

Benefiting from soccer: The FIFA Worldcup in Germany 2006 and South Africa 2010

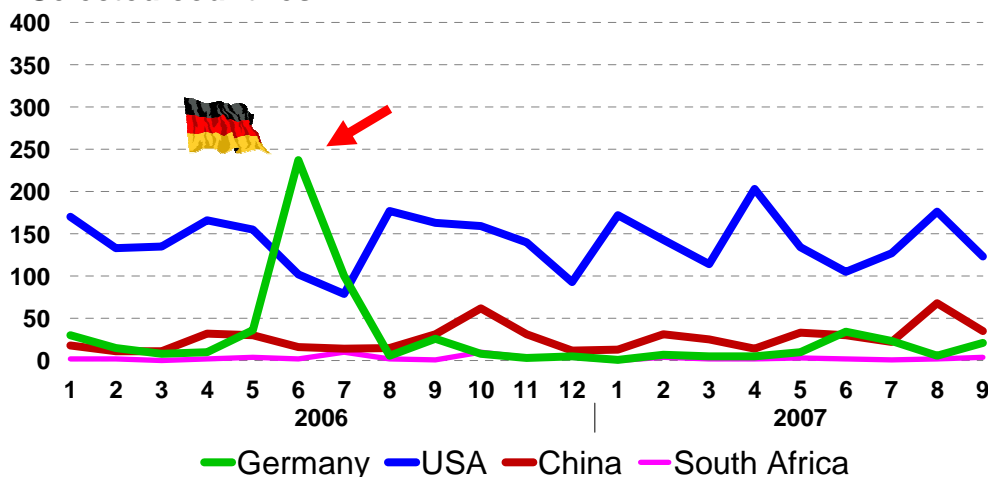
Presenter: E. Griffiths, South Africa 2010 LOC

There has never been more competition for place branding in the global marketplace as in these days. Because a positive brand image helps many economies managing global change, experts in the field of Public Diplomacy have turned their research focus on place branding strategies. Sports as a platform for place branding efforts for long times has been thought to be unrealistic. But according to latest findings major sports events can improve the public's assessment of an entire nation's identity. Sports can provide nations with both tangible and intangible benefits.

This workshop will focus on how those events are able to highlight a nation's image. Hosting a sporting event is the current state best practice of sports place branding (Rein&Shields, 2007). The "pictures in our head" (Lippmann) are created through the knowledge we acquire from the daily reports journalists provide to a broad audience. Therefore Media Tenor - in cooperation with Public Diplomacy experts – presents key findings on the latest trends in international media coverage.

Given the example of how the media framed Germany in the time of hosting the 2006 FIFA World Cup Agenda Setting effects become visible. The workshop will deal with the question how Germany could benefit from the increased media awareness caused by the World Cup. With regard to the next World Cup hosted 2010 in South Africa important strategies will be discussed.

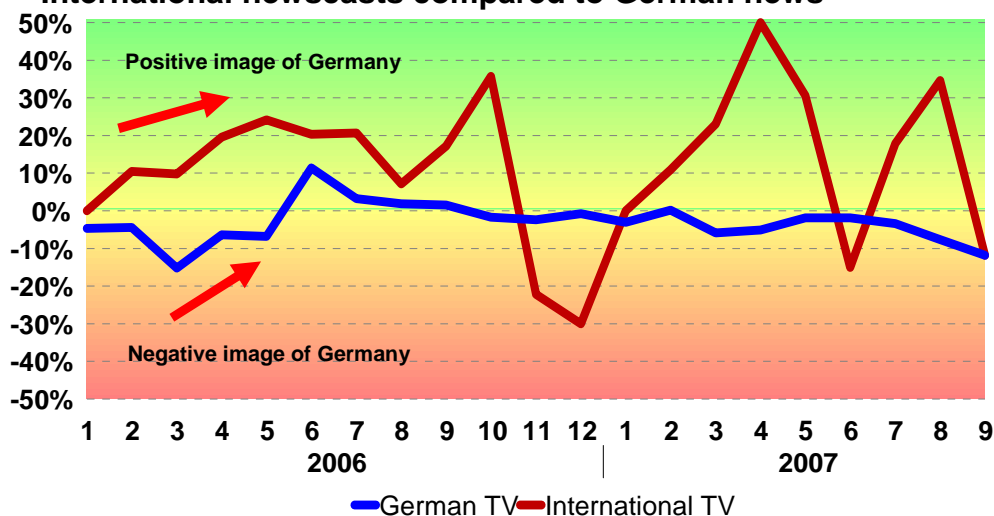
Media presence of nations in international Newscasts: Selected countries



Basis: A total of 34,615 reports in 10 international TV newscasts

Agenda Setting Theory not only tells us that increased media attention for Germany led to public awareness of the country. More than that media also conveyed a certain image of Germany that might have affected the public. Analyzing the tonality of the TV reports that dealt with the country shows us that in the forefront of the World Cup Germany has been reported in a positive light. This trend continued until the end of the tournament. After that the assessment became volatile.

Overall assessment of Germany: International newscasts compared to German news



Basis: A total of 9,954 reports that referred to Germany; 2006 – 9/2007

Besides soccer as the typical focal point of the media coverage during the World Cup journalists traditionally tend to report about the hosting country. The 'land of ideas' as which Germany intended to present itself was in some way depicted in the coverage. But also critical issues have been mentioned. Exploring these key factors that brand the image of a place will be a crucial part of this workshop.

Germany in international newscasts: May 2006 – August 2006

