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Nation branding through mega-events

How "living the brand" influences nation branding

- A case-study of Brazil and its citizens -

Master thesis

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Abstract

The following thesis wants to explore to what extent and how the negative reactions of Brazilian citizens towards the World Cup and the Olympic Games affect the nation branding process of Brazil through these mega events. In order to do that, it will investigate whether or not Brazilians identify themselves and their culture with the promoted nation brand, what is causing them to have a negative attitude towards the events and what could the consequences of this behaviour along with the negative media coverage be on the nation brand and on Brazil's external image.

The interest for this subject has emerged from my contact with news referring to Brazil's preparation to host these major events and the population's protests against them. It seem contradictory that events that only hope to make the economy and the tourism of the host country flourish and bring many other benefits can actually bring out so much revolt amongst the inhabitants. Additionally, in order for Brazil's nation branding strategy to succeed it needs the approval of its people. Brazilians need to "live the brand" and accept, embrace and promote it forward for other nations to accept and enjoy it as well and for the nation brand to reach its goals. Thus, how much of the nation brand do Brazilians truly accept if they are on the streets protesting against the World Cup and the Olympic Games?

In order to research the stated problem, I made use of qualitative methods such as a qualitative survey, combined with semi-structured interviews and media content analysis and netnography in order to get a wide overview of the issue, analyse it from several angles and explore the views and thoughts of the Brazilian people as well as possible. The theory section compresses explanations and differentiations of several similar concepts such as 'product branding', 'corporate branding', 'country branding' or 'nation branding' meant to motivate the use of the latter one. The chapter continues with explaining why nation branding is important for a country like Brazil and why the citizens of the country need to feel and live the nation brand, along with more theoretical aspects regarding the mega-events, with both their advantages and disadvantage.

The analysis chapter tries to combine the most relevant and interesting data from all four sources used: survey, interviews, mass-media and netnography, providing a diverse and multilateral

perspective over the researched issue and over the Brazilians' perspective. According to the data presented in this chapter, the people of Brazil believe there is a significant gap between the image and the nation the brand is trying to promote through the World Cup and the Olympics, a land of paradise and beaches, and the reality of a country consumed by violence, political corruption and poverty. This leads to the creation of a brand that is not true to the identity of the nation, risking to be perceived as shallow and inconsistent. Moreover, what is making the population of Brazil protest against the mega-events is the investment of the public money in the construction of stadiums and venues for the events. Brazilians believe the government is corrupt and is spending too much money, unjustifiably, on these constructions instead of investing in education or health, areas in which Brazil is in need of improvement. Thus, it seems that the economic and marketing purposes are more important for the organizers of the events and the government of the country, dangerously neglecting the wishes and social needs of the population. It is true that football and sports are a great part of the Brazilian culture and people have expressed a conflicting emotion towards the events, as they do want to participate and enjoy them along with the rest of the world, but, at the same time, they feel no real benefit will come from these events.

The citizens of Brazil are not truly living the nation brand and believe that the country should have other priorities. They protest against the actions of the government and want Brazil to be truthfully represented internationally, with an image that is not based on careless stereotypes, but the reality of the country. As long as people do not become ambassadors of the brand and see these events as more of a threat than a improvement, the nation branding strategy will not achieve the goals it desired and will result in a missed opportunity for Brazil.

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I. Introduction

Maurice Roche believes that mega-events are best understood as *'large-scale cultural (including commercial and sporting) events which have a dramatic character, mass popular appeal and international significance'* (2000: 1). Therefore, two of the main characteristics of a mega-event are that, firstly, they are estimated to have considerable consequences for the host city, region or nation in which they take place and, secondly, they will magnetize substantial media-coverage (Horne, 2005).

In this globalization era, the Word Cup and the Olympic Games have become symbolic cultural events in the progress of popular global culture. The Olympics, for example, are most frequently held in developed countries because of the infrastructural requirements (venues and accommodations) for hosting such a large-scale event (*Ibid*). Although the Olympic Games have rarely taken place in developing countries, some recent examples of such hosts include Mexico in 1968, Yugoslavia in 1984, South Korea in 1988 and, the main focus of this study and future host of both the FIFA World Cup (in 2014) and Olympic Games (in 2016), *Brazil*. It is the first time that the Olympics take place in Latin America and 36 years since the last World Cup was held there also, therefore, these events can provide Brazil with many opportunities, some concerning direct economic impacts (Kasmati, 2003) but other, and more relevant for this thesis, connected directly to raising awareness of the host country and positively strengthening or changing the attitudes held by the rest of the world about the country, in other words, *building and/or enhancing a nation brand* (Dolles & Sönderman, 2008). What makes Brazil even more special is that it is the first country to consecutively host two mega-events in such a short period of time, also after it has hosted the FIFA Confederations Cup in 2013. It is, hence, evident that Brazil is going through major nation branding changes and processes that aim at projecting a worthy image of Brazil that could influence its economy and tourism for the better.

So far, Brazil is facing very much media attention and great opportunities to show to the world what the country has to offer. What makes Brazil different once more, however, is also the reaction of the Brazilians towards the World Cup and the Olympics. What has attracted my attention towards Brazil and these events is exactly the negative feedback it has received from its citizens. Mass-media has very much focused on the negative aspects concerning the hosting of

these major events and after only reading news titles such as *Marketers Brace for Big Shows in Crisis-Torn Brazil*; *2016 Olympic Games: Rio de Janeiro's reputation is at risk*; *Brazil poverty overshadows hype over World Cup, Olympics*; *Rio de Janeriro's Favelas: The Cost of the 2016 Olympic Games*; *Street protests spread chaos across Brazil*; or *Brazil struggles to overcome pre-Cup bottlenecks*, I have realized that such a strong reaction from a country's population is not frequent and it might have an influence on the desired outcome of the nation branding process. As these negative aspects are so present in the media and more striking than any other news about the mega-events from Brazil, it seems that their impact on the nation brand could be bigger and more important. Furthermore, bad news about a certain country attracts much more attention from the external audiences than any other aspect, thus it can have a very strong impact on the future tourists (Sonmez & Sirakaya, 2002). Therefore, I have decided to dig deeper into the matter and focus my attention primarily towards the negative aspects and reactions surrounding the World Cup and Olympic Games. This, nevertheless, does not exclude entirely the positive outcomes of the events for Brazil, which will be mentioned during the thesis. There is however very little information on how the events are actually benefiting the country and almost no attention is given to this matter by the media. The protests and the disadvantages have captured the center light and will also be the most significant for this study.

Although there are many benefits that arise for the citizens of the country along with hosting these events, controversy has also risen, especially concerning the neighborhoods or natural sites that are being bulldozed in order to facilitate the creation of venues and the redirection of resources from social programs and other domains towards the construction of stadiums for the events. It is, therefore, important to establish which of these reasons is making the population of Brazil unsatisfied and reticent towards the World Cup and the Olympic Games in order to see what effect it could have on the nation brand. Mega-events are generally known as being valuable vehicles for the construction of national pride inside the country. However, this does not seem to be the case in Brazil where people have decided to go on the streets and express their disappointment. This is interesting to research as the 'people' dimension plays a very important role in a nation's branding process and the citizens need to "*live the brand*" in order for it to be successful (Aronczyk, 2008: 54). "*Living the nation brand*" can be understood as behaving and displaying attitudes that are harmonious with the nation's branding strategy (*Ibid*). For that reason, the thesis will focus on determining how much of the Brazilian identity is embedded into

the nation brand and if it corresponds to the values and culture that Brazilians have, as this is a significant indicator of a good nation brand.

Brazilians are, consequently, the target group of this thesis. More exactly, in order to achieve the main objective, I will make use of qualitative methods of research, which will offer me an insightful view on the Brazilians' perspectives and thoughts about the major events soon to be hosted by their country. The data gathering process will begin with a qualitative survey, interested in reaching as many Brazilians as possible and trying to shape a wider outlook on the issues researched and a possible pattern of behavior. By using the hermeneutical circle and trying to improve and better explore the data obtained, the most pressing and interesting aspects that result from the survey will later on be further explored through a series of semi-structured interviews. These interviews will also be conducted with Brazilian citizens that will fit certain criteria, for example have a higher education which can allow them to properly express their opinions and be more precise about what is happening in Brazil and also make it possible for them to speak English at an advanced level.

Due to the fact that mass-media and the internet have such a strong influence in shaping people's ideas and opinions, and considering how much attention Brazil is already receiving because of these negative manifestations towards the events, I believe it is necessary to take these communication means into consideration in the data gathering process. As a result, aside from the already mentioned methods, I will employ the use of media content analysis and netnography in order to obtain a wider perspective on the issue and have multiple angles from which to draw conclusions.

At a theoretical level, it is necessary to properly delimit the study and include explanations of what a brand represents and what is the difference between the multiple types of branding: product branding, corporate branding, country branding or nation branding. This will also help motivate the choice of using 'nation branding' as a central concept, as opposed to 'country', 'destination' or 'place' branding. Additionally, this section will include theoretical issues regarding why a nation needs a brand and how important the 'people' component, along with the 'national identity' are in order to achieve a reliable and effective nation brand. The chapter goes on to discuss what mega-events are and how they could help a nation in its branding path, weigh

both advantages and disadvantages. To conclude, the last matter discussed revolves around the media impact and role it has in promoting or damaging a nation brand.

1.1. Problem formulation

All the above arguments lead to the following problem formulation:

> ***To what extent and how do the negative reactions of Brazilians affect the nation branding process of Brazil through the World Cup and Olympic Games?***

This issue will mainly be explored with the help of the following research questions:

1. Do Brazilians identify themselves and their culture with the promoted nation brand?

2. Why are these protests taking place?

3. What are the consequences of the protests and the negative media coverage on the nation brand and on Brazil's external image?

II. Methodology

In order to investigate how the negative attitudes of Brazilians affect the nation branding of Brazil a certain methodological path is followed. This part of the thesis will begin by introducing the philosophical considerations necessary to understand the epistemological and ontological statements of the thesis, along with the paradigm adopted for the study. The segment continues with revealing the research methods used for the gathering of data and the trustworthiness of the qualitative research. Despite presenting the limitations of the study during the whole section, the methodology chapter ends with a few more remarks concerning the delimitations of the thesis.

2.1. Philosophical considerations

There are three major facets of any research—*epistemology, methodology, and method*— aspects that should provide the structure for planning, implementing, and evaluating the quality of a study (Carter & Little, 2007). The relation between these stages of a research can be better portrayed in Figure 1. In other words, methodology validates the method, which creates data and analyses. Knowledge is generated from data and analyses. Epistemology adjusts the methodology and justifies the knowledge formed (*Ibid*).
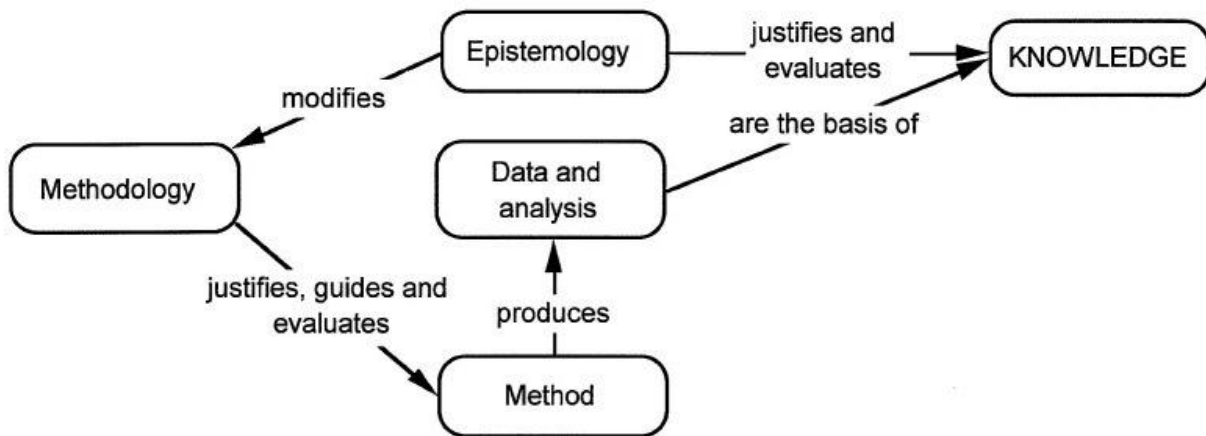

Figure 1: The Simple Relationship between Epistemology, Methodology and Method

Carter & Little (2007: 1317)

2.1.1. Epistemology

Epistemology represents *"the study of the nature of knowledge and justification"* (Schwandt, 2001: 1), and epistemological matters are *"issues about an adequate theory of knowledge or justificatory strategy"* (Harding, 1987: 2). In other words, epistemology can be understood as justification of knowledge. Philosophers of science are interested in the nature of scientific knowledge, that is, the statements made by several empirical disciplines and the manner in which researchers' views are formed and sustained (Kitcher, 2002). Epistemology is also concerned with techniques of knowing and the researcher's belief system about the nature of knowledge, such as beliefs about the certainty, structure, complexity, and sources of knowledge (Klenke, 2008). It is of great importance to know that every researcher brings some set of epistemological assumptions into the research development and these assumptions have an impact on the way they comprehend and interpret the data (*Ibid*). Moreover, epistemology also deals with the relationship between the researcher and the researched through the placement of the researcher either separately from what is researched (traditional, usually quantitative research) or interacting with what is researched (naturalistic, qualitative research) (*Ibid*). The second situation is what applies to this thesis. Considering what Guba suggests, *"inquirer and inquired into are fused into a single (monistic) entity. Findings are literally the creation of the process of interaction between the two."* (Guba, 1990: 27). In this thesis, he *inquirer* is me as the researcher, and the *inquired into* are the interview and survey participants. The results are a common, mutual creation between me and the Brazilians that will participate in the study

However, one cannot discuss issues regarding epistemology without taking ontology into consideration. Ontology is concerned with *"what is the nature of reality?"* in a study, and, in this case, there are several and dynamic realities, which are context-dependent, and which embrace an ontology that is against the presence of an external reality (*Ibid*). According to Searle (1995), external reality refers to one that exists outside and autonomous of our understandings of it; these individual interpretations are profoundly rooted in a rich contextual web that cannot be readily generalized to other sceneries. Hence, as the author of this thesis, I do not accept that there is a single unitary reality apart from ones awareness, and highlight a relativistic ontology that suggests that there is no objective reality but approves of multiple realities socially constructed by individuals from within their own contextual interpretation (Klenke, 2008). Thus, by requesting the opinion of more Brazilians I get access to each person's reality and interpretation

in the context of the manifestations and political situation from Brazil. If these views are combined with my own, and the views expressed in the media, for example, a broader overview will be possible, analysing the matter from different directions and better understanding it.

Epistemological and ontological conventions are then converted into distinct methodologies that try to answer the questions 'how should we study the world?' (Ibid). Kaplan (1964: 18) defined methodology as *"the study—the description, the explanation, and the justification—of methods, and not the methods themselves"*. Methodology reveals the principles about the knowledge and values characteristic to the paradigm within which the study is piloted and indicates a concern and commitment to a specific type of knowledge (Klenke, 2008). In order to justify the methods used in this study, it is necessary to explain my choice of study design. Considering the focus is set on people's attitudes and thoughts about Brazil being the host of two consecutive mega events, the World Cup and the Olympic Games, it can be argued that this thesis is a qualitative research. This occurs mostly as the goal is to increase the researcher's understanding of the significance of the phenomena under study from the angle of the individuals being studied, thus guiding the course of the study by them rather than by the researcher (Murray, 1998). Qualitative research is considered to be much more fluid and flexible than, for example, quantitative research in that it stresses upon determining innovative or unexpected findings and the option of modifying research plans as a consequence of such unforeseen occurrences (Bryman, 1984). While trying to define 'qualitative research', Denzin and Lincoln suggested that *"qualitative research is a situated activity that locates the observer in the world […] qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meaning people bring to them"* (2005: 3). Therefore, as a qualitative researcher, I am interested in *"understanding the meaning people have constructed"*, in other words, the way in which people make sense of this world and the experiences they have in the world (Merriam, 2009: 13). Merriam (2009) also identifies three characteristics that can best explain the nature of qualitative research: the attention is on process, understanding and significance; the researcher is the main instrument of data gathering and analysis; the process is inductive.

The focus on meaning and understanding refers to the purposes of qualitative research which gravitate around accomplishing an understanding of how people make sense out of their lives and describe how people interpret what they experience (*Ibid*). The main notion is understanding

the phenomenon of concern from the participants' perspectives, not the researcher's. Qualitative research represents a struggle to understand circumstances in their uniqueness as part of a particular context and the interactions there. Thus, it is important to interview Brazilians and explore their perspective as they are in continuous contact with the manifestations and the atmosphere regarding the mega-events from Brazil, and can deliver fresh, reliable and revealing information. Considering the researcher as the principal tool in data gathering and analysis, qualitative research takes the human instrument as being instantly receptive and adaptive, becoming, thus, the ultimate means of collecting and analysing data (*Ibid*). As the researcher for this thesis, my advantages include the expansion of my understanding through nonverbal or verbal communication (interviews, survey responses etc.), the fact that I can process the information immediately, explain and summarize the data, verify with participants for correctness of interpretation and deeply explore unusual or unexpected responses. Last but not least, an inductive process refers to the researchers gathering data to build concepts, hypothesis, in some cases, theories, rather than deductively testing hypothesis as it would happen in a positivist research (*Ibid*).

