

Analysis: PromPeru's ad campaign a success



The general feeling after watching PromPeru's video is "I am proud to be Peruvian," writes Beatrice Ciabatti. Here, spectators at the launch event. (Photo: PromPeru)

By Beatrice Ciabatti

For the Peru brand to be successful, after **the launching of the national brand**, step two was to begin an internal ad campaign, (thus a campaign whose target are Peruvians), with the goal of raising awareness of the national brand and for Peruvians to own the concept themselves, and identify with the Peru brand. For this to happen it was essential that the ad campaign reflect the spirit of the people and build agreement and commitment amongst Peruvians before heading to win over world markets.



Thus, as part of the strategy to position the national brand amongst Peruvians, last week an original advertising campaign was launched by PromPeru. The 15-minute spot shows what happens when a group of talented Peruvians arrive to the small town of Peru in Nebraska and decide to promote our culture and heritage in a very creative and innovative way.

In the video, the country's brand "ambassadors," as they are called, decide to show the 500 "Peruvians" of Peru, Nebraska the "real" meaning of being Peruvian through food, customs, music and culture.

Just a quick glimpse at the "likes" and comments of the video on Facebook and YouTube, I will dare say that the campaign has reached its goal by emotionally connecting with real Peruvians. I don't think that there is a Peruvian who is not moved by the story and by recognizing so many different elements of our culture in the video.

The general feeling after watching the video is "I am proud to be Peruvian," and in this sense the Young & Rubicam agency in charge of developing the ad campaign has nailed it!

In all, PromPeru will invest \$1.8 million for the national campaign; this figure includes a campaign across TV, radio and other media in Peru.

This high investment is mainly due to competition of other South American national brands. Brazil launched its brand in the prestigious fair ITB Berlin in 2005, positioning itself as a colorful and modern country and has had excellent results at the level of inbound tourism. Another strong South American brand is Colombia, which made a tremendous effort to change its image of violence and position itself as a country full of passion to differentiate from the rest. Mexico, meanwhile, highlights the natural and cultural diversity. A common element of these strategies is that they are upholding their value thanks to a series of efforts made by the private and the public sector working together.

The Peruvian brand is not an exception and PromPeru is not alone in this endeavor. Several entities will also help with promotion. Our embassies, consulates, public and private sector will join the effort in a national and international level, to promote the use of the brand, to transmit our identity as a nation and above all to make us feel proud of being Peruvians.

The video is a first gigantic step in this sense — we only have to wait and see what comes next.



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