Time to re-think?

- A brand new approach on brand identity

Minor Field Study of brand identity in the Philippines

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Minor Field Study
Minor field study (MFS) is a scholarship programme, adjacent to students at the university's basic and superior concentration with a global awareness. It is a scholarship for those who want to congregate empirical data for their thesis in a developing country. The student is given the opportunity to travel to the developing country for at least two months in order to gather data in the field. The aim of the study must be assigned towards issues related to the global development process in order to illuminate aspects of importance for development countries. (Programkontoret.se)

According to programkontoret.se, the aim of the programme is fundamentally to provide students at Swedish universities with the opportunity to acquire comprehension concerning developing countries and development subjects and counterfeiting acquaintances with institutions, cooperations and researchers for this purpose. For further information see appendix 10.3
We would like to show our appreciation and our gratitude to all the people who have facilitated for us in order to carry out this minor field study. We are very thankful for the opportunity to encounter fascinating people and travel in the Philippines. During this project we have acquired a lot of knowledge and understanding of the Philippine culture and the country as a whole. It has been a wonderful experience and we would like to show our appreciation to the following:

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All of the interview respondents in the Philippines

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A special thanks to our wonderful tutor, Michaela Sandell, who has been a supporting pillar for us from day one and always pushed us to never give up. Without her support and help, this project would not have been possible.

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Abstract

Background: According to Nandan, (2005) brand identity derives from a company, i.e. the company is accountable for developing distinguished merchandise with exclusive features. Brand identity is how a company identifies itself. Through Brand identity, organizations, strives towards convey its independence and uniqueness to all relevant publics. Today our world is branded. Creating a strong brand is not only for consumer goods anymore, but also for places and countries.

Researchers within the area of country branding states that a strong country brand identity is the only way a country can be actors in a global market. Due to the lack of earlier research in country brand identity there is no present obtainable model to measure country brand identity. According to the fact that there is no analysis model existing, there might be difficulties to define the country brand identity of the Philippines. According to Paswan et al (2002), there is a difference between countries and products when it comes to brand identity and therefore there might be a need to develop a new model in order to define country brand identity as a complement for the already existing models.

Aim: The main objective of the study is to determine country brand identity. This will be done through the process of developing an analysis model on how to determine country brand identity. The model will be developed through existing theories and will act as a complement to earlier stated research. The model will be utilized in the Philippines in order to be able to determine the brand identity of the country. The goal of the study is to be able to employ the model on all countries. In order to be able to acquire empirical data, method triangulation will be utilized.

Method: The thesis will be a minor field study based on a qualitative research approach. The empirical data will be gathered through method triangulation where observations, interviews and focus groups are essential.

Conclusions: It is possible to define country brand identity by developing an analysis model where culture is essential due to the fact that culture plays a big part
of a country. Determinants for defining country brand identity are stated as culture integrated with reflection, personality, self-image, marketing communication and brand name.

**Key words:** Brand identity, Developing models, Country branding, Branding, Philippines, Destination branding, Method triangulation
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1. Introduction

This chapter will introduce the reader to the thesis and purpose of this study. The chapter begins with stating the background of this study and further the academic problem will be discussed together with delimitations and limitations.

1.1 Background

Brands are intangible possessions that can develop into value for almost everyone (Nandan, 2005). From an organizational perspective, a profitable brand enables a product or service to preserve a high level of consumer tolerance, often in the face of significant competition Nandan, (2005). Identity is the signals that an organization or a country sends out to the environment. (Nandan, 2005)

In the discourse of a certain country, the fundamental discussion is often based on the overall perception of the country. These perceptual factors might be situated in security, infrastructure, cultural norms or tourism. The countries we do have good experiences from – we discuss in a good spirit and vice versa. Although, commercial ingredients do not only embrace the prerequisites of country branding – culture is according to Del Mundo and de Quelen, (2007), stated as a country’s true spirit and essence. The culture is stated as a distinctive element of a country. Country branding occurs and develops when a significant amount of the inhabitants of a country support the same approach and utilizes it in their daily communication with the environment (Del Mundo and de Quelen, 2007).

The inhabitants’ attitude against the country often plays a big part when it comes to determining the identity of a country. The brand identity of Philippines is considered undefined and confusing when it comes to the country as a brand. According to Del Mundo and de Quelen, (2007), the general identity of the Philippines has developed into a picture of a country facing corruption, criminality, bad labor and so forth.
Magellan discovered the Philippines in 1519 when he sailed the world in order to find a way to the Spice Islands. The Philippines became independent 1946 and has strived towards a democracy since then. The democracy fell during 1965-1986 when president Marcos ruled the country like a dictatorship, although the polity resumed 1987 when the country adopted the present constitution. Today, the country is governed through American model with senate, congress and election every 6\textsuperscript{th} year. Since the summer of 2010, president Benigno Aquino III governs the country. The president had made the promise to the habitants of the Philippines that he will strive towards countering poverty, corruption and strengthen the country brand from the inside and out (Exportradet.se).

The economy of the Philippines was harmed during president Marcos dictatorship, although, during the last years, the country has started to develop and grow again. The industrial sector is developing in a good direction, but the people are still depending on fisheries and agriculture. The general salaries in the country are still very low and it seems to be hard to find a work with reasonable reward. These factors forces millions of inhabitants towards moving abroad in order to be able to work and support their families (Exportradet.se).

1.2 Problem discussion
Kapferer (2008), states that one should not exaggerate the actuality that we are at this time existing in a civilization saturated in connections and communication. Every individual needs to communicate in the society of today. Kapferer (2008), further states that there have been massive increases in marketing finances in the main media through defining identity of brands.

According to Nandan, (2005) brand identity derives from a company, i.e. the company is accountable for developing distinguished merchandise with exclusive features. Brand identity is how a company identifies itself. Through brand identity, organizations, strives towards convey its independence and uniqueness to all relevant publics. According to Harris and Chernatony, (2001), the concept of Brand Identity can be divided into six different components that together create the foundation of why the concept is needed. These six components are stated as:
Brand vision – explains the core purpose of why the brand exists.

Brand culture – provide direction and guidance towards the vision.

Positioning – seeks to emphasize the characteristics that makes the brand unique.

Personality – the emotional characteristics of the brand.

Relationships – the relation between stakeholders, consumers and employees.

Presentations – presenting the brand identity in different styles.

There is an increasing acknowledgment of the existence of strong competition against any activities social marketers wish to control. In order to be able to acquire a strong brand identity one must bestow instantaneous benefit, decrease the barriers and expenses that restrain the protocol one request, and offer superior value to the objective that is provided by any of the obtainable competitive options (Hall, 2001). It is an important factor to explain the critical requirement to comprehend why brand identity is desired, as the demands persistently put on brands to differentiate and distinguish themselves from competitors and how this is possible to achieve.

Today our world is branded. Creating a strong brand is not only for consumer goods anymore, but also for places and countries. According to Paswan et al. (2002), a country brand might be compared to a commercial brand of a large corporation. A corporation has its center of operations, a country has its capital; a corporation has its emblem, a country its flag. Others argue that the similarity is insincere, that the intricacy of the yield from a country means that not one mutual impression can be valuable for all production such as tourism and internal venture. Which, for instance need distinguished and separate branding (Dinnie, 2007). The intention of the country brand, the meaning it requires to communicate and also the main target should be identified previous to any promotion is commenced (Fan, 2005).

In the discourse of country branding, Gilmore, (2001) is considering the example of Spain, which endured from the effects of having been under the control of the Franco
regime, twenty-five years ago. As such it was isolated, impoverished and excluded from the modern Europe. The tourist business was fundamentally based on discounted, low-value supplementary package tours. In the present day, it has been transformed into a progressive European democratic system with much enhanced financial prosperity. It has become the alternative for holidays, subsequent properties, retreat residences and young partygoers through its defined identity.

Researchers within the area of country branding states that a strong country brand identity is the only way a country can be actors in a global market. According to Hall, (2001), having a strong country brand identity generate in a positive influence on almost all areas of development within a country; increasing tourism, attractive labor, increased investment opportunities, thus can goals towards a richer country be developed and implemented. A strong countrywide brand identity might stimulate both export and investments in a country (Paswan et al., 2002; Nandan, 2004). According to Nandan, (2005), a strong brand identity is defined as a brand, which is not weakened due to changes in the environment.

The country brand identity is still unexplored vicinity and there is a discussion whether brand identity can be applied for countries in the same context as brand identity is argued when it comes to products. (Paswan et al. 2002)

According to Hall (2002), the culture of a brand plays a fundamental role when differentiating countries as brands. It designates the philosophy whose principles are embodied in the outcome of the brand. In order to be able to define the country brand identity, there is a need to develop an instrument that is taking culture into consideration.

Due to the lack of earlier research in country brand identity there is no present obtainable strategy of how to measure and define country brand identity. According to the fact that there is no analysis model existing, there might be difficulties to define the country brand identity of a country. There are models provided by researchers explaining how to define brand identity suitable for products. Although it is not known if these models would be appropriate due to defining country brand identities.
According to Paswan et al (2002), there is a difference between countries and products when it comes to brand identity and therefore there might be a need to develop a new model in order to define country brand identity as a complement for the already existing models.

According to Del Mundo and de Quelen, (2007), marketers often invest large amount of money; in order to promote the trademark of the country of Philippines through campaigns and commercials, but without results. The lack of results might depend on the fact that the country has no present established brand identity to originate these promotion strategies on. According to Exportrådet, (Exportrade.se) the possibilities in the Philippines are almost unlimited due to the resources the country possesses.

According to Del Mundo and de Quelen, (2007), can the development towards a strong, defined and persistent brand identity for the Philippines only begin within the heart of every Filipina and Filipino. These are the only ones who can act as ambassadors for the country while acting on thousands of workstations and networks worldwide. By defining the country brand identity from the inside and out, the country might have a foundation to build their further economic development on. If one is able to define the country brand identity of the Philippines, then it might be possible for the country to develop marketing strategies built on the actual brand identity in order to promote the trademark and create the opportunity for the brand to progress.

1.3 Aim
The main objective of the study is to determine country brand identity. This will be done through the process of developing an analysis model on how to determine country brand identity. The model will be developed through existing theories and will act as a complement to earlier stated research. The model will be utilized in the Philippines in order to be able to determine the brand identity of the country. The goal of the study is to be able to employ the model on all countries. In order to be able to acquire empirical data, method triangulation will be utilized.
1.4 Research question

What are the determinants when defining country brand identity and how can one define the brand identity of the Philippines?

1.5 Expected results of the study

The expected results of the study are to be able to explain what factors contributing to determine brand identity within a country. When finished this study, the authors aims to have the possibility to explain the country brand identity of the Philippines and identify components contributing to this identity.

1.6 Delimitations

The theoretical framework will be delimited through peer reviewed scientific articles and literature. The empirical investigation will be delimited through observations, interviews and focus groups. The data will be collected during 8 weeks and will be limited through the north parts of the country due to restrictions from the Swedish state department. Due to the time frame, the number of interviews will be somewhat restricted. Although we believe that the amount of interviews is sufficient and will serve very well as a foundation for our analysis. As mentioned above, the focus of the study will be from the inside and out and we will foremost treat the inner determinants of country branding leaving the external factors uncharted unless the interviews bring essential peripheral approaches forth. By taking the approach that the study will be made through the inside and out, the empirical investigation will be conducted through method triangulation in order to acquire relevant data.

1.7 Frames of references

The intention of the study is to utilize necessary literature, academic publications and statements made within the marketing theory area. The mentor for this project, Michaela Sandell will further act as a sounding board in order to help us maintain the validity in the theory of choice.
1.7.1 Key words
In the search for relevant information, it is important to choose good keywords in order to find right information and to delimitate the searching process. The key words utilized when searching for theory can be seen as per below.

Key words: Brand identity, Developing models, Country branding, Branding, Philippines, Destination branding, Method triangulation
2. Method

This chapter will introduce the reader to the methodology of choice in this study. It contains a discussion about the validity and the trustworthiness of the study. The process of theoretical and empirical data collection is also provided in this chapter.

2.1 Induction and deduction

The research aims to combine theories with empirical investigation and therefore an approach to describe this interaction between theoretical and pragmatic facts is needed. This approach is mentioned as deductive and inductive. According to Ghauri and Grönhaug (2005), a deductive approach is stated as the gathering of facts in order to confirm or discharge hypothesized interactions among variables that have been deduced from existing knowledge. Emphasizing this in a situation means that even if a statement is logical, it is not necessarily true. Further Ghauri and Grönhaug. (2005), mention that when utilizing an inductive approach, it is a conclusion from the empirical observation where a process is developed. Findings are integrated back into existing knowledge in order to improve the theories.

The interaction of induction and deduction is not exclusively doable in singular context because of the fact that a need of elements from both segments exists in many cases. The author of the study must therefore achieve acquaintance due to the knowledge of the participants in the study before conducting it (Ghauri and Grönhaug, 2005).

