

HOW GERMANY WON THE WORLD CUP OF NATION BRANDING

An in-depth Analysis of how Germany re-invented the World biggest Sporting Event into a Nation Branding Story



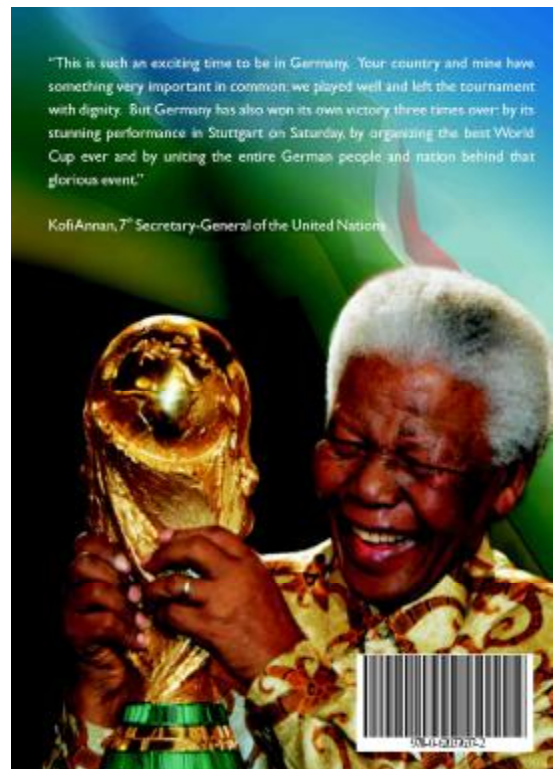
When the final whistle was blown at the FIFA World Cup™ 2006, the president of the world's largest sports brand, Joseph Blatter, summed up the event by saying, "This was **the best World Cup of all time**. Never before has an event been presented in such an emotional and global manner."

What happened in Germany during those ominous four weeks from 9 June to 9 July 2006, was an Ovation of Brand Germany – with such overwhelming success that Germany now holds the second most valuable country brand in the Nation Brand Index (NBI), tourism bookings have increased by nearly one third, unemployment has dropped by more than 20%, investors confidence has surged to an all-time high, ...

And the German team keeps winning in great fashion (all seven games since the World Cup to date, with 27-2 goals and record viewing rates).

Based upon the Brand Innovation Lessons from the 2006 FIFA World Cup™, **BrandOvation™ is a Novel Concept of Brand Leadership**, merging the disciplines of Internal Branding and Touch-Point Innovation. Established as a professional Competency by Dr Nikolaus Eberl, Herman Schoonbee and Timothy Webster, BrandOvation™ is about leveraging the **5 Compass Points of Premium Brands:**

- Are Your Brand Players totally committed to delivering Your Brand Promise?
- When is the last Time Your Clients stood up for what they received?
- What Premium do you hold over Your Competition?
- Are You leading Your Industry by Innovation?
- Are You competing on Attitude?



Based upon the innovation strategies of the German Soccer Team at the 2006 FIFA World Cup™, BrandOvation™ is about inspiring employees to question the tried and tested and search for new ways to deliver world-class service (Academy Press, Berlin - Johannesburg – New York 2007).

In anticipation of the FIFA World Cup™ in 2010, large South African organizations are calling upon BrandOvation™ to engage their employees in Touch-Point Innovation and align employee commitment to President Mbeki's Brand Promise of delivering "the best World Cup ever".

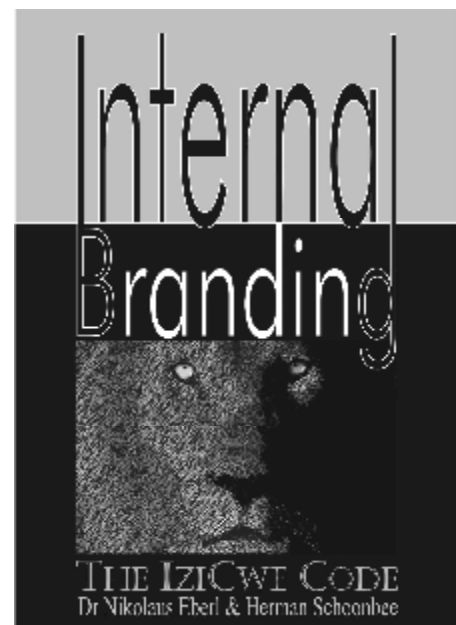


In April 2006, Dr Nikolaus Eberl and Herman Schoonbee published "The IziCwe Code: Internal Branding", which was **critically reviewed by President Thabo Mbeki** in the 'Letter from the President'. Using "the analytical tools contained in The IziCwe Code", the President issued the challenge to government leaders to "generate the kind of commitment that will ensure that ...our government at all levels ... can be trusted to

honour the brand promise!" The IziCwe Code has now become recommended reading for government leaders at national, provincial and local level.

In June 2006, The IziCwe Code was introduced to the international media at the Global Leaders Summit, held in Johannesburg at the Coca-Cola Dome, **sharing the platform with global leadership gurus** Tom Peters, Rudy Giuliani and Michael Porter. The authors' work has received acclaim from a number of eminent South African leaders:

- "We share a vision for the development of leaders and strongly believe in building the capacity of people and society at large." (John Samuel, CEO Nelson Mandela Foundation)
- "A uniquely South African formula for mustering the will to succeed and conquer life!" (Herman Mashaba, Founder of Black Like Me)
- "The Seven 'Miracles', not even Secrets of IziCwe will unravel your life. A Must for all Organisations!" (Dr Snowy Khoza, Development Bank of Southern Africa)
- "Nikolaus Eberl and Herman Schoonbee have thrown down the gauntlet. It is up to us to take up the cudgels to unearth pearls of wisdom from other great Africa Leaders." (Reuel Khoza, Chairman Nedbank, NEPAD Business Group, Institute of Directors)



The Author



Dr Nikolaus Eberl holds a PhD from the Free University of Berlin and a Postgraduate Diploma from the Johns Hopkins University, Baltimore. He is the author of *The Seven Secrets of IziCwe: Conquer Life!*, a uniquely South African Life Skills Program, and “a must for anyone who wants to overcome career and personal challenges!” (The Business Day).

His latest book, “The IziCwe Code: Internal Branding” (Academy Press 2006), has become recommended reading for government leaders at national, provincial and local level.

The Contributors

Herman Schoonbee is an international expert on the drivers of *Employee Commitment* and *Internal Branding* and has conducted more than five years of research on the subject of *Building Your Brand Within*, both within South Africa and the United States of America. Herman co-authored The IziCwe Code with Dr Nikolaus in 2005. He holds a degree in Marketing, Industrial Psychology and Economics from Stellenbosch University.



Timothy M. Webster is the President and CEO of *TimothyMaurice & Associates*, an International Personal Branding firm operating in Johannesburg, South Africa, and New York, USA. He is a widely recognized Author, Inspirational Speaker, Corporate & Individual consultant and Designer. He founded *TMA* based on a vision to enhance corporate & individual goals through image management. Mr. Webster is the bestselling author of “Thinking about You” (Johannesburg, New York 2006), and is graduate of Brookstone Business College, USA and The Image Academy, South Africa.

IziCwe Academy is the global leader in Internal Branding. Based upon twelve years of global research, IziCwe Academy has assimilated best global practices in Internal Branding to assist corporate organisations to align employee commitment to their brand promise. For further information, please contact:

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