

The Digital Country Index '15

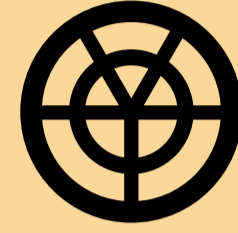
Measuring the brand appeal of Countries and Places in the Digital world



Developed by:
Bloom Consulting and Digital Demand - D2©



City Index results



Results by Dimension



Awards



City Index results

Powered by  Digital Demand



Methodology

About

Information about this Index

Index 2015

Results by Geography
Results by Dimension
Country detail results
Awards

Methodology

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Digital Demand

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Results by Continent



Awards

Select a category to display the results. You will be able to return to this page by clicking in the menu bar icons located at the top or bottom of the page.



Results by Dimension



Country detail results

Related content

[Methodology](#)

[FAQs](#)

[Downloads](#)



World

- USA
- Canada
- Mexico
- Argentina
- Brazil
- Chile
- Puerto Rico
- Panama
- Peru
- Dominican Republic
- Costa Rica
- Bahamas
- Uruguay
- Aruba
- Colombia



Americas

- USA
- Canada
- Mexico
- Argentina
- Brazil
- Chile
- Puerto Rico
- Panama
- Peru
- Dominican Republic
- Costa Rica
- Bahamas
- Uruguay
- Aruba
- Colombia



Asia

- USA
- Canada
- Mexico
- Argentina
- Brazil
- Chile
- Puerto Rico
- Panama
- Peru
- Dominican Republic
- Costa Rica
- Bahamas
- Uruguay
- Aruba
- Colombia



Africa

- USA
- Canada
- Mexico
- Argentina
- Brazil
- Chile
- Puerto Rico
- Panama
- Peru
- Dominican Republic
- Costa Rica
- Bahamas
- Uruguay
- Aruba
- Colombia



Europe

- USA
- Canada
- Mexico
- Argentina
- Brazil
- Chile
- Puerto Rico
- Panama
- Peru
- Dominican Republic
- Costa Rica
- Bahamas
- Uruguay
- Aruba
- Colombia

As explained in the **methodology** section, these results are determined by the total amount of searches performed by all worldwide citizens towards any given Country internationally. Here you can find which Countries are most searched for on a global level and by Continent.

Explore more results in the links below.

Related content

[Results by Dimension](#)

[Country detail results](#)

[Awards](#)



Exports

1. USA
2. Canada
3. Mexico
4. Argentina
5. Brazil
6. Chile
7. Puerto Rico
8. Panama
9. Peru
10. Dominican Republic
11. Costa Rica
12. Bahamas
13. Uruguay
14. Aruba
15. Colombia



Investment

1. USA
2. Canada
3. Mexico
4. Argentina
5. Brazil
6. Chile
7. Puerto Rico
8. Panama
9. Peru
10. Dominican Republic
11. Costa Rica
12. Bahamas
13. Uruguay
14. Aruba
15. Colombia



Tourism

1. USA
2. Canada
3. Mexico
4. Argentina
5. Brazil
6. Chile
7. Puerto Rico
8. Panama
9. Peru
10. Dominican Republic
11. Costa Rica
12. Bahamas
13. Uruguay
14. Aruba
15. Colombia



Talent

1. USA
2. Canada
3. Mexico
4. Argentina
5. Brazil
6. Chile
7. Puerto Rico
8. Panama
9. Peru
10. Dominican Republic
11. Costa Rica
12. Bahamas
13. Uruguay
14. Aruba
15. Colombia



Prominence

1. USA
2. Canada
3. Mexico
4. Argentina
5. Brazil
6. Chile
7. Puerto Rico
8. Panama
9. Peru
10. Dominican Republic
11. Costa Rica
12. Bahamas
13. Uruguay
14. Aruba
15. Colombia

There are five major Dimensions or topics of interest that global citizens may search for in relation to any given Country. The results for each Dimension are listed here.

Further details can be found in the **methodology** section.

Related content

[Results by Continent](#)

[Country detail results](#)

[Awards](#)



Leadership

1. USA
2. Canada
3. Mexico
4. Argentina
5. Brazil
6. Chile
7. Puerto Rico
8. Panama
9. Peru
10. Dominican Republic
11. Costa Rica
12. Bahamas
13. Uruguay
14. Aruba
15. Colombia



Entrepreneurship

1. USA
2. Canada
3. Mexico
4. Argentina
5. Brazil
6. Chile
7. Puerto Rico
8. Panama
9. Peru
10. Dominican Republic
11. Costa Rica
12. Bahamas
13. Uruguay
14. Aruba
15. Colombia



Arts

1. USA
2. Canada
3. Mexico
4. Argentina
5. Brazil
6. Chile
7. Puerto Rico
8. Panama
9. Peru
10. Dominican Republic
11. Costa Rica
12. Bahamas
13. Uruguay
14. Aruba
15. Colombia



Sports

1. USA
2. Canada
3. Mexico
4. Argentina
5. Brazil
6. Chile
7. Puerto Rico
8. Panama
9. Peru
10. Dominican Republic
11. Costa Rica
12. Bahamas
13. Uruguay
14. Aruba
15. Colombia



Nature

1. USA
2. Canada
3. Mexico
4. Argentina
5. Brazil
6. Chile
7. Puerto Rico
8. Panama
9. Peru
10. Dominican Republic
11. Costa Rica
12. Bahamas
13. Uruguay
14. Aruba
15. Colombia

The Award results are measured within six categories that are the most relevant in today's global agenda: Leadership, Entrepreneurship, Arts, Sports, Nature and Fun. The categories were created using varying combinations of brandtags. The Award results display the Countries with the most searches for the chosen brandtags within a category.

Related content

[Results by Continent](#)

[Results by Dimension](#)

[Country detail results](#)



Dominican Republic

General Position

World

23

Americas

12

Dimension Position - World

Exports

23

Investment

23

Tourism

23

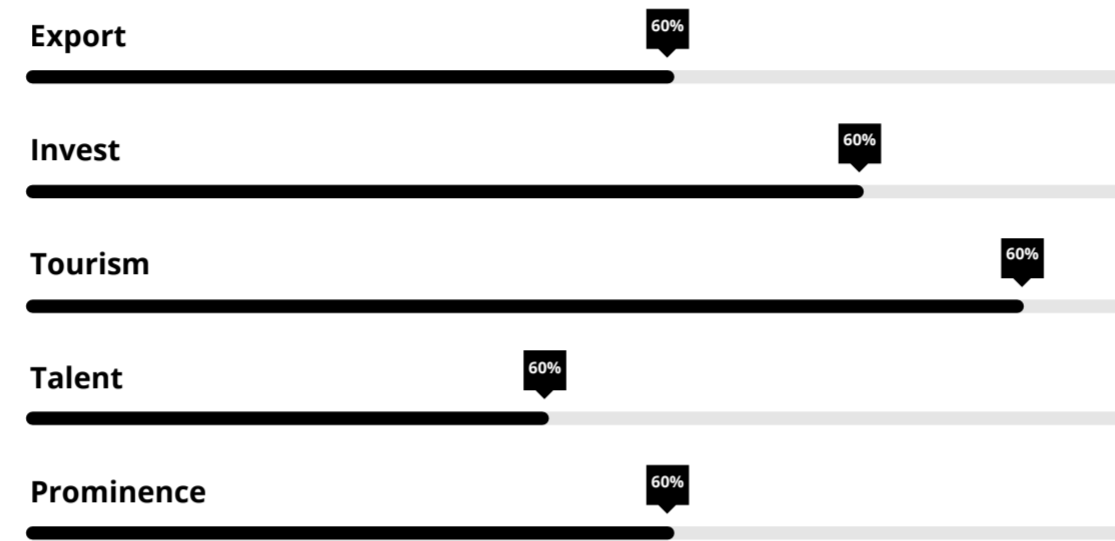
Talent

12

Prominence

12

Dimension Search Volume



After selecting a Country, hover over each Dimension to see what global citizens are searching for most in any given Country. This is an overview covering everything before the "brandtag family" level.

