Measuring National Brand Images

Bongsik Shin, PhD
Management Information Systems
San Diego State University
Measuring National Brand Images

• Many implications: product/service export, tourism
• Conventional approaches: CBI (Country Brand Index), Anholt NBI (National Brand Index)
• Cons: expensive, static
• Can it be automated based on data from SNS?
• Measurement may need to be customized to each country.
• First step: Developing an ontology – an analytical model
  – Some dimensions: awareness, emotional affinity, loyalty