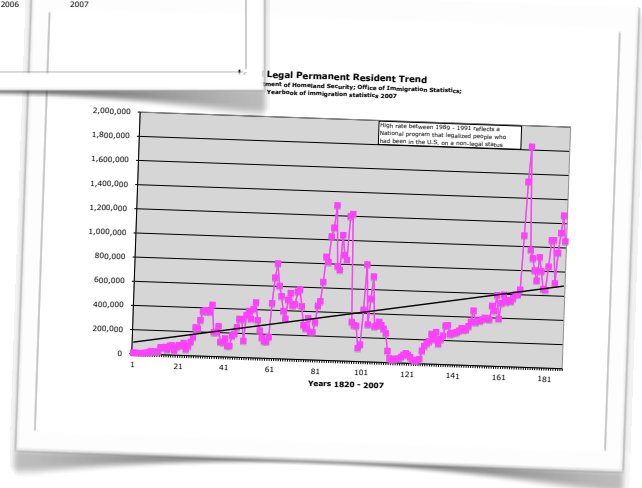
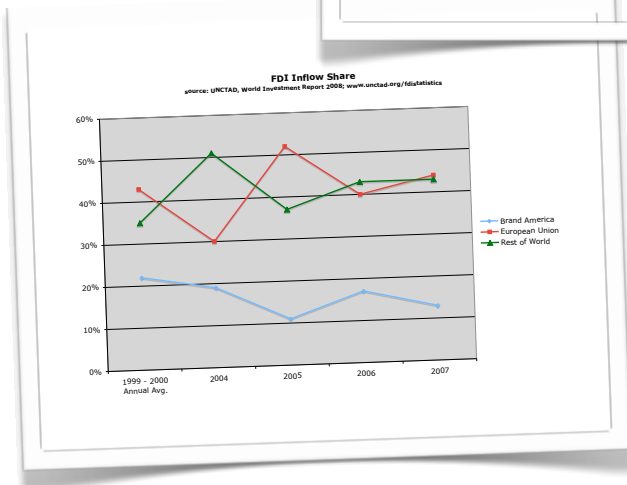
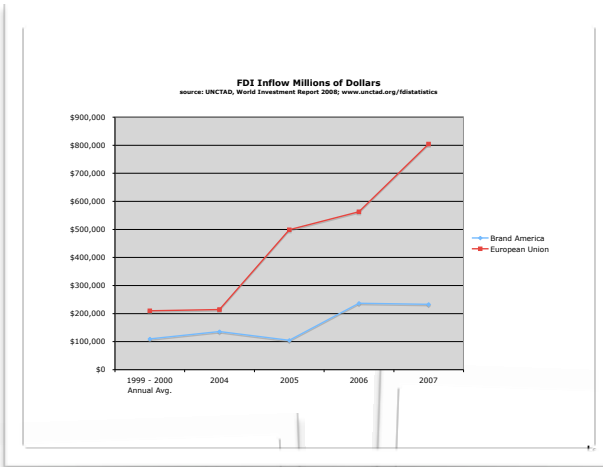