There has been a discussion regarding how either one of these approaches has to be chosen, at the same time excluding the other. According to Patel and Davidson. (2003), a qualitative interview does not provide any knowledge of the answers in beforehand and further no exclusive validity regarding the answers in a question. Therefore it might be possible to utilize both inductive and deductive approaches in the same study as stated by Alvesson et al. (1998) as abduction.
The deductive approach is the most suitable for this study due to the fact that the aim is to develop an analysis model, not build theories from empirical findings. In order to maintain validity, the authors of this study will develop the model through earlier stated researches and theories. The model will be based on the theoretical framework and will be applied in the empirical framework.

2.2 Qualitative and quantitative methods
When it comes to qualitative and quantitative research methods there are a distinction that must be elaborated in order to create validity of the study. The distinction is considered to be the fact that quantitative research method utilizes measurements and qualitative research method is considered to be not. In qualitative research, the findings are not based on statistical methods or other methods of quantification. Further a relevant difference between them both is also stated as the reflection of different perspective on knowledge and on the specific research objectives.

Although, data might be quantified but the analysis itself can be qualitative, such as research regarding census reports. Ghauri and Grönhaug (2005), states that there is a possibility to quantify qualitative data and therefore these two elements should not be seen as mutually exclusive. According to Patel and Davidsson (2003), the purpose with qualitative research methods is to explore and identify differences and conditions from the persons who get the questions.

According to the purpose of this study; to examine the true brand identity from inside of the Philippines, Christensen et al. (2001) states that a qualitative research method is the most beneficial for this type of study. Although, there is a need to focus on the fact that a qualitative research method require that the researchers think abstractly. Furthermore according to Christensen et al (2001), it is important to critically analyze different situations, recognize and avoid biases, where the participant answer what he or she is supposed to instead of what is the actual truth, obtaining validity in the information given and further acquire the ability to maintain analytical distance meanwhile utilizing past experiences.
2.3 Collection of data

2.3.1 Primary and secondary data
According to Ghauri and Grönhaug, (2005), there are two main types of data, primary and secondary. Primary are original data gathered for the particular project at hand meanwhile secondary data refers to information collected by others for a different purpose. Further, primary data is stated as more consistent with research questions and research objectives. Primary data can help answer questions that otherwise might be hard to actually measure, such as attitudes or buying behavior of a certain products.

Primary data further create a possibility to attain knowledge regarding the intention behind consumer behavior and management decisions. According to Ghauri and Grönhaug, (2005), the data collected through a primary process are issued with the researchers full dependency on the willingness and ability of respondents. The primary data collected in order to act as empirical investigation are focus group discussions, interviews and observations conducted during the stay in the Philippines. The different types of primary data utilized in the study are attitudes and knowledge data, data in intentions, data on motivations and data on behavior.

When discussing the other method concerning collection of data; secondary data, as stated by Ghauri and Grönhaug, (2005), is useful in order to understand and explain the research problem. Regarding this study, secondary data is useful in order to understand the Philippine business climate and the importance of searching for secondary data even before arriving to the Philippines. This creates an advantage for the researcher in order to notice response biases or other issues during the collection of primary data.

Another advantage of secondary data is mentioned as the fact that they might suggest suitable research methods or research problems (Ghauri and Grönhaug, 2005). In order to achieve a relevant problem discussion for this study, the authors of this thesis read different type of articles, news reports and business reports in order to find out how the actual situation is in the Philippines. Although, as mentioned by Ghauri and
Grönhaug, (2005), secondary data might also have a few disadvantages. These disadvantages is described due to the situation where the data are collected for another study with different purpose and may not be beneficial for the research problem discussed in the specific study. Furthermore, it is important that the researcher takes full responsibility that data are correct and inaccuracies cannot be dependable on the source (Ghauri and Grönhaug, 2005).

2.3.2 Method triangulation
According to Valvio and Sirén, (2010): Bryman and Bell (2010), method triangulation is stated as a constructive way of securing the validity of a research. Therefore three different selections of method will be executed during the process of this paper. The goal for the method triangulation is to acquire similar answers both in interviews, focus groups and observations. The authors of this paper do believe that this creates further validity towards the data gathered through the empirical investigation. The empirical investigation of the study will be based on interviews, observations and discussions within focus groups in order to achieve valid data for the investigation.

2.4 Interviews
Qualitative research is almost always dependent on interviews and observations. The main purpose of an interview is to obtain a special kind of information. The researcher conducting an interview aims to find out what is in and on someone else’s mind. According to Merriam (1998), there are several types of interview processes and structures mentioned as presented per below:

- **Highly structured** – Phrasing of questions predetermined.
- **Semi-structured** – Mix of more and less structured questions, more relaxed than highly structured interviews.
- **Unstructured** – Conversation with no clearly structured and pre-determined questions.

The interviews will be conducted through a semi-structured perspective according to the approach stated by Merriam (1998).
2.4.1 Strategy of interviews
The guideline of the interviews will not be a survey and will only act as a template for the researchers while conducting the interviews. The interview guideline can be found in appendix 10.2 and is written in order to fit the people in the Philippines. The interview guideline will be divided into parts where the first questions can be seen as a more tranquil part in order to get the participant relaxed and comfortable but also in order to help the interviewer to observe attitudes and body language. The second phase of the interview guideline questions is of a more elaborated nature in order to actually acquire knowledge on a deeper basis regarding the actual perception of the brand identity within the country. The interviews will be conducted within a relaxed environment in order to avoid response biases due to the fact that a supervisor might observe the interview if it is conducted at a company during working hours (Ghauri and Grönhaug, 2005).

2.4.2 Method of selection
The persons selected for the focus group and interviews will be asked to participate while the researchers is in the country due to the fact that most of the locals do not utilize internet and therefore cannot be contacted on beforehand. Although, a few respondents has already been contacted on beforehand. The aim is to interview at least 15 persons, mixed genders, ages and working positions within service sectors, tourism sector and higher level of employees in order to achieve distinct and valid interview results in accordance with theories provided by Christensen et al. (2001).

2.5 Focus groups
According to Christensen et al (2001), focus groups are a good complement to interviews regarding the discussion and innovation it can create. Although, it is important to examine the fact that this method can lead to group answers instead of individual thoughts and therefore the technique of using individual interviews will act as a complement for the focus groups in order to acquire knowledge on an individual basis as well (Ghauri and Grönhaug, 2005).

Focus groups are defined as a qualitative research technique devoted to collect data through group interaction on a given topic determined by the researcher. The source of the data comes from the interaction in the group discussion (Christensen et al.,
The creation of discussion that appears in this research technique is the most beneficial for the aim of the paper in order to acquire knowledge of the participant’s attitudes. A focus group consists of several respondents that are simultaneously involved in an interview and is led by a moderator. The interview is mostly unstructured and is more like a discussion on a given subject, than a regular classical interview where the answers only are made on the given questions, (Christensen et al., 2001).

The purpose of bringing together a number of respondents to a focus group is stated as together, they can come up with unexpected arguments and solutions that would not appear if using another interview technique, like a personal interview or a survey. The goal is that the interaction between the respondents in the focus group should create a group dynamic, and thereby create discussion between the respondents by them talking unreservedly about the given topic, (Christensen et al., 2001).

### 2.5.1 The role of the moderator

The discussions within the focus groups will be lead by a moderator. The moderator is leading the discussion without taking the discussion towards a special direction. The most important task as a moderator is that all respondents in the focus groups will have their say. The most ideal is for everyone in the group talking spontaneously about the issues and the given theme, but the moderator may need to address questions to those who do not talk so much to help them get into the discussion.

The moderator is also responsible for making the respondents feel at ease so that they have the courage to say what they think. The moderator should also ensure that the respondents stay on topic and do not digress too far from the subject. It is important that the moderator actively listens of the respondent’s discussion and asks relevant follow-up questions that help to provide answers to the causes and reasons why they have their thoughts or acting in a certain way. The moderator should have an understanding of the respondents and be humble, even though there is a need to be determined in order to lead the group.

There must also be a flexibility to allow respondents to digress but without losing focus of the interview, (Christensen et al., 2001). All of the authors of this study will
be present in the focus groups, taking notes of the discussions and reactions.

The participants should be similar to each other demographically, socially, and economically, with regard to upcoming discussions and conflicts about other factors than the given subject for the interview, (Christensen et al., 2001).

2.5.2 Strategy of focus groups
The focus group should be implemented in an environment that is tranquil for the participants in order to feel comfortable. Christensen et al. (2001) also mention that it could be a good idea to start the interview by letting the participants get to know each other. The focus groups will therefore take place in a more relaxed environment while they are having coffee so it will be a more informal meeting and they can get to know each other a little bit before the discussions will get started. The moderator will initially tell the participants about the guidelines for the meeting so they get a clear picture of what will be addressed in the focus group and what will be expected from them.

Due to possible tensions that might occur in the beginning of the discussion, the most important questions will take place in the end of the discussion. The discussions can be recorded so that the discussions can be heard again. Christensen et al. (2001) mention that from an ethical point of view the participants ought to be advised that their discussions will be recorded and how the recorded material will be used. In order to get a clear picture of what the participants thought was important during the focus group the moderator will ask each participant to summarize what the group has found out when the interview is getting to an end.

2.5.3 Method of selection
The size of the focus group varies from just a few up to 12-15 participants, but Christensen et al. (2001) recommend work with not less than six participants, and not more than ten participants, as that size between six and ten is just right for the participants to dare to express themselves and get more space in the group, (Christensen et al. 2001; Morgan, 1996). The participants of the focus group will be asked during the study and the group will consist of approximately 8 persons in accordance with the theories provided by Christensen et al (2001). The main questions for the focus group will be based on the problem discussion and
complemented with the theoretical framework of the paper. The developed analysis model will act as a foundation when developing the focus group guideline.

2.6 Observations
According to Merriam (1998); Ghauri and Grönhaug, (2005), the main difference between observations and interviews are where it take place. Observations take place in the natural field setting meanwhile interviews often takes place in a location designated for the specific purpose of the actual interview.

Observation is stated as a research method, but only when it serves a formulated purpose due to the fact that individuals who systematically observe and record a phenomenon make the most observations. Therefore a disadvantage is often discussed with this research method stated as the difficulty to translate these observations and phenomenon into valid information. According to this disadvantage there is a need for the researchers to understand generally certain values on beforehand within the specific country the study is conducted in (Merriam, 1998). In order to achieve this, the first week of the field study will be intended for the purpose of observing the local population in order to acquire knowledge of such values one would not achieve by reading or interviewing people.

In order to avoid the disadvantages discussed by Merriam (1998) the process of observation in this study will be conducted through the highest objectively approach possible.

2.6.1 Strategy of observations
According to Bryman and Bell (2010), there are different types of observations. The two most discussed types of observations are structured observations, which is mostly associated with quantitative researches and participating observations, stated as most suitable for qualitative research methods. In structured observations one utilize structured ways of measuring data through coding schedules and predetermined categories of specific things to measure is utilized (Bryman and Bell, 2010).

The observations of this study aims to understand and observe feelings, culture, language, attitudes and act as a complement and tool in the method triangulation. The
observer is supposed to act as the instrument, observing and absorbing information
given. The observations will be conducted in a natural field setting and will be
conducted in 5 cities in the Philippines. The observations will be planned but also
conducted spontaneously if the situation demands so. There will be at least 10 hours
of planned observation in each city. In order to acquire empirical data from the
observation there will be field notes taken on every observation. There will also be
photos taken and observation schedules developed.

In order to maintain validity there will be two observers on every occasion and both
observers will be taking field notes in order to be able to eliminate subjectivity and
opinions as good as possible.

2.6.2 Method of selection
The observations will be conducted in the same cities where the interviews are
performed. There will be five cities represented in the study; Manila, Cebu,
Malapascua, Panglao Island (Bohol) and Boracay. The planned observations will take
place in a natural field setting where the authors can observe without interruption. The
spontaneously observations will take place everywhere necessary. The method of
selection of observations will depend on the method of selection for interviews due to
practical reasons. According to Bryman and Bell (2010), the planned observation
should not be scheduled for more than two ours at the time due to risk of losing focus.
In accordance with Bryman and Bell (2010), the planned observations will only be
conducted during one and a half hour at the time.

2.7 The scientific holy trinity
The scientific holy trinity is divided into three corners of reliability, validity and the
ability to generalize (Kvale, 1996; Eriksson and Wiedersheim-Paul, 1997) and
explains the importance of these three concepts in appraisal of scientific examination.
Validity and reliability determines the reliability of the method executed in the study,
i.e. whether or not it actually evaluate what it is assumed to evaluate and if it would
present the same outcome if performed another time or by other authors. This
becomes progressively more complex in examinations through a qualitative approach
thus there is a superior aspect of interpretation (Eriksson and Wiedersheim-Paul,
Furthermore, the ability to generalize defines how appropriate the generated findings of the study are.