2.1.2. Paradigm

Epistemology is closely connected to both ontology and methodology; ontology comprises the philosophy of reality, epistemology is interested in how one comes to distinguish the reality while methodology detects the specific practices used to attain knowledge of it. Thus, ontological and epistemological assumptions are converted into precise methodological strategies (Klenke, 2008). These multilateral connections between ontology, epistemology, and methodology are what represent the core discussions of research paradigms. Paradigms represent a concentration of what we think about the world (but cannot demonstrate) (Lincoln & Guba, 1985). Patton (1978) believes that a paradigm is a world view, a general perspective, a way of deconstructing the complexity of the real world, something that tells the researcher what is imperative, genuine and rational. For years, specialists have mapped paradigms, clarifying different sets of suppositions and their influence on researcher's worldview (Klenke, 2008).

The most appropriate paradigm to consider for this study is *constructivism*. Constructivism or social constructionism starts with the idea that the human world is different from the natural, physical world and consequently must be studied in a different way (Lincoln & Guba, 1985).

Constructivism states that reality is more in the mind of the knower, that the knower constructs a reality, or at least understands it, based upon his or her appreciations (Jonassen, 1991). As opposed to objectivism, where the focus is on the object of our knowing, constructivism is interested in how we build knowledge (*Ibid*). According to Guba and Lincoln (1994), the constructivist philosophy is ontologically relativist. Hence, realities are seen in the form of various, intangible mental constructions, based on social interactions and experience, local and explicit in nature and dependent for their form and content on the individual persons or groups holding the constructions (Guba & Lincoln, 1994). Epistemologically, as a constructivist, I will approach subjectivism in this thesis as I assume that the investigator and the object of investigation *"are interactively linked so that the findings are literally created as the investigation proceeds"* (*Ibid*: 11). Subjectivism also suggests that the claim about reality and truth are dependent entirely on the data and volume of complexity available to the individuals and audiences existing when creating those assertions (Guba, 1990).

Constructivist-qualitative investigation is outstanding by its focus on a holistic treatment of phenomena (Stake, 1995). Accordingly, this paradigm perceives the world as multifaceted and interconnected and gives value to the context, placing a substantial stress on situational and structural aspects of the context (Klenke, 2008). Therefore, as in the current study, it is very important to understand a phenomena, in this case the negative reactions of Brazilians towards the mega-events soon to be hosted in their country, in all its complexities and its particular environment. The importance given to the context also entails that statistical generalization is not the principal aim of socially constructed knowledge.

2.1.3. The Hermeneutic Cycle

In order to better interpret the findings of this research, a humanistic view of the thesis is adopted by using the hermeneutic circle. Although a researcher can begin his/her investigation with an uncertain and instinctive understanding of a study, by dividing text and making sense of lesser fragments at a time, the entire text is now put in a completely new angle. It transforms into a spiral, or a cycle, of new information that will help the researcher go even profounder into the significance of the subject in question; the learning converts into a continuing process that might expose new aspects and areas where additional research is required (Kvale & Brinkman, 2008). The hermeneutic circle can be applied to the current research through the circle of interpretation

that is used in the understanding of knowledge. Thus, the process of understanding and gathering data is a cycle of exposure to information (texts from interview transcriptions, survey answers, news-articles), interpretation, then re-exposure to texts. Consequent contact with a text is influenced by the interpretation of the prior text. Moreover, the constant interpretation of, for example, interviewees' answers, during the process of data gathering, can bring certain changes to the interview guide used for the following interviews as certain answers could bring to light other issues, previously not taken into consideration.

Source: http://www.sfu.ca/media-lab/cycle/presentation/design.html
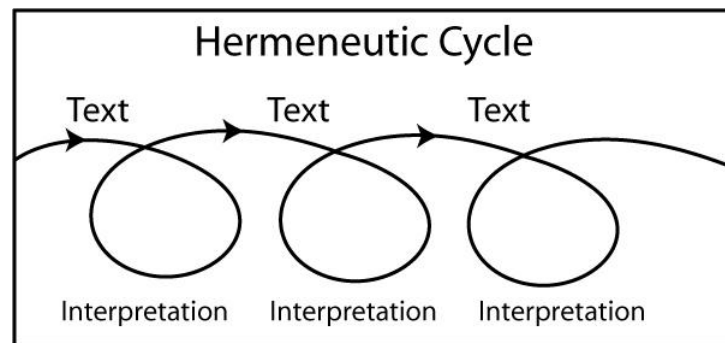
2.2. Research Methods

2.2.1. Semi-structured interviews

The three most frequently used methods of data-collection for a qualitative research are semi-structured or in-depth interviews, focus groups and participant observations (Murray, 1998). However, because the focus of this study was to investigate Brazilians attitudes towards the mega-events that will take place in their country, it was impossible for me travel there and organize a focus group, for example. Therefore, the method chosen was the semi-structure interview, performed via Skype. This kind of interview permits for a thorough assessment of an individual's opinions, attitudes and feelings. The content and path of the interview are determined by the respondent rather than by the researcher, although the latter has a set of concepts or topics they wish to better explore, yet, semi-structured interview still allows each interviewee to emphasis upon matters that are imperative to them (*Ibid*).

Kvale & Brinkmann (2008) suggest that a semi-structured interview is a method that makes understanding and knowledge be continuously constructed and reconstructed through the discussions. Bryman (2012) also highlights the open, flexible nature of a semi-structured interview that permits new ideas to be discovered during the dialogue as a consequence of what the respondent states and offer space for subjects that the researcher might not be formerly aware of to arise. Furthermore, according to Kvale & Brinkmann (2008) the semi-structured interviews encourage the understanding of reality from the interviewee's perspective, from their personal experiences as opposed to the scientific explanations. This aspect is best associated with the chosen social constructivist paradigm which states that people construct their personal realities grounded on exchanges and opinions of others, moreover justifying the choice of method for this study.

However, as Bryman (2012) mentions, semi-structured interviews can bring certain disadvantages. For example, there might be a probability of simply going off track, or the risk of manipulating the interviewees or provoking somewhat preferred responses; there is also the issue of how time consuming this method is or the impossibility of truly validating the trustworthiness of the received information from the respondents, particularly if they feel uncomfortable with the subject. Moreover, conducting the interviews via Skype comes with certain risks. For instance, the internet connection could turn up to be fairly poor, which would have an influence on the stream of questioning and the quality of the recordings; phrases, questions or answers could be misinterpreted, or would have to be repeated several times. In order to minimise these risks, at the beginning of each interview the respondent is asked to describe her/himself in a few words, in order to create a more relaxing atmosphere, a feeling of a normal conversation, without them being afraid to answer certain questions. Moreover, the interviews take place in my private home, using my private internet connection, to avoid week or busy connections from libraries or other public places that could interrupt the conversation.

2.2.2. Qualitative Survey

Due to the fact that the target group of this study was consistent of Brazilian people currently living in Brazil, the language barrier made it difficult to obtain the necessary data and knowledge from people only through the means of the interviews. In other words, during the interviews and while trying to contact participants for the interview, many have replied that they are not comfortable with the English language, that not many people speak it properly and that they would prefer writing about the issues instead of talking about them. Thus, as an alternative research method, I have chosen to make use of a survey that could better and easier reach Brazilians and explore their negative opinions towards the mega-events that will take place in their country, giving them the opportunity to better formulate their answers in English. Groves (2004: 4) defines the survey as *"a systematic method for gathering information from (a sample of) entities for the purpose of constructing quantitative descriptors of the attributes of the larger population of which the entities are members"*.

As in the above definition, in common methodology the word survey is mostly associated with quantitative studies that mainly target at describing numerical disseminations of variables in the population (Jansen, 2010). However, in this research, the undergone survey does not intent to form regularities, means or other parameters, but to study the diversity of the chosen topic of concern within a particular population, in this case, Brazilian people (*Ibid*). This survey does not make a mission out of counting the number of people with the same characteristic, but it tries to establish the significant variations within that population and to explore the meanings and experiences of Brazilian people. In other words, the *"qualitative survey"*, as Jansen (2010: 3) names it, is the study of diversity (not distribution) of inhabitants. Moreover, by making use of mostly open-ended questions and providing additional explanatory space for the respondents' answers, the interest in the public's opinion is revealed, stressing upon people's thoughts and interpretations.

As mentioned before, the survey makes it easier for people who are not sure of their English skills to better express themselves in writing rather than in a conversation (interview). Therefore, it enables me to reach more people and explore more points of view, giving me a broader overview of the issues studied. Moreover, in the event that the survey answers reveal interesting points, it could be useful and interesting to explore them in depth in the following interviews.

2.2.3. Sampling

Participant selection must have a clear justification and accomplish a precise purpose connected to the problem formulation. Respondents should be likely to produce rich, dense, concentrated information on the research questions, in order to allow the researcher to deliver a considerable explanation of the phenomenon (Cleary *et. al.*, 2014). Qualitative research uses non-probability sampling as it does not intent to create a statistically representative sample or draw statistical conclusions (Wilmot, 2005）. For the selection of participants in this study, a combination of convenience sampling and judgement (purposeful) sample was used (Marshall, 1996). Convenience sampling involves the collection of the most reachable subjects while with purposeful sampling, he researcher vigorously chooses the most productive sample to answer the research question, using certain features of individuals as the foundation of selection, most frequently preferred to reveal the diversity and extensiveness of the sample population (*Ibid*; Wilmot, 2005). In this thesis, the convenience sampling technique was used due to impossibility of physically travel to Brazil and meeting more people, thus, the survey, for example, will be distributed to as many Brazilians as possible, through means of internet communication that include Facebook pages and groups where Brazilians are active members and can see the posts regarding to this thesis and the website www.couchsurfing.com (a social network where members can offer or request accommodation in people's homes around the world).

The last website has proven to be a very successful means of interacting with Brazilians as they willingly and openly answered my messages and offered to participate in the research. The first contact was through a message I personally sent to almost each member in the list showed after I had searched on Couchsurfing for people from Rio de Janeiro. I have chosen Rio de Janeriro as it is a very big city in Brazil which is both one of the cities hosting the FIFA World Cup and the Olympic Games. The message explained who I was, what and why I am writing my thesis about this subject and included the link to the survey along with the invitation to further discuss in the event of them wanting to also participate in the interviews as well. Further discussions were engaged with those willing to participate in the interview, selecting the ones who best matched the requirements. The selection criteria taken into consideration involved: besides being a Brazilian (condition available and vital for the survey as well), the participants need to speak and understand English at a medium level, to make sure a two-way conversation is possible, and they need to either be in the process of receiving higher education or a graduate from this form of

education. This last condition is important as certain issues investigated need an in-depth vision and understanding in order for the intellectual credibility of the study to not be compromised. The exact number of completed surveys along with a description of the interviewees is available in the analysis section of the thesis.

Snowball sampling is also used as some respondents will be accesses through contact information that is provided by other participants in the survey/interviews (Noy, 2008). Although considered by some researchers as being an informal practice, snowball sampling is used due to the difficulty in reaching and convincing Brazilians to participate from Denmark.

2.2.4. Media Content Analysis

Events such as the Olympic Games and the World Cup attract, as mentioned before, substantial media coverage, during, after but also before the events take place. In the case of Brazil, huge media attention is directed towards the development of the stadiums and other facilities that are being built for these events, but also towards people's protests and negative reactions. Considering that people value and interpret the information transmitted by the press, this thesis in interested in how media is portraying Brazil as the host of these mega-events and how the nation-brand can be perceived through these messages. Therefore, a media content analysis will be performed with data gathered from news articles online that are found to be relevant to this thesis.

Media content analysis was first presented as a systematic technique to study mass media by Harold Lasswell (1927), who originally wanted to study propaganda (Bryant[1]). Media content analysis represents the deconstruction of fragments of media with a direction that could either go towards quantitative or qualitative research methods (*Ibid*). This thesis, however, is interested in the qualitative methods involved such as the reading of a newspaper article and then unstructured, open considerations and discussions on the themes and effects of the text.

Qualitative content analysis gives high importance to features of the textual significance and is concerned with the means of expressions in a text, *"the context of the text, power relations in a text or different perspectives in a text"* (*Ibid*: 194). Many media and communication scholars contribute to qualitative content analysis, starting with the supposed *"humanistic trend"* in

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[1] Year of the article not found: http://www.historylearningsite.co.uk/media_content_analysis.htm

communication research in the early 1970s (*Ibid*). Textual analysis is a method that helps collect information about how other human beings understand the world, and when researchers perform textual analysis on a text we make an educated guess at some of the most likely interpretations that might be made of the text (McKee, 2003).

Media content analysis aids research by making use of combined methods and observing the communication via texts or transcripts, and therefore reaches the principal characteristic of social interaction (Bryant). Media content analysis is an unobtrusive method of examining interactions and it offers an insight into intricate models of human thought and language habits.

On the other hand, as a disadvantage, media content analysis depends deeply on the researcher's interpretation, which could be a very biased one and may, moreover, not agree to the understanding of other researchers as it is about how you operationalize the information attained (*Ibid*). It is also believed that the audience is merely a passive consumer of the messages sent out by mass media, and that there is no effort made to study how they truly interpret, in this case, the given text. Media content analysis may create an inaccurate image of society which could mislead the public. It can also be exceptionally time consuming and the subject of increased inaccuracy as it frequently neglects the context in which something has been created.

Taking into consideration how much media attention these mega-events attract, it is important to analyse how news articles portray the situation in Brazil as it reaches a large audience and it could have an impact on the nation-branding process of the country. Moreover, the negative image from the media was what initially motivated me to start researching the matter, thus it could come as a supplement of data for the other methods employed in the study.

2.2.5. Netnoghraphy

Apart from the analysis of news articles regarding the situation in Brazil, this thesis will also pay attention to other types of online materials, especially the ones that express a certain opinion (pro or against) about the mega-events in Brazil or give people on the internet the possibility to comment and, thus, express their own thoughts about these things. What is of particular concern for this study is any related Youtube video, Facebook post, pictures or comments from people that express their satisfaction or dissatisfaction with the Olympic Games or the World Cup in Brazil. This thesis will be interested in an analysis of this online material and an interpretation of

what it communicates about the people from Brazil and the mega-events from their country. Online communication between consumers has been studied by using netnography (Kozinets, 2002), and by stressing upon Brazilian people that express their opinions about the events in their country, netnography is useful for understanding their attitudes, insights, imagery, and feelings. The internet offers big opportunities for social group involvement, where users form virtual communities can affirm social power, unite, and assert symbols and lifestyles that are significant to them and the communities they shape (*Ibid*). According to Kozinets, netnography is *"a new qualitative research methodology that adapts ethnographic research techniques to study cultures and communities that are emerging through computer-mediated communications"* (2002: 62).

Nethnography is *"based primarily on the observation of textual discourse"* (*Ibid*: 64) and it uses content analysis in order to accelerate the coding and analysis of data. Without rejecting its ethnographic importance, it appears even more genuine to categorize or place content analysis of online communication in between discourse analysis, content analysis, and ethnography (Langer & Beckman, 2005). Content analysis itself is now a deep-rooted method in communication and media studies, as mentioned before in this thesis, and although initially used for traditional mass media texts (such as texts and shows in newspapers, on radio or TV), there is no motive not to relate it to the internet as well (*Ibid*, 2005).

However, there are, certainly, a few differences between content analysis of conventional mass media and online media communication (Stempel II & Stewart, 2000). One difference concerns the fact that mass media are by description public media. On the Internet, however, it has to be decided from case to case (i.e. from Webpage to Webpage) whether it is the case of (semi)-private communication or public communication (Langer & Beckman, 2005). If access is limited (e.g. by use of passwords) and hence available just for members, it can be considered to be a (semi)-private communication. In case the access to the material is not restricted, for example if anyone can partake in the communication without any boundaries, this can be considered public communication (*Ibid*). For this thesis I will make use of both semi-private communication, in the shape of material (pictures or videos on which people can comment) from Facebook pages, which you first need an account and a "Like" in order to access. Public communication will be employed also in the form of related comments given by Brazilian people but, this time, on

public websites such as Youtube or www.9gag.com, where people post songs, recordings or photos of what is happening in Brazil, how the protests are evolving and so on.

