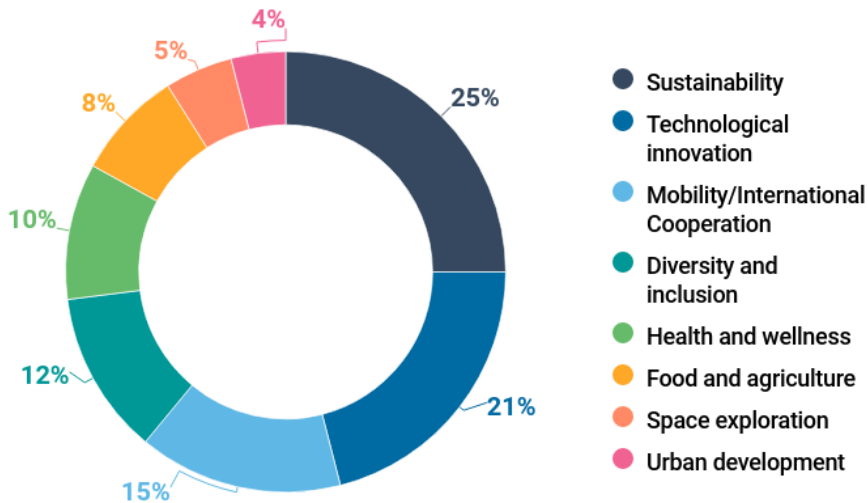


Dubai Expo 2020: What Nation Branding Lessons Can We Draw?

Media Analysis Summary

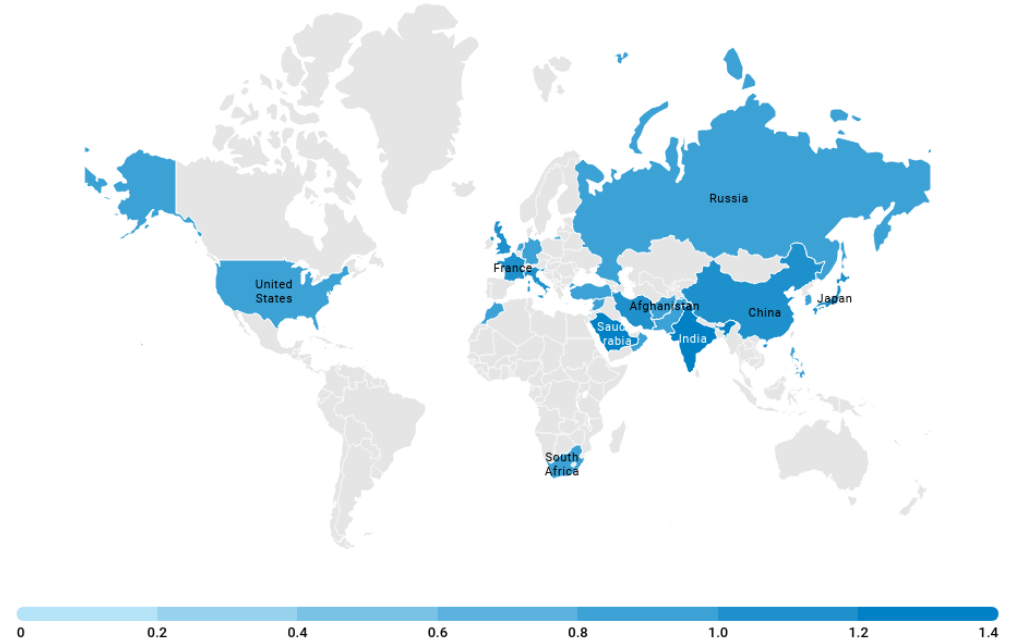


Topics in the Dubai Expo debate by share of voice



With the ambition to create a better world and be one of the most sustainable World Expos in history, Sustainability formed the cornerstone of this year's Expo. Many countries aimed to highlight their pioneering efforts to battle overconsumption, overproduction and sustainable management of resources.

Countries in the Dubai Expo debate by influencer score



Our media analysis found that India, Saudi Arabia and Italy emerged as the most influential countries in the media debate, while others such as Syria, Iran and Qatar were blamed for trying to distract the public's attention from their human rights abuses.

4 tips on how countries can step up their nation branding

- Make sustainability a core governance value
- Turn your heritage characteristics into a competitive market position via experience branding
- Balance between the familiar and the new
- Don't be quiet about controversial issues

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Read the whole analysis [here](#)

