	Indonesia	76	72
	Bulgaria	70	76

Estonia
Positively surprising.





Estonia
Positively surprising.



Strateginis mąstymas nuo 2001

“Nordic with a twist”

Welcome to Estonia

Sektorių partnerystė

Koordinavimas ir geras dizainas

Greita reakcija ir išnaudos progos

Įvaizdis gimęs iš tapatybės, tiesos

Made in Estonia reiškia DAUG



Made in
Lithuania

Made in
Lithuania

- Iki šiol mums nesisekė:



- Neįgyvendintas Saffron
- Pasikeičia valdžia, ateina krizė, audito išvados, viskas užmirštama



Status
Quo




Status Quo

- Nėra vieningos strategijos
- Nėra atsakingos institucijos
- Prastas dizainas
- Pavieniai šūkliai
- Skirtingi logotipai
- Viešas sektorius vs. verslas
- Kas atstovauja šalių parodose?



Darome



Situacijos analizė,
tyrimas

Pažangos darbo
pripažinimas

Pristatymo
mechanizmo
sukūrimas

Darome



Pradžia



Pradžia

- Brent McKenzie mokymai
- Konsultacijos su kitais ekspertais (Bloom Consulting, Simon Anholt)
- Šalių analizė
- Istorijos analizė

An aerial photograph of a village in Lithuania. The central focus is the Pažangos Church, a white building with a prominent red-tiled roof and a tall, white bell tower with a red roof. The church is surrounded by a low white wall. In the foreground, there are several long, white buildings with red roofs, likely a school or administrative buildings. The village is densely packed with houses, many with red roofs, and is interspersed with green trees. The background shows a mix of residential buildings and agricultural fields under a clear sky.

Pažangos darbas



Pažangos darbas

TOP 5 VPT Darbas

Sukurti koordinacinę Lietuvos pristatymo pasaulyje mechanizmą, kuris bendram tikslui sujungtų viešąsias ir privačias iniciatyvas siekiant sustiprinti Lietuvos konkurencinį pranašumą



Mechanizmas



Tarpinstitucinio
koordinavimo grupė

Ekspertų grupė ir
darbas Vyriausybei

Mechanizmas

An aerial photograph of a vast lake system with numerous islands and peninsulas. The water is a deep blue, and the surrounding land is lush green with dense forests and rolling hills. The sky is filled with soft, white clouds, suggesting a bright but slightly overcast day. The overall scene is serene and scenic.

Tarpinstitucinė grupė



Tarpinstitucinė grupė

- Lietuvą pristatančių institucijų atstovai
- Dalinasi planais, veiklomis
- Planuoja bendras veiklas
- Gauna ekspertų komentarus ir patarimus
- Grupę koordinuoja Antanas Martusevičius



Ekspertai



Ekspertai

- Verslo, rinkodaros, kt. sričių profesionalai
- Analizuoja dabartinę situaciją
- Tiesioginiai patarimai institucijoms
- Teikia rekomendacijas Vyriausybei
- Grupę koordinuoja MP patarėja Dalia Kutraitė



Greita
nauda



**Greita
nauda**

Koordinacija

Rekomendācijas



**Ilgalaikiai
tikslai**



Ilgalaikiai tikslai

- Rekomendacijose:
 - Naujas struktūrinis vienetas ar aiškiai priskirtos pareigos
 - Vieninga strategija
 - Biudžeto asignavimai
- Kitos, giluminės problemos:
 - Anglų kalba
 - Viešas kalbėjimas
 - Dizainas, nuotraukų kokybė, estetika



**INSERT
LITHUANIAN
BRAND
HERE**