For a more in-depth analysis, please request a trial of the Digital Demand - D2© software.

[Request a FREE trial](#)

Related content

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[Digital Demand - D2©](#)



Dominican Republic

General Position

World

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Americas

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Dimension Position - World

Exports

23

Investment

23

Tourism

23

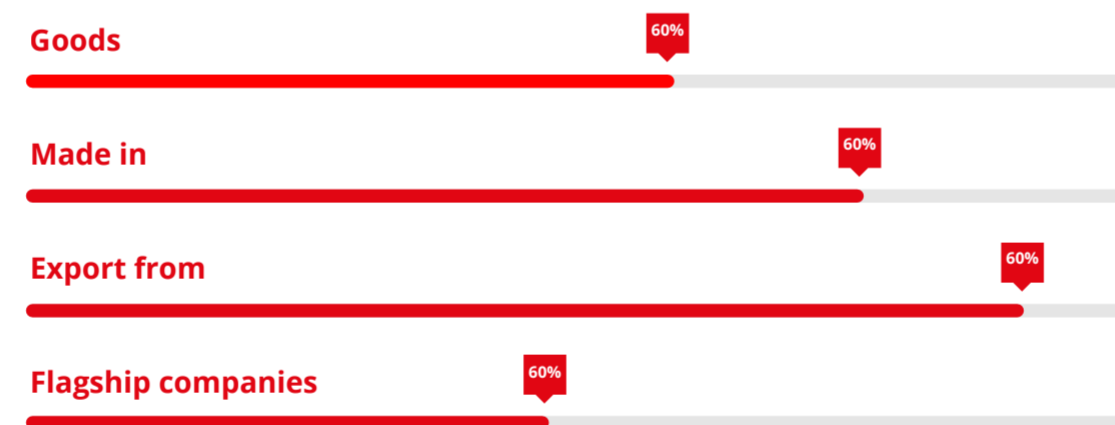
Talent

12

Prominence

12

Searching for Exports - Share of results by "brandtag" family



Dominican Republic

General Position

World

23

Americas

12

Dimension Position - World

Exports

23

Investment

23

Tourism

23

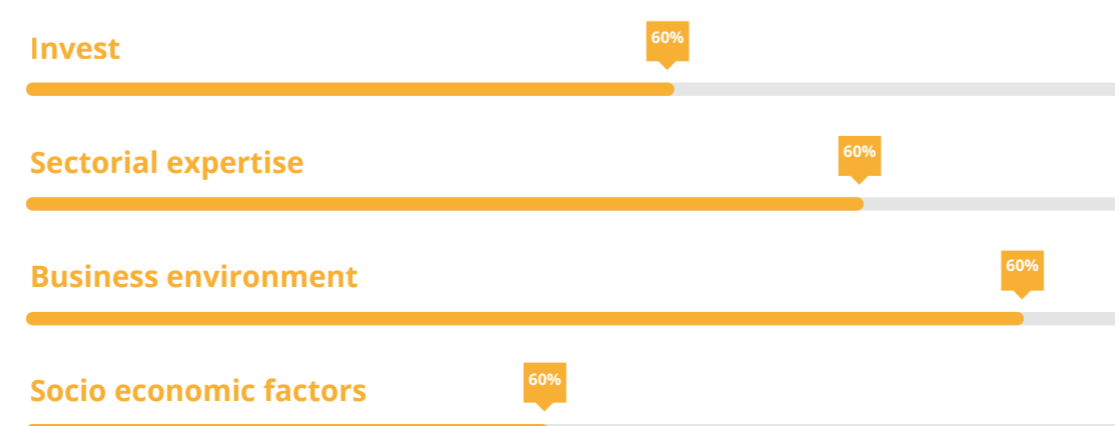
Talent

12

Prominence

12

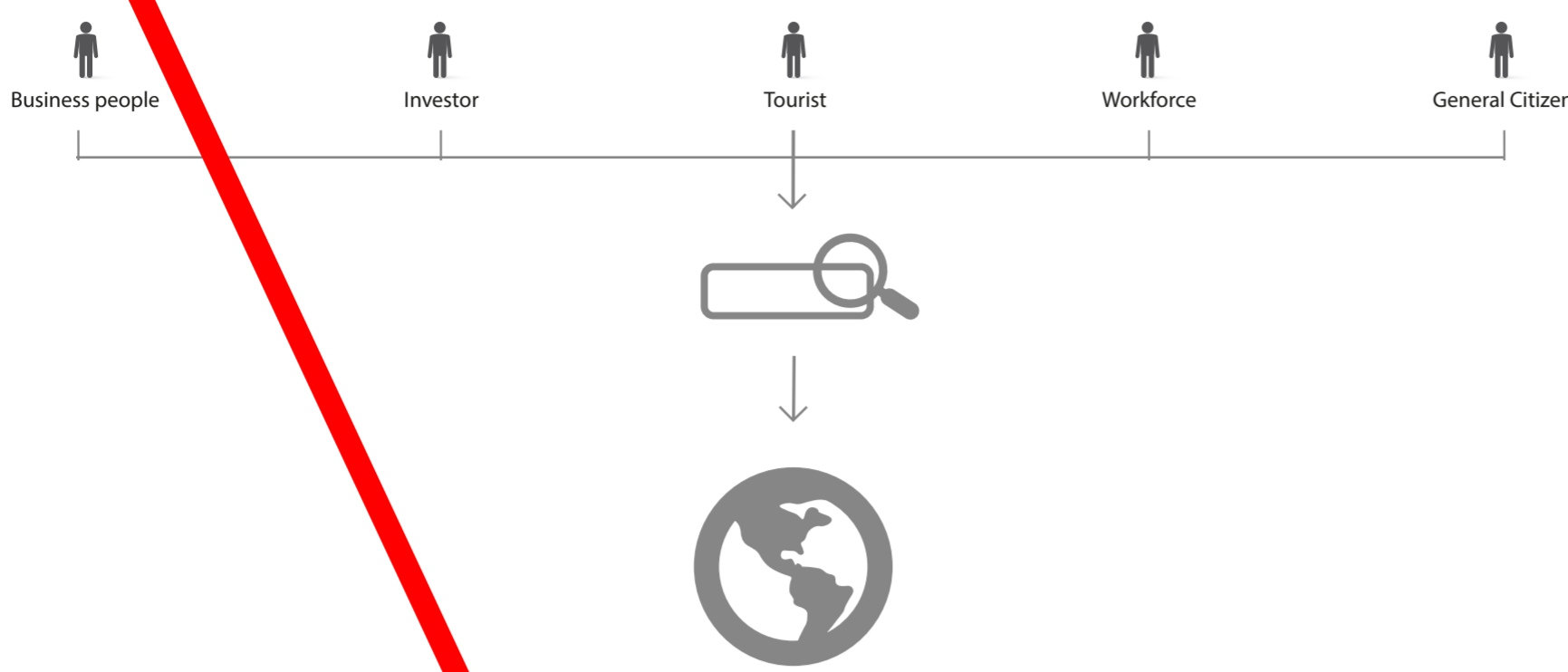
Searching for Investment - Share of results by "brandtag" family