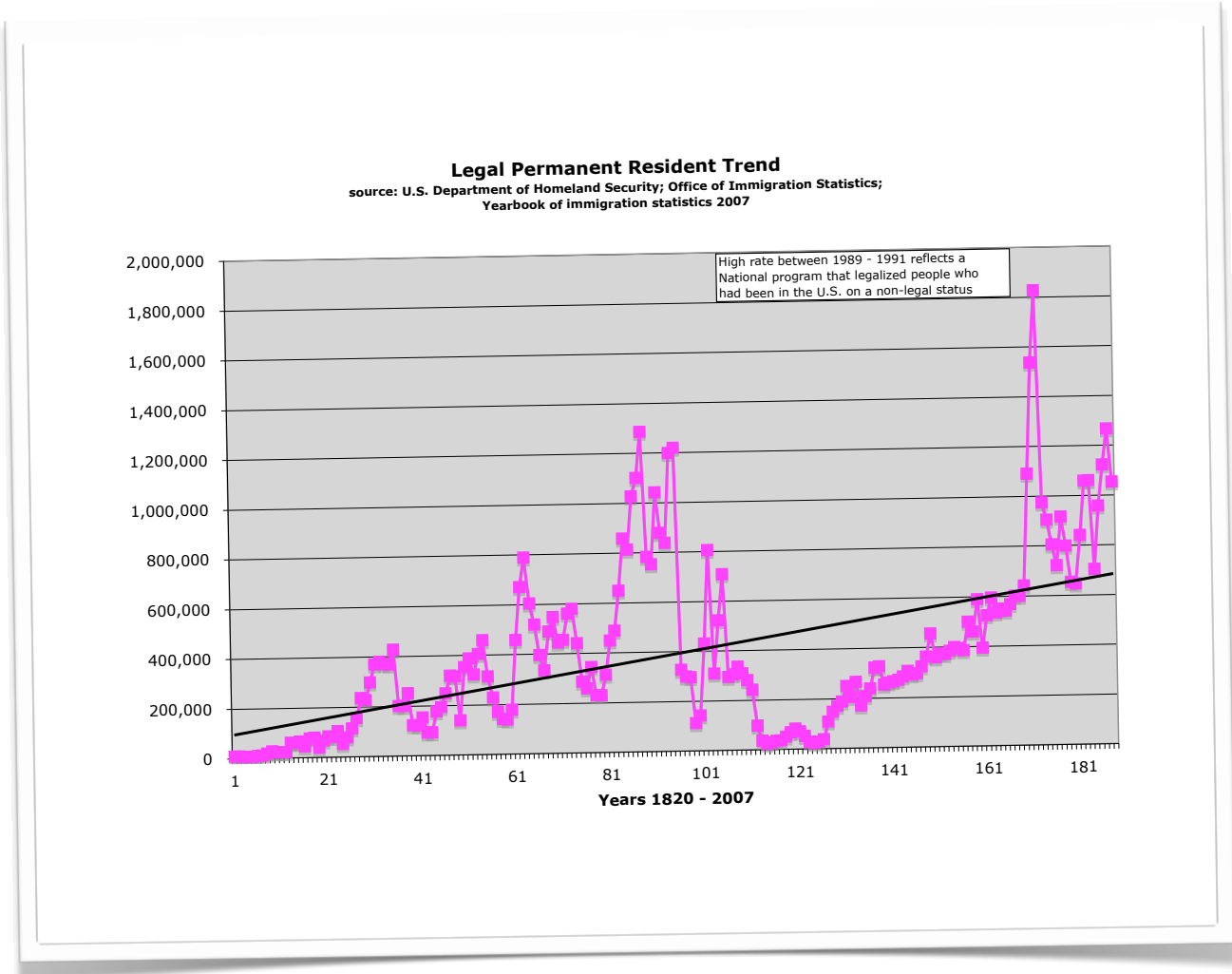
# BRAND AMERICA DASHBOARD



## Time to Strengthen Brand America

2007 PERFORMANCE

# People Still Want The Promise of Brand America

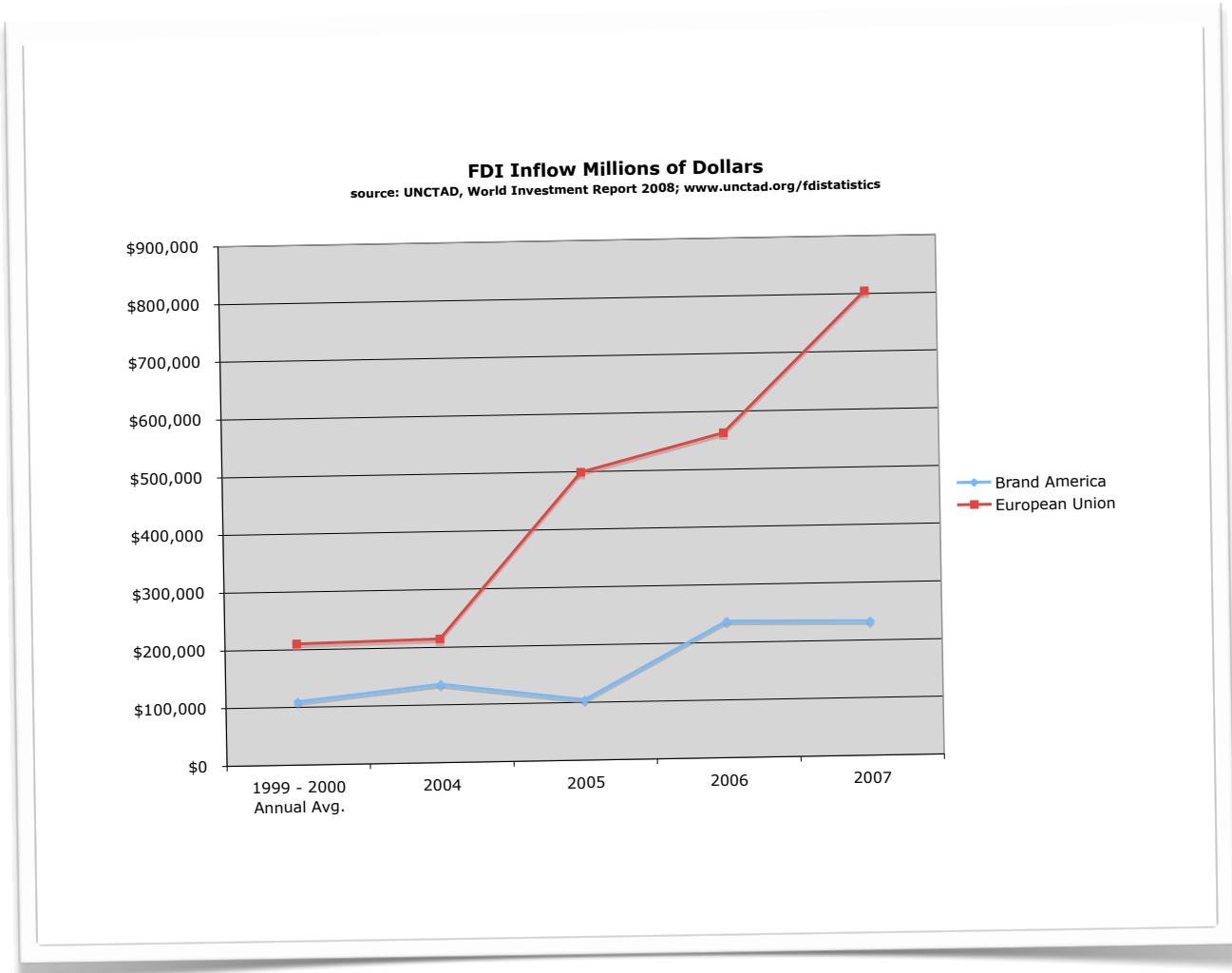


People are still immigrating to America in pursuit of the dream. They are giving up their home country allegiance to become Americans. This is a trend that reflects positive growth suggesting the relevance of the Brand America Promise continues to resonate with people around the world. The American Dream still has universal appeal.

Reference:

