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Successful Strategic Practices in Building Malaysia's Country Brand

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Abstract: *An analysis of the macroeconomic indicators for Malaysia show that tourism represents a gold mine: in just a few years, the number of tourists has tripled and revenue from this area have increased in only 16 years, over eight times, and the country has reached the top 10 most visited countries in the world. This paper describes the brand campaign "Malaysia Truly Asia" and presents the vectors that generated a "blast" of positive effects: increased awareness and visibility of Malaysia internationally, created a clear and easily identifiable image of the country, the positioning of Malaysia as a leading destination in the region, diversifying tourism markets, encouraging and promoting domestic tourism. It is analyzed the impact of this campaign particularly in terms of number of visitors, tourism revenue, visibility and prestige through the awards received.*

The paper addresses a multitude of best practices from the perspective of strategic opportunities transformed into strong points in a good ratio result / effort.

Keywords: *country brand, tourism, marketing strategy, promoting campaign, strategic analysis, competitive advantage.*

Theme: *public marketing*

JEL: *M3; M31; M38.*

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