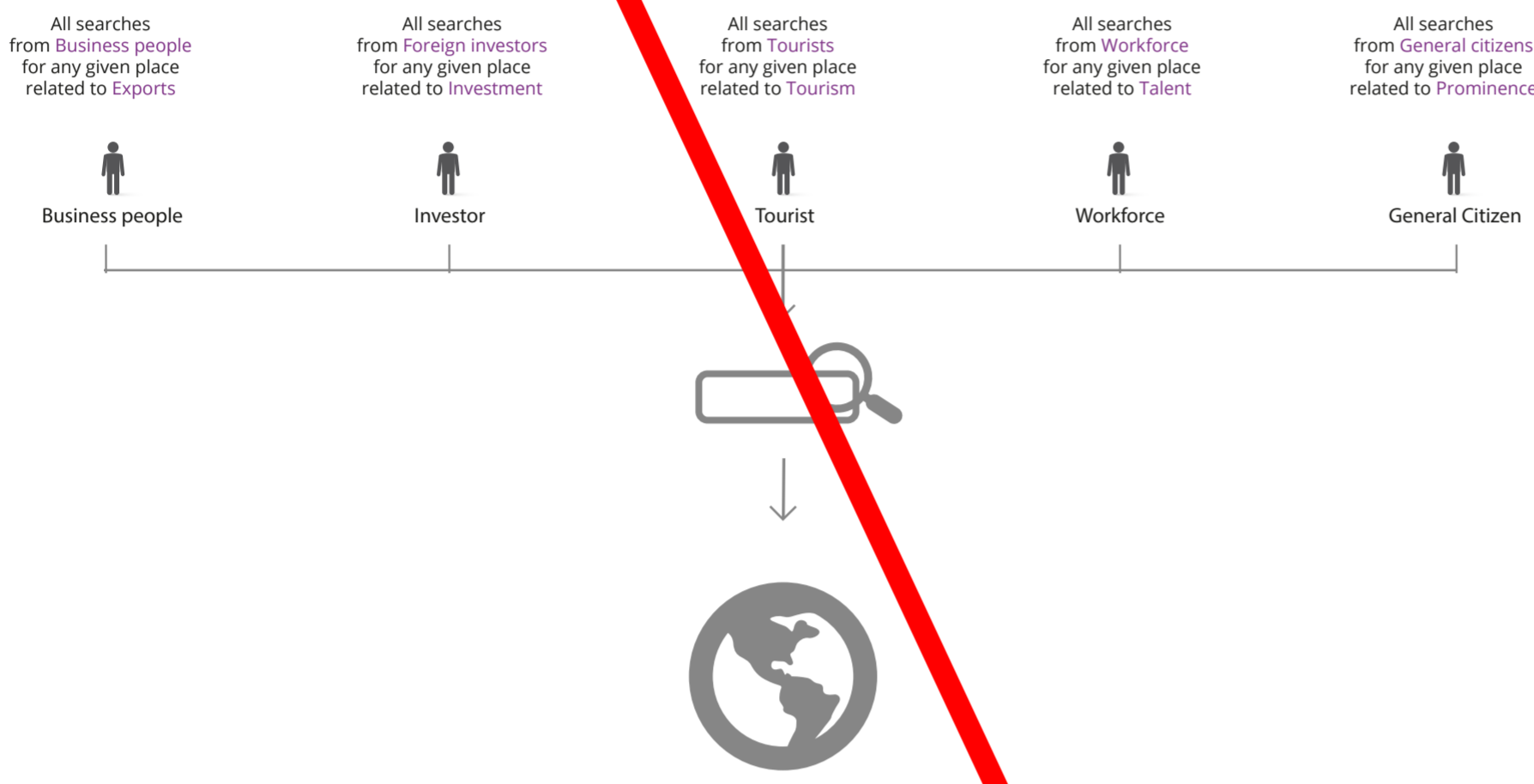
What is the Digital Demand - D2©?

The Digital Demand - D2© is a Software that gathers and analyses the total amount of "searches" performed by global citizens for any Country, Region or City worldwide.

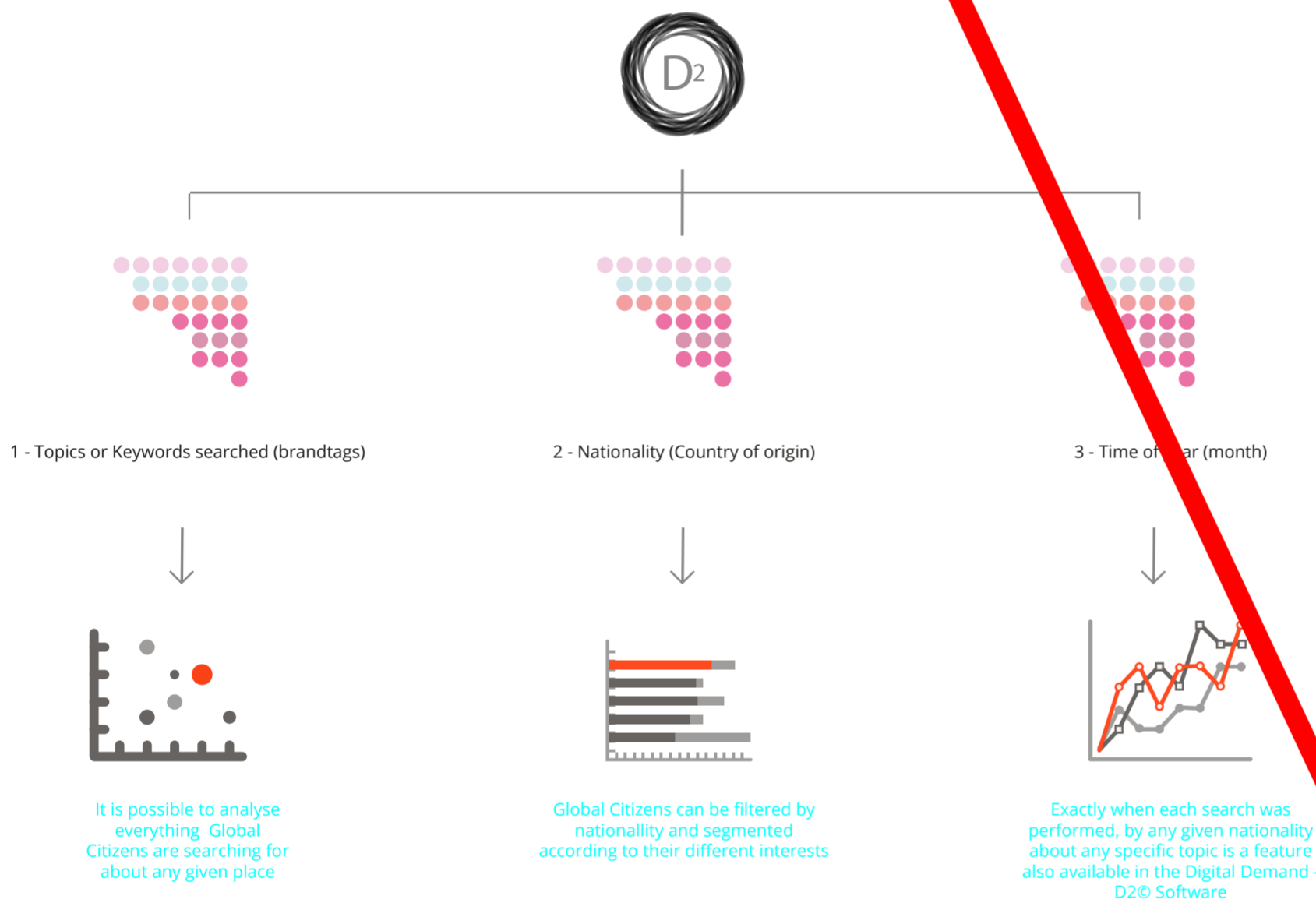
Specially: 1 - Business people 2 - Foreign investors 3 - Tourists 4 - Workforce 5 - General citizens