One more difference between content analysis in conventional media and in online media comes in regards to the honesty and trustworthiness of online communicators as opposed to other media communicators (Langer & Beckman, 2005). In the words of Solomon, *"cyberspace appears to be a dark hallway filled with fugitive egos seeking to entrap the vulnerable neophyte"* (1996: 11). However, this can also be interpreted as an advantage if it is considered that *"from behind their screen identities, respondents are more apt to talk freely about issues that could create inhibitions in a traditional face-to-face group, particularly when discussing sensitive topics"* (*Ibid*). This applies to this study as well, as it is easier for people to express their disappointment towards these important events or the government of Brazil online, where they feel maybe safer and free to say whatever they want, rather than facing other people or even participating in a protest.

Using netnography, interesting and valuable conclusions might be reached from a fairly small number of messages, if these messages contain enough *"descriptive richness and are interpreted with considerable analytic depth and insight"* (Kozinets, 2002: 64). Compared with other qualitative methods such as focus groups or personal interviews, netnography is not as obtrusive, as it is conducted using the opinions of people in a setting that is not fabricated by the researcher (*Ibid*) such as posts and comments made by Brazilians on websites that are in no way controlled or influenced by the researcher. It is similarly capable of providing information in a manner that is less expensive, opening a window for the researcher, into naturally arising behaviours and discussions about the situation in Brazil. In terms of limitations, netnography suffers due to its more narrow emphasis on online communities, the requirement for interpretive skills from the side of the researcher, and the absence of informant identifiers existent in the online framework that leads to difficulty in generalizing outcomes to groups external the online community sample (*Ibid*). However, the information gathered through netnography will support and be united with the data received through the other methods involved in the study, helping create a wider, more documented perspective.

2.3. Trustworthiness of Qualitative Research

Constructivists rely on pluralistic, interpretative, open-ended and contextualizes perspectives on reality. The validity procedures reflected in this paradigm have different labels than those of quantitative approaches. To be more precise with the concept of reliability in qualitative research, Lincoln and Guba (1985: 300) use *"dependability"*, in qualitative research which thoroughly matches with the notion of "reliability" in quantitative research. Seale believes that the *"trustworthiness of a research report lies at the heart of issues conventionally discussed as validity and reliability"* (1999: 266). The idea of determining truth through measures of reliability and validity is substituted by the notion of trustworthiness, which is *"defensible"* (Johnson, 1997: 282) and forming assurance in the conclusions (Lincoln & Guba, 1985). The main issue regarding trustworthiness is simple: *"How can an inquirer persuade his or her audience (including self) that the findings of an inquiry are worth paying attention to, worth taking account of?"* (Lincoln & Guba, 1985: 290).

In any qualitative research, the goal is to *"engage in research that probes for deeper understanding rather than examining surface features"* (Johnson, 1995: 4) and constructivism can aid towards that purpose. Constructivism gives importance to multiple realities that people have in their minds, thus, in order for someone to obtain valid and reliable multiple and dissimilar realities, multiple methods of research or gathering data are in demand (Golafshani, 2003). If this demands for the practice of triangulation in the constructivism paradigm, then the use of investigators, method and data triangulations to document the construction of reality is suitable (Johnson, 1997). Engaging multiple methods, such as in this case, interviews, surveys, netnography or media analysis will lead to further valid, reliable and diverse building of realities (Golafshani, 2003).

As a validity procedure, triangulation is a level considered by researchers that want to sort systematically through the data to find common themes or categories by removing coinciding parts (Creswell & Miller, 2000). A widespread practice is for qualitative inquirers to offer supporting evidence collected through various methods in order to discover major and minor themes (*Ibid*). This type of triangulation is called "methodologic triangulation" and it can additionally be classified into two forms: within-method triangulation and between- or across-method triangulation (Thurmond, 2001). Researchers using within-method triangulation, as in

the case of this thesis, use minimum two data-collection techniques from the same design methodology (Kimchi *et. al.*, 1991). These methods can either be qualitative or quantitative, but not both. Researchers who use between- or across-method triangulation engage both qualitative and quantitative data gathering methods in the same study (*Ibid*). The benefits of triangulation consist of: increasing the confidence level in research by using more methods and therefore offering more supporting data that can provide a background to and help clarify the attitudes and behaviour of Brazilians; revealing exclusive results; stimulating or assimilating theories, and providing a stronger understanding of the problem (Jick, 1979).

The trustworthiness of this study is mostly ensured by transparency and documentation. By transparency I mean that, first of all, the participants know from the beginning what the thesis is about and how I intend to use their answers. Moreover, the interviews are transcribed and put in the appendix of this thesis, along with a CD containing the recordings of the conversation, so that a proper verification of accuracy can be completed by the readers of the thesis if desired. Documentation stands for a dense portrayal of the phenomenon under inspection, available in the theory section of the thesis. A detailed explanation in the study are can be an important provision for encouraging credibility as it helps to convey the genuine circumstances that are being researched and, to a degree, the contexts that frame them (Shenton, 2004). Moreoever, convenience (random) sampling of individuals to serve as participant in the study, can represent a method of making the thesis more credible, as this random tactic may contradict charges of researcher bias in the choice of respondents (*Ibid*).

2.4. Limitations

Besides the limitations mentioned during the methodology chapter, an additional remark needs to be made regarding the use of triangulation and combining several methods of data gathering. I feel that some of the data may have passed unexploited as the volume was considerable big and it was necessary to use only the most relevant for the study. However, a thorough analysis of the data was made in order to select the best quotes and internet material. My subjectivity can also represent a delimitation of the study as certain aspects of the study had a more emotional impact and could have represented a gate towards biases. Nevertheless, this is a characteristic of the

qualitative research and if properly identified and monitored, it will not affect the results of the study.

III. Theory

The theory section of the current study will start by explaining shortly what the concepts of 'branding', 'product branding' and 'corporate branding' entail, so that it can further connect with the notion of 'nation branding' and other similar concepts such as 'country branding' or 'place branding'. After explaining why the choice of the term 'nation branding' is made, there will be a section dedicated to the reasons for which a country decides to take this strategic path and what are the factors that can make the branding process successful. Due to the fact that the study is centred on how the people of Brazil have received the idea of branding their nation through the mega-events that the country is preparing itself to host and whether or not they identify and support the brand, it seemed appropriate to analyse how important the citizens are and what role does the 'national identity' play in this branding process. The following issue is the one of the mega-events, more precisely the Olympic Games and the FIFA World Cup, explaining what these events represent and what impacts they could have on the host nation. Since the analysis section will also include an exploration of the media coverage on the people's reactions towards these mega-events, it was necessary to explain both the negative impact that these events could have on a nation, but also what the mass-media's part entails in the nation-branding process.

3.1. The brand

Before properly starting to analyse the notion of treating a nation as a brand, it is necessary to understand what a 'brand' entails. On one hand, there are definitions that focus on the visual manifestation of the brand, whereas other definitions go deeper and beyond the visual characteristics of a brand and try to apprehend the essence of it (Dinnie, 2008). According to the American Marketing Association, a brand is *"a name, term, sign, symbol or design or a combination of them intended to identify the goods and services of one seller and to differentiate them from those of competition"* (*Ibid*: 14). Slightly richer definitions of a brand suggest that it is a client's mental impression of a service or a product; and represents the sum of all tangible and intangible components, which makes the choice unique (Moilanen & Rainisto, 2009). According

to the same authors, a brand is not only a symbol that separates one product from others, but it stands for all the features that come to the consumer's mind when he or she thinks about the brand. Kotler and Gertner define the brand as *"a promise of value"* (2002: 249) that provokes beliefs, arouses emotions and stimulates behaviours. Brands have emotional and social value to the users, and speak for them through their personality; they have the power to increase the perceived appeal and utility of a product (*Ibid*).

3.1.1. Product branding

The study of branding has conventionally been ruled by an accent on product brands, the emphasis of which is on the exclusive characteristics associated with a specific item of a firm's product portfolio (Xie & Boggs, 2006). Examples of product brands include Lux and Dove from Unilever, Sprite and Mr Pibb Soda under the Coca-Cola umbrella or Toyota and Lexus from Toyota (*Ibid*). The role of branding and brand management is mainly to produce differentiation and preference in the minds of consumers (*Ibid*). Thus, the expansion of product branding has been constructed around the central role of sustaining differentiation in a certain market (Knox & Bickerton, 2003). However, a product brand is also flexible, permitting firms to position and attract different divisions in different markets (Xie & Boggs, 2006). On the other hand, a challenge with regards to product branding is brought by the fact that it targets diverse small segments by means of different brands, which can conclude in high marketing expenses and lower brand profitability (*Ibid*).

3.1.2. Corporate branding

Nevertheless, the fast innovation, improved service levels and fading brand loyalty describing the current marketplaces have led to corporate branding to convert into a strategic marketing instrument (Morsing & Kristensen, 2001). Corporate brand architecture is defined by main values common to different products with a shared and general brand identity, which play a key part in managing the brand-building process (Xie & Boggs, 2006). Examples of corporate brands are IBM or Nike in the USA, Virgin from the UK, or Sony and Mitsubishi from Japan (*Ibid*). A corporate brand can be viewed as the total of the corporation's marketing efforts to offer a well-measured depiction of the corporation's value system and identity (Balmer, 2001). It contrasts a product brand due to its strategic emphasis and its enactment, which is a mixture of corporate strategy, corporate culture and corporate communications (*Ibid*). Corporate branding is based on

the practice of product branding, pursuing to build differentiation and preference. However, corporate branding is handled at the level of the firm instead of the product, and additionally lengthens its influence further than customers to stakeholders such as the staff, clients, investors, suppliers, associates, officials and local communities (Hatch & Schultz, 2001).

3.1.3. Nation branding

Even though nation branding is far more complex in comparison to corporate branding, due to the multifaceted character of countries, many of the features of the corporate world can be observed in the nation branding process. Nonetheless, nation branding is a particular field because of the complicated components that compose a nation and the various goals of the government, which require a deep understanding in order for the branding process to be effective.

When considering the term 'nation branding', according to Kotler *et.al.* (2002), some authors link the term with country-of-origin effect or envision it as a synonym for place branding. In fact, the 'place branding' concept was first exploited by Kotler *et al.* (1993). The stakeholders of place branding are cities, regions, countries or tourist destinations and the notion also covers the competition that is in place for tourists, guests and/or investors (Jenes, 2012). Within 'place branding' methodologies, 'place' may refer to a nation, a region or a state, a place with cultural connections or cities with large population (Kotler *et.al.*, 2002). Place branding stands for numerous known concepts such as country branding, nation branding, destination branding, city branding, place-of-origin branding, etc. Papadopoulos and Heslop (2002), on the other hand, consider 'place branding' (or destination branding, place promotion) as a fairly current umbrella approach of country branding, region branding and city branding.

However, a certain distinction should be made between 'country branding' and 'nation branding' in order to justify the use of one of these terms later on in this study. Tourism is part of country branding all over the world and country branding itself frequently chooses to use the marketing toolbox of tourism (Jenes, 2012). Authors seem to settle on the fact that the central aim of country branding is economic in nature (Kotler *et. al.*, 2002; Papadopoulos & Heslop, 2002). Yet, tourism (the central piece of country branding) is just one element of the nation and, unlike the nation as a whole, it is a 'product' which needs to be 'sold' in the global marketplace (Anholt, 2005). Gudjonsson additionally enhances the conceptualization of the field when

asserting that *"nation branding occurs when a government or a private company uses its power to persuade whoever has the ability to change a nation's image. Nation branding uses the tools of branding to alter, confirm or change the behaviour, attitudes, identity or image of a nation in a positive way"* (2005: 285). Moreover, as stated in the *Candidature File for Rio de Janeiro to host the 2016 Olympic and Paralympic Games*, the principal motivation of Brazil to host this event and brand itself through it, is far more complex than the touristic benefits, mentioning social changes or Brazil's reputation worldwide: *"For the people of Rio, the Games will transform their city with new infrastructure, new environmental, physical and social initiatives and new benefits and opportunities for all […] the Rio 2016 Games will help continue the on-going growth of the Brazilian economy. They will bring a new level of global recognition of Brazil. Superb Games and stunning broadcast imagery will provide a long-term boost to tourism and Brazil's growing reputation as an exciting and rewarding place to live, do business and visit"* (p. 19). Hence, considering the complexity of the events and the diverse fields the branding of Brazil would reach, the choice of using the term 'nation branding' instead of 'country branding' is explained.

However, it is not easy for a nation to become a brand because a nation is such a collection of different images. A nation carries a range of implications: *"the debris of history and the contemporary; it is multi-layered, composed of folk images, historic images, and media history, while the contemporary media image creates a condensed snapshot"* (O'Shaughnessy & O'Shaughnessy, 2000: 58). Thus, rises the issue of how much from the product-branding strategies can be applied to nations, arguing the value, existence and definition of nation branding. Gudjonsson believes that there are three main groups within the debate concerning how a nation can be branded, and classifies them as *"Absolutists, Moderates and Royalists"* (2005: 283). According to him, the Absolutists consider that nations can and should be branded as a product, for example — a nation is a nation — a nation is merely a brand and shares similar qualities and conforms to the same guidelines as a branded product or corporation. Royalists believe that nations cannot be transformed using the tools of branding due to their holistic natures; people perceive as disagreeing and immoral to make use of the same marketing and branding strategies applied to products, to a nation which has a holistic, spiritual nature (*Ibid*). The Moderates are those who consider that nations cannot be branded, nonetheless the tools of branding can be used by a nation to increase the value of its brands (products or companies); the

Moderates and the Royalists agree on the fact that a nation as an entity cannot be branded, but Moderates are willing to use the advantages of branding to modify the image of a nation in the quest of added value for the nation's brands (*Ibid*). The last category also sees the government of a country, along with other institutions, as the people in charge of doing this and concerned with adding value to its industries or the brands they represent. Once more, in respect to the situation of Brazil and the investments made by its government in order for the country to host the events that are meant to brand it, one could agree on taking the direction of the Moderates in considering a definition for the process of nation branding.

Authors commonly agree on the fact that branding represents an effective instrument for differentiation and this differentiation is required in a competitive market environment (Jenes, 2012). According to O'Shaughnessy and O'Shaughnessy (2000) authors of the field generally accept that it is correct to study nations as brands. While recognising the image of nations as having a significant influence in the purchase decision, the authors still contest that a nation (as a brand) cannot be understood as a proper product because, in their interpretation, the image of nations is more closely related to the social and sociological concept of a nation.

Fan (2006) defines nation branding as an application of branding and marketing communication methods to promote the image of a nation. Anholt (2002) believes that nation branding is a broad branding strategy that strengthens the networks between the given country and the rest of the world in a distinct set of objectives. Correspondingly, De Vicente (2004) believes nation branding implies the use of marketing strategies in order to endorse a country, its products and image. *"This consists of developing an image based on a country's positive core values and communicating it both internally and externally"* (Domeisen, 2003: 138). According to Jaffe and Nebenzahl (2001), the purpose is to generate a pure, simple, distinguishing idea constructed around emotional assets which can be represented both verbally and visually and understood by various audiences in a diversity of circumstances. To be successful, nation branding must embrace political, cultural, business and sport activities, statement which empowers the choice of branding Brazil through the Word Cup and the Olympic Games.

3.2. Why brand a nation?

Countries are making considerable efforts to perfect their nation branding in order to achieve three major objectives: to attract tourists, to stimulate incoming investment and to increase exports (Dinnie, 2008). Michael Porter suggests that his theory *"highlights and reinforces the importance of differences in national characters. Many contemporary discussions of international competition stress global homogenization and a diminished role for nations. But, in truth, national differences are at the heart of competitive success"* (1990: 735). The branding techniques can create meaningful differentiation, stressing upon the need of nations to create a unique identity, to find a niche and differentiate themselves from their competitors (Morgan *et. al.*, 2002). The sphere of competitive advantage incorporates many segments, including, as said before, drawing tourists, investors and also foreign consumers of a country's products and services (Dinnie, 2008). Nation branding can also be a solution for the misconceptions that exist about a certain country, allowing it to reposition itself more positively (*Ibid*). Productive nation branding can help generate a more positive image midst the international audience, consequently further increasing a country's soft power; however, it is important that the nation branding is strongly embedded in the reality and essence of the nation instead of being simply a creation of brand agencies (Fan, 2010). As Gudjonsson (2005) understands it, the goal of nation branding is centred on economic, political and cultural factors, and those three divisions need to communicate and be somehow consistent. Some elements such as people or culture cannot be seen as brands but are undoubtedly very powerful features in nation brands' performance in global markets; and communication within political and cultural aspects is imperative in nation brands' compatibility, distinction and competitive advantage (Gudjonsson, 2005).

Simon Anholt (2007) introduces the term 'competitive identity' which represents a mixture between the brand management and public diplomacy, but also with investments and trade, with tourism and export promotion. Anholt (2007) suggests that the competitive identity of countries can be communicated to the world through six main channels (Figure 2):

Figure 2. The Nation Brand Hexagone - Simon Anholt (2007)

1. **Tourism** embodies the level of interest in visiting a country. A country's promotion of tourism along with people's direct experience of visiting the country is frequently the most important factor in 'branding' the nation, because the tourist board typically has the largest budgets and the most capable marketers (Anholt, 2007).

