Country Brand Challenges: Why is Brazil's image complex?

Positive

Neutral
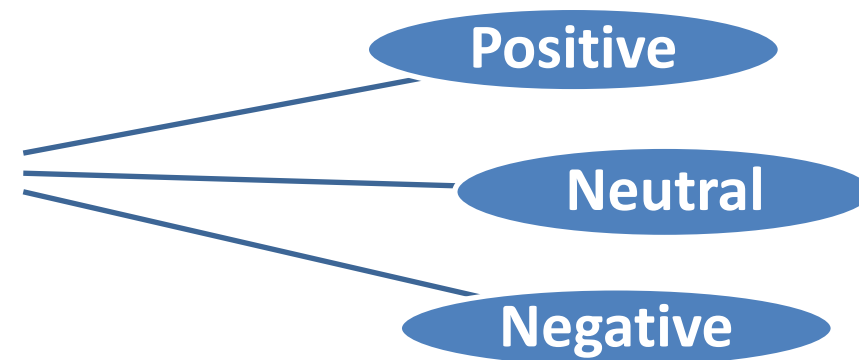
Negative

Introduction   Internationally, Brazil's image is also seen as dichotomous and confusing because of its multifaceted attributes and associations, such as positive (Carnival, natural beauty, cool people, football, and music) and negative (crime, violence, environmental degradation, hunger, and poverty).

(Mariutti and Giraldi, 2013; Anholt, 2007; Beni, 2006; Kotler and Keller, 2006; Kotler and Gertner, 2004; Bignami, 2002).

Literature	Authors' Standpoints and Citations
Role of Communications	Country branding strategies to build on a positive image or correct a negative one (Anholt, 2007; Dinnie, 2009; Kotler et al., 1993; Szondi, 2007) even the diplomatic side aligned to the communication practise (Aroncyzk, 2013). There exists a plethora of marketing, public relations and corporate branding research in the framework of agenda-setting theory; but little attention is given to the national image in international media" affirms Zeng et al. (2011, p.323). Zeinalpour et al. quote (2013, p.317) that "Building a coherent country branding program at international level requires a strong coordination between the government, the business sector, the decision makers from educational and cultural sector, the civil society and, the mass media representatives in any country".
Aim	To explore Brazil's image associations considering them to be positive, neutral or negative (Anholt, 2007; Dinnie, 2009; Kotler, Haider & Rein, 1993; Szondi, 2007).
Methodology	Content analysis (Custodio & Gouveia, 2004; Harengel &Gbadamosi, 2014; Jimenez-Martinez, 2013; Lee & Hong, 2012; Morley; 2002; Schneeberger, 2011; Shoemaker & Cohen, 2008; Szondi; 2010; Zeng, Go & Kolmer, 2011.
Contribution	It can possibly advance in knowledge for future research in other countries and enhance Brazil's country branding, strategically, in the international market.

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