2.7.1 Reliability
According to Kvale, (1996), reliability should be viewed as a requirement in order to acquire validity. Reliability might be distinguished by the fact that the researcher or the situation of the examination does not influence the investigation itself. The authors of this study assume that this process might face some difficulties due to the fact that the researchers in some way always has an influence on the findings, consciously or unconsciously. Although, the authors of this study find it important to be aware of the possible influences and strive towards minimizing these as much as possible. In order to maintain the reliability during the field study the authors of the study will try to limit the differences in the execution of the interviews, observations and discussion in focus groups. The authors of the study put further importance in order to be persistent during interviews without steering the interviews towards any direction.

2.7.2 Validity
According to Ghauri and Grönhaug, (2005), the lack of validity can be defined as the lack of methodical measurement imprecision. If the instrument of measuring is not truthful it is of trivial significance if the authentic measuring procedure is done accurately. If an examination generates in an outcome that is compatible with the aim of examination as well as the authenticity at hand the level of validity of the study might be considered as high. This study is a Minor Field Study, which involve gathering data on the field. The empirical investigation are embedded in the veracity of the inhabitants and labor of the Philippines which according to the researchers of this study, increase the validity of the thesis.

External validity assumes that responses given by the interview respondents relate to the reality. The appropriateness of the responses is influential regarding external validity and if the respondents are not truthful or if response biases are expected, the external validity tends to be low (Ghauri and Grönhaug, 2005).
2.7.3 Generalization
Qualitative research methods are often related to methods lacking the ability to generalize the findings, and therefore being defined as not scientific in traditional contexts. The authors of this paper are taking the approach that each interview respondent is unique. Finding resemblance in the attitudes of different people, within the same country, might present the authors with the opportunity to generalize. By this means that elements of our study might be associated with general circumstances and other sections are separately based (Eriksson and Wiedersheim-Paul, 1997).

In order to define our general understanding of the importance of discussing generalization, a quote is appropriate:

"Finding one black cat does not mean that all other cats are black."

The quote demonstrates the complexity of finding results that are generally appropriate with a small amount of observations. There is relevance in being able to generalize the conclusion to a wide degree, so that the research method can be utilized in several situations.

2.8 Designing an analysis model
Due to the lack of earlier research in the Philippines and country brand identity. There is no present existing model to measure country brand identity. The authors of this paper find it necessary to develop a model in accordance to earlier models in the specific area of brand identity. A model will help the authors to know what to look for. With specific areas of interest based on theories of how to define country brand identity, the empirical investigation will be more trustworthy and valid (Bryman and Bell 2010).

The model will be based on the theoretical chapter of this thesis and will be a combination of already existing model elements appropriate for a model of country brand identity. Bryman and Bell (2010) states that analytical models can only be as good as the theories that the model is based on. Therefore, the authors of this thesis
find it important to find appropriate theories and put focus on validity of authors and trustworthiness of theories presented. Bryman and Bell (2010) also state that there can be difficulties with being able to answer questions such as why with only utilizing analytical models as foundation of research. In accordance with Bryman and Bell (2010) is the method triangulation chosen to avoid this possible phenomenon.

2.9 Source Criticism
The authors find importance in being critical towards scientific articles even though they are peer reviewed. The intention is to find at least two researchers stating the same theories in order to acquire validity of the thesis. In order to avoid biases the authors of this paper is putting importance in details and focusing on discovering embedded messages. The findings of this study might be different if other sources reflecting country brand identity were utilized. When it comes to source criticism of gathered empirical data, the method triangulation will be an instrument in order to be able to acquire the same answers stated by different sources of information.
3. Theoretical framework

In this chapter we are about to present the definitions of brand identity, how analysis models of brand identity is developed in order to be able to present a personalized model for defining country brand identity.

3.1 Defining brand identity

“A brand is not the name of a product. It is the vision that drives the creation of products and services under that name. That vision, the key belief of the brands and its core values is called identity.”

Kapferer (2008), p. 171

According to Kapferer (2008); Ghodeswar (2008), brand identity can only be defined when certain questions are answered regarding the specific brand. Kapferer (2008), states the following questions to be answered by the brand identity:

- What is the brand’s particular vision and aim?
- What makes it different?
- What need is the brand fulfilling?
- What is its permanent nature?
- What is its value?
- What is its field of competence and of legitimacy?
- What are the signs, which make the brand recognizable?

Ghodeswar (2008) is defining two different types of brand identity, the core identity and the extended identity. The core identity generally focuses on attributes, services and performance meanwhile the extended identity is woven around brand identity fundamentals structured into consistent and significant groups that provide brand comprehensiveness. This comprehensiveness is generated through relationships, symbol association and brand personality. Ghodeswar (2008), further states in
accordance with Kapferer (2008), that in order to be effective, brand identity require to resound with customers, distinguish the brand from competitors and characterize what the business can and will do over time.

3.2 Brand identity models

3.2.1 “The core of the brand identity”-model
The model is presented by Upshaw (1995) and is stating the core of the brand identity. Upshaw (1995), identifies the identity as the fingerprint that makes the brand one of a kind. According to her theories, the total brand identity consists of six different elements together with the brand essence where brand positioning and strategic personality is situated. The brand essence is stated as the distillation of the brand identity. The six elements described in the model are the name of the brand, the marketing communications, the promotion of the brand, the product/service performance, the selling strategies and the graphic system utilized through a specific logotype.

Upshaw (1995) further states that brand identity should not be defined as something that marketers create but something that consumers perceive has been created. The model suggests that brand identity is part of brand equity but that there is importance in distinguishing the two elements as well. Brand identity explains how a brand is perceived by its present and possible consumers, meanwhile all marketing managers should be striving towards mounting a brand’s overall loyalty over time, it is the brands’ identities that might enable opportunities in order to characteristically persuade customers or consumers. If the identity is successfully defined, the total brand equity will grow and develop (Upshaw, 1995).
3.2.2 PCDL-model
Ghodeswar (2008), is discussing how to establish brand identity and reveals his model called the PCDL-model. The model is fundamentally based on a literature review and three case studies of Indian brands acting on a competitive market. Ghodeswar (2008) is defining four elements: Positioning the brand, communicating the brand message, delivering the brand performance and leveraging the brand equity. Ghodeswar (2008); Aaker (1996), states that the positioning of the brand is situated in the brand identity and value intention conveyed to the main target and that establish advantage over competitors.

Ghodeswar (2008) explain that positioning the brand helps in prioritizing the center of attention due to the brand identity and substantial communication themes. Furthermore, which facilitate for businesses to utilize interaction objectives such as type of message, brand segregation required, and subjects, perceived by the target audience. Promotion that is innovatively implemented enables the brand to establish good influence on the objective market.
Furthermore, Ghodeswar (2008) is putting focus on supervising the development of brands in terms of utilization and recognition and how this might help supervisors to modify strategies of marketing in order to acquire preferred brand outcomes, which also can enable the business to measure brand strength through brand loyalty. Brands that have acquired brand loyalty might be able to influence its impartiality through different types of approaches such as line extension and brand extension.

Further, Ghodeswar (2008) states that persistency of incorporated communications along the brand is crucial regarding the success of building strong brands and defining brand identity.

![Diagram of Kapferer's Prism](image.png)

**Figure 2 (Ghodeswar, 2008, p.6)**

### 3.2.3 Kapferers Prism

Kapferer (2008), is defining six factors of brand identity in order to explain what brand identity is made of. These six components are represented in a hexagonal identity prism as defined in figure 3 per below. According to Kapferer (2008), the prism defines the identity of a brand and the boundaries within which it is free to adjust or to expand. The facets reveal the interrelationship between all corners in order to form an entity and the content of one factor resonate another.
Every corner of the hexagonal prism represents one of the six facets, in the definition of brand identity and what it is made of:

**Physique** – A brand has physical assets and characters made of a mixture of either significant objective characteristics or emerging ones. Physique is both the brand's courage and its concrete added assessment. According to Kapferer (2008), a metaphor can be made towards the physique of a brand and a pyramid with its stem as spinal column. Ghodeswar (2008), furthermore states that even a brand, fundamentally built on intangible assets, such as countries must present material benefits.

**Personality** – Kapferer (2008) explains the brand personality, as the kind of person the brand would be if it were an individual. Regarding the prism, the brand identity is described as the personality facet of the source. It is further defined as those individual characteristic qualities that are significant for brands.

**Culture** – Defines the importance of brands having their own culture. Culture is the link between the brand and the business or the country that “owns” the brand. According to Hall (2002), the culture of a brand plays a fundamental
role in differentiating countries as brands. It designates the philosophy whose principles are embodied in the outcome of the brand.

**Relationship** - The brand relationship symbolizes the exchange between people. For example a service is by definition a relationship. Brand relationship can further be defined as in the mode of conduct that most identifies the brand. According to Kapferer (2008), the facet answers questions about the way the brand acts, delivers its outcomes and relates to whomever consuming the brand.

**Reflection** – The concept of reflection is often mixed up with target and this causes problems (Kapferer, 2008). A brand itself is described as a customer reflection. According to Paswan (2002), all countries should control their visitors’ reflection, by this meaning; be reflected, as he/she requires to be perceived as a result of “consuming” a country.

**Self-image** – Kapferer (2008), describes this sixth facet in the prism as the targets’ own internal mirror. This is generated through the attitude towards a specific brand. He further states the scenario of building an inner relationship with ourselves with “showing off” and getting others to believe certain things about the “owner” of a certain product or service of a specific brand.

### 3.3 Defining national culture
According to Hall (2002), the culture of a brand plays a fundamental role when differentiating countries as brands. It designates the philosophy whose principles are embodied in the outcome of the brand. Therefore the culture will be the essential part of the country brand identity model. Hofstede's (2001), model of national culture has been applied to numerous sections of comprehensive branding and the essential assumptions of consumer behavior. The model is defining differences of concepts such as self-image, personality and identity (de Mooij and Hofstede, 2010). According to de Mooij and Hofstede (2010), cultural models can be used to define patterns that have an influence on the functioning of groups or individuals e.g.
relations to authorities, the formation of the self and how to deal with upcoming conflicts.

3.3.1 The 5 dimensional model
The 5 dimensional model of national culture by Hofstede (2001), distinguishes cultures into five different dimensions:

- **Power – Distance (PD)**
- **Individualism – Collectivism (IC)**
- **Masculinity – Femininity (MF)**
- **Uncertainty – Avoidance (UA)**
- **Long-term orientation – Short-term orientation (LS)**

The model present balance from 0 to 100 for 76 different countries within each dimension, and furthermore each country has a location on each index in relation to other countries. Each and every dimension takes a different approach towards national culture and how to measure it. The PD dimension is defined as the extent to which weak members of a society acknowledge and anticipate that authority is dispersed disproportionately. Where this dimension is essential, everyone in the social context has his or her rightful place in the hierarchy. One’s social status must be clear to others so that the environment shows proper respect. Hofstede (2001), explain that this can be defined through luxury articles or fashion items. The second dimension IC is defined as whether the people in the cultural context are looking after themselves and their immediate relatives only, or if they belong to groups in exchange for loyalty instead.

Hofstede (2001), states that the identity of individualistic cultures is the person, meanwhile the identity in a collectivistic culture is based on the social system to where one belong. The MF dimension is describing the dominant values in different cultures whether they are masculine or feminine. The essential values in a masculine society are stated by Hofstede (2001) as achievement and success, meanwhile the essential values in a feminine society are caring for others and eminence of life itself.
In masculine cultures the importance of showing others success through things such as jewelry becomes essential. Another fundamental element within a masculine culture is the fact that the household work is less shared between husband and wife than in feminine cultures.

The fourth dimension mentioned by Hofstede (2001), is the UA, which can be defined as the extent to which people experience themselves as vulnerable by uncertainty and haziness and therefore try to circumvent these situations. Where this dimension is defined as strong, there is a need for rules and restrictions to be able to acquire a structure life. These types of cultures are often less open to change and modernization than people of low UA cultures. Hofstede (2010) further states that high UA cultures are often less interested in health and the focus of fitness and sports in difference from low UA cultures where purity in food and drink often is more essential.

The last dimension the LS, is defined by Hofstede (2010), as the extent to which a society demonstrates a pragmatic long-term prospect rather than a conservative historic or short-term approach. In the long-term orientation culture, the values are perseverance such as having a sense of shame, meanwhile the short-term orientation culture have values such as personal stability and respect for tradition.

3.4 Additional elements
According to Hall (2002), the culture plays an essential part of defining brand identity within countries, but is not enough itself. It has to be compared and put together with other fundamental elements that describe an identity of a country besides from the culture itself. According to Kapferer (2008); Hofstede (2001); Upshaw (1995), different elements must act as a complement for the culture when it comes to determine a brand identity for a company or a product. When it comes to country brand identity these elements might be different from those in product brand identity due to situational factors and how these are consumed (Hall, 2002).

3.5 Country Brand Identity
Fan (2002), states that country branding might be interpreted in numerous ways; at one hand, utilize the country’s name in order to create stronger business equity or
Another; promoting the country as for example a destination for tourism or labor. Destination branding can be seen as an element of tourism marketing (Kerr, 2006). Furthermore, the concept is additionally called country branding, and endorses a destination not only for vacations and tourism but as well for inward investment, labor establishment and arrangement.