2. The **exports** reveal the public's image of products and services from each country. The brands exported act *"as powerful ambassadors of each country's image abroad"* (Anholt, 2007: 25). However, this happens only where their country of origin is explicitly expressed and linked to the brand. As long as people know where a certain product comes from, then it can have an impact on their emotions.

3. The **Governance** refers to the public opinion concerning the level of national government capability and justice and describes the individuals' views upon each country's government. The foreign or domestic policy decisions of the country's government can affect the nation brand especially if they become news in the international media (*Ibid*).

4. The country's approach towards inward **investment** is of great importance to the business audiences which is particularly interested in how foreign talent and students are recruited or how foreign companies expand in the country (*Ibid*).

5. **Culture and heritage**: exposes global opinions of each nation's heritage and appreciation for its modern culture, including film, music, art, sport and literature. The export of cultural

activities, cultural exchange, poets, artists, sport teams, they all can help build or destroy the nation brand (*Ibid*).

6. **People**: deals with the population's reputation for skills, education, openness and sociability, as well as alleged levels of prospective hostility and discrimination, in other words, how they behave when abroad and how they treat visitors in their country (*Ibid*).

3.2.1. The role of people in nation branding

The 'people' dimension of the hexagon is of particular importance to this study as it aims to explore the Brazilian people's attitude towards the nation brand and to what extent they identify with it. Đorđević believes that the branding process of a nation must begin from its inside, its people, as a nation brand is *"most frequently promoted by its people"* (2008: 68). Dinnie (2008) also highlights that the image of a nation is not only influenced by its famous sport stars or political leaders, but also by its overall population. Besides the assignment of nation brand ambassadors and the mobilisation of the nation's diaspora, Anholt (2005) suggests that all citizens could develop into passionate ambassadors of their home country. When making an analysis of how a country's own population ranks the own nation brand in the annual NBI (Nation Brands Index), Anholt (2007) realised that the countries with the most influential reputations graded their own country highly. In the NBI 2005 report of the fourth quarter, for example, each of the top 15 nation brands placed themselves first whereas just two of the lowest 20 did so. Based on this observation, Anholt (2007) determined that if countries' populations have a more positive opinion of their own nation brand that has a great constructive effect on the external perceptions of the nation and consequently can lead to more successful nation brands.

Aronczyk has the same view as Anholt when she claims that in order to promote a reliable nation brand it is essential that the nation's citizens *"live the brand"* (2008: 54). "Living the nation brand" is defined as behaving and displaying attitudes that are harmonious with the nation's branding strategy (*Ibid*). Even though it is impossible to reach a completely consistent behaviour of a nation's inhabitants and to transform each resident into a brand ambassador, the passage of nation's citizens towards "living the brand" can be at least moderately grasped by including the people into the entire branding strategy (Niesing, 2013). Thus, the nation's Branding Groups should first consult their citizens when building their nation branding strategy in order to obtain their 'buy-in' and make them trust in the nation brand (Dinnie, 2008; Papadopoulous & Heslop,

2002). Đorđević additionally says that nation branding campaigns should not merely be concentrating on external audiences but likewise on the nation's people in order to offer them *"a common sense of purpose, of belonging and national pride"* (2008: 68). According to Anholt *"people are more interested in other people"* (2010: 138) and consequently the people in charge with the branding process should rather discuss about people than about the nation's landscapes, accomplishments or statistics. Aronczyk (2008) is also convinced that the most successful way to communicate the national brand is to leave the citizens themselves reach the target groups.

Thus, it can be observed that Anholt agrees with the majority of other authors when stating that in order for nation branding to be effective, the residents of the given country should identify themselves with the brand and be prepared to partake in improving it – as a result, the nation brand should be in accordance with the national identity - (Gudjonsson, 2005; Kotler – Gertner, 2002; Papadopoulos – Heslop, 2002).

3.2.2. National identity

The national identity is one of the most imperative elements in nation branding and it represents the foundation for the development of a nation branding campaign (Dinnie, 2008). National identity can be defined as an intricate collection of views, conceptions, perceptions, attitudes and behavioral designs developed through a course of socialization by the members of the given nation (Hall, 1996). National identity is actually a nations' self-consciousness, the total sum of the nations' features and customs (Jenes, 2012). According to De Vicente (2004: 4) *"country identity is what a country believes it is"*. National identity is likewise understood as the way in which the natives of a country perceive themselves. Moreover, the core of the national identity originates from companies and brands of the country, its landscape as well as from its culture in the "*widest sense*" such as literature, language, music, sport and architecture (Dinnie, 2008: 111). Investigating the extent to which Brazil's nation branding process coincides with the views of its population is important as it may lead to understanding whether or not this nation brand will or will not be accepted and identifiable by them. There is a similar concept, the 'nation brand identity', which needs to be clarified and understood as the identity of the nation brand and it is constructed upon a *"limited range of all the constituent parts of national identity"* (Dinnie, 2008: 46). It is a series of associations that the brand strategists pursues to construct or preserve, and it can also refer to the visual symbols or logo that help identify and shape the brand (Fan, 2010). In

the analysis section of the thesis there will be a part dedicated to analysing the communication campaign of the Olympic Brazil nation brand, which will include discussions about the visual presentation and what aspects from the national identity are portrayed through it. A profound and trustworthy nation brand must include the various aspects and expressions of Brazil's culture, in order for it to not be perceived as shallow, artificial or not truthfully representative of the country (Dinnie, 2008).

3.2.3. Image vs. identity

There are theoretical approaches, however, that clearly associate national identity with country image. It is, therefore necessary to explain also what country image represents in the hope of eliminating any possible confusion or misuse. Literature supports the idea that country image is a multidimensional concept and its field of study an interdisciplinary approach. In the current thesis, country image represents *"a set of all knowledge, opinions and simplifications that people think of a country and which affect their behaviour"* (Jenes, 2012: 15). All countries have an image, which nevertheless is not static and modifies with time and can be influenced either directly or indirectly (Papadopoulos & Heslop, 2002). Considering its path, two types of country image are distinguished: internal and external image (Jenes, 2012). The external image includes all things that people think of another country, whereas internal image is what people believe of their own country. As a matter of fact, the literature often identifies the 'internal country image' with the notion of national identity, as national identity is similarly expressed in the way the citizens of a country perceive themselves (*Ibid*). Elements such as stereotypes, opinions, beliefs, associations usually influence the external image, whereas cognitive elements rather have an effect on the internal image.

According to Allred *et. al.* (1999), the image people have about a country is constructed upon the economic state of the country, its political organization, culture, its possible conflicts with other countries, its labour market situations and other environmental aspects. Furthermore, Fan suggests that the succeeding individual elements equally affect the evaluation of a nation: *"(1) personal experience (e.g. visiting the country); (2) education or knowledge; (3) prior use or ownership of a product made in that country; (4) the depiction of the country through media channels; (5) stereotypes"* (2006: 11).

Taking into consideration the multidisciplinary character of country image, literature settles that it is not unsupported to rely the concept of national identity to that of country image, although it does not include the entire context of the second and consequently cannot be a replacement by full right of country image (Jenes, 2012).

3.3. Positive vs. negative impacts of sport mega-events on the host country

Sport is a national identity catalyst and, as globalization intensifies, sport is increasingly being used as a channel for the assertion of cultural identities on regional, national or continental levels (Marivoet, 2006). It seems that there has been an expansion of the opportunities offered by modern sport for the affirmation of nation states as cultural realities on the global stage, and since the 1990s the hosting of sport-events along with *"the mass mobilisation of populations for the collective assertion of their identities have become new resources"* (*Ibid*: 129).

What makes events 'mega', 'special', 'hallmark' is that they represent *"large-scale cultural (including commercial and sporting) events, which have a dramatic character, mass popular appeal and international significance"* (Roche, 2000: 1). These events are characterised by the significant consequences they have on the host cities or countries in which they take place, and by the substantial media coverage they bring along (Horne & Manzenreiter, 2006). Even though Brazil will host two major-events consecutively, The World Cup in 2014 and the Olympic and Paralympic Games in 2016, the focus will be more centred on the second event. Hosting the Olympic Games entails that the host country stages a series of sporting, cultural, and hospitality events for the world through media channels and through in-person tourist visits (Heslop *et. al.*, 2010). A mega-event such as the Olympic Games, provides the host country with many prospects, some concerning direct economic impacts, while other related straight to raising awareness of the host country and optimistically strengthening or changing the attitudes held by the rest of the world about the country (Dolles & Söderman, 2008). The Olympic brand is one of the top internationally acknowledged, not only due to its global promotion, but also due to the fact that is manages to combine the specific national features of the host-country with a fresh, new face, every four years (Panagiotopoulou, 2012). The Olympics stand for many values in the society we live in, but, most importantly, they represent hope *("that is a peaceful, better world,*

in fair competition and in promotion of sports") and prosperity *("in the sense of economic, social and political development"*) (*Ibid*: 339), qualities the nations today strive to inspire.

Furthermore, new developments in the technologies of mass communication, particularly the satellite television, have produced exceptional global audiences for events such as the Olympics (Horne & Manzenreiter, 2006). An estimated television audience of 3.9 billion people, for example, watched parts of the 2004 Athens Olympic Games, and the cumulative TV audience estimate was 40 billion (Horne, 2005). A total of 35,000 hours were devoted to its media coverage – an increase of 27% over the Summer Olympics held in Sydney in 2000 (www.olympic.org/uk).

Another reason for which the interest in hosting such events has grown is that they become valuable promotion opportunities for the given countries. Olympic Games can affect the image of the nation. Dolles and Söderman noted that sporting mega-events, like the Olympics, *"provide host nations with a universally legitimate way to present and promote their national identities and cultures on a global scale"* (2008: 147). Many developing countries, such as Brazil, have chosen to host mega-events as a possible route to world appreciation and reputation enhancement (Heslop *et. al.*, 2010). The Olympics have been alleged to have a solid impact on the beliefs and attitudes of the host population (Horne, 2005). During the mega-event the identities of the local people have to be in conformity with the positive stereotypes promoted before and while the event takes place. Mega-events thus invite a host nation's people to embody new identities as citizens of the world (Whitson & Horne, 2006).

A theory that could help better explore how the hosting of mega-events can contribute to the creation of a successful nation brand is the attribution theory. Attributions are the consequence of a cognitive process by which people allocate an underlying cause or justification to an observation (Kelley, 1973). It can lead to explaining why certain actions have happened and make causal inferences (Sun & Paswan, 2011). For example, when a country, especially one from the developing world, in this case, Brazil, hosts a major international sporting event such as the Olympic Games, people regularly ask themselves how and why this country won the bid to host such an esteemed world-class sporting event, and moreover how the event will turn out. In case the event is successful and the audiences impute the reason as stable, internal and controllable by the host country, they may develop positive views towards the host country

(Weiner, 2000). Furthermore, even if the event turns out as not beeing successful, but the audiences blame it on a motive that is non-stable, external and uncontrollable by the host country, they could still develop favourable opinions toward the host country (Sun & Paswan, 2011). On the other hand, if the event is considered successful and the viewers believe that the cause is not stable, external or uncontrollable by the host country, they would start developing hostile feelings about the host country (*Ibid*). Moreover, *"if the event is not so successful, and the reason for the failure is thought to be stable, internal or controllable, they will have unfavourable images of the host country, thus reinforcing their prior unfavourable opinions of the country"* (*Ibid*: 645). It is realistic to suppose that a country winning a bid will do everything it can in order for it to guarantee that the event will carry on smoothly and successfully, as there is so much at stake. Consequently, the success or failure of the event can have a strong link to the perception of the nation's image (*Ibid*). Therefore, an event that is successful is more expected to produce a favourable image of the host nation, and as a result, positively impact the nation brand through the hosting of the Olympic Games (*Ibid*). The attribution theory can also be held responsible for transferring the value of the mega-event hosting to the nation itself, raising the people's national pride (Heslop *et. al.*, 2010). By having positive and effective results after hosting the Olympics, along with the attention of the whole world, the people from the host country can understand that their nation is worthy of international admiration (*Ibid*).

The arguments for hosting sports mega-events typically express the sportive as well as economic and social benefits for the hosting nation, and the overall academic agreement concerning the impacts of mega-events is that there are both positive and negative results (Horne & Manzenreiter, 2006). The positive impacts on employment (or rather unemployment), additional spending in the community hosting an event, visiting tourist/spectator numbers, the *"showcase effect"* (*Ibid*: 9) of media coverage on an event locality, and some (usually unspecified) influence on the social situation of the host community are the key assertions made for hosting mega-events (*Ibid*). Barcelona '92 is often mentioned as an exemplary Olympic Games. The Games attracted public investment of US$6.2 billion that lead to redeveloping the city and the province of Catalonia (Malfas *et al.*, 2004: 212). The unemployment rate in Barcelona dropped compared to the rest of Spain and the European average (*Ibid*). Improvements in transportation, particularly *"the circulation of motor vehicles"* (Brunet, 1995: 20), was one of the most notable impacts of the Olympics on the city infrastructure of Barcelona. The Olympic Village built for the occasion

also opened up the coast to the city in a very original and unexpected manner. It was predicted that there were 20,000 extra permanent jobs created and that the Olympics acted as *"a protective buffer against the economic crisis"* that shook most of the rest of Europe (Brunet, 1995: 23). There were also signs that the inhabitants of Barcelona made use of the new sports infrastructure that was left once the event was over (Horne & Manzenreiter, 2006). Both athletes and tourists appreciated the city's various offering including culture and nightlife and boosted Barcelona to beeing the third most popular European destination behind Paris and London (Berkowitz *et. al.*, 2007).

The improvement of the nation's brand through the use of mega-events can, however, bring much more benefits than the gains from ticket sales, short bursts of tourism and other profits directly related with the Games (Berkowitz *et. al.*, 2007). The image of the nation can be transformed during the three-week period of the Games, as worldwide viewers watch how the events develop on the host country's territory every day. Additional indication of the 'Olympic Effect' is given by the 2002 Olympic Games in Sydney, Australia, which reinstated the city as a contemporary, international city (*Ibid*). The original target of the planers was the tourism market, however, it turned out that the investment in the city's transport and telecommunications infrastructure was what boosted it from its past 'outback, Crocodile Dundee' image and lead to a growth in both visitor arrivals and convention business (*Ibid*).

Nonetheless, research has signalled substantial gaps between estimated and real outcomes, between economic and non-economic payments, between the experience of mega-events in advanced and in developing societies (Horne, 2005). Even though it should be recognized that the staging of a mega-sporting event evidently produces new jobs, despite Brunet's findings in the case of Barcelona, attention should be directed on the quality and duration of these jobs (Malfas *et al.*, 2004). As Hiller (2000) points out in his analysis of the Cape Town 2004 Olympic bid, sporting events generate service-related jobs which are often low-paid and short-lived. Furthermore, Miguelez & Carrasquer (1995) stated that the Barcelona Olympic Games actually produced merely a restricted number of new permanent jobs since the majority of the Olympic-related jobs were temporary.

It becomes, therefore, at some levels, quite sensible for one to consider if the argument, which asserts that mega-sporting events can bring massive benefits to the host community, is entirely

valid (Malfas *et al.*, 2004). It has been said, for example, that while an economic growth has been generated from such events, the lifestyles of low-income citizens has become more difficult (*Ibid*). Hall & Hodges (1998 in Malfas *et al.*, 2004) for example, discuss the effects of a mega-sporting event on the house market and land prices. The same authors have claimed that the building of infrastructure related to the event can include housing relocation due to the obligatory purchase of land for clearance and building, and it can also lead to an increase in rental fees and house costs. Consequently, this can lead to difficulties for people living on low wages in these regions. The Center on Housing Rights and Evictions inspecting displacement, or forced evictions, resulting from the Olympic Games and other important international events assessed 700.000 people were evicted to make way for the 1988 Seoul Olympics and 300.000 were forced to move for the 2008 Beijing Olympics (Horne & Manzenreiter, 2006).

The 1996 Atlanta Games can act as another example of the negative social effects of a mega-sporting event. It was reported that 15.000 citizens were evicted from public housing projects which were destroyed in order for the Olympic accommodation to be built (Malfas *et al.*, 2004). Thus, mega-sporting events, such as the Olympics, could serve to aggravate social problems and expand current gaps among residents (Ruthheiser, 2000). In Atlanta, there were several reports of broken promises by the Olympic organisers concerning the poverty matter, in an area where the percentage of people living beneath the poverty line was 30% (Malfas *et al.*, 2004). Another concern raised often is the one of the manner in which the state and federal governments fund the staging of a mega-sporting event by unavoidably making use of public money (*Ibid*). Even though one might state that tax money can be used for developments upon which an elected government agrees, when an event produces public debts, populations are unfairly taxed to pay off these debts (Lenskyj, 2000). Such examples could be the 1976 Montreal Olyimpics or the 1998 Nagano Winter Olympic Games, where the host city tackled with severe financial consequences for hosting such a large event and taxpayers suffered debts of up to £20.000 per household to balance the city's books (Essex & Chalkley , 1998).

