

RSOG Seminar

National and Public Sector Branding : Strategic Opportunities for Branding Malaysia and the Public Service

with

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Where : Razak School of Government
Speakers : Dr. Paul Temporal

About The Seminar

This talk will outline why brands are important to Nations and the Public Sector. It will provide examples of different types of Public Sector branding from around the world, and why country-of-origin is important for companies and industries through the Nation Brand Effect. Emphasis will be placed on the role of the Public Service as a vector for building Brand Malaysia. The talk will emphasize the need for the private and public sector to work together on areas that could impact on the images of the public service and Malaysia's national brand. Examples of successful national and public service brands from other countries will be given.

Summary

Branding is a mixture of elements:

- Some tangible benefits, some intangible benefits
- Differentiates one offer from another
- An experience in the minds of the consumer

- Creates an emotional relationship between brand owner and consumer

Branding of nations is now an imperative because image power means economic power. The cost of not building a brand, or managing brand image, will be relatively detrimental in the long term.

The public service needs branding because:

- The need to differentiate in the face of increasing competition
- A dawning recognition that a nation's image is made up of 'perceived value', and that value can consist of intangible as well as tangible elements
- Brands are strategic assets and can bring both power and financial rewards
- The need to manage perceptions and control their image in order to manage particular issues of national concern

Public service and nation branding are important to achieve these 5 main aims: exporting products and services, attracting investments, retaining and attracting talent, representing culture and promoting tourism. However, there are a few challenges in public sector branding:

- Public Sector branding is complex in nature
- Internal competition
- Competitive influences via the private sector
- Difficulty in getting 'inclusiveness' - buy-in from all interest groups and people

The importance of branding the public service are as follows:

- The Public Service is often in the 'front line' in dealing with Malaysia's 'customers'
- Investors, businesses and visitors often judge a nation by the efficiency of its Public Service.
- A highly efficient Public Service can be a Brand Vector for national identity and image.

- Policies and public diplomacy influence a country's image more than trade promotions and communications, although all are important.

The strong nation brand effect includes essence, core and values to generate national brand identity. This creates nation brand effect on organisations. When branding of organisations are successful globally, ingredients that generate brand essence and core values are reinforced. There are four steps to build a powerful nation and public sector branding:

- Brand vision and values / personality: defines what your brand stands for emotionally in the minds of your consumers, to create a lasting relationship
- Architecture: defines how a master brand and sub- or product brands link together, brings consistency and structure for brand management, communications and extensions and avoids intra-brand competition.
- Brand positioning: concerns with differentiating a brand from others in the minds of consumers
- Brand management (behaviour and communications): tries to take control over everything a brand does and says, and the way in which it is perceived, and, manages every touch point the consumer has with the brand

To build a powerful brand strategy, a comprehensive process that includes the development of brand vision, values / personality and positioning is needed.

Public service and nation branding programmes are on the increase. The benefits are now very clear and seen as important by governments. A nation needs to consider how these concepts fit with its Vision, and what needs to be done – at national, public service and industry level. However, there are a few pitfalls to avoid:

- Failure to have a sustainable differentiation strategy, based on a clear vision and values
- Consistency versus change
- Too much intra-brand competition
- Failure to control the brand, manage it from top down, not bottom up (lack of structure)
- Political Instability

- Inefficiencies in the public sector
- Poor public diplomacy and policies

Issues Raised:

Malaysia has a great brand strength, the Malaysia Truly Asia brand, which emphasizes the friendliness of Malaysians. The tragedies that impacted Malaysia this year should not be a hindrance to further brand Malaysia. In fact, Malaysian corporations, such as the Malaysia Airlines, should look into brand strategy to exemplify the Malaysia Truly Asia brand.

Apart from the friendliness brand in tourism, Malaysia has the advantages of being a multiracial country and a gateway to ASEAN in terms of economic opportunities. These advantages should be used to further brand Malaysia. Malaysian-based global corporations, such as PETRONAS, can help to brand Malaysia by using Malaysia's name whilst branding themselves.

Malaysia is the leading Islamic financial hub in the world and this should be Malaysia's brand. More innovation of Islamic finance, Islamic scholars who understand shariah law and marketing, and integration of halal industry in the international market and as a lifestyle industry should be heavily focused.

Key Lessons Imparted:

There is a need to re-active the branding council in Malaysia and to push the public service to be transformed for the better because national branding begins with the positive branding of the public service.

About the Speaker

Dr Paul Temporal is responsible for directing a research and education project in Islamic Branding and Marketing at Saïd Business School, University of Oxford. He has taught on Saïd Business School MBA/EMBA and Executive Education programmes and his interests include national, public sector, and corporate branding. Organisations for which he has consulted include APEC, ASEAN, OIC, UNCTAD, GCC, UAE, EU, World Bank and the Governments of Canada, China, Dubai, Malaysia, Oman, New Zealand, Singapore, Thailand, and the United Kingdom. Corporate clients include Coca-Cola Corporation, Microsoft, Intel, Dubai Aluminium, Dubai World Trade Centre, Renault, Marks and Spencer, Capital Land, Maybank, Sime Darby Group, Standard Chartered Bank, Fraser & Neave, Great Eastern, Motorola, JTC, iDA, Suzuki, Kao, Panasonic, TDK, Raffles International Hotels, Times Publishing Group, Cerebos Asia-Pacific, Singapore Telecoms, Unilever and many more. He has written more than 15 best-selling books on brand strategy and management, and regularly contributes to the global media as well

as roundtable discussions held by organisations such as The Economist and Business Week. Paul was educated at the Universities of Leeds and Oxford in the UK, and holds Bachelor, Master and Doctoral degrees in management.

Contact

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