When discussing political marketing, the identity of the country has been a tool for many years in order to distinguish countries from others, at least as a developed and utilized concept in the west world. Though, Dinnie (2007); Paswan et al. (2002); Kerr (2006), states that a country is not manufactured goods or services in the conventional meaning and are not able to offer any tangible products or services. By this means that it characterizes and includes differentiated elements and associations towards building a country brand identity and cannot be compared literally to brand identity for products or companies. These elements are defined by Fan (2002) and could all be part of a cultural context:

**Place** – geography, tourist attractions, natural resources, infrastructure

**People** – race, ethnic groups, culture, language, famous persons

**History** – political and economic systems

**Social media** – television, news, radio, censure

Fan (2002), further define the importance of taking context of the above mentioned elements into account, in order to understand that the country brand identity might be found in one element but more often in a complex combination of factors as stated in the identity prism of Kapferer (2008).
4. Country brand identity model

In this chapter we are about to present the design of a country brand identity model. The model will be based on national culture together with earlier research statements and models regarding brand identity. We do believe that combining these elements might lead us towards building a model in order to determine country brand identity. At the end of the chapter, the model will be revealed and the elements will be discussed and elaborated.

4.1 The country brand identity pyramid
The country brand identity model is designed as a pyramid where the national culture is the essential part of the model with elements, all anchored in the culture in some way or another. At the top of the pyramid one can define the country brand identity. When it comes to measuring the national culture, Hofstede’s (2001) model, will act as a foundation and the elements will be supported and related to other models discussed earlier in the theoretical framework such as Kapferer’s prism (2008) and the PCDL model.

According to Hofstede (2001); Kapferer (2008), the concept of personality and self-image is important factors both when discussing national culture and brand identity. These will be two of the five elements in the middle section of the country brand identity pyramid. Furthermore, Kapferer (2001) is mentioning reflection, which can be, applied both when discussing brand identity of products but also when discussing country brand identity (Fan, 2002). This is further supported by Upshaw (1995), and suggests that in order to be able to identify a brand identity one must measure service performance within the specific area of interest. Service performance is also discussed in a context of country branding by Dinnie (2007); Paswan et al. (2002) and Kerr (2006). The marketing communication element is defined as a part of deciding a product or company brand identity by Upshaw (1995) and by Kapferer (2008) as relationship and is discussed as social media and how a country is communicating with other countries on a global context by Fan (2002).
The last element in the country brand identity pyramid is discussed by Upshaw (1995) and is defined as the importance of brand name. The brand name, when it comes to countries cannot be changed, although the impressions and perceptions of a brand name might be changed and might differ within different countries and therefore we do find it as an important element for the country brand identity pyramid.

There are a few elements discussed in the earlier theories eliminated due to the fact that the authors of this study find them inappropriate for defining country brand identity. One of the elements eliminated in the development of the country brand identity is the logo and graphic system discussed by Upshaw (1995). The reason for eliminating this element is stated as the fact that a country does not have a specific logo more than its specific flag, which cannot be changed or elaborated. Due to the fact that the study aims to be conducted from the inside and out, the promotion element from the model presented by Upshaw (1995) is also eliminated. The authors of this study believe that the country brand identity needs to be defined and determined before promotion strategies can be developed when it comes to country brand identity.

Kapferer (2008) states that the physique of a product is important in order to define brand identity for products, although physique is hard to measure when it comes to something abstract like countries and places. Therefore the physique aspect will be embedded in the cultural element in the model as physical things such as infrastructure. Furthermore, Kapferer (2008) is discussing the relationship approach on brand identity and in order to be able to take the relationship approach into consideration, this will also be embedded in the cultural facet of the pyramid. Culture is the essential and relationships within the own family, friends and the environment should be seen as a part of the foundation in the pyramid as well.

The model should not be seen as a hierarchical pyramid, the model is a relationship between culture and other factors that together and in combination is defining country brand identity. Culture is the fundamental part of the pyramid and has an impact on
all the other elements in the pyramid and when culture permeate all the elements, the country brand identity is developed and revealed through this process.

Figure 4 The country brand identity pyramid
5. Background for the empirical investigation

In this chapter, the background for the empirical investigation is illustrated. Furthermore, the background of the interview respondents and the respondents participating in the focus group is presented. The interview respondents are presented due to their location. This division is only made in order to facilitate the structure of the investigation and play no significant role in the implementation of the interviews.

5.1 Introduction to the empirical investigation
The aim is to interview at least 15 persons, mixed genders, ages and working positions within service sectors, tourism sector and higher level of employees in order to achieve distinct and valid interview results in accordance with theories provided by Christensen et al. (2001). In addition to the interview, the authors of this study also find it important to triangulate the findings of the interviews together with focus groups and observations. The reason for choosing working individuals is due to the fact that unemployed individuals or individuals without an income, might cause biases towards disliking their situation and might not be valid due to this.

The interview persons are chosen from five different places in the country in order to be able to compare and discover differences and similarities throughout the whole country. The areas chosen for the selection of interview respondents are the capital of the Philippines, Manila, the oldest city of the Philippines, Cebu, the two must popular tourist locations of the Philippines, Boracay and Panglao Island and furthermore a small isolated Island in the north of the province Visayas called Malapascua. By choosing these areas the authors of this study believe that the country is covered in a good way due to the differences between multimillion-cities, tourist centers and genuine Philippine lifestyle.
5.2 Background of the interview persons

5.2.1 Manila
In manila there were three interviews conducted. The first respondent is Giselle, employed by Swedish Trade and positioned at Asian Development bank in Manila. She is 30 years old and lives in Quezon city, a part of Manila known as the place were people with relatively good income statement, lives. The second interview respondent is male 35; he chose to be anonymous due to circumstances of his manager. He works in the most exclusive shopping center in the finance district of Manila known as Greenbelt. He works as a store manager and head of marketing communications. The third interview respondent is a woman called Michelle, she works as a cleaning lady at a hotel in Manila, the hotel is situated in the financial district, but she lives in a part of Manila that is known as very low of standard and suffering from poverty. Michelle is 45 years old and mom of 4 children. Giselle, is pregnant at the moment with her second child, meanwhile Male 35 is homosexual and has no children.

5.2.2 Cebu
Cebu is the oldest city of the Philippines, and also known as the most religious and traditional city in the country. In Cebu there were three individuals interviewed. All of them chose to be anonymous due to the fact that they were anxious to offend someone due to possible answers.

The first respondent in Cebu is Male 42, a taxi driver, born and raised in Cebu. He lives in Cebu with his family of wife and four children. The second interview respondent works in a restaurant as a waiter. She is 22 years old and work in a mid-class restaurant. She has a daughter and is pregnant with her second child at the moment. The last person is Male 31 and is a hotel owner; the hotel is a mid-class hotel. He owns the hotel, and work there as the overall hotel manager. He is the manager of 25 employees.

5.2.3 Boracay
Boracay is the most popular tourist destination in the Philippines. In Boracay there were four interviews conducted. Although, due to suspicion of bias in one of the interviews this interview was eliminated from the investigation. In the suspicious case the respondent acted very nervous and his manager had a long talk with him before
we started the interview. When it comes to the three interviews of interest, the first respondent is Wendy; she works as a masseuse and is 27 years old. She has 2 children and works at the boardwalk in Boracay together with three other women. The second interview respondent, Ellie, works in a restaurant as a chef. She is 29 years old and come from a rich family in the Philippines. She has no children and is the head chef of the restaurant. The last interview respondent is Marco and works as a hotel manager for the biggest and most luxurious hotel in Boracay, called Shangri-La. He is 39 years old and has a wife three children and lives in an apartment next to the hotel building.

5.2.4 Bohol (Panglao Island)  
The first interview respondent of Panglao Island is Liza, she is 24 years old and works as a teacher in one of the two schools situated on the island. She is the teacher for the older children, ages of 9 and up to 15. She has three children of her own and is a single mother after divorcing her husband. The second interview respondent is a boat owner. He makes money through taking tourists out on tours with his boat. His name is Carlos and is 28 years old. He has no wife and his home is on the boat. The third interview respondent of Panglao Island is Maria; she is a masseuse and runs her own spa facility down by the beach. She has another masseuse as an employee. Maria is 25 years old and mother of two children.

5.2.5 Malapascua  
In Malapascua there were four interviews conducted, although one of the respondents were appreciably intoxicated and did not give us any cooperation and therefore this interview was eliminated from the investigation.

The first interview person is a divers instructor and works in a dive shop. He is 20 years old. His name is Steven and he was born in Cebu but moved to Malapascua when he was 15 years old. He has no children, but an Italian girlfriend who is also a diver enthusiast. The second interview respondent is Felix, a 36 year old man who is working with different things, he is not an employee, but he owns a boat and takes tourists on island hopping and snorkeling tours. He has four children and a wife. The third respondent is Maria, she owns a small store were she sells whatever she comes
over. Her store is 10 square meters and she lives on the second floor of the store. She is 37 years old and lives alone with her rooster.

5.3 Background of the focus group respondents
Taxi driver is a common profession of the Philippines. The business concept of the taxi industry in the Philippines is rather peculiar and different from other professions. The taxi drivers rent their cars from the owner of the car for a set amount of weekly charge.

The taxi drivers pay their weekly charge to the owner and get the rest of the income for their selves. The 6 chosen taxi drivers are all male in the ages of 18, 24, 28, 30, 42 and 52. They all chose to be anonymous. All of the respondents had the same amount of weekly charge to the car owner of 7000 Philippine pesos. This amount is comparable to 1000 Swedish kronor. The taxi drivers are working in Manila in the financial district of Makati were the main business of taxi service is located.

Taxi driver 1 is 18 years old and married; he has no children and lives in the district of Metro Manila.

Taxi driver 2 is 24 years old and live in Makati with his wife and 5 children.

Taxi driver 3 is 28 years old, he has two children and a wife, he lives in Makati.

Taxi driver 4 is 30 years old and lives in his car; he has no permanent home and no family.

Taxi driver 5 is 42 years old, he has a wife and 4 children, and he lives in Metro Manila together with his mother and his family.

Taxi driver 6 is 52 and lives alone in Makati. His wife past away a few years ago and he has two children, which have moved away from home.
6. Empirical investigation

This chapter aims to present the empirical investigation conducted in the Philippines. The chapter is divided in the different areas developed in the Country brand identity pyramid. The main focus is on the essential part of the model, culture, together with the five other elements of the pyramid; Reflection, Self-image, Marketing communications, Personality and Brand name.

6.1 Applying the country brand identity model on the Philippines

![Country brand identity pyramid](image)

Figure 4 The country brand identity pyramid

6.1.1 The 5D-model
In order to define the national culture of the Philippines, the 5D model will be applied to the answers gathered from the interview questions, focus group interaction and the observations. The 5D model and the Country brand identity pyramid, which is developed through the earlier presented models in the theoretical framework, permeate the interview questions.

6.1.1.1 Power-Distance
According to all interview respondents and the participating respondents of the focus
group, hierarchy is very important. It is important that one know its place in the hierarchy and rich people do not socialize with people suffering from poverty. The highest degree in the hierarchy is white western male and the lowest grade is stated as the peasants in the countryside working with agriculture. According to the interview respondents of Manila, the people living in shantytowns are not the lowest due to the fact that when peasants in the countryside earn enough money, they move into the shantytowns. Therefore it is considered better to live in the shantytown of Manila than in the countryside of Cebu for example.

Another thing that were mentioned by the respondents as a sign of power and success was light skin.

“It is almost impossible to find regular soap without bleaching effects, when asking the employees of the store if there was any available, they told us that we did not need soap, since we were already pale.”

Field notes 2011-03-25 Panglao Island

Light skin is essential for rich people and in almost every store, they offer products that will enhance the lightness of the skin and bleach the color of face and body in order to acquire the whiteness of a western resident.

6.1.1.2 Individualism – Collectivism
The second dimension IC is defined as whether the people in the cultural context are looking after themselves and their immediate relatives only, or if they belong to groups in exchange for loyalty instead. The interview respondents did not provide any clear answers to these questions. They told us that it is important to maintain a good relationship on a family level although it is important in some contexts to belong to groups. The focus group respondents stated that it is important to belong to your social group when it comes to hierarchy, although when it comes to acquiring loyalty, it is more important to maintain good relationships within the immediate relatives and themselves.

According to the observation of the country, the Philippines are a collectivistic culture where the culture is based on the social system to where one belongs. This is mostly
shown in the hierarchy system of the country. It seems to be a sensitive subject to discuss and the people are very reclusive when discussing their own place, although other people’s grades in the hierarchical system tend to be easier for the inhabitants to discuss.

“All of the people in front of us in line to the mall was of Asian origin, they had to show their bags for visitation and weapons, we just walked right trough the security check with two large backpacks, without anyone checking any of our belongings.”

Field notes 2011-04-14 Manila

When it comes to finding your place in the social system, many of the Filipinos seems to be struggling and trying to find ways in order to improve their position. According to the observation, these sacrifices of finding new ways, seems to take much time of the Filipino life and the constellations might often involve illegal activities such as corruption or prostitution.