From the examples of previous mega-events, the debate concerning their impacts has underlined both positive and negative ones. *"Increased city awareness, economic development, job creation and urban regeneration have been witnessed along with high inflation, expensive housing, and*

threats to civil liberties of certain groups, terrorist acts and even city defamation after revelations of bribery scandals" (Malfas *et al.*, 2004: 218).

3.4. The power of mass-media

The media has been argued to have a vital part in terms of building awareness of the host city or nation. Malfas *et al.* claim that once the media has taken interest in these event nations, they will never be the same since *"like former celebrities, these cities expect a certain respect and recognition long after their moments of glory have been faded from the memory"* (2004: 213).

The mass entertainment, created by media production centres (such as Hollywood for movies, or CNN, Euronews etc. for news and documentaries) can have a strong influence on the international audience which, conditioned by their quality and success, is likely to sustain and empower positive nation identity representations, even if it lacks a certain junction with political strategy (Georgescu & Botescu, 2004). There are various methods through which a nation can communicate to the rest of the world, yet news media are thought to represent one of the most effective platforms (Jain & Winner, 2013). For instance, a public opinion poll made by the Pew Research Center for the People & the Press estimated that about 31 per cent of American citizens use newspapers to acquire the majority of their news about countries and international issues (*Ibid*). Furtherore, mass-media are considered to be able to influence people's perceptions of countries and construct images of nations (Wanta *et. al.*, 2004). Similarly, it has been argued that news media are capable of influening public opinion by shifting issues of significance or salience of matters from media to public agenda (*Ibid*). Nevertheless a country appeals to nation-branding efforts, people's attitudes toward a country are result of their direct and/or indirect experiences with the country or its products and services, and usually these indirect experiences are shaped by the information obtained in the media (Jain & Winner, 2013).

Gartner (1993) suggests that the course of creating an image can be considered a variety of various agents or information sources. He differentiates several agents but the most applicable to the present research are the *"autonomous image formation agents"* which refer to these media that have a saying in the formation of attitudes towards a certain nation. The autonomous agents are assumed to have an even larger influence when they describe a dramatic event which takes place in a country or region, such as the riots or protests of Brazilian people against the Olympic

Games (Sonmez & Sirakaya, 2002). Surely, public opinion regularly assumes that negative stories in the media are expected to be more honest than positive ones (Anholt, 2009). Considering the great media attention that Brazil will receive due to the major-event it will host, this communication channel is one of great importance on the nation's branding process, thus, the image that the media constructs is to be taken into consideration.

IV. Analysis

The following analysis will be based on data gathered through several methods: the survey, interviews, media analysis and netnography.

Regarding the survey, the questionnaire (Apx. 2) was created using the website called Survey Xact and it was distributed via the direct link generated by the website. There have been 89 partially completed questionnaires and 98 completed ones. Due to the fact that the partially completed questionnaires included only the answers regarding the age and sex, the responded probably stopping the survey when arriving at the open-ended questions, I have decided to take into consideration just the fully completed questionnaires (available in the report from Apx. 17). Most respondents were males (66 out of 98) and with the age between 21 and 30 (56 out of 98).
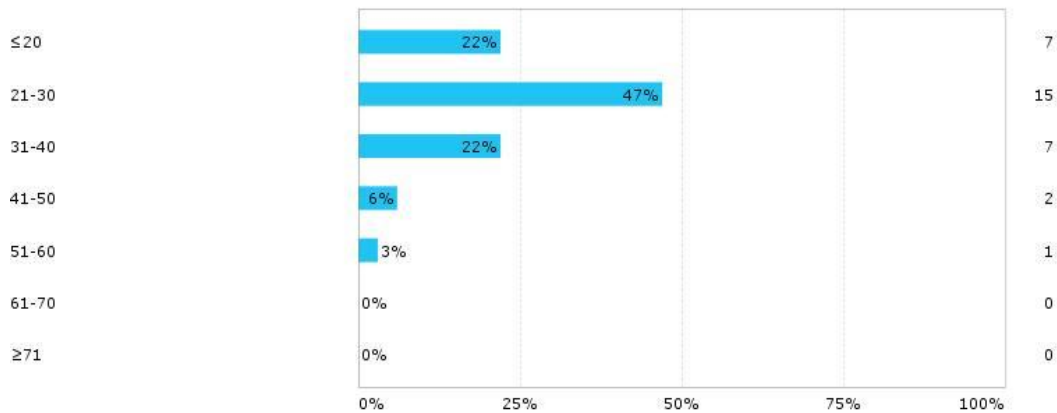
Regarding the interviews (the interview guide is available in Apx. 1), the table below will illustrate the names and other characteristics of the participants taken into account:

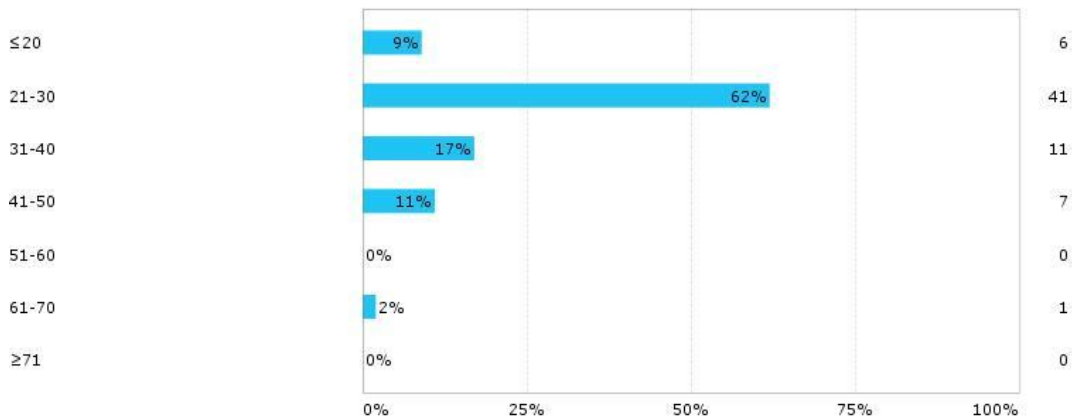| Nr. Crt.	Name	Age	Sex	Location	Education/Occupation
1.	Adriano	25	Male	Rio de Janeiro	Masters in IT/ developing software
2.	Flavio	19	Male	Porto Alegre	Technical field – megatronics
3.	Gui	24	Male	São Paulo	Mechanical engineering
4.	Mabel	44	Female	São Paulo	Marketing
5.	Rafael	30	Male	São Paulo	Analyst for a multinational company
6.	Rebeca	20	Female	Fortaleza	Studying to apply for medical school
7.	Vilnicius	34	Male	São Paulo	Software analyst

The recordings of these interviews can be found on the attached CD, from appendix number 10 to 16, and the transcriptions are in the *Appendix* section, from appendix number three to nine, which will be used to reference the quotations used in the analysis.

As noticed in the table above but also in the survey, the majority of respondents are male; however both the males and the females who filled in the survey are within the 21-30 age group.

Female respondents:

≤20	22%	7
21-30	47%	15
31-40	22%	7
41-50	6%	2
51-60	3%	1
61-70	0%	0
≥71	0%	0

Male respondents:

≤20	9%	6
21-30	62%	41
31-40	17%	11
41-50	11%	7
51-60	0%	0
61-70	2%	1
≥71	0%	0

As it can be observed, the youth has been more interested in the study and has more easily accepted to express their opinions about the events. According to several articles online, the protests are also mainly constituted of young students and adults: "*Many in the mostly young, middle class crowd were experiencing their first large protest*" (Watts, 2013); "*It's palpable, the fumes of a nation's young people looking around for the first time and not liking what they see*"

(Thompson, 2013). It appears that the young population of Brazil is the one more open to protesting and reacting to what they consider wrong in the society, with a great eagerness for a better life. Phil Cohen believes this phenomenon happens: "*precisely because they pose no real threat to the body politic that unemployed young people are made to carry the enormous burden of symbolizing the moral crisis of civil society*" (2000: 228). Henry Jenkins (1999) believes also that the youth culture has grown so much that adults are actually beginning to be fearful of the new generation. As Rebecca states, "*the fear of violence can take control of the society*" (Apx. 8: 109), a fear which might be more accentuated among the older inhabitants of Brazil. This might explain why the number of young people to participate also in my study is bigger, as they accept the situation less and feel that they have a saying and a power to change things. Moreover, the young people are also more likely to be or have been enrolled in an university, thus by benefiting from higher education, can be more aware of the problems and more willing to act against them.

4.1. Visual identity of the mega-events – image vs. reality

In order to analyse whether or not the people of Brazil identify themselves with the nation brand promoted through the Olympic Games and the World Cup, this section will begin with a short description of the visual identity of the two events, the ideas behind it, and how much of this identity corresponds to the national identity and reality of Brazil.

Each of these events has a strong identity with many elements involved: slogan, logo, website layouts, pictograms etc. However, all these features share the same values and have the same purpose, to offer a visual representation of both the event and the host country, in this case, Brazil. Therefore, I will look closer at the Olympic Games and the World Cup logos and investigate if the values and characteristics of Brazil and its people, which these events try to communicate, correspond with the reality.

Firstly, I will take into consideration the logo of the Olympic Games.

Source: www.creativereview.co.uk

According to the creators of the logo,

"the idea was to root the identity in the essence of Rio's Cariocas – its citizens. We were born from a mixture of ethnicities. We warmly embrace all ethnicities, faiths and generations. We share our sky, our ocean and our happiness with the world. This human warmth, which is part of the Carioca nature and the Olympic spirit, is shaped by the exuberant nature of a city that inspires us to live passionately and carefree, and loves to share and engage with others"
(Burgoyne, 2011).

Even from this quote, the focus on people is stressed upon, suggesting that the logo mostly transmits the characteristics of the Brazilian people who are a key factor in this event. The explanation goes further in this direction when suggesting that the logo portrays people joining together in an enthusiastic, happy dance. Moreover,

"the colour choices were led by the Brazilian environment: yellow symbolises the sun and our warm, vivacious and happy nature. Blue expresses the fluidity of the water that surrounds us, and our easy-going way of life. Green represents our forests and hope, a positive vision that inspires us to go even further" (*Ibid*).

People are, undoubtedly, a core matter in this visual representation, making the people's actual opinions about the event even more relevant, considering it is very much focused on satisfying and depicting their nature.

Therefore, in the survey, one of the questions involved this logo and the explanation behind it, requiring the respondents to express their thoughts about how much from this description is accurate. More than half the answers from the survey were, however, disregarding the essence of the logo. Even though there were answers supporting the explanation given by the creators of the logo, many others clearly stated that the reality in Brazil is very different than this portrayal. Some answers brought into discussion what image Brazil wants to sell to the rest of the world, regardless of the actual state of the country: *"That's the images Brazilians try to sell... We were born from a mixture of ethnicities, but we DON'T embrace all ethnicities and faiths"*. Other responses include: *"It's created for publicity. It represents nothing to us"*; *"No. The logo is a product, but it is a product that tries to sell a lie. The truth behind Rio and Brazil itself is much worse"*; *"No, I believe that it represents only a very romanticized and propagandist view of what*

is being Brazilian or Rio"; *"it is in conformity of the stereotype and image that people want to show to the foreigners. Not necessarily with the reality"*. These answers gravitate around the idea of how this logo is created for marketing purposes only, disregarding the actual truth or characteristics of the people they have stated as being the main inspiration. This is also what makes Brazilians upset as they feel their real problems are being neglected and hidden by the authorities in favour of attracting tourists and satisfying their requests. They also think that Rio de Janeiro, for example, the city where the Olympics will take place in 2016 is being transformed into a business, commercialized and all decisions are in the detriment of the population of the city, especially the poor side of the city.

Many answers included a short description of the situation in Brazil regarding the ethnicities, faiths and generations towards Brazilians are so accepting, according to the logo creators: *"The motivation behind it is a myth that they always tell us in official education, in mass media, etc. But the reality says that all black people are poor, all white are rich and indigenous people they don't exist"*. The racism problem seems to be a very stringent one in Brazil as it persists throughout many answers and goes very against the motivation of the logo and against Fan's (2010) theory supporting the importance of the nation branding to be intensely embedded in the reality and essence of the nation instead of being simply a creation of brand agencies: *"No. Brazil is an unequal country where stands the poverty and its structural problems"*; *"Cliche! Brazil is the most unequal economic relevant country"*; *"we are an extremely racist country, and violent for that matter"*; *"No, this not represents our values, spirit and customs. Here in Brazil we have racism too… Because of our slavery past, the black people is poorest, the majority of the wealthy people is white"*.

The last answer can also be related to a question addressed to some of the participants in the interviews regarding the values that the Olympic Games are promoting (peace, festivity, cultural exchange, fair play, equality, tradition, honor, and excellence - IOC, 2001, 2002) and how many of these are shared by the Brazilian people as well. Adriano believes that these values *"are really important… but the big problem about these big events is that the government thinks more about the big companies than the population. Because of that, the Olympic games do not represent what they should represent"* (Apx. 3: 28). Once more a disruption between the ideal and the reality is portrayed, stressing also upon economic motivations that have become more important

for the nation brand than the Brazilian culture or population. A lack of balance exists between the dimensions considered by Gudjonsson (2005) to be the centre of nation branding: economic, political and cultural factors. According to him, these three divisions need to communicate and be somehow consistent, and none should weigh more than the other, as it is in the case of Brazil's focus on economic benefits. In the theory section, I argue that Brazil is going through a process of branding its nation, not the country, as more than just tourism is involved: as Gudjonsson (2005) states, when the government is involved in the branding process and the goal is to change the behaviour of people towards the country, it is nation branding. The government of Brazil is highly involved in the branding process as it plays a key role in the organisation of these events, and moreover, they have the purpose of showing to the world that Brazil is a wealthy, stabile country, that can handle the Olympics and the World Cup. However, it seems that they are highly focused on the tourism aspect and paying less attention to the social consequences.

Mabel also agrees with the other responses, suggesting that not all these values are present in Brazil: *"No, actually no, not equality. We have so much inequality here, like social and the wages… There are a lot of problems"* (Apx. 6: 26). Rebeca believes that *"yes… in the protests that is what we were searching for, peace, equality"* however, *"that is something that they are projecting, but there is no peace or equality here"* (Apx. 8: 21). She highlights again the difference between the image that is communicated to the world and what is really happening in Brazil. She thinks these values are indeed important but the Brazilians need to fight and protest in order to enjoy them as the reality is very different from the picture the rest of the world sees.

When the next question concerned the logo of the FIFA World Cup[2], the answers went into the same direction, with a majority not agreeing with the official explanation of the logo. According to the FIFA website:

"Victory and union are the two key emotive elements which are vividly depicted through the hands featured in the design. Whilst forming a clear link to the colors of the Brazilian national flag, the green and yellow colors also allude to two of the strongest features of life in Brazil – the golden

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[2] Photo source: http://www.fifa.com

beaches and beautiful sun reflected in the yellow tones, with green representing the strong tropical interior that Brazil is so famous for. The combination of the strong image, the contemporary typography and striking colors are extremely effective in depicting a modern and diverse host nation".

The colors are once more, as in the Olympic Games logo, linked to specific Brazilian matters, in this case beaches and forests, along with a mention of the country's modern, divers, and unifying character.

Survey respondents' answers are, however, quite disapproving of this interpretation as well. There are once more comments that make reference to the marketing procedures behind this event which promote an image of Brazil that only has the goal of attracting tourists and investors to the country: "*We don't have only beaches and forests. We have so much more, but the only utility found for it seems to be making an appearance, a mask, to attract foreign people. It's simply ridiculous*"; "*The Brazilian people continue not having access to the games… so what is it for?? Marketing?!?!*"; "*I think it's just another logo made to sell that perfect image of Brazil while the government neglects environmental politics and education*"; "*again, it's an image that people want to show outside Brazil*". However, people believe otherwise and give examples of how the beaches and forests are not their only assets, uncovering some more of Brazil's problems that seem to be hidden away from the foreigners: "*« the golden beaches and beautiful sun reflected in the yellow tones» - the yellow used to stand for the gold – « green representing the strong tropical interior that Brazil is so famous for » - which are being stripped away to generate profits...*"; "*we can't say that we are a green country anymore, our Amazonia is dying*"; "*We are poor people suffering with violence, bad public services, bad education, social inequality, lack of infrastructure and corruption*". Domeisen (2003) argues that a nation's image should be based on a its positive core values and communicated both internally and externally, however, it is observable that the internal communication is not efficient, considering that the people of Brazil do not agree with this image and believe it does not represent their true identity.

