MARKETING NATION TO THE WORLD
For Diplomacy And Diplomat

HERMAWAN KARTAJAYA
Founder and CEO of MarkPlus, Inc.
President of World Marketing Association
One of the “50 Gurus Who Have Shaped the Future of Marketing”
(CIM, UK 2003)
PRE-FACE:
EVOLUTION OF SEVERAL NATION BRANDINGS

PHILIPPINES

KOREA

TAWIAN

JAPAN

TWITTER: @hermawank / EMAIL: hermawan_kartajaya@markplusinc.com
PRE-FACE:
EVOLUTION OF SEVERAL NATION BRANDINGS

1970-1980

Indonesia

"Indonesia, There is More to It Than Bali" (mid 1970)
"Indonesia, Bali and Beyond" (1974-1976)
"Indonesia, Bali Plus Nine" (1976 – 1985)
"Indonesia, the Smiling Islands" (1977 – 1979)
"Indonesia, Emerald of the Tropics" (1979 – 1983)

1990

"Let's Go Indonesia" (1991)

2000

"Visit Indonesia" (1991-2010)
(2009, Kemendag RI)

2010

"Wonderful Indonesia" (2011)
"Wonderful Indonesia" (2012)
"Indonesia Kreatif “ (2012)

Twitter: @hermawank / Email: hermawan_kartajaya@markplusinc.com
WHAT
MARKETING 3.0
23 LANGUAGES

From Products to Customers to the Human Spirit

marketing 3.0

PHILIP KOTLER
HERMAWAN KARTAJAYA Iewan SETIAWAN

Twitter: @hermawank / Email: hermawan_kartajaya@markplusinc.com
### MARKETING 3.0

#### VALUE-BASED MATRIX

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<th>Mind</th>
<th>Heart</th>
<th>Spirit</th>
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<tr>
<td><strong>MISSION (Why)</strong></td>
<td>Deliver SATISFACTION</td>
<td>Realize ASPIRATION</td>
<td>Practise COMPASSION</td>
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<td><strong>VISION (What)</strong></td>
<td>Profit Ability</td>
<td>Return Ability</td>
<td>Sustain Ability</td>
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<tr>
<td><strong>VALUES (How)</strong></td>
<td>Be BETTER</td>
<td>DIFFERENTIATE</td>
<td>Make a DIFFERENCE</td>
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Twitter: @hermawank / Email: hermawan_kartajaya@markplusinc.com
MARKETING 3.0
PDB

brand integrity

POSITIONING
DIFFERENTIATION

brand identity

brand image

BRAND

Twitter: @hermawank / Email: hermawan_kartajaya@markplusinc.com
WHAT IS YOUR COLOR?
WHAT IS YOUR AUTHENTICITY?
WHAT IS YOUR AURA?
FROM PDB TO TRIPLE-C

DIPLOMACY

DIPLOMAT

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### FROM 9 CORE ELEMENTS TO 12Cs

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<th>NEW WAVE MARKETING</th>
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<td>Process</td>
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THE DIPLOMAT WHEEL

DISCOVER
market opportunities,
problems, alternatives

TRANSFORM
our national identity,
integrity and image

INTEGRATE
tourism, trade and
investment sectors

ARRANGE
business trips, fairs
seminars

PROMOTE
our country, culture,
and business

MATCH-MAKE
a win-win partnership,
cooperation and collaboration

LOBBY
government, commerce,
society leaders

ORGANIZE
relevant meetings,
conferences and events

Twitter: @hermawank / Email: hermawan_kartajaya@markplusinc.com
THANK YOU