Enabling the **total** quantification of all searches done by these five global citizens; Measuring the appeal of any given Country, Region or City for Exports, Investment, Tourism, Talent or Prominence (general interest) purposes



The Big Data of all possible keyword combinations and searches is filtered and accessible in the following manner



If you are interested in receiving more information about the Digital Demand - D2© please register here and you will be sent an email to begin a free trial version.

[Request a FREE trial](#)

Every Country, Region or City should have access to unique intelligence concerning their real global appeal. With this information, it is possible for governments to develop new strategies as well as measure their current strategies.

For a more in-depth analysis, please request a trial of the Digital Demand - D2© software

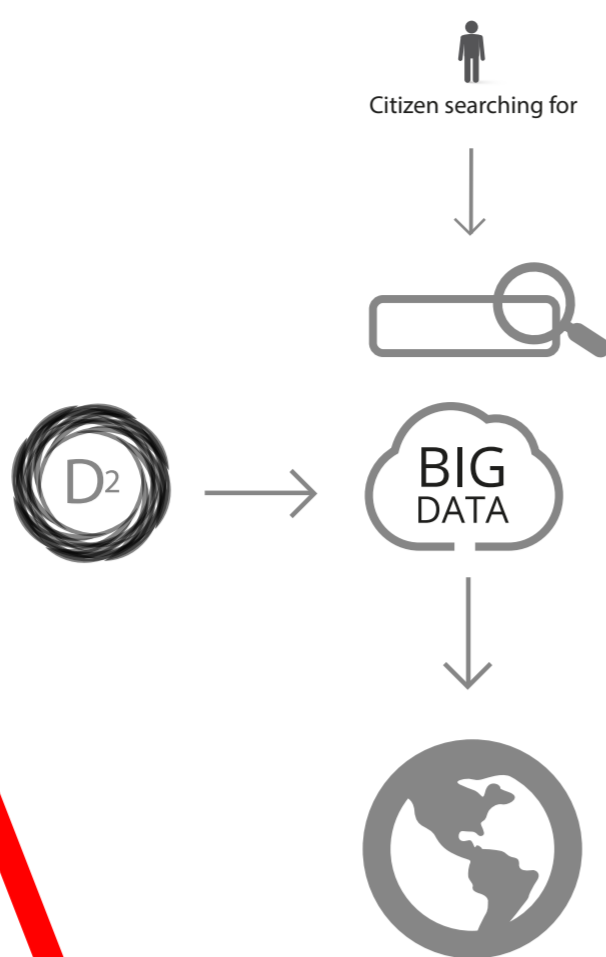
[Request a FREE trial](#)