Even from the beginning, a lack of balance can be observed between how Brazil is being presented and the reality in this country. Moreover, Brazilians are expressing their disappointment concerning these images of Brazil that are not always right and that only present a small fracture of the population. According to Dinnie (2008), a trustworthy nation brand must

include various aspects and expressions of Brazil's culture, not only beaches and forests, in order for it to not be perceived as shallow, artificial or not truthfully representative of the country. It seems that the classic stereotypes that people have about Brazil are still exploited in order for tourists to form a good opinion about this country. Once more, Dinnie (2008) believes that nation branding can also be meant as a solution for the misconceptions that exist about a certain country, permitting it to reposition itself more positively. Nevertheless, in the case of Brazil, the same positive stereotypes are used over and over again, disregarding the reality and the people's discontent with this practice, as it promotes a lifestyle that is not entirely characteristic of the nation. As mentioned in the theory section of this thesis the national identity is a very important part of nation branding and according to De Vicente (2004: 4), a "*country identity is what a country believes it is*". Considering that the answers above include a different description of Brazil than the one offered by the officials and authorities, it could be considered that the nation brand is not corresponding to the nation's identity.

Interestingly, the respondents came up with their own explanation of the FIFA logo: "*Corrupt hands taking more than their fair share*"; "*A shame face. Hair in green, hand in yellow on the face*"; "*This logo is especially bad because it looks more like a hand holding a disappointed face than a trophy of world cup, serving as a joke for us, for indeed shows the sentiment of all about the shames of this Cup organization*"; "*It represent hands stolen our money*". All these interpretation encourage the idea that the World Cup only brings shame to the people of Brazil as it is a way for *"corrupt hands"* to take more of the money people perceive as theirs. Marivoet (2006) believes that sport brings many opportunities for nations to affirm themselves as cultural realities on the global stage if the population of the country is mobilised with the goal of asserting their identities. Still, people are not proud of this identity Brazil is trying to portray, they do not mobilise to support it, they mobilise to show their discontent and to uncover the reality and what they think FIFA or the Olympics truly represent.

As a form of expressing their disappointment towards this event and in relation to the explanation mentioned above, the internet has become home for several visual expression of these feelings. For example the same idea of the logo representing some hands that steal the money from the people can be seen in the following picture, as it combines the logo with bills, making it a pile of money taken away from Brazil by the hands of FIFA.

4.1.1. What will tourists find in Brazil?

Nation branding can, indeed, help in creating a better image for a country (Fan, 2010), but what happens when the image does not correspond to the reality? An interesting issue regarding the image of Brazil came into discussion when the survey participants were asked if they believe that these events would bring Brazil a better image worldwide. Many respondents brought up the issue of the shock and surprise the tourists will have upon their arrival in Brazil when they will see that the image sold to them by these events and the Government is not entirely accurate, and will be faced with the many problems of Brazil. Many answers gravitate around the same issue that the tourists will leave their countries expecting a peaceful, colourful and friendly Brazil, and be disappointed of what they will actually find there: "*At first moment a better image, but after all the problems the tourists will find here, it will be terrible*"; "*It can help build a better image, but can break the good image too*"; "*During the World Cup, everyone will also see the chaotic part, the traffic jam, the social segregation and poverty. They will see a poor public trans system, criminality, cities being completely occupied by concrete and cars and some more of our particularities*". Therefore, the image of Brazil can further be damaged once the tourists see that what they had expected to find is replaced by social problems and violence. This happens as people, instead of building their image of Brazil upon the economic state of the country, its political organization, culture, its possible conflicts with other countries, its labour market situations and other environmental aspects (Allred *et. al.*, 1999), they only rely on stereotypes and false propaganda.

This idea is well expressed through another picture found on the internet that expresses the thoughts of Brazilians regarding the World Cup and the discrepancy between the promoted image and the real Brazil.

COMO FOI CRIADO O LOGO DA COPA?

TURISTA CHEGA NO RIO

DEMORA NO AEROPORTO E NO TRÂNSITO

PREÇOS ALTOS EXPLORAÇÃO MALANDRAGEM

PROSTITUIÇÃO TRÁFICO ASSALTOS

POLUIÇÃO, MISÉRIA, CORRUPÇÃO, ETC...

Source: http://perolas.com/

The translation of the text from the picture says: "how the logo of the Cup was created", the first image – "tourist arrives in Brazil", the second image – "takes too long in the airport and in traffic", the third image – "high prices, exploration, 'malandragem' (no exact translation, a reference to Brazilians taking advantage, in this case)", the forth image – "prostitution, drug dealers, assaults" and the last line refers to "pollution, misery, corruption, etc". The image refers to the tourist who once arrived in Brazil is happy and eager but once he is faced with the mentioned problems, the reality in other words, he becomes ashamed, disappointment, hence the "face palm" from the fifth image.

Moreover, if these mega events have done anything for Brazil it is to actually harm their image among the tourists due to all the problems raised by the construction of avenues or infrastructure. According to some of the answers: "*No, they will only demonstrate to the international community how much the country is behind in terms of infrastructure and planning capabilities*"; "*I don't think that this mega-events brought a good reputation to us. The Brazilian government is building everything too slowly, and they are been too sloppy*"; "*Actually, it is creating a worse view, because the world is seeing how unprepared we are for it, we don't have enough infrastructure and our government is not clean enough and mature enough to handle it*". The

fact that the country is so behind the schedule with the planning of these events, only shows to the world that it might just be too much for Brazil to handle and it is not a reliable nation yet.

However, participants do agree with the assumption of Heslop *et. al.* (2010) that these mega-events can lead to world appreciation and reputation enhancement, yet believe that this is not the case, as Brazil "*is not ready for this*". Others have said that they "*think they* [mega-events] *could build a better image, yes. But not in our current context. Our country is not prepared for these mega events, and actually don't need it*", or "*If the events are successful yes but in the Brazil's case since it became known that we held the Olympics and World Cup, there has been many problems in the construction of stadiums*", "*those mega-events are a great chance for a country to move its economy. To do so, the country must have a good infrastructure already, a good police force and safety for its citizens, as well as a low corruption government*", features that Brazil is apparently in lack of.

One of the interviewees, Vilnicius, shared these thoughts, stating that "w*e already have the news showing the problems they have in organizing these events so I think that the outcome image of the events may be even negative than positive...*" (Apx. 9: 61). Moreover, he brings out an interesting point when saying that "*We* [the Brazilians] *transformed what could be an advantage into a disadvantage. We had the opportunity to show the world that we could host big events, that we are responsible to keep our activities on the schedule and to show that we have a great infrastructure but I think we will miss these opportunities, and for me that is how we transformed what could be an advantage into a disadvantage*". According to his statement, he agrees that these events can have significant consequences on the host cities or countries in which they take place (Horne & Manzenreiter, 2006), yet it is Brazil's bad management that can make the nation's brand to actually suffer because of the events.

The delays in the construction of the necessary venues for the World Cup and the Olympics have also been the topic of many news articles. Considering that people's attitudes toward a country are also a result of their indirect experiences with the country, usually shaped by the information obtained in the media (Jain & Winner, 2013), bad news about the events in Brazil from the media could, as mentioned by the respondents of the survey and interviews, do more harm than good to the nation brand. BBC news reports on the 6th of May, 2014 that the "*cosy scenario would hide a multitude of sins and what has been a chaotic and at times disastrous process of*

preparing to host the 2014 Fifa World Cup" (Davies, 2014). The same author carries on by saying that "*there are stands still to be finished, access roads to be completed and an awful lot of building work still to do*", concluding that "*some argue that delays and overspends on crucial infrastructure projects prove that Brazil is not yet ready or mature enough to hold big events such as the World Cup and Olympic Games*". In April, *Reuters* quoted the International Olympic Committee (IOC) vice president John Coates, who "*has called Brazil's preparations for the 2016 Rio de Janeiro Games «the worst» he has ever seen and critically behind schedule*" (Ransom, 2014). *The Guardian* also starts an article by stating that "*The city is now desperately behind schedule for its 2016 Olympics – one insider put it at 10% ready, where London was 60% ready at the same stage*" (Jenkins, 2014). It is, therefore, quite frequent that Brazil is the topic of this kind of articles that stress upon the delays and bad organization of the mega events. This is particularly damaging for Brazil's image and nation brand, as the autonomous agents, the media in this case, are assumed to have an even larger influence when they describe a dramatic event which takes place in a country or region, such as these delays or the protests of Brazilian people against the events (Sonmez & Sirakaya, 2002).

4.2. The Brazilians' perspective

An article on www.goal.com writes that "*Fifa could never have imagined that Brazilians, football fans without condition, would react as violently to hosting a tournament as they have in the past two weeks*" (Stobart *et. al.*, 2013), referring to peoples' protests against the World Cup in spite of their love and history of football. Puzzled by the same reaction of the Brazilian people, I have decided to ask the participants in my survey and interviews how they believe the general reaction and attitude of Brazilians towards the Olympics and the Cup was. The result of this question from the survey was the following, with more than 50% of respondents choosing 'negative' as their answer:

What do you think is the general attitude of Brazilians towards The World Cup and The Olympic Games being held in their country? Could you also please elaborate on your answer?

Positive	23%	23
Negative	56%	55
Indifferent	8%	8
I don't know	12%	12
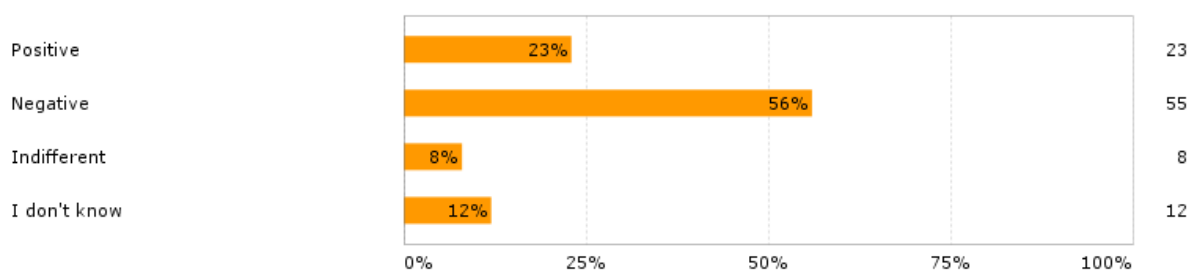
When asked to motivate their answers, many of the people stated that they believe Brazil has other priorities and that the building of venues and stadiums is only taking away too much money that other parts of the country need more: education, health etc.: "*Brazilians like me think that spending on these events should be better used for the improvement of hospitals, schools, for housing construction and improvement of the transport system*"; "*the majority of Brazilians don't want these events. They want more hospitals, schools, etc.*"; "p*eople think the money invested in these events should go elsewhere, such as education and health care*". Other responses, agree with the motivations above even though confessing to their love for sports and football: "*We love the football, people from all world, parties… but the World Cup is very expensive*"; "*Many people are happy because they love soccer and sports, but most people know that we don't need this, and the money being used for these events should be used for healthcare and education*"; "*For some is negative, but there are lots of people happy with it, football is a Brazilian passion…*". Other respondents have also mentioned this mixed feeling about the games and the Cup due to this passion and love that Brazilians have towards sports. However, they are aware and also support the ideas against these events, believing that they cost too much money, money that Brazil is not ready to invest in such things.

This divided opinion is shared by some of the interviewees as well. Rafael agrees "*with the World Cup in Brazil because, as you must know, Brazil is the culture of football and the World Cup here will be fantastic. I agree with those who are against the Government because they are right, the Government could spend the money they are spending on stadium they could use this money to build hospitals, school, to get better security. But on the other hand, the World Cup and the Olympic Games will be very important for our home*" (Apx. 7: 12). Vilnicius shares the same struggle as

"it is something similar to what I am feeling… football is something in our hearts and minds since the childhood so it's very difficult to deny the emotions regarding the World Cup […] *Everybody thought that it was a bad idea to host but at the same time the majority likes football and wants to see good games and how the country will do it, in a good way or if they will be problems. If the Government will have the skills to host such an event"* (Apx. 9: 41-47).

Football and sports in general are such a big and important part of Brazil's culture and national identity that it is quite easy to understand why this division exists and why people are also excited to have these events in their country. However, it seems that the organization of these events is what deeply upsets the population and makes them feel less attached and identified with them. As Dinnie (2008: 111) suggests, the core of the national identity originates from companies and brands of the country, its landscape as well as from its culture in the "*widest sense*" such as literature, language, music, sport and architecture, thus a very large mixture of elements that form a certain balance. Relying on one of these factors, in this case, sport, is not sufficient to ensure a complete match between the nation brand and the national identity. Even though the people of the country love sports and football, this assumption being probably one of the reasons the government thought the events will be gladly accepted in the country, the pressing problems of Brazil weight more in people's eyes and they choose to express themselves in this direction.

During the interviews, some of the respondents addressed this problem in a different matter. For example, Adriano said that "*for me, in 2007 we were supporting the World Cup because maybe in that time we thought a World Cup will improve the transport, that time we expected a lot. We trusted the Government but 7 years later we see the reality and get really angry*" (Apx. 3: 124). In the same direction, Flavio states that "*yeah, many of us like football, sports but in that moment it seemed like a pretty good choice. But now we see the reality of hosting these events, it is not positive for us*" (Apx. 4: 52). Therefore, this passion for sports was one of the triggers for the events to take place in Brazil and in the beginning people were very excited about it, thinking that the Cup and the Olympics will bring along many good changes to Brazil. However, it is the bad management of these events by the Government and affiliated departments that made the situation today as it is and the people unsatisfied and angry. An article on www.upi.com quotes Clare Dixon, from the UK Catholic Agency for Overseas Development and agrees with the ideas

mentioned above: "*People in Brazil are absolutely delighted that they are hosting the World Cup in 2014, but what they are saying is -- if we can have world-standard football stadiums, why can't we have world-standard housing, world-standard healthcare, world-standard education?*" (sept. 2013). The same article states that critics believe that the Brazilian government has been paying more attention on constructing prestige projects before the World Cup and the 2016 Olympics but ignored to improve Brazil's economic and social infrastructures from the bottom up, generating possible crises for more violent turmoil among the country's millions of greatly poor. This acknowledgement goes against Đorđević's statement that that nation branding campaigns should not merely be concentrating on external audiences but likewise on the nation's people, as Brazil is mostly engaged in satisfying the tourists or other outsiders and cares less about the population itself. People see that there is enough money for stadiums to be built and wonder why there isn't money for other, more demanding sectors of Brazil's society.

I have also discussed previously about what Dinnie (2008) highlighted, that the image of a nation is not only influenced by its famous sport stars or political leaders, but also by its overall population. Thus, besides the existence of nation brand ambassadors, Anholt (2005) also suggests that all citizens should be passionate ambassadors of their home country. In this sense, Adriano believes that what contributed to Brazil becoming feasible candidate for the hosting of these mega-events was not the desire and eagerness of its people or the economic situation of the country, but famous football players that act as ambassadors in this case "*we are the land of the football, we have some main characters like Pele, Ronaldo, characters with a strong image, a good appeal*" (Apx. 3: 44). Mabel agrees with Adriano and adds another important character that can be considered an ambassador who played a role in making Brazil the host of the Olympics and the Cup: "*it was our president Lula at the time, and I think, in my opinion he was the first president that took care of his image [...] First of all it was because of our president because he didn't study at all, he came from the labor class, he is very popular, and this helped a lot. Pele is also a strong icon, it helped*" (Apx. 6: 57). Therefore, it is not the people who are the ambassadors of the nation brand in Brazil, but the celebrities that are associated with this country, going against Dinnie's theory mentioned above and the idea that the citizens also must embrace and transmit the brand forward, not only the front-faces of famous football players.

4.3. The consequences of protests on the nation brand

Public opinion regularly assumes that negative stories in the media are expected to be more honest than positive ones (Anholt, 2009). This could be the case with the protests in Brazil that make the headlines of newspapers and have the power to shape people's opinions about the country. If people read this news and make their image of Brazil based on the riots and violence from the streets of Brazil, the nation brand's mission will be harder to achieve. Still, the protests that are taking place in Brazil are an expression of the population being "*tired of corruption*" (Mabel – Apx. 6: 94) and wanting a change for the better in their lives. According to an article in *The Telegraph*, less than half Brazilians are in favour of the country hosting the World Cup, "*with a majority in the soccer-crazed nation believing that the tournament will do more harm than good*" (Henderson, 2014). Niesing (2013) agrees, indeed, that it is impossible to reach a completely consistent behaviour of a nation's inhabitants and to transform each resident into a brand ambassador, however, he does suggest that in order for the nation's citizens to at least slightly identify and "live the brand", it is necessary to include them into the entire branding strategy. Nonetheless, it becomes evident that this has not happened as the people continue to protest and to show their disapproval towards the events, feeling left out and ignored by the authorities.