6.1.1.3 Masculinity – Femininity
The female interview participants stated that caring for others on a relationship level is more important than succeeding on a personal level due to Philippine culture and its familial fundamentals. They further state that maintaining close relationships with others are the most essential factor when it comes to personal development. When it comes to the household work, the female participants discussed the fact that they do everything inside the house, meanwhile the male do the hard work outside of the own house such as taking care of animals and repair work.

The male participants of the interviews and the taxi drivers participating in the focus group considered a good career and earning a lot of money is crucial. Money is described as the most important source of personal development. The second most important factor when it comes to personal development was distinguished between having a son and the other was to have a good relationship with their parents.

“I have three children, and a son”

Felix, interview respondent of Malapascua
According to one of the interview respondents, Steven who lives together with an Italian woman, they divide their household work equal. Although all of the other respondents stated that they do not implement any household exertion.

According to the observations, the data acquired from the interview respondents and the focus group interaction the masculinity and femininity dimension is consistent. The observation stated the fact that the feminine inhabitants were those caring for family relationships and conducting household-work meanwhile the male habitants were thinking in a more economical approach and cared a lot for status and gaining high positions on the hierarchical scale.

6.1.1.4 Uncertainty – Avoidance
According to an article, observed in the largest newspaper in the Philippines, the Philippine star, written by Sumpacio (2010), the country needs to be open for changes in order to be able to develop and create an identity for the country itself. Sumpacio (2010) states that the people of the country are divided into two different squads; the stagnant and the shifty. The inhabitants that are frightened of change develop into being stagnant and are citizens who have been used to the existence that they have been living and are contented with their state. The other group of people is those who are defined as shifty people and are those who always go with the flow and stay with what is popular at the moment.

According to Sumpacio (2010) the crafty people are better for a changing society, although they do not take root and are therefore more likely to move out of the country if a better arrangement is offered elsewhere. Furthermore the author of the article states that in every case of change, God has sorted the way out for everyone and if transformations are about to occur, then it is a determination of God.

According to the observation of the country through a cultural perspective, one notice the high influence of the religious trust in every decision made. The newspapers and the television-channels are quoting the bible in national news and newspaper articles are frequently referring to the bible.

The interview respondents answered two questions regarding the Uncertainty –
Avoidance dimension concerning what their perception of however the country is open for change and if health and exercise is important for them. The question about health and exercise aims to provide answers of how the country has developed towards western standards such as health and training.

According to Giselle, the country is open for changes, but due to the “red tape” and bureaucracy every time one deal with any government agency or official instance it is hard to be positive towards change and it is often easier to avoid it. According to Liza, the teacher living in Bohol, the red tape is holding the country back and she explains the red tape as a term for disproportionate control or severe conventionality to ceremonial regulations that is considered outmoded. It hinders procedures and decision-makings and it becomes rigid to fill out paperwork and obtain licenses. All of the interview respondents are mentioning the fact that corruption is making the country very hard to live in due to the fact that one can never be confident and certain that the society will help you. The focus group respondents all agree to the fact that the “red tape” is holding the country back and that corruption is very extensive throughout the country.

When it comes to health issues and exercising, all of the interview respondents agreed on the fact that eat food for survival is fundamental. They state that the fashion of training facilities is not very developed in the country except for parts of Manila such as the financial district, where many Europeans visit. The interview respondents of Malapascua stated the fact that they are involuntarily exposed to hard training every day due to agriculture, fishing and household work.

6.1.1.5 Long-term – Short-term orientation
The answers of the questions regarding if the values are perseverance such as having a sense of shame, or if values such as personal stability and respect for tradition more essential, the answers differed. The general difference in the answers was the age of the respondents. The younger respondents, those under 30, answered that having a sense of shame is very important. Especially the respondents of Boracay were very anxious over the ability to have a sense of shame.
Ellie, who works as a chef in Boracay stated that in her work it is important to be service minded and if something is wrong, she feels ashamed and want to make up for her mistake. Meanwhile, the habitants of Malapascua, were not many tourists visit, thought that respect for tradition is more essential because Filipinos should value family the most. They also thought that the religion should guide the choices of life, Catholics should be conservative and care for other things than what others might say and think of you as an individual.

According to the response of the focus group, the younger ones thought that the sense of shame is important and one of the younger respondents affirmed that one time he went one hour in the wrong direction before the customer noticed it, and he felt so ashamed that he did not charge the customer. This further lead to that he had to work all night instead of going home to his family in order to be able to catch up the wage.

The observations of this dimension stated the fact that having a sense of shame is more common when discussing with people considered in “higher rang”. When talking to white western people, the Filipinos were more probable to having a sense of shame. The age differentiation were also observed due to the fact that younger individuals tends to show more sense of shame than older individuals, which seem to be more entrenched by religious perspectives.

6.1.2 Reflection
A brand itself is described as a customer reflection. According to the theoretical framework, all countries should control their visitors’ reflection, by this meaning; be reflected, as he/she requires to be perceived as a result of “consuming” a country. In order to be able to define the reflection of the Philippines, the interview questions were implemented in areas such as how and if celebrities and official persons are important for the Philippine culture, how they perceive that the general population take stand in questions such as homosexual marriages and small ethnic groups, and what their actual opinion of the country is.

“The taxi driver we were travelling with had put a picture of Jesus covering the speed meter, telling us that Jesus is guiding him and his driving.”

Field notes 2011-03-31 Cebu
The bible is the fundamental statement for how one should reflect life as well as personal development and global development. One of the respondents in the focus group also said that celebrities and official persons are important since they “give hope for the mortals” to succeed as well. The hotel owner of Cebu stated that Filipinos values titles given to them very much. He describes a scenario that if one is promoted at his or her work, they immediately change their business cards to reflect the new title and start introducing themselves immediately utilizing their new title.

When it comes to minorities such as ethnic groups, homosexuals and so forth, the focus group discussed the fact that the country is very open to ethnic groups, although even if they are socially accepted by the society, the country does not consent to marriage between homosexuals. One of the interview respondents from Panglao Island, Carlos, described homosexuality as a phase of age, such as being a teenager. He had a relationship with another man when he was 18, but since the bible says that it is not normal, he had to end the relationship and “grow up”. The homosexual, Male 35 from Manila, were under the impression that he was different, although his plan was to find a wife in order to be able to have a son. Even though he considered himself as homosexual, he did not think that homosexual marriage was something that should be good for the country.

“The hotel provides no towels, although two bibles for free”

Field notes 2011-04-17 Cebu

None of the interview respondents or focus group participants had a negative attitude towards homosexuals or transsexuals, although they all agreed that it was just a phase and not how it is supposed to be. It tends to be important to be able to carry the legacy forward by having children, especially sons.

When observing the reflection of the country, the observers noticed the fact that there are a lot of transsexuals and homosexuals, who are not afraid to express their love in the open. There were no judgmental gazes towards minorities and they did not seem to be outsiders in anyway. The bible seems to be the most influential source of
information and reflection of life and many hotels provide free bibles in the hotel rooms for all guests in order to “guide them on their ways of life”.

In the discourse of however tourism is good for the country or not, all of the interview respondents and focus group participants answered that the tourism is positive, as long as it not involve prostitution and pedophilia. They agreed that the tourism is making the country stronger and is preventing corruption. There was a vital connotation of the importance of making customers of the country, such as tourists and, investors, contented.

6.1.3 Personality
Personality is further defined as those individual characteristic qualities that are significant for brands and all of the interview respondents both in regular interviews and focus group stated the same answer to the question of how the personality would be if the Philippines were a person. They all described the personality of the Philippines as a hardworking person who does not mind doing menial job if necessary. Money is important and to be service-oriented, easily get along with others and care for family are the most essential activities. One of the respondents in the focus group also pointed out the fact that they could compete with other countries with their knowledge of the English language; this statement did create a broad discussion where new business ideas started to grow during the interview.

When observing the personality perspective of the Philippines, a distinct surveillance was made; Filipinos seem to avoid giving any direct answers, especially if it is about to be an answer the asking person might not appreciate. This might create confusion and it might take long time before one acquires a relevant answer to questions.

Money tends to be the common denominator of how to achieve success and how to describe the Philippine personality. All respondents of the focus group and the interview respondents had big plans of what they would do, if they had money. The money seemed to be the only thing preventing them from being successful. This great desire did not show immediately, but after discussing a while this desire started to show more and more.
The Philippine personality is characterized of low self-esteem and the necessity of taking the personality as an underdog due to skin color, bureaucracy and social hierarchies.

6.1.4 Self-image
The self-image of the country brand identity pyramid is meant to reflect the country’s own internal mirror. This is generated through the attitude towards the specific country. This mirror is created in order to create a scenario of building an inner relationship with a form of stereotype of those “consuming” a specific country. In order to be able to understand how the self-image of the Philippines should be defined, we asked the questions: who is the perfect tourist for the Philippines? & Do you consider yourself proud of your origin? The respondents working in places were a lot of tourist interactions were made on a daily basis told us that the perfect tourist for the Philippines is someone who has time, in the Philippines there are no stress and things might be more time-consuming than many are used to.

Furthermore the interview respondents and the focus group respondents stated that a tourist of the Philippines should try to meet locals in order to understand the country and another important activity stated by almost all respondents is that they should not try to change the country. The interview respondents of Boracay delineated that if one visit the Philippines as a country, it is important to respect traditions and religions.

The respondents not working in the tourist areas or not having contact with tourists on a regular basis answered that the perfect tourist for the Philippines are the people with a lot of money and possibility to invest in the country. One of the respondents, the teacher living in Panglao Island discussed the opportunity for tourists to donate money in order to give the possibility for everyone to get an education.

When discussing the question of self-image on a personal level of however the inhabitants were proud of their origin, the answer was no from all of the respondents except for the three persons living on the isolated island, Malapascua. All of the other respondents told us that there is no luck in the Philippines; they wish to go abroad,
although the best thing for them would have been to be born in the United States. One of the respondents in the focus group told the others about his friend, travelling to the United States, he could not even read and became successful anyway; therefore the United States is seen as the country of possibilities. The people living on Malapascua stated that they loved their island and that they are very proud of it. None of them had even considered moving abroad.

The observations of self-image of the Philippines were persistent with the data collected from the focus group interaction and the interview respondents. The people is often discussing success in terms of going abroad and achieving success in other countries. The country is influenced by American culture in many ways such as fast food chains, the language, tv-shows and the cars.

6.1.5 Marketing communication
According to one of the interview respondents, Giselle, who lives in Manila, the Television is the most important, effective and popular marketing communication channel. She describes the fact that many Filipinos enjoy watching everything on the television and furthermore actually enjoying the commercials as well. On the question where people get their news, the television is the united answer from all of those in possession of a television. They state that the Philippines has a “tv-watching” culture and that most households, even the poorer ones have at least 1 television. It is stated as more important to have a TV and other electronic items such as cell phones, than an education, said everyone except the teacher from Panglao Island.

“The people in this shantytown has no running water, although, the kids have facebook.”

Field notes 2011-05-01 Manila

The focus group respondents stated the second source of information and marketing channel as advertising on public boards. Due to the lack of financial conditions, they often put up handwritten notes. Those with higher social status and better income statement and not those who live on small margins utilize the Internet. This is seen as a problem due to the fact that it is hard to reach a broad target with notes on public
According to the observation the television-culture is very essential and noticeable in the country. Families gather in front of the TV and seem to enjoy every second of it. In many villages the electricity is turned off at 10 in the evening so therefore they seize the time in front of the television a lot. The notes on public boards were small and not very noticeable for someone who does not look accurate. One, who is customized with that specific type of marketing strategy, would probably notice it, although.

6.1.6 Brand name
The brand name of a country cannot be change itself, although the perception of the word can be influenced by environmental factors. The interview respondents answered the question about the general perception when they hear the word Philippines is.

According to the interview respondents it was described as a country perfectly suitable for tourist activities since they speak English, which make it easy for foreigners to communicate with locals. Furthermore they described the uniqueness of the nature with mountains, good climate and long white beaches. Although, they also mentioned the fact that corruption and the red tape is holding the people back and that in another time and with more money, the country might be seen as a successful country, but that there is still a long way to go. The answers provided differed a lot and one cannot distinguish any concreteness or unity in the outcome of this element.

The answer towards the brand name did not provide any direction neither towards negative or positive dimensions or any distinct dimensions from the focus group respondents.

According to the observations of the brand name, the brand name is exposed as a marketing tool for selling souvenirs. The inhabitants seem to be proud of their country in some context such as nature and friendliness, although in context such as corruption and the “red tape”, the country tends to be explained as bad and the brand name is exposed in bad light.
In this chapter the analysis of the study will be presented. The chapter will develop into a deeper discussion of the country brand identity model utilized on the country brand of the Philippines.

In accordance with the theories presented, we do believe that brands are possessions that can develop into value for almost everyone. The country brand identity is the signals that a country sends out to the environment and therefore it is important to understand and be able to know how to define brand identity even for countries.