Related content

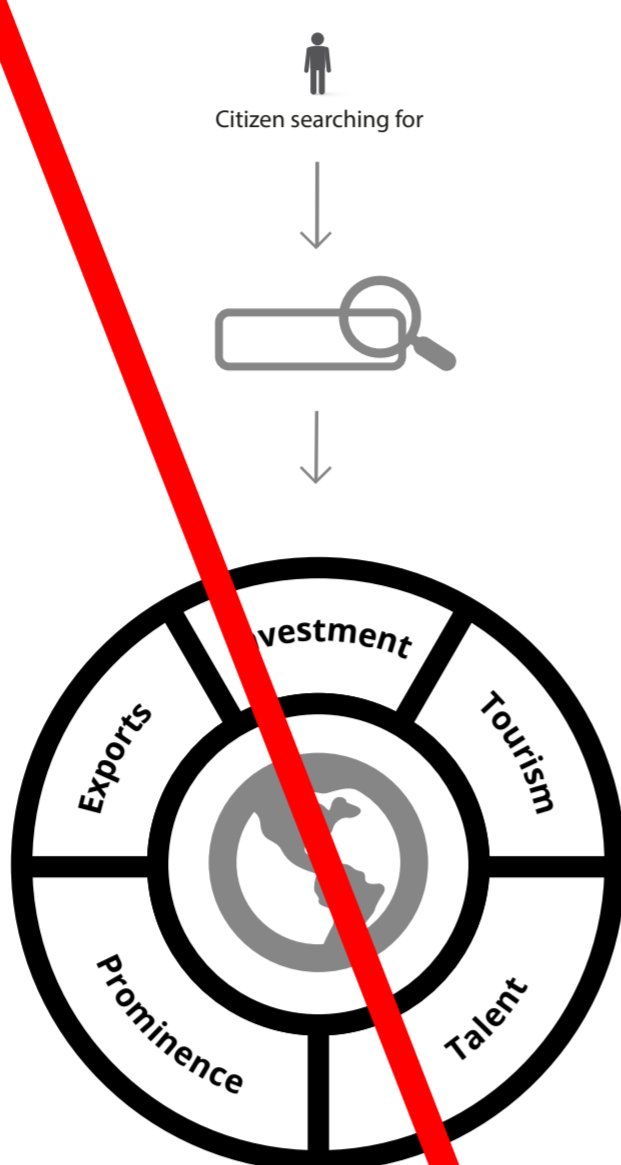
- 2015 Results
- Methodology

The Methodology

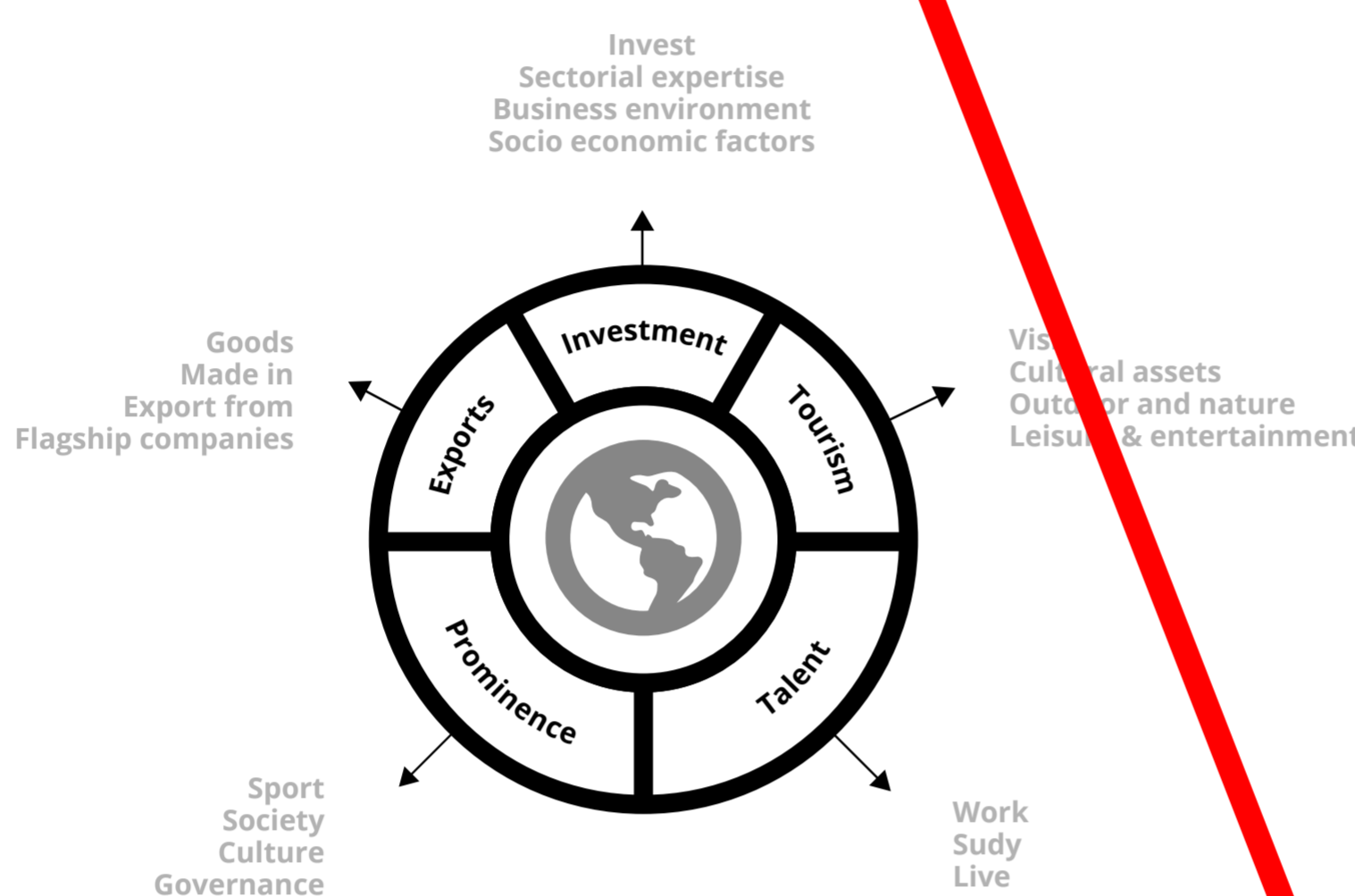
The Digital Country Index compiles the measurements of the total amount of searches performed by all worldwide citizens toward any given Country internationally. All thanks to a proprietary software called Digital Demand - D2©.



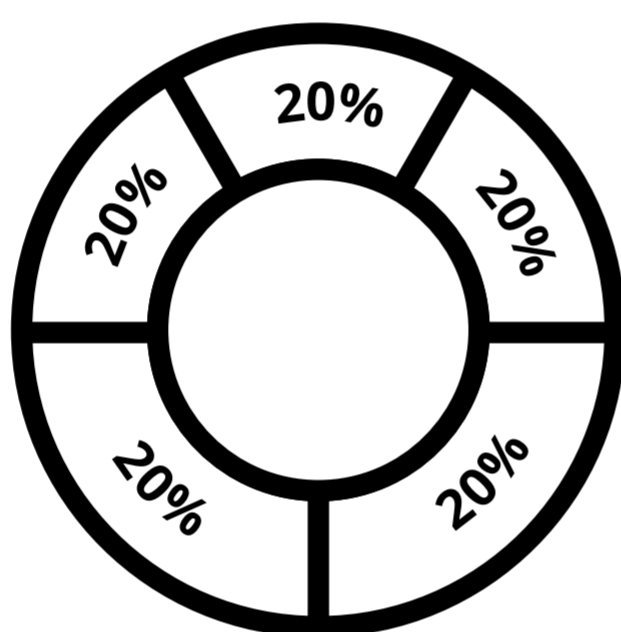
Every search is collected and categorized in five different Dimensions.



A total of 5 million "keyword" searches are gathered and structured in clusters and macro clusters of information called "brandtags" and "brandtag families" respectively. In order to provide a better understanding of the types of searches inside each Dimension, all "brandtag families" are displayed in the following graph:

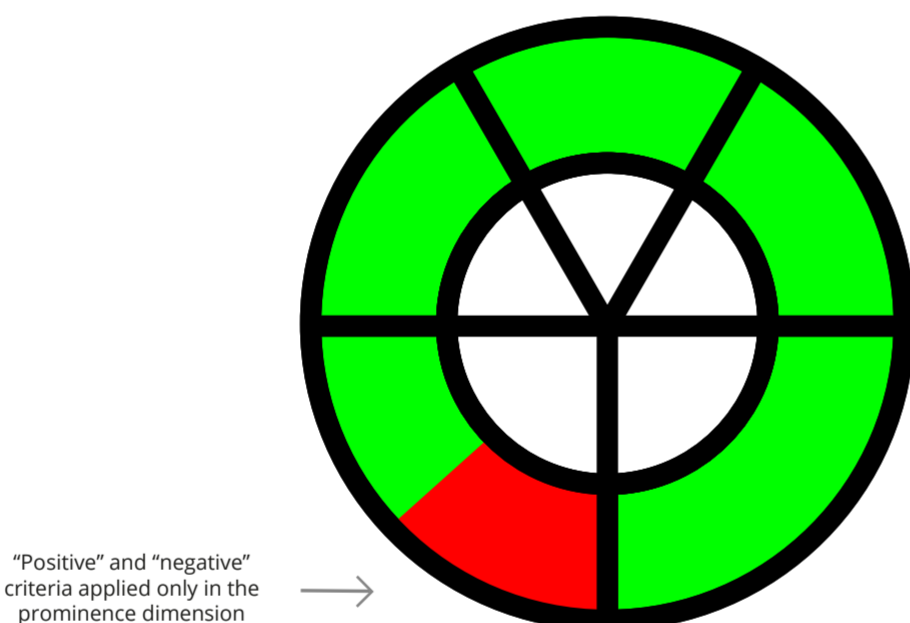


The position of each Country is determined by the total number of searches performed within each Dimension. Using the Digital Demand - D2© Software, Bloom Consulting applies a qualitative input to the data by attributing a maximum value of 20% to each Dimension; therefore, if a specific Country has five times more searches in Tourism than another Country, but ten times less searches in Talent, that same Country will not score higher in the Index. Excluding the Dimension of "Prominence," this application of a percentage value is the only time the data is touched.