Considering that the manifestations are not transmitting an "*image that Brazil or Fifa wants to project before the month-long tournament*" (Bainbridge, 2014), I asked the interviewees how these protests are affecting Brazil's nation branding strategy and tourism. Flavio believes that the protests have "*forced the media to see another point of view from Brazil, our problems, our issues, our lives being dissected bit by bit, so yes, I think it changes our mainstream view*" (Apx. 4: 72) and even though he believes that some foreigners might pass on the trip to Brazil because they are afraid of the violence, the protests actually represent a positive thing for the country. Mabel continues the same idea by stating that "*we are doing this for our freedom, and I believe that European people, and Americans they are so open minded that they will support us*". She goes on by saying that "*I don't see this as a negative thing, I think it's good… it seems like we are waking up, the giant is waking up! It's awesome!*" (Apx. 4: 90). They believe that these protests are not harming Brazil's image in the sense that they are portraying a nation which is fighting for a better life and is tired of exploitation, they are finally standing out for their rights

and this can only project courage and ambition worldwide. This is, however, a very different situation than the one described through these events and, as Gui states: "*we have built up the idea that the Brazilian people is peaceful and that the poorness in not existent anymore, and this makes us very angry. We prefer that people look better at us than believing in these lies*" (Apx. 5: 103). Gudjonsson (2005) believes that in order for nation branding to be effective, the residents of the given country should identify themselves with the brand and be prepared to partake in improving it. However, Brazilians do not wish to be a part of a lie, to encourage a false image, and by these protest they do not improve the nation brand, but want to change the general view and show the world what their problems and opinions really are.

Rebeca, on the other hand, believes that this is harder than it seems as she feels the Government and authorities are doing their best to conceal the truth and not let the information reach people outside Brazil: "*we are spreading the word to the foreigners please don't come here for the World Cup, it will be very dangerous, but there is no way that the Government will release these information, so it is really hard to spread the word. We saw that Brazilians in London, Paris were also protesting. The first idea was a peaceful protest but the Government attacked people because they didn't want to spread the word about the situation*" (Apx. 8: 61). Gui also mentions this effort of protesters to get the message through to people outside Brazil and make them see the reality: "*We also want to show to foreigners, we even make these signs with words in English, so it's very clear that the focus is it show to the foreigners that it's not everything beautiful as the Government is trying to show*" (Apx. 5: 131).

Thus, people truly reject the image and the brand that the Olympics and the World Cup are trying to transmit, and not because they reject football and sports, but because they want to show the real problems of Brazil, the corrupt Government, the poverty and violence, as opposed to the sunny, always partying and happy population that everyone outside the country believe they will find once in Brazil. As mentioned in the theory section of the thesis, Aronczyk claims that in order to promote a reliable nation brand it is essential that the nation's citizens *"live the brand"* (2008: 54). Bearing in mind that "living the nation brand" means behaving and displaying attitudes that are harmonious with the nation's branding strategy (*Ibid*), the fact that people are protesting and actively showing their disapproval towards these events in Brazil, could be considered as a sign of them not actually living the brand, but acting in the exact opposite

direction. As mentioned before, Brazilians are also using the internet to protest and express their disapproval of the events. A music video on Youtube for a song called Desculpe, Neymar (Sorry, Neymar) performed by Edu Krieger, has also attracted many views and opinions and is availavle by scanning the following QR Code.
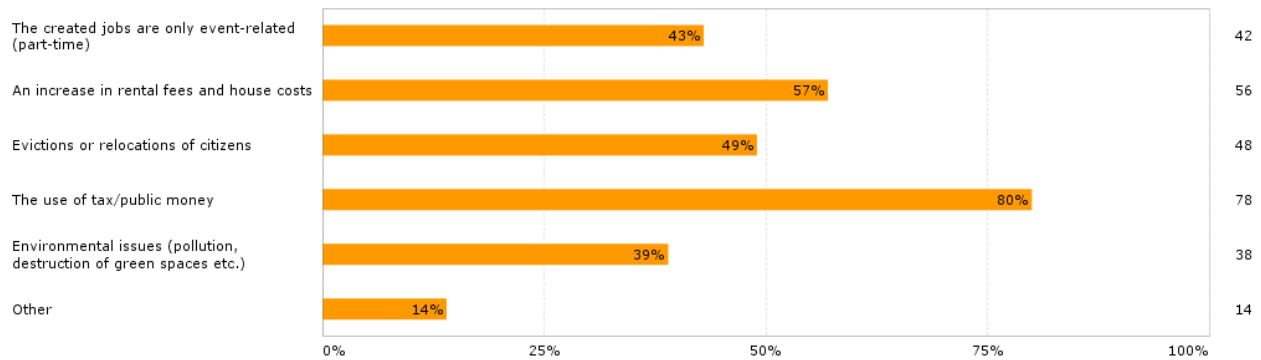
The song is about the situation in Brazil due to the World Cup preparations, and about how people are not teaming up with their football star Neymar in supporting the Cup. The video shows images from Brazil's poor sides but also states once more that even though the life is hard and people are poor and exploited, they will always carry with them the love for football and their national team. However, people are tired of being "*guided by thieves*" and being separated by a gap of inequalities, thus they are saying that they are sorry to their football star because they cannot properly agree with the Cup and cheer along his side. There are more than 1000 comments to this clip from people who just wrote "#NaoVaiTerCopa" in sign of protest, which can be translated into "there is not going to be a cup", a slogan which can also be heard on the streets during the protests.

4.3.1. Why do the Brazilians protest?

Malfas *et al.* (2004) bring into discussion the argument which emphasizes that it is not entirely valid to state that mega-sporting events can only bring massive benefits to the host community. These events also have disadvantages for the host country and faced with these issues, the Brazilians have decided to show their disappointment through these protests and street manifestation that are not always very peaceful. However, what is it that makes Brazilians so against the World Cup and the Olympic Games? When the survey participants were asked what they think are the main disadvantages of the events taking place in their country, they replied as follows (multiple choice was available):

What do you think are the main disadvantages that The World Cup and The Olympic Games bring for Brazil?

The created jobs are only event-related (part-time)	43% — 42
An increase in rental fees and house costs	57% — 56
Evictions or relocations of citizens	49% — 48
The use of tax/public money	80% — 78
Environmental issues (pollution, destruction of green spaces etc.)	39% — 38
Other	14% — 14

The use of tax money is the most voted disadvantage, followed by the increase in rental fees and house costs, evictions, the only part-time jobs and environmental issues. Other comments to this question included that all of these disadvantages are equally as damaging and upsetting, demonstrating once more how many negative views the events attract among the locals.

4.3.2. Where is the money going?

78 out of the 98 survey respondents believe that the use of public money for the organization of these events is their biggest disadvantage while 93 people blame this, along with the fact that the money could have been put to better use, for all the protests that are happening now in Brazil. However, this is not what initially started these movements. According to Adriano (Apx. 3: 100) "*everything began because of the prices of the busses, the Police reacted really, really hard… this caught the attention of the population. Why? Why did the police attack them? And this called the people to the streets. After that I guess the protests lost their focus. Everybody wanted to claim something*". Gui also stresses upon how the police reacted towards the people who protested, which made the manifestation even larger: *"The police in Brazil is very autoritary, they really kill people because of the colour sometimes… when people started to make manifestations on the street the Government sent the police on the streets. People got angry; they were protesting against the buss fairs, why are the police coming here and all these threats. This made the movements so big last year; they said that police cannot act like that"*. Thus, the protests in Brazil were triggered by many other motives that pressed on the shoulders of the population and made them claim their rights. However, even though at some point these manifestations lost their focus, they are now directed towards the World Cup and the Olympics

as people believe "*that hosting the World Cup and delivering good public services is antagonist*" (Vilnicius - Apx. 9: 86).

However, the main issue that Brazilians have against the World Cup and the Olympics according to the survey and interviews is the use of public money. Still, the problem goes very much deeper as many complain about and do not trust the Government of the country. Some of the respondents in the survey stated that people are angry because "*besides the amount of money spent a lot of it is being robbed, the infra-structure changes are not happening and we feel like we have been played*"; "*Because our government is a thief*"; "*Because we are sick of this political class who doesn't represent us, they just promise and never realizes their words, they explore the population trough tax that only a minimum part is invested in the social care*". A very important issue is the lack of trust that people have in their leaders and, as Rebeca said in the interview "*it is hard to be nationalist, it's hard to be there for my country when my country is not there for me*" (Apx. 8: 9), thus it is impossible for her to "*live the brand*" when she feels her needs, as a citizen of Brazil, are completely neglected. She cannot treat the nation kindly and tolerantly when she does not get the same treatment back. People feel that they are constantly lied to and that they are the victims of the greed of politicians: "*it's because, like everywhere else, we don't believe much in politicians, but here we are born learning that the most terrible thieves are the politicians, people die in the hospitals and rich people fly in helicopters*" (Gui - Apx. 5: 114). In order for a nation brand to be effective, the citizens of the nation need to trust the brand and feel included in the branding process (Papadopoulous & Heslop, 2002). However, when the Brazilians do not trust their government and feel that the country is not there for them when they need it, it can be assumed that they will not be able to "live the brand" and contribute to its success, as they see themselves on the complete opposite side of the battle and ignored.

Adriano was first to bring into discussion during an interview the problem of over-pricing: "*the problem is that there is a lot of overbilling. We are the most expensive WC and I don't agree with that. Brazil has other priorities!*" (Apx.3: 120). According to him, buildings cost more than they should and Brazil cannot afford to through money away on these events, while other sectors of the country need improvements. Gui agrees with Adriano and brings the attention to the fact that "*they are spending twice as much as they could…*" (Apx. 5: 147).

Indeed, according to an article in *The Nation*, "*the Brazilian government has already spent $13.7 billion on the World Cup, and the overall investment is set to be over $14 billion, only a little less than the annual national budget for education ($37 billion). Such investments hugely benefit construction companies that are main financers of political campaigns*" (Amaral & Viana, 2013). The same publication states later on that "*As far as debt goes, this will be the most expensive World Cup in history, with a low-estimate price tag of $15 billion*" (Zirin, 2014). All these numbers has made *The Guardian* use "*obscene spending*" (Jenkins, 2014) as the words describing the situation in Brazil, making me believe that what the survey and interviews respondents have previously said about too much money being invested, is very much real. This is what makes people ask themselves what is really happening with all this money and if it is indeed used for the better of the nation. Going back to Anholt's (2007) Nation Brand Hexagone, Governance is one of the six channels that a nation could use to communicate its brand and refers to the public opinion concerning the level of national government capability and justice. Considering that the people of Brazil do not trust their Government, protest against it and are tired of its corruption, it can be stated that one step into ensuring a successful nation brand is in danger. Moreover, Anholt continues by stating that issues regarding the country's government can affect the nation brand especially if they become news in the international media, which, as proved above, has already happened.

Vilnicius brings out another issue related to the spending of the public money: "*in the beginning the Government said that all the money that will be used will not be public, but we know this was a lie. Our worse expectations happened*" (Apx. 9: 89). Andrew Downie (2013) quotes the former Brazilian president, Luiz Inácio Lula da Silva, on his blog[3] when he states that "*the event will have total transparency*" meaning that the money invested in the events will have available and clear justification for the population. Furthermore, the author offers two more interesting statements that disagree completely with what the situation is today in Brazil: "*public money isn't going to be used for the World Cup*" said Ricardo Teixeira, the former head of the CBF (Brazilian Football Confederation) and "*there won't be one cent of public money used to build stadiums*" said then Sports Minister Orlando Silva. Despite these statements made at the beginning of the preparation period, many respondents along with the media, complain and offer proof of the

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[3] ANDREW DOWNIE'S BRAZIL BLOG - Comment and opinion on the stories of the day from Brazil: https://andrewdownie.wordpress.com

exact opposite: tax money being overly spent on the building of the necessary venues for the World Cup and the Olympics.

Moreover, on the official website of the Olympics there is a section dedicated to explaining the revenue sources of the Games. Accordingly, "*the International Olympic Committee, and the organisations within the Olympic Movement, are entirely privately funded. The IOC manages the sale of media rights to the Olympic Games, the TOP worldwide sponsorship programme and the IOC official supplier and licensing programmes*". There is also a chart offering guidance through how the revenue is generated from each major programme managed by the IOC and the OCOGs (The Organising Committees for the Olympic Games) during a four year Olympic cycle.
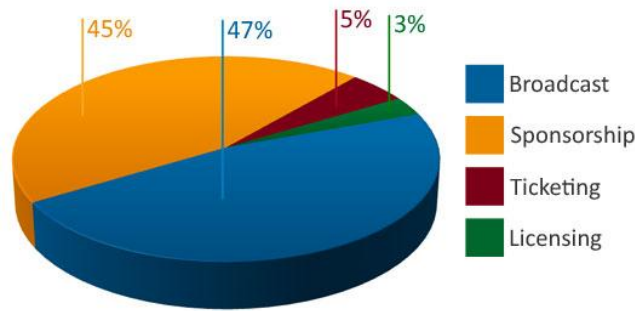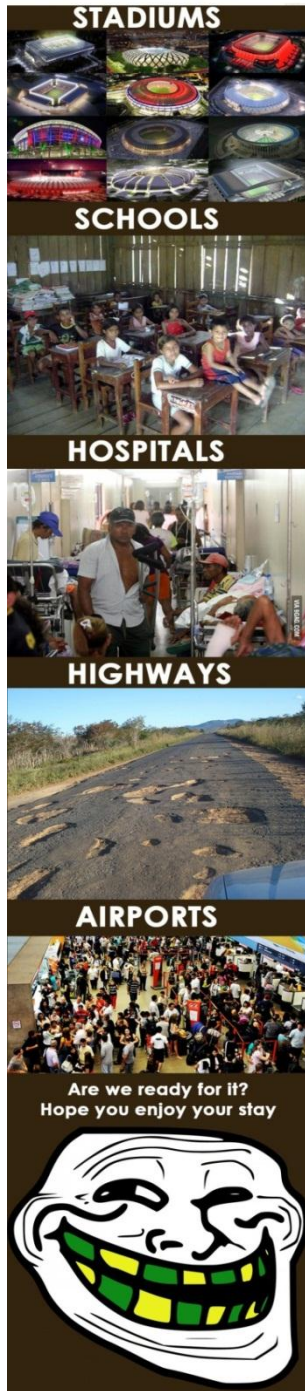

Olympic Marketing Revenues

Source: www.olympic.org

However, according to *American Quarterly*, "*the problem is that the OCOG budgets refer only to the operating costs, not the capital costs. Those capital costs (the stadiums, the Olympic village, the media center, infrastructure, etc.) represent the greatest expenses but are not included in the OCOG reports*" (Zimbalist, 2011). Thus, the funding for Brazil's stadiums "*relies solely on financing from the federal district's coffers, meaning every cent comes from taxpayers*" (CBSNEWS, 2014). Considering once more the overpricing along with the financial connections between construction companies and politicians increase the deep suspicions amid Brazilians that preparations for football's primary event commencing next month are stained with corruption. This fury over perceived corruption is what fueled the massive protests last year, and and what made the Brazilians be against these events. If we were to remember Anholt's (2007) supposition from the theory section, that if a country's population has a more positive opinion of their own nation brand then that can have a great constructive effect on the external perceptions

of the nation and consequently can lead to a more successful nation brand, we could suggest that considering the bad opinion that Brazilians have of their country and their leaders, the external perceptions will not reflect otherwise, leading, thus, to a less successful nation brand.

4.3.3. Where should the money truly go?

Flavio (Apx. 4: 102) along with other interviewees (Rebeca – Apx. 8: 79; Rafael – Apx. 7: 16; Vilnicius - Apx. 9: 87) but also many survey respondents stated that all the money invested by the Government in the events "*could be invested in our education, it could be invested in our health, the hospitals are horrible. So we think it is a bad investment for the moment. The money could be invested in many place we need the most not stadiums, we need hospitals, schools*".

This picture-collage posted on the website www.9gag.com, has gathered many comments from Brazilians and not only, that are in agreement with the way in which the money should be spent. These pictures show the contrast between the majestic and expensive stadiums and the poor and sad image of the schools, hospitals and highways in Brazil. It is once more directed towards showing the bad management of resources and money. Some of the comments from this post included the following statements: "*this is nothing but the truth. Government should spend money on education and health system before anything else*"; "*Wrong priorities and corruption*"; "*when you need the government's help you don't have, our high taxes goes to the underwear of a corrupt government*".