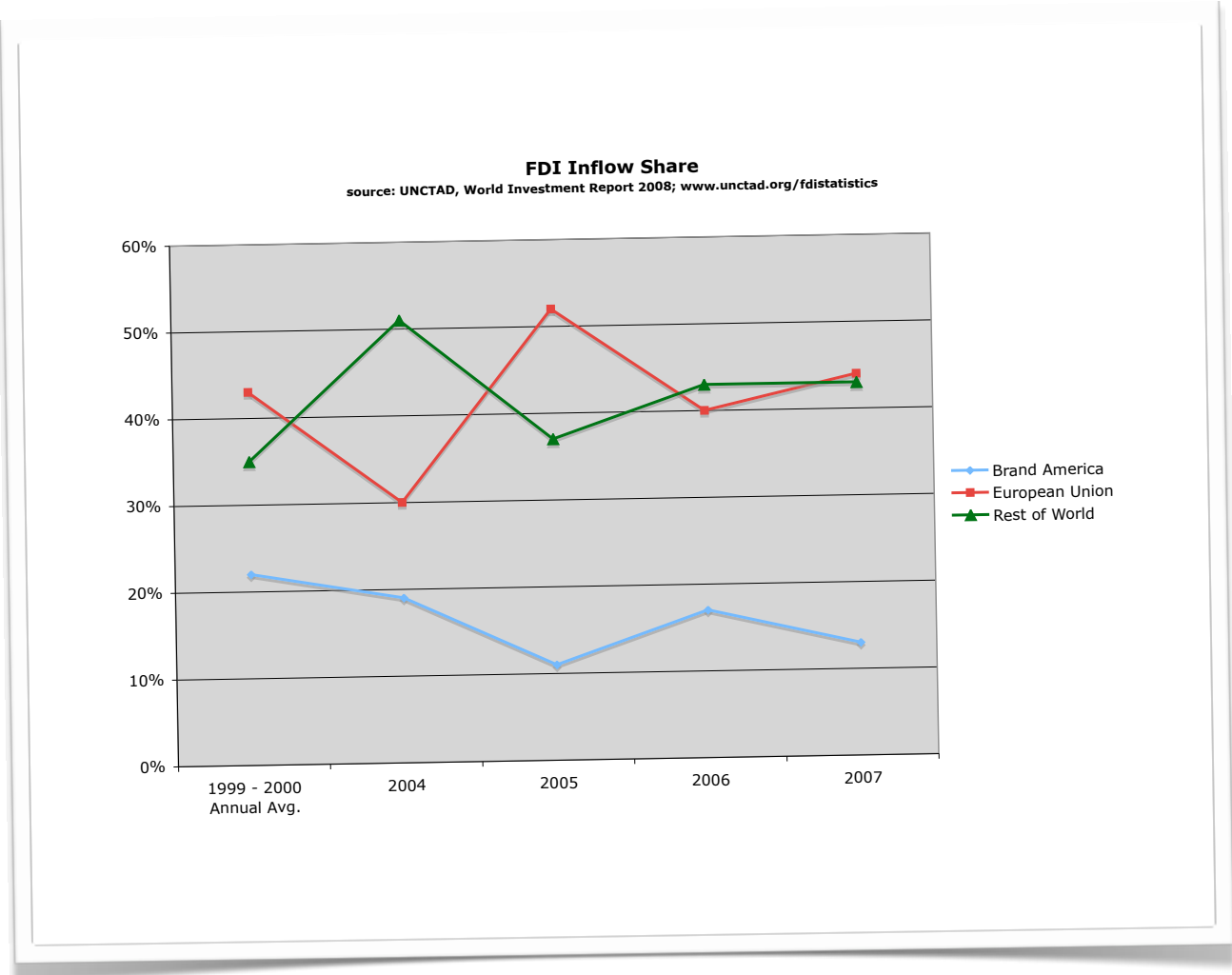
[http://en.wikipedia.org/wiki/Immigration\\_to\\_the\\_United\\_States](http://en.wikipedia.org/wiki/Immigration_to_the_United_States)

# FDI Investment in Brand EU is Stronger Than in Brand America



In the absolute, more foreign direct inflow dollars are invested in the U.S. than any other country in the world. Unfortunately, the comparison is a bit misleading. For capital investment, Brand America competes more directly with major trading blocks than it does with individual countries. Brand EU is essentially a single market created by a system of standardized laws that allow easy flow of labor and goods across member borders. When you compare Brand America performance against Brand EU performance, a very different and negative picture emerges. Brand EU is winning more FDI inflow dollars than Brand America and the gap is widening.

# Brand America's Competitiveness Needs to be Addressed



In addition to dollars, another favorite metric of marketers is share. Brand America's share of global foreign direct investment inflow dollars is declining. Whenever a marketer is faced with a product share decline versus competition, it is a strong market place signal that the value proposition needs to be readdressed and the product needs to become more competitive. In the case of Brand America, our country needs to find a way to become more "investment worthy" in order to reverse the declining share of global FDI dollars. While there are any number of arguments that can be made to rationalize the trend (e.g. rise of middle class in eastern Europe and Asia representing a high value opportunity), the fact remains some product development work (public policy reform and/or investment in infrastructure) will likely be required to make the states in Brand America more investment worthy so an increased level of global FDI inflow dollars can be attracted and put to work in the form of incremental jobs, GDP growth and overall accelerated economic recovery.