7.1 The brand identity of the Philippines
Kapferer (2008), states the following questions to be answered by the brand identity:

- What is the brand’s particular vision and aim?
- What makes it different?
- What need is the brand fulfilling?
- What is its permanent nature?
- What is its value?
- What is its field of competence and of legitimacy?
- What are the signs, which make the brand recognizable?

In order to be able to answer these questions, we do believe that it is important to acquire relevant knowledge of a country’s culture. When it comes to the particular vision and aim of the Philippines, we do believe that in accordance with the interview respondents, the country is lacking vision and aim and therefore this is hard to define. According to the interview answers and observations, the people of the Philippines do not strive towards a united aim and is therefore fragmented in this specific question.
Although all of the respondents agreed on the fact that enhanced tourism and global development are most definitely possible, they just do not know how to achieve this.

The question of what makes the Philippine different from other brands can be answered by the fact that they speak English, which is very unique in Asia and we do believe that this should be seen as a very good tool for competing with other countries. The English can also be seen as the country brand’s field of competence and legitimacy. When it comes to what need the Philippine as a brand is fulfilling, the interview respondents discussed the personality and the reflection of the country as service-minded and open for changes meanwhile the permanent nature is discussed as their faith of God and importance of traditions.

According to the interview respondents, the value of the Philippines differs between caring for others; maintain relationships and developing on a personal level. The signs that make the country brand recognizable are stated as the language, the open-minded people and the “red tape” discussed by many of the interview respondents.

According to the theories presented and the developed model, the factors contributing to a country’s brand identity are culture, reflection, self-image, personality, marketing communication and brand name. Culture should be seen as part of every interaction and plays a fundamental role when it comes to the country brand identity of the Philippines.

7.2 Determinants for defining country brand identity
The culture of a brand plays a fundamental role when differentiating countries as brands and should therefore act as the foundation in the country brand identity model. Culture as a phenomenon designates the philosophy whose principles are embodied in the outcome of the brand.

In the discourse of defining the culture of the Philippines, we utilized theories provided by Hofstede and the 5-dimensional model. The model created the foundation for the interview questions regarding the different elements stated as a source of defining national culture in different dimensions.
According to all interview respondents and the participating respondents of the focus group, hierarchy is very important when it comes to the dimension of Power-Distance. It is important that one know its place in the hierarchy and rich people do not socialize with people suffering from poverty. The highest degree in the hierarchy is white western male and the lowest grade is stated as the peasants in the countryside working with agriculture. According to the observations conducted regarding the Power-Distance dimension, there was a noticeable difference in treatment due to individuals’ social standard and color of skin.

The respondents had trouble understanding the context of the individualistic-collectivistic dimension of the 5D-model due to the fact that they might have a different perspective on the social system than the authors of this study is accustomed. According to the observation of the country, the Philippines are a collectivistic culture where the culture is based on the social system to where one belongs. We believe that the country is very solid when it comes to old standards and even if the respondents said that the country is open for change, they might not comprehend the sanction of such a decision. This is mostly shown in the hierarchy system of the country, which is very noticeable everywhere. It seems to be a sensitive subject to discuss and the people are very reclusive when discussing their own place, although other people’s grades in the hierarchical system tend to be easier for the inhabitants to discuss. We believe that this is rooted in the sense of hope that Filipinos seems to possess.

Regarding the dimension of masculinity and femininity, the answers to the interview questions differ between the genders. The female participants stated that caring for others and maintain good relationships is essential for Philippine culture, meanwhile the male participants stated that earning money and make a good career is fundamental for Philippine culture. We find these distinguish in male and female answers very interesting. Although it might depend on the fact that women not work in the same protraction as men in the country and therefore do not see the economical need in the same perspective as the men. During the interviews we also came under the impression that women of the country is more of a caring perspective in nature than male participants of the study.
According to the interview respondents, the country is taking a stand in the dimension of Uncertainty-Avoidance. The respondents blame much of the slow progression of the country on the “red tape”. We found a certain pattern of making excuses to why the country is not progressing and often blamed on the government. Although we do believe that a big source of this slow progress is the lack of ability to differ between real environmental contexts and religious statements.

The religion is very noticeable everywhere and seem to have an input in almost every social interaction and context. This can be seen in the context of the long term-short term dimension where the respondents are open towards minor populations, such as homosexuality, although God says that it is abnormal, and then so be it. According to us, the Philippine culture is most definitely depending on the religion and the whole national culture is based on discourses from a thousand year old book, which can be seen as rather unconventional in the year of 2011.

From the cultural perspective of the country brand identity pyramid, the five additional elements are developed. The five elements are stated as reflection, personality, self-image, marketing communication and brand name.

7.2.1 Reflection
All of the individuals had the perception that the religion is the single most influential factor of how the reflection of the Philippines progresses. Reflection of life and nationality is rooted in the religious view of the country. Celebrities and official persons are also mentioned as important elements regarding reflection due to the fact that they can create hope within the heart of the inhabitants.

We are under the impression that the Filipinos look up to their celebrities and official persons a lot, especially if they have managed to create an international career. It seems to be very meritorious to be able to go abroad and many of the respondents expressed this desire to be able to go abroad.
One of the respondents told us about the importance of valuing titles given to them. The fact that titles are very important is further reflected in the cultural values of the masculinity-femininity dimension in the 5D model. When utilizing the 5D model we discovered that creating a good career is more important for the male participants of the study than the female participants. We do believe that the Filipinos are proud of things they achieve, although the act of courage is in some context the only thing missing.

7.2.2 Personality
Kapferer (2008) explains the brand personality, as the kind of person the brand would be if it were an individual. By this meaning that a brand should be able to be incarnated. We do believe that according to the country brand identity model, this is possible to identify even with countries when discussing brand identity. According to the prism provided by Kapferer (2008), the brand identity is described as the personality facet of the source, the individual characteristic qualities that are significant for the specific brand. When it comes to the Philippines, a humble and friendly person, caring for others, but striving towards being someone else. According to the result of this study, the people are under the impression that the grass is greener on the other side. The personality of the Philippines is characterized by the fact that there are personal barriers towards self-confidence and the belief of personal development. This can be seen in the hope in many Filipinos eyes, but the invisible barriers are holding them back.

According to the observations of the personality of the Philippines, it takes a while to understand the country from within. The most significant outcome of the observation regarding the personality was the fact that the Filipinos tends to avoid giving any direct answers, especially if it was about to be an answer the asking person might not appreciate. This created confusion sometimes and it could take long time before one acquired a relevant answer to questions. The other irregular discovery while conducting observations was the great desire of the inhabitants. They all had very big plans of what they would do, if they had money. The money seemed to be the only thing preventing them from being successful. This great desire did not show immediately, but after discussing a while this desire started to show more and more.
According to the observation, if the Philippines were a person, it would also be someone who strives towards success, where success is the same as having a lot of money and assets. A person who believes that money solves problems and that only people with money has the ability to realize dreams and have the ability to develop business ideas.

7.2.3 Self-image
When discussing the question of self-image on a personal level of however the inhabitants were proud of their origin, the answer was no from all of the respondents except for the three persons living on the isolated island, Malapascua. All of the other respondents told us that “there is no luck in the Philippines”, and they wish to go abroad. This is one of the most significant discover in the study, due to the fact that Malapascua is one of the smallest islands in the Philippines and one of the most isolated. We believe that this depend on the small difference in social standard of the island Malapascua. In all other cities where the study was conducted, the big differences between social standard were noteworthy. This created an understanding for the thought of the “grass is greener on the other side” since the people had to see what money does for others everyday.

Furthermore, they loose hope for themselves instead of being satisfied as the people in Malapascua. None of the respondents living in Malapascua had ever considered moving abroad which is very different from the findings in all of the other cities. The respondents consider United States as the happiest country in the world, although it seems like the respondents did not had much knowledge of the US more than the fact that if you go there, then you will be happy.

7.2.4 Marketing communication
Television is stated as the most important marketing channel. According to the respondents, there is a television culture in the Philippines. According to the interviews, the Filipinos enjoy everything showing on the television, even the commercials. This is taking our thoughts towards an old society where television is a
new phenomenon. Although, according to the interview respondents, the television is one of the first things families acquire when they earn enough money.

On the question regarding where people get their news, the television is the united answer from all of those in possession of a television. It is stated as more important to have a TV than an education, said everyone except the teacher from Panglao Island. This statement is something that we reacted to, due to the fact that education is less important than earning a television. It might seem strange to think in these ways, although it is another factor that ensure the fact that status and money is essential in the Philippine Society.

7.2.5 Brand name
When it comes to the brand name of the country brand identity pyramid. One needs to develop something that is specific for the word Philippines. According to studies conducted within the area of brand identity when it comes to products, the brand name is the first contact with the ones “consuming” the brand. It is important to create a feeling within the customer of a certain brand and this feeling should be the essential for the brand and therefore act as one of the elements in the country brand identity pyramid.

In the discussion of the brand name of the Philippines, the empirical investigation is showing different answers and might depend on the fact that the Philippines does not have a determined identity. It is hard for people to decide what the word Philippines means to them and what they think of when they hear the brand name. We do believe that it is hard for the Filipinos to decide their feelings of the country due to the fact that the answers to the interview questions differed a lot. The common denominator, were that they think of a country that warmly welcomes foreigners regarding the innate hospitality and the warmth of its people.

Although, when discussing their own possibilities, there is a wish for going abroad, and believe that success can only be found in other countries, or with a lot of money. Due to this discussion, it is hard to understand how the Filipinos sees their own country and we believe that they do not really know their opinion themselves either. It
seems like the respondents and the habitants are proud of their country in some context but in other contexts, they hate living in the Philippines.

This creates confusion for the observer; it seems impossible to know what the Filipinos do believe about their country and what the perception of the brand name really is. This is one of the elements that need to be improved and developed in order to understand what the Filipinos actually believe and think, when they hear their brand name. The fact that they could not even give a positive or negative answer to the country brand name makes it hard to evaluate the answers and be able to analyze this element of the country brand identity pyramid.
8. Conclusions

_In this chapter the general conclusion of the developed model the country brand identity pyramid will be discussed and elaborated. In the end of the chapter the authors will give suggestions for further research within the research area._

8.1 General conclusions

The main objective of the study is to develop an analysis model on how to define country brand identity. The model was developed through existing theories and utilized in the Philippines in order to be able to determine the brand identity of the country.

The model was created through existing models of defining brand identity of products together with the most essential difference between products and country – the people. Therefore the model had to be developed through a cultural perspective and in order to be able to acquire information of how to define national culture. The country brand identity pyramid also had elements from the 5 dimensional model provided by Hofstede. Through developing this analysis model and establish the empirical investigation entirely on this model, we were able to define the country brand identity of the Philippines.

The expected results of the study were to be able to explain what the factors contributing to determine country brand identity are. According to the country brand identity pyramid and the result of this study the most essential elements can be defined and explained.

8.2 The country brand identity model

The research of country brand identity is still an unexplored area, although together with theoretical analysis models based on products, we believe that one can develop a model suitable for defining brand identity for a country as well. The model is
developed through the PCDL-model, “the core of the brand identity”-model by Upshaw and Kapferers Prism.

The PCDL model is fundamentally based on a literature review and three case studies of Indian brands acting on a competitive market. The model is defining four elements: Positioning the brand, communicating the brand message, delivering the brand performance and leveraging the brand equity.

The core of the brand identity- model classifies the identity as the fingerprint that makes the brand one of a kind. According to the theories regarding this model, the total brand identity consists of six different elements together with the brand essence where brand positioning and strategic personality is situated. In Kapferers prism, the facets reveal the interrelationship between all corners in order to form an entity and the content of one factor resonate another. Every corner of the hexagonal prism represents one of the six facets, in the definition of brand identity and what it actually is.

According to the authors of this study, these analytical models are all appropriate for defining brand identity for products, but they are not completely sufficient when it comes to defining brand identity of countries. By this means due to the fact that a country is depending so much more on cultural environments than products and companies. Culture should therefore be the essential in the model when defining country brand identity, as this is one of the things that cannot be changed over a night or due to economical situations. Culture is the most fundamental in a country and though it is unwritten, every citizen posses acquaintance of it.

Taking elements from each of these presented analytical models appropriate for countries and eliminating elements that are not relevant for countries, such as the physique of a product, and implement these with cultural analysis models, gave us the prospect to develop a new model. The model is called the “Country brand identity pyramid” and aims to be appropriate in order to define country brand identity in whatever country it is utilized on. The country brand identity pyramid state that the most essential factor when defining country brand identity is the culture. Together
with culture the model is defining five other elements in order to acquire knowledge of the specific area. The elements are reflection, self-image, marketing communication, brand name and personality of the brand. By evaluating these areas within a country, one can define the brand identity for a country and be able to compare this to the research already conducted within the area of brand identity for products.

![Country Brand Identity Pyramid](image)

**Figure 4 The country brand identity pyramid**

### 8.2.1 The appropriateness of the model

When it comes to the appropriateness of the model, there is always room for improvement. We believe that in order to be able to acquire knowledge and information regarding the complete definition of a country brand identity. It tends to be complex to identify the culture of a country since culture is a very broad perspective. Culture could be almost everything in a country and therefore we do believe that the model could be developed further in the area of defining culture.