A "positive" and "negative" criteria is applied by Bloom Consulting to the "Prominence" results. This criteria is introduced because although a Country might have a high number of searches, those searches may not all be positive. In all other Dimensions, the more searches for a Country, the better; this is not necessarily the case in "Prominence." For example, if an investor is searching for "corruption" within a specific Country, he/she may associate that Country with being either corrupt or being un-corrupt. To mitigate this duality, we link the searches to external indexes, such as Transparency International, that monitor and publish nation corruption levels. Consequently, if a Country is labeled as un-corrupt and has a high volume of searches, then those searches are viewed as positive. But, if a Country ranks high in corruption, and has a high volume of searches, it is penalized in the Index as a result.

This "positive" and "negative" criteria has been applied exclusively within the "Prominence" Dimension. All other Dimensions are untouched aside from the 20% value attribution. All searches that are categorized as "positive" maintain the objective of this index - that objective being: to have the least subjective interpretation possible, allowing the data to remain untouched and pure.



The objective of this Index is to provide the least subjective results possible, therefore the position of each Country comes solely from their search volume in each of the 5 Dimensions (with the slight exception of national Prominence). Social Media is excluded from the analysis as this Index measures the "consequence," not the "cause" of what has triggered the proactive interest towards any given Country.

Related content

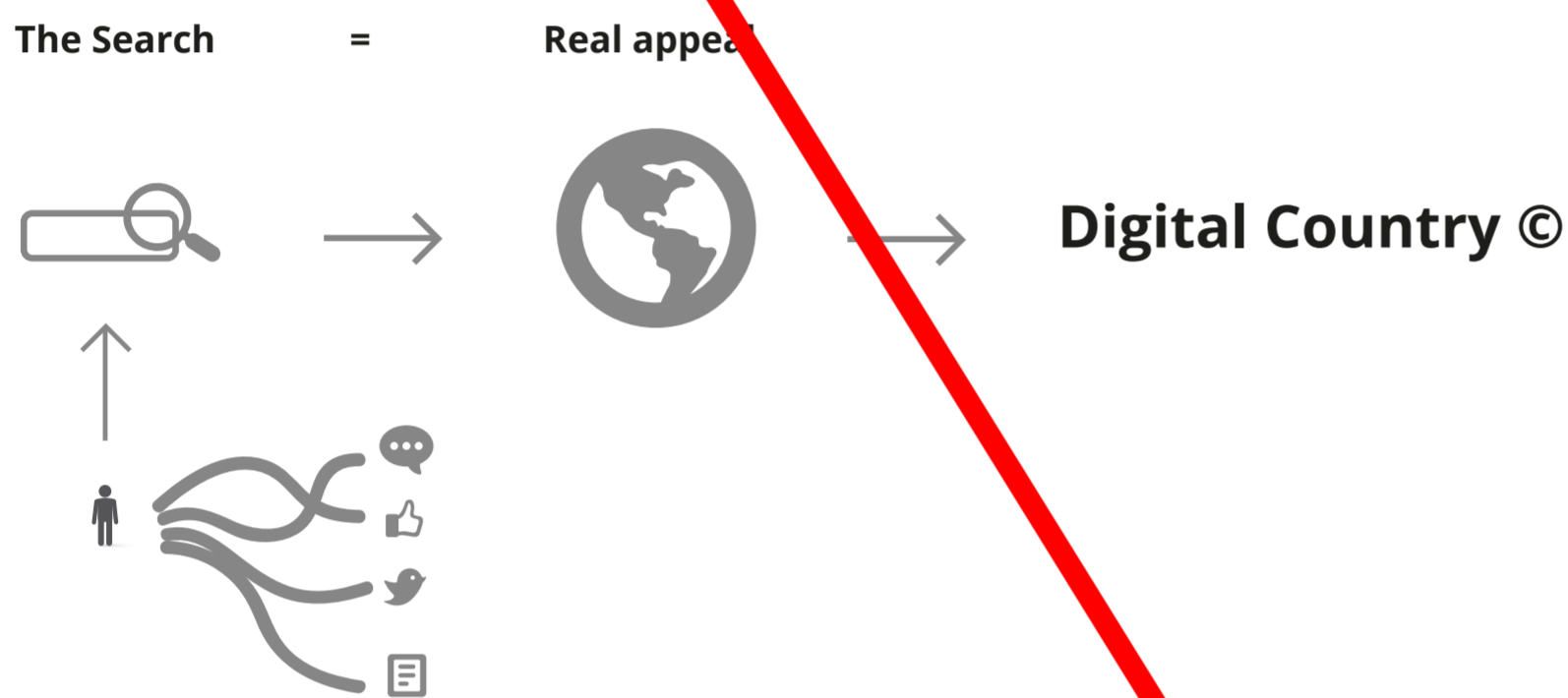
- 2015 Results
- Digital Demand - D2©
- About this Index

Featuring the Digital Country

A Digital Country is a Country, Region or City that has triggered proactive interest from stakeholders in the Digital world. This definition was presented by Bloom Consulting in 2015 after determining through its own research and other sources such as Google Intelligence, that when someone searches for information about a country, one of the primary systems used today is that of a "search engine."