Hence, people believe Brazil has other priorities than hosting such big events. Flavio says that people do not want the events in Brazil "*because it will not improve our life*" (Apx.4: 32) and although the value of these events should be transferred to the nation itself, raising people's national pride (Heslop *et. al.*, 2010), this is not happening. On the contrary, some of the survey responses include suggestions towards the idea that the Cup and

the Olympics are not made for the people, do not benefit or belong to them: "*Cup For Who Again??*"; "*I believe these mega-events help IOC and FIFA fill their pockets with lots of money. And that's it*". They are not seeing any positive results or changes, they do not feel worthy of the world's admiration (*Idib*). Moreover, as *The Nation* puts it, "*most Brazilians feel that the biggest football festival in the world, along with the foundation of their country, is being stolen from them*" (Amaral & Viana, 2013). People need *"a common sense of purpose, of belonging and national pride"* (Đorđević, 2008: 68) in order to accept and identify with the nation brand. If they feel used and unimportant, as mentioned above through the quotes, then the nation brand does not have their approval and trust (Dinnie, 2008). This could mean that this strategy of branding Brazil through the two mega-events is not the most appropriate choice. Although many developing countries have chosen to host mega-events in a quest of world appreciation and reputation enhancement (Heslop *et. al.*, 2010), it seems that a country which has as many social and economic issues like Brazil can face many problems, especially when the population starts to be upset on the shift of priorities.
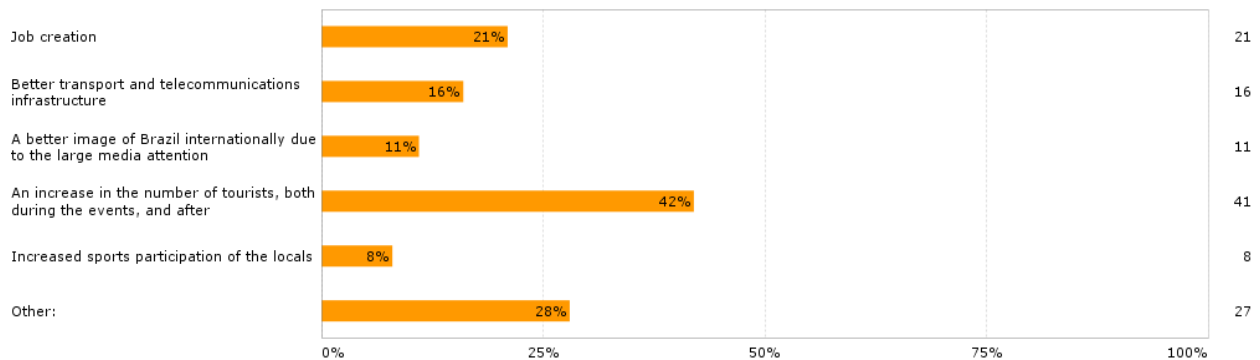
4.3.4. Other disadvantages

Hall & Hodges (1998) claimed that the building of infrastructure related to the event can include housing relocation and this is one more issue that is troubling the population in Brazil, especially the poor people who life in the favelas and are faced with moving from their homes. As *Arch Daily* writes: "*Issues such as these often arise during preparations for the Olympic Games, but the reaction in Rio de Janeiro has been particularly strong and unified and very much in opposition to the plans of the government*" (Vinnitskaya, 2012). In an article in *The Nation* we can read that "*social movements claim that 170,000 people are threatened of or have already been removed from their homes, mainly in impoverished communities, or favelas. The residents who can prove ownership of the land (who are not numerous) end up receiving compensation ranging from $1,500 to $5000 or a monthly stipend worth less than $300*" (Amaral & Viana, 2013). The same article reports of how violent these evictions can get and that there is no transparency or consultation coming from the authorities, people are announced over night that they will have to move, and cannot even negotiate about it. Also, the prices for this land have become very high as all the favelas that are being destroyed are very well located and can cost enormously.

As further disadvantages that respondents in the survey or interviewees have mentioned, also include the job situation as they believe "*job creation is temporary*"; "*Jobs created? Did you mean the job as a bar tender for 1 month?*". Gui also states that "*right now in Rio, it's way more expensive than in Denmark [...] because of the tourism*" (Apx. 5: 51) referring to how the prices went up due to the expected bloom of tourists. He goes on by saying that his "*neighbourhood used to have a lot of bars, a very bohemic area, and now there's hostels everywhere*" (Apx. 5: 94) that await for the foreigners to come and spend their money there.

As a matter of fact, a rise in tourism is the most common positive aspect that the respondents have named as an advantage of the Olympic Games and the World Cup. When asked about what other advantage they could see, their answers ranged as follows:

What do you think are the main advantages that The World Cup and The Olympic Games bring for Brazil?

Interestingly, the 27 "other" answers included mostly negative opinions and stated that there are actually no advantages of these events for Brazil stressing only on the disadvantages. However, there were some positive comments also in regards to the mega-events: "*We can show our nice country to the world*"; "*Even though we can go on exemplifying many problems our nation faces every day, I think people like the idea of hosting such big events here. There was a bigger hope as to improve the nation infrastructure - which didn't quite happen - but, yes, I think people are positive towards the idea*"; "*Good for the country to build better international image, would be good to citizens as well due to renew of airports and transport system and fight against violence in big cities - would be better, however, if corruption was low so they could have done more projects than what will be actually made*". There is again the case for conflicting ideas of people who take both sides and agree with those who protest against the government, but also believe there can also be good changes to come because of the World Cup and the Olympics. For

example, Mabel believes that "*if they would not invest this money they would rob this money. After the World Cup WE are going to use it… so… perhaps they could invest just half of it… but it's invested in something*" (Apx. 6: 111). She suggests that even though the money is not invested in the most urgent matters of Brazil, at least they are putting it into something that they can later use, instead of just stealing the money. She is still part agreeing that they could spend less on these stadiums and more in other directions, but she thinks it is better than nothing.

Some other positive aspects are also mentioned in an article on Arch Daily that writes about "*how many infrastructural improvements there have been in preparation for 2014 and 2016. Pacifying Police Units (UPP) have contributed to more drug seizures and arrests as well as lows homicide and robbery rates*" (Vinnitskaya, 2012). Moreover, the same author says that in the "*residents of Rocinha, the largest favela of 120,000 residents and one most plagued by drug gangs, has improved since the police raided the favela with armored vehicles, grenade launchers and machine guns with residents accepting of the police presence*". However, these improvements seem to be too small to please the population of Brazil as most respondents have not mentioned any of them but had many to say against the events. This is also the reason why the focus of the research has been less directed towards the positive reactions of Brazilians as they are less common and usually accompanied by negative remarks. This mixed feeling is shown by some respondents when they express a positive aspect, but then immediately contradict it with one of the problems that Brazil is facing or a consequence of these events on the population of Brazil.

This can be observed when despite all of the interviewees, for example, agreeing that the number of tourists will increase, they also stressed upon how temporary this is and how little impact it will have on the country's economy: Rafael says that "*foreigners will spend money here, but this World Cup only lasts one month, I don't think it will bring a great improvement in our economy*" (Apx. 7: 49); Rebeca agrees with Rafael that the growth will last "*just for a couple of months. After the World Cup or the Olympic Games everything comes to normal*" (Apx. 8: 42). Flavio gives a more complex answer by saying that "*yes, there will be many tourists but I think it will economically improve just for the moment because when all these events are gone we are not going to be rich. You cannot make a nation rich by these events. The population will not improve their lives because the Government will stay the same way as it is now so my view is: yes, it's*

awesome that tourists are coming because you have different cultures, many people meeting, but the economic part will improve just for the moment" (Apx. 4: 61). He too believes that the number of tourists will increase for a short while but that this will not solve any of Brazil's problems as long as there are the same leaders and politicians.

The economic and political problems that Brazil is facing seem too urgent and important to let people truly enjoy the mega-events that will take place in their country. Almost all the people who answered the survey or participated in the interview expressed their disapproval towards these events and stated that this is not what Brazil needs and that it is bringing more problems than benefits.

4.4. Discussion

The population of a country plays a vital role in a nation's branding process and in order for it to be successful, it needs to be in accordance with the national identity and the inhabitants need to be the first to "live the brand" before it is communicated to the rest of the world. To what extent can this apply to the nation brand of Brazil? The country is in a branding process through the two mega-events that it will soon host: The World Cup and the Olympic Games, however, the population has expressed their disapproval numerous times through protests and manifestations meant to portray that they do not support these events and do not want them in Brazil.

The real issue in this case is not that people from Brazil do not love football or sports in general; they truly love it and have a real culture for this. Their national football team has won the World Cup five times and the players are known world-wide. Thus, they wish to celebrate the World Cup and the Olympics as much as any nation would, however, because the government of the country is accused of being corrupt and has been frequently suspected of overpricing the venues for the events, the people have started to rise against these matters. They claim Brazil is not ready for such investments and that all the money used in this sense should be put to better use: in education, health, security. Brazilians protest against the management of these events and all the wrong-doings that are associated with them: the use of tax-money, the relocation and evictions of locals, the rise in the prices for accommodation and so on. There is no trust in the leaders of the country, people do not support the government and believe that no benefits will come after the events take place. This is a first obstacle that stands in the way of a successful

nation brand, people do not want to be ambassadors of the brand, they do not have a positive opinion about their nation therefore they cannot communicate the nation brand outsides the borders of Brazil. Đorđević (2008) believes that the branding process of a nation must begin from its inside, however it seems that the exact core, the government-people connection, is broken from inside and is standing in the way of a successful nation brand.

Another issue that stood out from the analysis above is that the image portrayed by the World Cup and the Olympics, in other words, the values of the nation brand in construction, do not correspond to the reality. These events present Brazil as a wonderful country, where the beaches and nature awaits to be explored by tourists, where people welcome foreigners and introduce them to their party, carefree lifestyle, making their stay in Brazil as nice as possible. On the other hand, Brazilians do not seem to agree with this description. It is very important that the nation branding is strongly embedded in the reality and essence of the nation instead of being simply a creation of marketers (Fan, 2010). This is not a met criteria as many respondents have described the real face of Brazil: scarred by violence, corruption and poverty, a side which has nothing in common with the stereotypes that the authorities want to sell around the Globe. It can be deduced that the marketing and economic benefits are the ones that matter, promoting the nation as well as possible so that tourists come and spend their money there, but in no way concerned with the reality and what tourists would really find once in Brazil. The way it is now, the nation brand is truly concerned with the external audience, and risks creating a nation brand that is in no way trustworthy and is more likely to be perceived shallow, artificial or not truthfully representative of the country (Dinnie, 2008). People are angry that the true Brazil has to hide behind a happy mask only for marketing purposes and believe that the protests do nothing else but expose the truth and make people from other countries empathize with them.

In fact, Brazilians do recognize that these events can have major impacts on the host country if managed well and can bring great benefits to the nation and its people. Yet, because the government is not doing things properly, the World Cup and the Olympic Games represent a huge missed opportunity for Brazil to show off to the world how much they have evolved and what a great nation they are. Instead of doing that, the image of Brazil is being shattered to pieces by the media which constantly reports how delayed the construction plans are, how many protests there are, how dangerous it is to go to Brazil and so on. Although all the media attention

these events get is usually used in the benefit of the host nation and represents a great platform to the world, in this case, it risks making people not wanting to come to Brazil because of this negative image that only demonstrated how unprepared and overwhelmed the country is. If these events are not successful this will not produce a favourable image of Brazil which, consequently, will negatively impact the nation brand.

Brazilians do not support these events and believe they represent a waste of money and an additional proof of how much the authorities want to reach their own satisfaction and not the national one. They do not seem to "live the brand", identify with it and share its values. They believe Brazil is much more than sunny beaches and carnival; they want the true problems of the country solved and to end the stereotypes. The fact that they are so against the government is also a sign of a nation brand deemed for failure considering that instead of offering the nation's people *"a common sense of purpose, of belonging and national pride"* (Đorđević, 2008), the government is only making people more angry and unsupportive.

V. Conclusion

The current thesis has been concerned with exploring what the attitudes of the Brazilian people are towards the two mega-events that their country will host and how could their negative reactions affect the nation branding process of Brazil. As stated in the theory section of the study, events such as The World Cup and the Olympic Games represent great opportunities for countries to build a strong nation brand, a positive image around the world, and receive the media attention and recognition they strive for. However, the inhabitants of the country play a very important role in the nation branding process and their acceptance and identity need to be transferred into the nation brand in order for it to be successful and reliable.

Even from the beginning of the study I have noticed that the two events did not seem to be received that well in Brazil. The first contact with the problem was through the online news articles that told the stories of the protests that are taking place on the streets of Brazil as a sign of disapproval towards the events. The interviews and survey I later on conducted mostly confirmed the media stories and revealed a population that does not want their country to be the host of these events. First of all, during the analysis section, it has been discovered that people

believe that the image the brand is trying to transmit to the external audiences does not correspond with the reality in Brazil and that it only represents a marketing strategy, aimed at attracting tourists by using the same over-rated stereotypes of Brazil: sunny beaches, happy people and careless lifestyles. According to the gathered data, Brazil is not the wonderful paradise that is being sold to tourists, but a country with a corrupt government, poor communities, violence and abusive police forces. There seems to be a wide gap between the reality and the presentation of Brazil, people do not identify themselves and their culture with the values of the nation brand, threating, therefore, the effectiveness of the branding process.

What makes the Brazilians protest and be against the World Cup and the Olympics is also the amount of money that the government is investing in the buildings necessary for the events. People along with the mass media that has also investigated this matter, believe that too much money is being invested in stadiums and venues for the events. Brazilians think that this money is needed in other domains such as education, health or safety. This fact does nothing else than make the lack of trust in the authorities bigger and the corruption suspicions more frequent. Accordingly, I believe that because people do not see any improvements in their lifestyles, they do not identify with the events and the image that is being built, the nation branding process will not have the expected outcome. As long as people have no trust in their government and believe that all the officials' actions are not made in the favour of the people, the citizens will never become true ambassadors of the brand.

Although sports and especially football are important parts of the Brazilian culture and people have stated that they do want to enjoy the events and cheer for their teams, this does not give them enough motivation to approve of the events. Too many issues are keeping them away from "living the brand" and without the citizens of the country accepting and embracing the nation brand, it is very probable that the whole strategy might collapse.

It is therefore questionable whether or not a developing country like Brazil is capable of hosting two consecutive major events when it obviously has many other social and economic problems to solve. It is exactly these problems that are making people reject these events and not feel proud to host them. Moreover, because Brazilians are making their disapproval so visible through protests and by using the internet and mass media in order to send the messages outside Brazil, the country risks acquiring a worse reputation. People get their information through the

main media channels and once the news regarding the Olympics and the World Cup are mainly negative, concerning how late the buildings and the infrastructure is, or how many violent protests there are in Brazil, tourists might reconsider their trips to Brazil or form a bad opinion and image of the country. Brazil's government and nation brand will never have the whole world on their side as long as they cannot convince their own citizens to be there for them and support the events that are meant to improve the countries reputation and economy. People cannot support the government's actions and branding struggles if they feel they are cheated and lied to. I believe that people might have been more open towards the events if the organizers would have been more transparent about the spending and investments and would have planned affordable World Cup and Olympics, equivalent to Brazil's possibilities, and not try to impress the other nations with expensive buildings that the country has problems finishing and affording. Due to the fact that Brazil has been so preoccupied with its image, particularly, with building an image of a place where the economy is striving and everything can be achieved, no matter the price, the government has lost track of the social consequences of its actions. Moreover, considering that the education or the health system in Brazil are still beneath a good level of functioning, spending this much money on these events may portray a country that is ignoring the true needs of its people and is only keen on attracting the eyes of the world and creating a false image, some sort of hologram of the perfect Brazil. This is what is making the population riot and unable to breath in the nation brand.

Apart from including the national identity into the nation brand, in order for people to truly "live" it, the authorities-population connection needs to be a strong reliable one, based on trust and good-will. Brazilians feel that the World Cup, for example, is being stolen from them and is organized only for the benefit of the government and the other officials that can gain profit from it. The population is so against the government and their preparation for the events that they disregard the positive aspects and benefits that the World Cup and the Olympics could bring to the country and only focus on the negative side.

The problems that Brazil is facing are standing in the way of people accepting the nation brand. However, Brazilians are not against the World Cup and Olympics as events that celebrate sports and diversity, but they are disapproving of how the government is preparing these events, investing too much in stadiums and not in in schools or hospitals. Thus, it may have been better

if Brazil had first worked on satisfying it's population, giving them reasons to be proud, constructing a brand that truly represents their nation, and not based on false stereotypes and marketing strategies. When the people of a nation are so directly protesting against the mega-events and do not recognize themselves in their values, then the World Cup's and the Olympics' power of constructing a successful nation brand is compromised.

5.1. Further research

The current study can represent the basis for a further, more complex study of mega-events and by using the hermeneutical circle technique, studies can be improved and modified continuously starting from here. For example, it would be interesting to make a longitudinal study and compare the before and after the events reactions of Brazilians. Also more attention can be directed towards how much the mass media, by portraying these protests and manifestations of Brazilians, is actually influencing the tourists' decisions of coming to Brazil. Regarding the protests, another study could concern Brazilians' reaction while the events are taking place and the media attention is directed at them. Will there be more protests? How will the atmosphere be during the events? How do possible protests affect the events themselves and Brazil's nation brand and image? Moreover, it could also be interesting to investigate the actual nation branding campaign and how the marketing campaigns took place, measuring also the reputation and image of Brazil before and after the events, from the tourists' point of view.

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