We do believe that if the research and development of more analytical models of how to define national culture were enhanced, the model would be improved and more valid. Due to the lack of research in defining national culture, the outcome of the cultural research might have been different if other theories were utilized and implemented in the analytical model. Although, we found the country brand identity
pyramid to be a decent instrument in order to acquire understanding and be able to define the brand identity of the Philippines. The 5-dimensional model gave us the opportunity to develop interview questions deeply integrated in cultural contexts.

8.2.2 Suggestions for further improvements of the model
The model is only utilized on one country so far, in order to be able to acquire further validity it needs to be utilized in more countries. The essential of the model is based on the 5-dimensional model only due to the lack of research within how to define national culture. In order to be able to acquire more valid definition, further research within this area needs to be developed and elaborated.

According to the element of brand name it is hard to understand and define what the inhabitants of a country actually believe due to the fact that the opinions differed. Maybe the element of brand name can be revised and the interview questions developed in another way in order to capture the real perception of the brand name.

8.3 Method triangulation
The empirical data for the country brand identity pyramid was gathered through method triangulation. The method was supposed to act as a common denominator and the aim was to find similarities in all of the three approaches utilized. According to the authors of this study the method triangulation was a good way of gather data to this specific study. The triangulation gave us the opportunity to compare, evaluate and eliminate irrelevant data. The chosen approach created the ability to be able to find similarities and differences between interviews, observations and focus group interactions.

8.3.1 Suggestions for improvement of method
We find the method triangulation appropriate when it comes to gathering appropriate data when utilizing the country brand identity pyramid. In further researches when utilizing the model it would be a good idea to devote more time to the field study. Even though the study was conducted during 8 weeks the observation part could have been more elaborated through more time. It is important to acquire a lot of field notes
due to observation of national culture. National culture is not something that is complex and not easy to understand and acquire knowledge over in such short amount of time. If the study was conducted during a longer amount of time, the observation perspective might have differed. Although the interview responses and the data gathered from the focus group interaction would not have differed through a longer time frame.

8.3.2 Limitations
The study faced limitations due to the fact that a few interviews were unyielding to accomplish. In one case the biased answer were obvious and due to this we chose to eliminate that interview from the study. Another of the interview respondents was obviously intoxicated and we were not able to acquire any answers relevant for the study. By this means, that the interview respondent did not answer to any of our questions or did not understand the questions. Therefore we made the decision to eliminate this respondent from the study as well.

According to the fact that the culture of the country is very influenced by the religion, a few of the observations might have been objective due to lack of knowledge. Things that might seem unusual for the observers might be seen differently from other observers. By acquiring more knowledge of the catholic system and the religion of the Philippines, the observation outcomes might have been different. A further limitation of the study is the restrictions from UD that advises not to travel into some areas of the country due to terrorist activities and unrest. If the study would have been conducted in these parts of the country, the outcome might have been different. This part of the country is not a part of the result of this study.

8.4 Suggestions for further research
There is a need for further research within this area since it is still very unexplored and one study is not enough in order to be able to define country brand identity. The country brand identity is one way of defining country brand identity, although in order to be able to utilize this model it needs to be discussed by others in order to be valid. There is a need to develop the research of country brand identity, especially in
developing countries due to be able to understand why the country is not succeeding in specific areas.

The country brand identity pyramid can be utilized in order to understand why people visit certain countries, why they avoid others and furthermore, how a country can develop nationally. Today our world is branded. Creating a strong brand is not only for consumer goods anymore, but also for places and countries. A country brand might be compared to a commercial brand of a large corporation and therefore it is important to develop this research further.
9. References

9.1 Electronic sources


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9.2 Literature


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9.3 Scientific articles


9.4 Figures

**Figure 1** Upshaw. L.B, (1995), *Building brand identity – A strategy for success in a hostile market place*, John Wiley and Sons Incorporated, Canada.

**Figure 2** Ghodeswar.M.B (2008), Building brand identity in competitive markets: a conceptual model, *Journal of Product & Brand Management*, 17/1, pp 4–12.

**Figure 3** Kapferer, J.N. (2008), *The new strategic brand management*, Les Editions d’Organisation.

**Figure 4** Country brand identity pyramid (2011) developed by Jerry Koskela and Lisa Stenberg
10. Appendix

10.1 Map of the Philippines

[Map image source: http://www.expedia.com/pub/agent.dll?qscr=mmvw&lmap=2&hlbl=1&xofs=0&yofs=2.506266&clvl=5&msds=5FEA4C15%24845Ew%24480%2427Ew94002%21701000%214%24FF%21P%214%24FF000%218%24FF%24110Philippines%242C.Asia0070country%240FF%24A%24FD%2411H%2428%2440%24A6%24A8%24A7M%2424%24B%241E%2440%243C%240F%24160%2410000%24C9%2180%2414000%214%24FF%21K0&cbak=1 ) Accessed at 2011-05-25
10.2 Interview guideline and focus group guideline

What is your employment?

How old are you?

Where do you live and how does your family situation look like?

Do you have any education?

Which is your favorite music?

Which is your favorite movie?

How do you look at the Philippines as a brand?

How would you describe Philippine culture through the 5D-model?

Power-Distance

- Is Hierarchy important?
- Is it important to "know your place"?

Masculinity-Femininity

- Is succeeding in life on a personal level more important than caring for other on a relationship level? Which is the most essential?
- How is the household work divided?

Uncertainty – Avoidance

- Is the country open for changes?
- Is health important due to food and exercise or is it more important to eat food for survival?

Long term – short term orientation
• Are the values perseverance such as having a sense of shame, or are values such as personal stability and respect for tradition more essential?

Do you believe that celebrities and official persons are important for Philippine culture?

Which is the most important social medium in the country? Where do people get news? Internet, news-paper, tv?

Do you think that the country is open for minor popularities such as ethnic groups, homosexuals etc? In which ways?

Which marketing communication channels do you believe is the most important for the Philippines?

What is your general perception when you here the word “Philippines” what do you believe is the general perception of the brand name “Philippines” overall?

Do you believe that the Philippine inhabitants are service minded? In which ways?

Do you believe that tourism is good or bad for the country?

What are the three-best/worst things of living in the Philippines?

What do you believe is the general perception of Philippine labor?

If the Philippines were a person, how would you describe its personality?

How is the relationship between the Philippines and its neighboring countries?

Do you believe that the Philippine inhabitants are proud of their country? If no, why not?
Have you experienced any difficulties due to working in the Philippines? If yes, what?
10.3 Guidelines for Minor Field Studies (MFS)

A. GENERAL CONDITIONS

1. What is Minor Field Studies (MFS)
MFS is a scholarship programme targeting students at the college/university's basic and advanced level with an international interest, who want to gather material for their thesis or equivalent in a developing country. The instrument for this is a travel scholarship which is a contribution so a field study can be conducted. The student is given the opportunity for at least two months in the field to study issues related to the global development process, i.e. to illuminate aspects within the essay subject which is of importance for developing countries' economic, social, political, cultural or knowledge development. These guidelines apply to MFS scholarships awarded in 2011.

2. Aim of the programme
Minor Field Studies (MFS) is a programme designed to broaden and deepen a person’s international skills for Sida’s key partners within international development cooperation - Swedish universities and colleges - and contribute to broaden the Swedish resource base for international commitment and work. The overall goal of the programme is primarily to furnish students but also teachers at Swedish universities and colleges with the opportunity to acquire knowledge about developing countries and development issues and forging contacts with institutions, organisations and research institutes for this purpose. The target groups for MFS are thus Swedish students and Swedish universities and colleges, as well as indirectly their partners in the developing countries. Swedish universities have partnerships with institutions, organisations, companies or research institutes in developing countries with respect to student exchanges, teacher exchanges and courses. An effort should be that the MFS essays should be written within the framework of such partnerships.

3. Organisation and administration
The programme is run by the International Programme Office for Education and Training (IPK) and funded by the Board of International Development Cooperation Agency (Sida). IPK formulates guidelines and provides information and administration of the participating institutions. IPK is also responsible for following
up, evaluation and development of the programme. Information about the programme is available on the IPK website www.programkontoret.se. IPK is also responsible for cooperation with the selected university institutions, which organize the obligatory preparation training for the outgoing MFS students and the operation of the web portal www.mfs.nu. The administration of the scholarships is decentralized to the seats of learning’s institutions and international entities involved in the program by reviewing the applications and granting scholarships to applying students. Participating institutions/entities shall provide information to the students about MFS Program well before the application date. 2 The program was established in 1968 under the name Minor Research Task, MRT. 3 A thesis in most cases implies an essay, therefore the word essay is used henceforth, but the thesis work, which does not result in an essay may also be eligible for MFS provided that the final product is examined according to the same requirements as other thesis projects at the same level.

B. TERMS AND CONDITIONS

4 General principles
4.1 The institution’s application and report

The International Programme Office for Education and Training announces MFS scholarships once annually (in the autumn) on the website www.programkontoret.se where application forms and information are found under announcement time. Interested institutions/units at Swedish universities apply for MFS scholarships on a calendar basis (January-December) after the announcement of the IPK. The MFS application shall be signed by the prefect (if the application is submitted by the international entity or its equivalent, the application shall be signed by the president instead of prefect) and the person appointed as MFS supervisor at the institution. The original version of the application for MFS scholarships shall reach IPK or be postmarked no later than 1 November 2010. Late applications received will not be considered.

The International Programme Office for Education and Training decides on applications from the institutions that shall be granted MFS scholarships and the number of fellowships awarded each institution. Note that the term "institution"
applies to seats of learning and that similar entities are able to apply for participation in the programme. Institutions wishing to administer the MFS must be able to make the selection according to the rules of the programme and give students proper opportunities to execute the essay. This requires the institution to offer students qualified supervisor assistance in Sweden for their studies and relevant contact persons in the host country. At least two supervisors at the institution shall have experience of working in developing countries and a wide international network. Institutions must also be able to describe how they make use of the experience which field studies provide and how they in turn benefit the institution's international work.

The decision on awarding the MFS scholarships is published on the IPK website www.programkontoret.se. Decisions will also be sent by letter to all applying institutions. IPK then pays MFS scholarships to awarded institutions with notification to which institution the payment is made, and the scholarship funds for MFS. Operations within MFS shall be reported. The report is important for IPK’s further development of the programme. The report to the International Programme Office for Education and Training occurs after the year’s end in accordance with instructions given by IPK. Funds for scholarships that are not allocated shall be repaid to the IPK. Activities implemented in 2011 shall be reported to the International Programme Office for Education and Training no later than 15 January 2012.

4.2 MFS scholarship and administration contribution

The MFS scholarship has been set at SEK 25 000 per student and is a contribution that is not intended to cover all expenses during the field period. It normally needs to be supplemented with study allowances. The scholarship may not be shared by several students. Each of the MFS students shall be SEK 25 000 in scholarship. All institutions have the option of granting scholarships to external students (students from other institutions) who have supervisors and examiners at their own institution. When applying the department will estimate of the number of scholarships they will be able to allocate to internal and external students. The awarded MFS institution receives an allowance, an administration allowance, based on the number of granted scholarships. The allowance is SEK 3 000 for both internal and external scholarships. The administration allowance is a contribution to the costs the granting institution has, for example, telephone, postage, etc. The use of the operating grant need not be
specified in the report. MFS funds, as well as administration allowances are tied to the financial year (calendar year).

5 Participating institutions’ commitments
Institutions involved in the MFS programme are committed to managing the entire process from application to the IPK to the selection process, payments and monitoring of the scholarship’s usage, some form of follow-up with the students who received a scholarship during the year and to annually report on the outcome to IPK and present the usage of allocated funds.

5.1 Before the student’s application
The institution is responsible for informing their students about the programme's existence, its objectives and conditions. In addition, the institution shall have access to several supervisors (at least two) who have knowledge of development issues and preferably also their own experience regarding work or research in the field. The institutions should ideally have more than one selection round per year. This enables applications general perceived as good but which need to be supplemented, the opportunity to be referred to the next selection round.

5.2 Selection and decision
The institution will consider all applications received. Upon the institution's assessment of the received applications the proposed study’s quality must be assessed as well as the applicant's suitability. For this, the awarded institutions should have at least two people or a committee responsible for all-important aspects to be considered. The committee or the persons awarding the scholarships must have knowledge of and experience working in developing countries as well as familiarity with being a supervisory within the granting institution. A full list of countries that are valid for an MFS study is published on the IPK's website. The list is based on the OECD’s development assistance committee (DAC) list of countries defined as developing countries. The granting institutions should give priority to applications, which promote collaboration with institutions, individuals and organisations in developing countries. Institutions should not grant a scholarship for studies involving high risk to the student or concerned persons in the host country's personal safety. MFS may not be awarded for studies in areas where the State Department advises against travel, this also applies to advice against non-essential travel, as MFS cannot
be regarded as a necessary journey. The decision on which applicants are granted a scholarship will be posted at the seat of learning. When allocation decisions are made, the institution shall provide the scholarship winner with a personal certificate (Letter of introduction or Certificate), which announces the scholarship is granted and which can be shown in the host country. This certificate is a supplement to the certificate IPK issues and which the student obtains at the preparation course. IPK certificates are written in English, French, Spanish, Portuguese, Chinese, Russian, or Swahili.

