

Country brand presentation

Perú



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1

THE BEGINNING

Considering the growth that Peru has been experiencing for a time now, it was decided to approach a process to set the pillars that would guide the construction of the country brand, as part of an off-shore promotion strategy, boosting the commercial sectors with greater international exposition, as are Tourism, Exports and Foreign Investment attraction.

Then, it's valid to think of a country as a brand. The challenge is to stand out, draw attention, and –fundamentally- to be able to transmit a clear promise. Countries compete amid themselves to receive the attention of tourists and investors, to achieve an increase in the demand of their products and services, and to gain the respect of other nations' governments, amongst other things. A strong and positive country brand represents a key competitive advantage at the moment of reaching a greater and better awareness in key stakeholders.

2

THE MOMENT

WHY NOW? Because Peru is taking part of a renewal process, with sustained economic growth and consolidation within the global map.

Because in spite of the international crisis, Peru has been able to:

- Increase share of new sectors in industrial segments;
- Increase public spending and investment in civil and touristic infrastructure (highways, roads, buildings, hotels);
- Increase education and health investment;
- Consolidate the cultural offer;
- Achieve political and social stability, with democratic and security guarantees.

Because Peruvians are standing out at a global level in different disciplines: sports, films, literature....

Because this is the best moment to tell the world about the good things happening in Perú. **And that is a competitive advantage.**



Peru is taking part of a renewal process, with sustained economic growth and consolidation within the global map.

3

THE PROCESS

THE TEAM

The transformation process began in July 2009. The work team faced with the exciting mission of thoroughly understand an iconic country in terms of culture, gastronomy, natural beauty and birth of South America's civilization.

The task involved the observation and analysis of the identity components of a multi cultural country. An interdisciplinary team of more than 15 members from FutureBrand, international branding consultancy agency, that also helped in the creation of many local brands in Peru, took over the project and challenge.

The task was led by PromPeru (Peru Exports and Tourism Promotion Commission) with the invaluable contribution of the Ministry of Foreign Affairs and ProInversion (Private Investment Promotion Agency), government institutions that were fully involved in the country brand process.

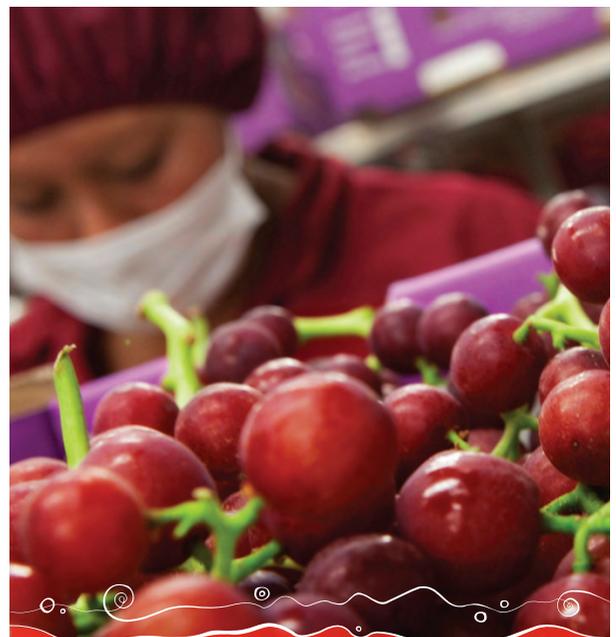
THE DISCOVERY

The research work involved the interaction of professionals from several areas, dedicated to the discovery of the most interesting sources to structure the new proposal. There was also the treasured and active participation of a renowned group of national experts in different themes, in the key project milestones.

Hence, the project was nurtured by perspectives, ideas and opinions of specialists in branding, marketing, tourism, commerce, communications, design, production, exports, education, philosophy, archaeology, arts, among others.

It is difficult to summarize the work process in a few lines, since each topic led to others which enabled the formation of a complete and interwoven ground that began to reveal to each one, those involved and others, a very complex picture of Peru. Before beginning the brand development process, the team

visited towns and cities of several departments of Peru, archaeological sites, artisan districts, production areas, museums and several institutions linked to the three interest areas (tourism, exports and investment). The work trips were complemented with thorough interviews to primary and secondary audiences. Field work was nurtured with all types of archive material, recent surveys, physical and online publications relevant to the discovery stage, to which information from competing countries and the Peru's reputation in external markets and within Peru was added.



Professionals from several areas had contributed to define the new proposal.



THE POSITIONING

With the analysis of the multiplicity of themes involved and the cross information from different angles and variables, six possible positioning scenarios were elaborated.

These were evaluated by the work team and invited experts, finally selecting two paths to follow. Both were evaluated in the country's regions, which contributed to choosing and polishing the definite positioning platform.

THE DESIGN

Several exploration rounds of visual identification were carried out (logotypes, symbols and graphics to build up the brand). Between the work team and experts, three alternative designs were defined for evaluation in

external priority markets together with the defined conceptual platform.

The chosen alternative was refined and fine-tuned, giving way to the creation of the visual identity system.

THE VALIDATION

The year 2010 was one of tests and presentations. The concept and design of the Peru brand was presented and validated by representatives of the three sectors involved, and the expert professionals that accompanied us during the entire process of diagnosis and brand creation.

Some of the important figures that accompanied us in this process are today ambassadors of the Peru brand.



4

THE IDENTITY SYSTEM

The identity focus is centered on the word "Peru, an inclusive name, that does not belong to any specific culture, but that is the product of junctions, mixtures and desires.

Since the "Peru brand will serve several sectors, it does not incorporate any additional verbal complement to its name: the brand is proposed as the nucleus of a vast communicative ecosystem, that allows multiple messages, images, concepts, landscapes and cultures, enabling each of the sectors to decide in each communication, and always framed in the positioning platform, to select the most adequate content to address its audiences.



RED

Because it is the flag color: an intense, vibrant, energetic color. A color that identifies Peruvians in the three interest areas (tourism, exportations, investments).

The prominence of red in the identity system is evident, but since one of the brand attributes is its multifaceted condition, a multicolor palette that represents the different facets of the country, its regions and landscapes diversity, and its vibrant and stimulating character, integrates the system.

THE SHAPE

During the process, research was done to figure out which were those continuous motives to all cultures of Peru in the different regions and times.

The spiral form that the "P" has is referred to one of the graphic motives present in all the cultures born in Peru's land. It represents evolution, change, transformation. It also refers to a finger print, in line with the concept that "there is a Peru for each one". Also, the use of a handwritten typography, creating a logotype from a single line:

because in Peru people trace their own path based on their particular interests.

The associations that relate to historical and contemporary events were highly valued by qualitative research participants carried out at national and international levels. Furthermore, the identity system uses graphics from different regions and cultures, re interpreting them to create a graphics system that covers color backgrounds as well as images.



THE IMAGES

A particular photographic style was defined:

- To place a distance from Peru and clichés
- To set a proprietary style, with more interesting approaches that may boost the wonders that the country has
- To handle a controlled color palette (prevailing in color) and, again, differentiate the brand from the typical multicolor images in which priority doesn't stand out

Photographs are close-ups, with intense color treatment, frames and light handling that direct the receiver's eye to the element that interests us the most.

TYPOGRAPHY

The typography that accompanies the brand identity system, has been specially created for Peru by **TypeTogether**, the same foundry that created the **Bree** family typesetting, internationally used.



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