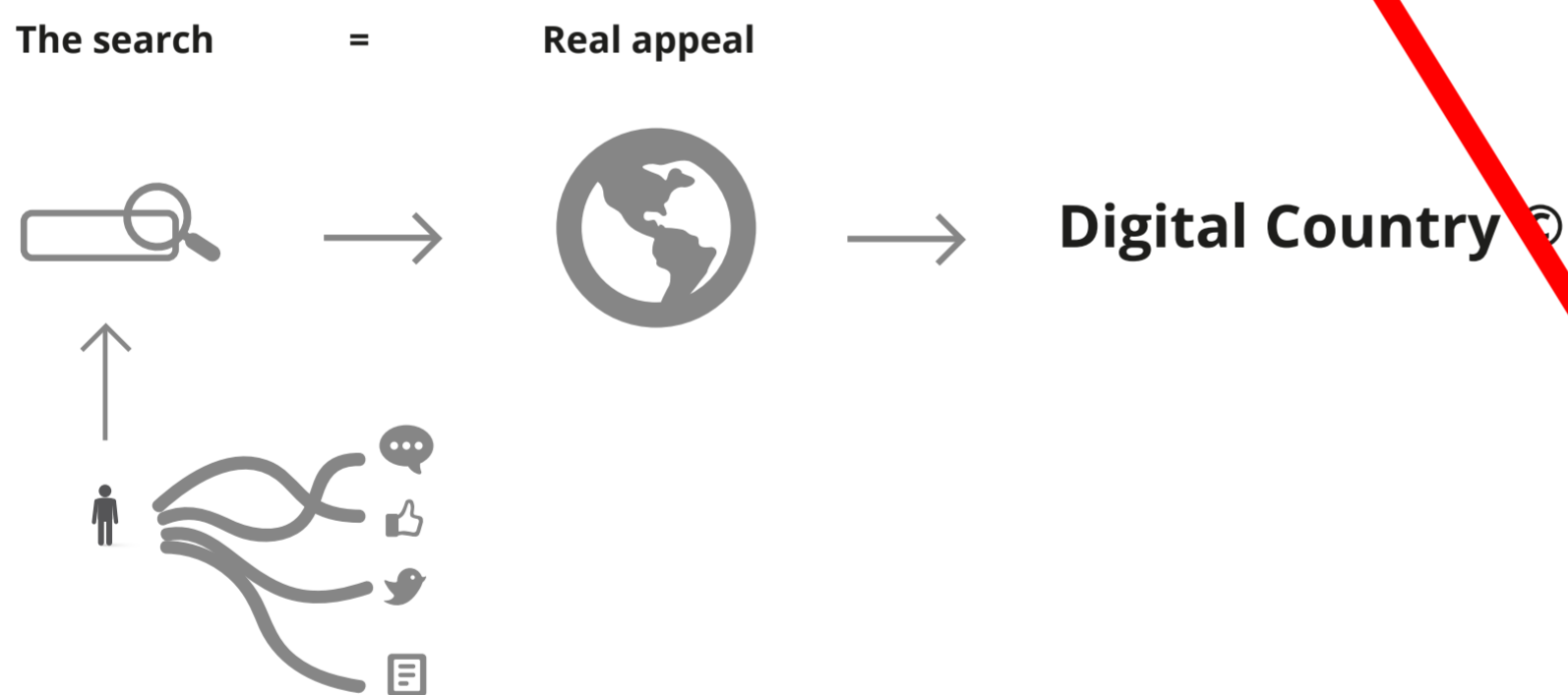


This act of "searching" can be triggered by something one may have read in a newspaper, heard in a conversation or simply out of curiosity.



"Searches" represent the true level of interest in a Country or Place and therefore demonstrate a Country's genuine appeal. "Searches" can also highlight the interests one may have with regard to any specific Country, Region or City.

If you are interested in reading more about The Digital Country, download this document [\(SEE BOOK\)](#)



The Digital Country Index measures the performance of the Digital Country ©. Please visit the **methodology** section for more details on how this measurement is determined.

The Digital Country Index was developed by Bloom Consulting - a firm specialized in Nation Branding & Place Branding - using data from Digital Demand - D2©.

The intent of this Index is to provide data and intelligence to governments about the appeal of their Country in the Digital world.

Related content



Frequently asked questions:

How is the brand appeal of a Country measured in the Digital World?

By analyzing the "searches" relating to 5 specific Dimensions for any given Country. These Dimensions are:

1. Tourism
2. Talent
3. Investment
4. Exports
5. National Prominence

Why these 5 Dimensions and not others?

These Dimensions come from the Bloom Consulting Brand Wheel, meaning they are the factors that Bloom Consulting's research has determined define and influence Country Branding the most. Either from a transactional point of view (such as receipts) or from a non-transactional point of view (such as prominence).

Why is "searching" such an important indicator of a Country's real brand appeal?

In today's world the primary way of searching for information is by way of a "search engine." The act of "searching" can be triggered by any number of things including something one may have read in a newspaper, heard in a conversation or out of simple curiosity.

"Searches" represent the true level of interest in a Country, and therefore demonstrate a Country's genuine appeal. If measured, "searches" can also highlight the interests one may have with regard to any specific Country.

How can Countries benefit from the Index?

Countries can benefit by understanding what motivates a person's initial interest in their Country and whether that interest is aligned with the reality.

This information can help governments make informed strategic decisions regarding their past, current and future strategy. In other words, the Index aids organizational forecasting. This data can be measured and monitored constantly, which provides the opportunity to analyze changes over time.

How is the Digital Country Index compiled?

Bloom Consulting uses a proprietary tool called the Digital Demand - D2© that gathers and measures all possible keyword combinations and searches performed for any of the 245 Countries and territories worldwide. This Big Data is filtered according to:

- 1 - Topics or keywords searched (brandtags)
- 2 - Nationality (Country of origin)
- 3 - Time of year (month)

How many languages are covered?

9 different languages: English, Spanish, Portuguese, Italian, French, German, Chinese, Japanese and Russian

Can all of this information be found using public search engines?

Yes; however, it is very difficult to access this information using search engines' tools since the information available is either a simple overview or very fragmented. Because of this, the information needs to be filtered using qualitative interpretation.

Bloom Consulting has over a decade of experience in Country Branding. It can therefore offer a unique insight into the Digital Country Index. We have used our expertise to interpret the data provided by our Digital Demand software, as well as to create the most accurate Index for the Digital appeal of 180 Countries worldwide.

Who made the Digital Country Index?

Bloom Consulting provides the qualitative input, while Digital Demand - D2© provides the quantitative input.

Bloom Consulting is an international firm specialized in Nation Branding and Place Branding. Today, the firm's headquarters are based in Madrid, Spain. Since 2003, Bloom Consulting has developed Nation Brand, City Brand and Place Brand strategies for clients across Africa, Europe, Latin America and the U.S.A.

Bloom Consulting annually publishes the Bloom Consulting Country Brand Ranking© for Trade and Tourism. The Ranking analyzes the brand performance of 180 Countries and territories worldwide and proudly collaborates with the **World Economic Forum** as a data partner.

More information on Bloom Consulting available [HERE](#)

Digital Demand - D2© is a Software that gathers and analyzes the total amount of "searches" performed by global citizens worldwide for any Country, Region or City. Specifically 1 - Business people, 2 - Foreign investors, 3 - Tourists, 4 - Workforce and 5 - General citizens. Therefore, this software measures the appeal of any given Country, Region or City for Export, Investment, Tourism, Talent or Prominence (general interest) purposes.

More information on Digital Demand - D2© available [HERE](#)

Why was the Digital Country Index created?

Who can use this Information?

How to use this information

The Digital Country Index was developed by Bloom Consulting - a firm specialized in Nation Branding & Place Branding - using data from Digital Demand - D2©.

The intent of this Index is to provide data and intelligence to governments about the appeal of their Country in the Digital world.

Related content

[Digital Demand - D2©](#)

[Methodology](#)

Downloads

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[Methodology](#)
[Digital Country](#)
[Award Gadget](#)

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Related content

[Digital Demand - D2©](#)

[Methodology](#)

Site referencia

<http://www.epi.yale.edu/epi>

<http://demo.lovethe.com/?theme=bureau>

http://codeless.co/tower/portfolio/codeless_portfolio/first-quality-logo/

HOME

Geral

- Bureau

Hover over

- Animação igual a Tower

Quando entras

Menus

- Ver menus do Bureau (Como aparecem os recent posts a subir)

- Linhas de divisão e text display parecido ao Tower

Metologia, D2 etc

Menus

- Ver menus

Todas a páginas com um SHARE (Ou parecido)

Página do "By Country" com um SHARE e DONWLOAD



2015 Results



Results by Continent



Results by Dimension



Awards



Country detail results



Results by Continent



World



-  USA
-  Canada
-  Mexico
-  Argentina
-  Brazil
-  Chile
-  Puerto Rico
-  Panama
-  Peru
-  Dominican Republic
-  Costa Rica
-  Bahamas
-  Uruguay



Country detail results



Type your Country...