Organisation of Economic Co-operation and Development (OECD)

5.2.1 Academic quality
The essay’s presentation will have a general societal point of application, even in cases individual institutions, organisations, or specific technical/scientific/aesthetic phenomena are studied. This work may not study isolated phenomena, without relevance to developing countries. This means for example that the MFS scholarship may not be used for the study of a Swedish company or organisation's activities in one country but to include its interaction with the host country. This implies that each subject choice that meets these basic criteria is valid for an MFS, regardless of discipline. It is awarded to institutions responsible for making this assessment. The starting point of the programme is that it is the granting institution which evaluates the academic quality in the respective thesis proposal. This includes, unlike an ordinary essay at the institution, paying particular attention to the feasibility, methodologically as well as practical (e.g. safety in the field area, there is time available for preparation course, data collection, interview arrangements, language skills, reasonable financial planning) and the conditions that exist for the student to be able to conduct the essay based on field work. Moreover, there should not be different academic requirements for an MFS thesis in relation to what is generally applicable for essays at the corresponding level at the granting institution.

5.2.2 Personal assessment
The applicant's personal suitability and maturity to be able to do a field work in a foreign environment should be assessed by the department. It can be done through a call to the institution’s MFS administrators where questions concerning design and implementation are discussed. Such interviews can also give the student the opportunity to develop their applications.
5.2.3 Supervisor and contact person
It lies with the institution to assign a supervisor in Sweden and that, within the framework for the contacts the institution has in the host country; in cooperation with the student to ensure that the fellow has a contact person in the field. The supervisor in Sweden shall function as a regular supervisor for an essay at this level, i.e. providing academic support and counseling. The contact person in the field shall be able to assist with practical arrangements in the host country, such as contacts with resource persons. The contact person in the field does not receive compensation from the MFS programme for its efforts and it is therefore important the MFS student reimburses him/her for the agreed costs from his/her MFS scholarship, for example field transport. A contact person in the field must be present so field work may be considered feasible. The institution should have ongoing cooperation with appropriate universities, organisations or institutions in the host country, which can help with contacts in the field.

5.3 Before the student’s MFS stay
5.3.1 The obligatory preparation course and MFS portal
The institutions are responsible for ensuring that students are informed of the compulsory preparatory course. The course is a supplement to the institution’s general responsibility to supervise and prepare the fellow on essay work and all those aspects that fall within the academic skills arena. At the web address www.mfs.nu there is a portal, where essays and travelogues from former MFS students are saved. The portal is also used for administration of the preparation course. Each student must notify their course participation on the portal and the department is responsible for informing students about the notification requirements and must also approve or reject the notification in the portal at the latest three weeks prior the course. Each MFS supervisor is assigned a username and password to the portal by IPK.

5.3.2 Safety
The institution should ensure that the student is insured. Most Swedish universities insure the outbound students through Kammarkollegiet (the Legal, Financial and Administrative Services Agency), see http://www.kammarkollegiet.se/. Institution representatives, together with students shall inform themselves about the foreign
ministry's travel recommendations, and ensure that they are followed. Once in the host country fellow is him/herself responsible for safety through their travel insurance. The institution will also inform the Swedish embassy in the host country that a fellow is arriving. Embassies have no responsibility to facilitate the fellow's work in administrative, technical or other issues.

5.3.3 Interruption
If the MFS study is interrupted or curtailed, the entire or part of the scholarship shall be paid back. The reason for the interruption shall in such cases, in connection with the annual report at the latest, be reported to the IPK, which determines the possible repayment amount. If the fellow, for various reasons does not begin field studies the entire scholarship amount excluding claim preparation costs shall be recovered.

5.4 After the student’s return home
Upon return the essay shall be judged according to the criteria of the respective institution. Accepted MFS essays with the student’s consent, shall be submitted by MFS supervisor to the essay archives available at MFS’ portal www.mfs.nu as well as archived at the home institution in accordance with the rules applicable at the respective place of study. The MFS student shall be advised of the possibility to write a travelogue for publication in the portal. The MFS supervisor approves travelogues before publication takes place in the portal. Both the essays and travel narratives are valuable for many students before their MFS, IPK therefore highly regard that institutions encourage students to put them on the portal.

6 Information arrangements and contact trips
6.1 Information arrangements
Granted MFS institutions may apply for grants at the IPK for information arrangements for the institution's students. Arrangements may preferably be arranged in cooperation with other MFS institutions. The aim is to create interest in the MFS programme, disseminate results from field work and/or debrief returning MFS-students. Application for assistance concerning an information arrangement can be done 4 times per year at the IPK website where you also find instructions for application and reporting. A follow-up seminar may be granted a maximum of SEK 20 000. Last dates to apply during 2011 are: February 15st April 15st September 15st
6.2 Contact trips
Awarded MFS institutions have the opportunity to apply for assistance to enable supervisors or administrators of the programme at the institution to visit the developing countries with which the institution has or wishes to have cooperation. The purpose is mainly to create or maintain contacts with institutions, individuals or organisations in developing countries, thereby improving opportunities for fellows' field work, but also to assist fellows and contact persons in the field if problems arise. Contact trips (formerly known as supervisor trips) may be used to investigate the situation (in terms of study, security, etc.) and make contacts in a country where the institution has not previously sent fellows. Supervisor trips may be utilised by the person(s) at the institutions, which supervise fellows or work to develop contacts or subjects for MFS fellows. Application for assistance concerning a contact trip can be done 4 times per year at the IPK website where you also find instructions for application and reporting. A contact trip may be granted a maximum of SEK 20 000. Last dates to apply during 2011 are: February 15th April 15th September 15th November 15th

7. Participating students’ commitments
7.1 The student’s application to the institution
The student's application for MFS scholarship shall be submitted to MFS supervisor at the respective awarded institution/unit at the seat of learning. It is possible to apply for an MFS scholarship together with one or, in exceptional cases, two other students in accordance with guidelines from the granting institution. A scholarship may not be shared by several students, but each of the granted MFS students must have his/her scholarship. Note that a student can only be granted to MFS scholarship once. In addition the project descriptions shall fulfil the criteria listed above (sections 5.2 and 5.3), meeting the academic criteria determined by the institution applies and thus does not form an exception in relation to an ordinary essay at the institution. This also applies to the final assessment of the completed essay. Shown below is what applies so a student's application for MFS scholarship shall be deemed to be complete.

7.1.1 The following basic requirements shall be fulfilled
The student will engage his/her MFS study as an essay at a basic or advanced level and should have had, in principle, 150 college/university credits upon departure. The student must not have commenced postgraduate studies.

The student must never have been granted MFS scholarship or other IPK or Sida-funded scholarship for the same stay which the application concerns. Other relevant experience, e.g. studies and/or stay in a developing country or volunteer work is not an obstacle to be granted an MFS scholarship.

The applicant must be a Swedish citizen or have permanent residence in Sweden. In the latter case, the study may not take place in the home country. Please note that EU citizens’ permanent right to residence is not tantamount to permanent residence. Students from other Nordic countries who are not Swedish citizens shall have fixed accommodation (registered) in Sweden for at least a year to be eligible for MFS scholarship.

The student should be proficient in English and Swedish. Knowledge of the host language is of merit. Assessment of feasibility on the basis of language shall be made. It is the awarded institution’s responsibility to make this assessment.

7.1.2 Project description
The student's application must contain an explicitly described and feasible project, and proposing an alternative approach if anything would prevent the implementation of the original plan. Project description should include: • Choice of the country (See valid countries on the IPK's website www.programkontoret.se).
• Schedule for field work of at least an eight-week stay in the host country.
• Purpose and description of the subject must have a clear connection to development issues as well as the course(s) applicants have studied/are studying (see sections 1 and 5.2.1). • Method.
• Draft alternative approach that presents the most critical part of the planned field study and how the applicant intends to handle this. • Preliminary budget (see point 7.1.3) • Estimated date for the preparation course. Account must be taken for the registration time. Read more about the preparation course in section 7.2.

7.1.3 Budget
The MFS scholarship has been set at SEK 25 000 per student and is a contribution
that is not intended to cover all expenses during the field period. It normally needs to be supplemented with e.g. study allowances.

The student's application shall tabulate a preliminary budget, which may include costs as follows:

- Travel as inexpensively as possible to and from the country where the study will be conducted.
- Part of the living costs (50% of international investment allowance. See: [www.skatteverket.se](http://www.skatteverket.se)).
- Any necessary travel within the country/region.
- Vaccinations.
- Insurance (See section 5.3.2).
- Any costs for equipment.
- Travel to and from and accommodation where the preparatory course is furnished.
- Printing of the MFS essay (maximum of 10 copies). Insurance costs during the stay abroad should be included in the scholarship, but should be borne by the institution.

The institution determines, in collaboration with the fellow which travel insurance should be taken out. If the student counts on remaining in the country on his/her own after completion of the field period, renewal of insurance coverage during this period should also be agreed. The fellows themselves will book the trips, arrange vaccinations and visas. Where appropriate, such as in chronic disease or other health reasons, which may be affected by a stay abroad, students should also undergo a medical examination to demonstrate no obstacles exist. The student should, on request from the department account for costs covered by the scholarship, such as receipts for ticket costs, vaccinations, etc.

### 7.2 Mandatory preparation course and the MFS portal

All students granted an MFS scholarship shall attend a mandatory preparation course before departure. The course lasts two days and deals with development cooperation, cultural matters, health issues, safety information, certain field methods and specific country information. Participants in this course receive a personal certificate from the IPK to show when necessary in the field. Current information about the course’s content, course dates and the like are listed on the MFS portal on the web [www.mfs.nu](http://www.mfs.nu). The student signs up on the portal and the MFS supervisor approves/rejects the notification in the portal. The student must sign up no later than three weeks before the course starts. Also on the MFS portal are former MFS students' essays and travelogues compiled. Costs for accommodation and travel to and
7.3 The student’s MFS stay
Institution representatives should inform themselves about the Foreign Ministry's travel recommendations in conjunction with the MFS student who simultaneously has a personal responsibility before and during their stay to keep informed of the Foreign Ministry’s (UD's) travel recommendations regarding travel destination, the country and/or the region where they will reside, see www.regeringen.se. Once in the host country the fellow is personally responsible for safety through travel insurance. The student should on arrival contact the embassy to communicate his/her address and briefly inform them about the paper. The embassy has no obligations to assist the student in thesis work, either in practical or theoretical issues.

7.3.1 Supervisor in Sweden
The supervisor in Sweden is responsible for that the student is familiar with the method he/she will use and has knowledge of field methodology in general. In addition, the supervisor assists the student in identifying contact persons in the field (see below) and informs what is expected of him/her. During the student's field work the supervisor in Sweden shall remain in contact with the fellow to possibly help through supervision. After returning home, the student shall receive the same supervisor assistance as other thesis students at the institution.

7.3.2 Contact person in the field
The contact person in the field may help students with practical arrangements before and during the field work. The contact person may be reimbursed by the student, from the scholarship, for minor expenses in connection with such help: e.g., local travel, reimbursement for material, etc. In addition to this, the contact person receives no separate compensation from the programme. The contact person may also be an aid in the thesis work. Institutions are encouraged to promote their contacts with institutions in the host country to facilitate the field work and cooperation with the contact person.

7.3.3 Reimbursement
If the fellow, for various reasons does not begin a field study or if an MFS study, is interrupted or curtailed the scholarship shall be recovered. The MFS supervisor at the institution shall always be contacted in these cases. The supervisor shall report the incident to the IPK, which determines the possible amount of reimbursement.
7.4 The student's MFS essay
The essay must be written in English or the host country's official language accepted by the granting institution. Afterwards the completed report shall be assessed in accordance with the criteria applicable at the respective institution. In cases where two students have written an essay together, but do not attend the same institution, the essay will be assessed at both institutions concerned. Those students who have applied for an MFS scholarship at another institution other than their own shall present their essays at the institution which they are enrolled. The IPK would like to see the essay then be uploaded to the portal at www.mfs.nu.

7.5 The student's travelogue from MFS studies
On www.mfs.nu the student can write a travelogue from his MFS study. On the website there are full instructions on how to do this. Included in these, among other things, the MFS supervisor shall approve the travelogue before it is published in the portal.

7.6 Ambassadorship
After homecoming the student is expected to participate in information sessions and the like at their institution to disseminate their experience in the field study to other students and teachers.

8. Information arrangements
All institutions that grant scholarships also have the possibility to, with support from the IPK, coordinate an information arrangement for their students. MFS students that have returned from their field study are expected to disseminate their experiences to other students and teachers and the participation in an information arrangement can be a part of this. For more information the student is referred to his/her institution.