



Israel's brand: Creative energy

Brand Israel project head Ido Aharoni: Israel's international image does not serve its interests.

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"Israel's international image does not serve its interests. This means that Israel should accentuate in deeds, and not just in words, that it is a place that is dynamic and full of energy, whose pulse relies on creativity and initiative," Ido Aharoni, head of the Brand Israel project at the Ministry of Foreign Affairs at a conference where he presented the rebranding strategy for the country.

The strategy is based on scores of studies carried out over the past decade. Among other things, these studies found that the public relations paradigm, which focuses on the conflict with the Palestinians, does not achieve its aim.

One study found three main narratives to describe Israel: a dynamic and energetic place; a place whose substance is building a better future; and entrepreneurial enthusiasm. The common thread is "creative energy".

Aharoni said, "Creative energy is not a slogan; it's a strategy. It's a prism through which brand experts want the world to look at Brand Israel.

As far as how to do it, over the past two years, a number of creative projects have been launched with the support of the Ministry of Foreign Affairs. They include the production of mobile Tel Aviv beach parties in leading national capitals, bringing delegations of leading foreign correspondents and opinion-setters to wine festivals in Israel, and the launch of ARTLV, the Tel Aviv International Arts Festival.