Search



Dominican Republic

General Position

World

Americas

231**12**

Dimension Position and search volume - World

Exports

23

60%

+

Investment

23

60%

+

Tourism

23

60%

+

Prominence

12

60%

+

Talent

12

60%

+



Results by Continent



World

-  USA
-  Canada
-  Mexico
-  Argentina
-  Brazil
-  Chile
-  Puerto Rico
-  Panama
-  Peru
-  Dominican Republic
-  Costa Rica
-  Bahamas
-  Uruguay





Results by Continent



World



-  USA
-  Canada
-  Mexico
-  Argentina
-  Brazil
-  Chile
-  Puerto Rico
-  Panama
-  Peru
-  Dominican Republic
-  Costa Rica
-  Bahamas
-  Uruguay

Country detail results



Type your Country...

Search



Dominican Republic

General Position

World

Americas

231

12

Dimension Position and search volume - World

Exports

23

60%



Searching for Exports - Share by "brandtag" family

Goods

63%



Made in

63%



Export from

63%



Flagship companies

63%



Investment

23

60%



Tourism

23

60%



Prominence

12

60%



Talent

12

60%



Country detail results



Dominican Republic



General Position

World

Americas

231

12

Dimension Position and search volume - World

Exports

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Tourism

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12

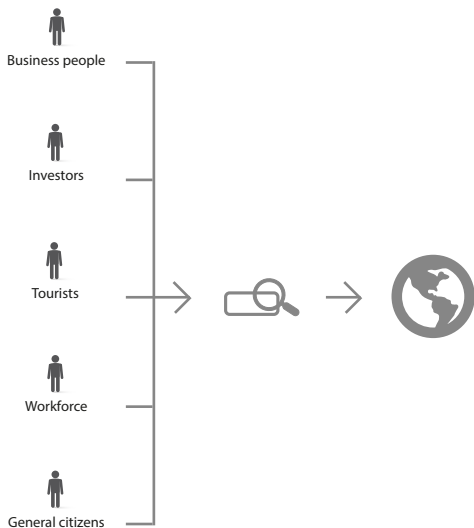




What is the Digital Demand - D2©?

The Digital Demand - D2© is a software that gathers and analyses the total amount of "searches" performed by global citizens for any Country, Region or City worldwide.

These "global citizens" are organized into 5 different groups:





The software organizes the theme or “Dimension” of all searches performed by every single global citizen, and as a result can measure the appeal of each Country, Region or City.



Business people

EXPORTS



Investors

INVESTMENT



Tourists

TOURISM



Workforce

TALENT



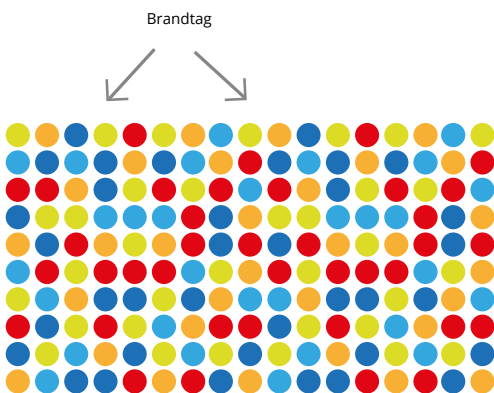
General citizens

PROMINENCE



The “Big Data” of all possible keyword combinations and searches performed by all global citizens is organized and assigned under a specific “brandtag.” A “brandtag” is a group of similar keywords that are searched by the global citizen.

For instance: Keywords such as Beaches in Spain or Best Beaches in Spain fall under the “brandtag” Beaches.



Each “brandtag” is then grouped inside a specific Dimension. For instance the “brandtag” Beach falls inside the Tourism Dimension.

Brandtag **Beach**



The same structure is adhered to in all other dimensions. There are approximately 40 Brandtags per Dimension.

Brandtag **Beach**

Brandtag **Universities**

Brandtag **Invest in**

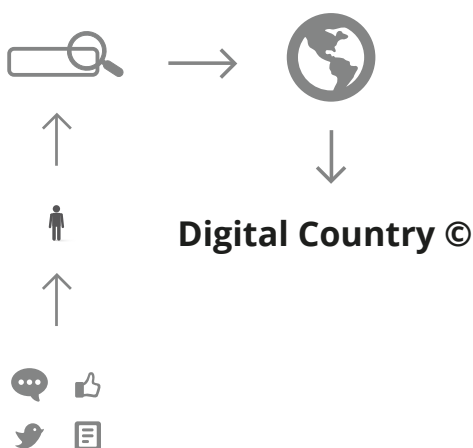
Brandtag **Made in**

Brandtag **Design**



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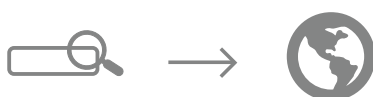


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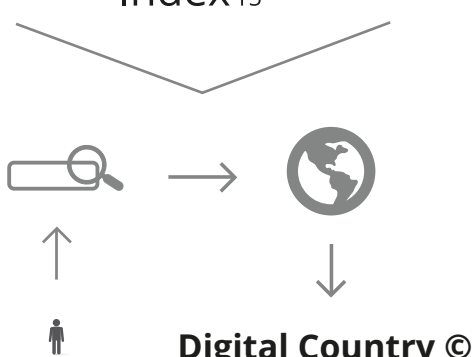
"Searches" can also highlight the interests one may have with regard to any specific Country, Region or City.

The Search = Real Appeal



The Digital Country Index measures the performance of the Digital Country ©. Please visit the methodology section for more details on how this measurement is determined.

The Digital Country Index^{'15}





After selecting a Country, hover over each Dimension to see what global citizens are searching for most in any given Country.

This is an overview covering everything before the "brandtag family" level.

For a more in-depth analysis, please request a trial of the Digital Demand - D2© software.

[Request a FREE trial](#)

Related content

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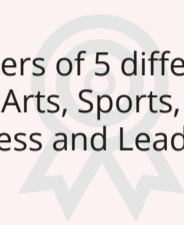
Which Country is most searched for globally and within each Continent?
Global level?

Results by Continent

Which Country is most searched in relation to:
Export, Investment, Tourism, Talent and Prominence?

Results by Dimension

The winners of 5 different categories: Arts, Sports, Nature, Business and Leadership



Awards

Explore results by Country and find out which topics are most searched for by global citizens in any given Country.

Country detail results

Discover more about the Software behind the Index. See the advantages it can provide to Countries, Regions and Cities in measuring their global appeal.

Examine the concept behind the Index. Learn how data is collected and the Index is compiled.

Methodology

What does the Index measure? Who is behind the Index? And everything else you need to know.

Information about this Index

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