



Israel as a Brand: 2021 Perceptions Study

Executive Summary of research conducted by
Bloom Consulting on behalf of Vibe Israel

August–September 2021



Background



Vibe Israel, a not-for-profit organization specializing in branding and marketing Israel to the world, commissioned Bloom Consulting, the leading place branding agency, to conduct a follow up research to a series of previous studies conducted annually since 2018, measuring global perceptions regarding the brand of Israel.

The survey focused on the potential change in perception of Israel by millennials, ages 25-44, following the three significant events of the previous year - Operation “Guardian of the Walls”, Israel's handling of the COVID pandemic, and the record-breaking year of Israel’s high tech industry.



Main Insights

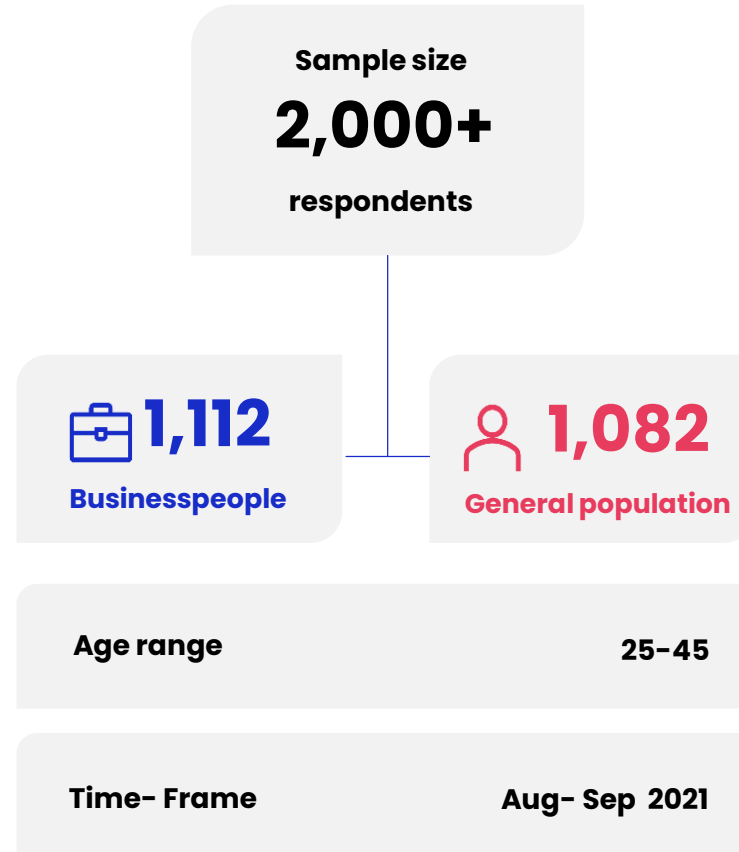
1. Operation “Guardian of the Walls” did not have a **long-term** adverse effect on Israel’s image
2. The story of **Israel’s innovation** can serve as a “Perception Iron Dome”
3. We need to strengthen the “**country of origin effect**” of Israeli companies and brands



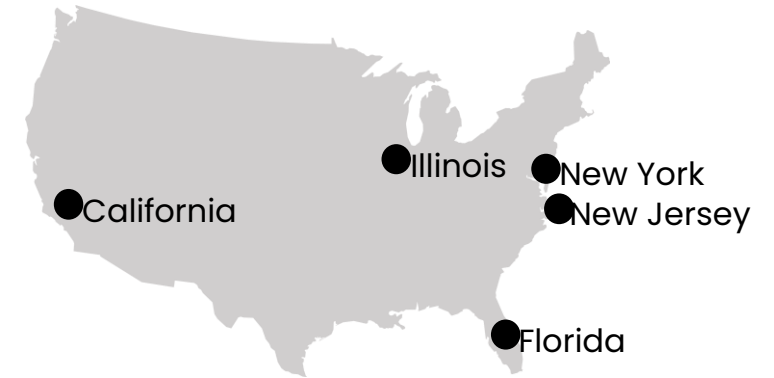
Scope & Benchmarks

The survey was conducted between August and September 2021, around three months following Operation Guardian of the Walls and during the fourth wave of the COVID pandemic. A total of 2,194 people in the US participated. 1,112 of which were businesspeople and 1,082 from the general public.

In the survey, participants were asked to rate Israel in comparison to other countries chosen for being either economic competitors or for having a controversial country brand. The rating scale used was 1 to 5, one being extremely negative and 5 being extremely positive. A rating of 3.5 or better is considered very good.



Geographies



Competition Benchmark



United Kingdom



South Korea



Singapore



Finland



Estonia



China



Russia



Saudi Arabia



Turkey

Sample Distribution



There was a separate questionnaire for each group. The margin of error was 3%.

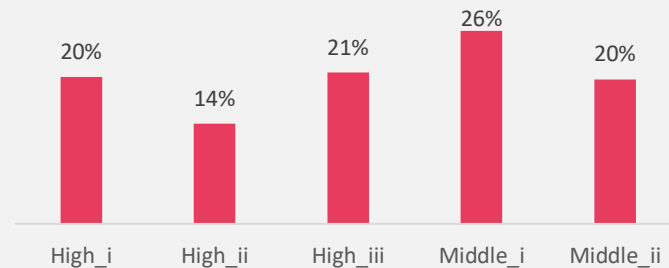
All participants held a college degree or more. 28% of the general population and 51% of the businesspeople were business owners, C-Suite executives, or senior managers.



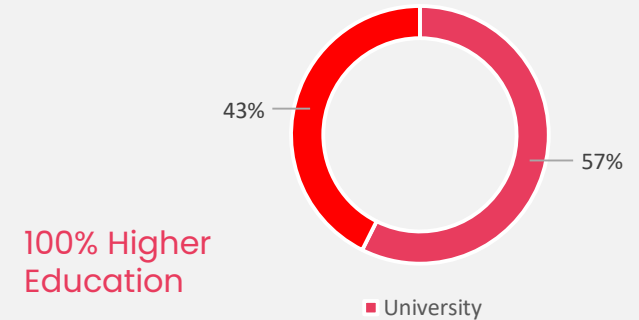
General Population

Sample size : **1,082 responses**

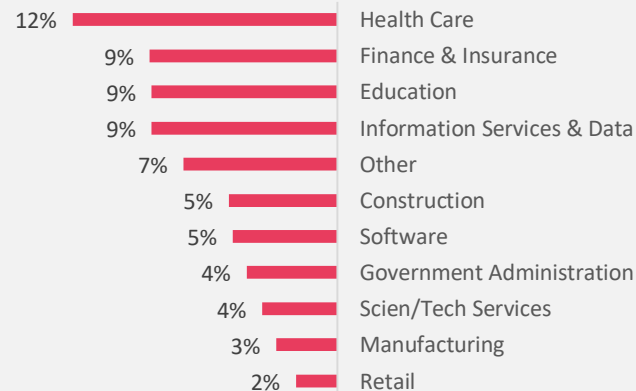
Income Level



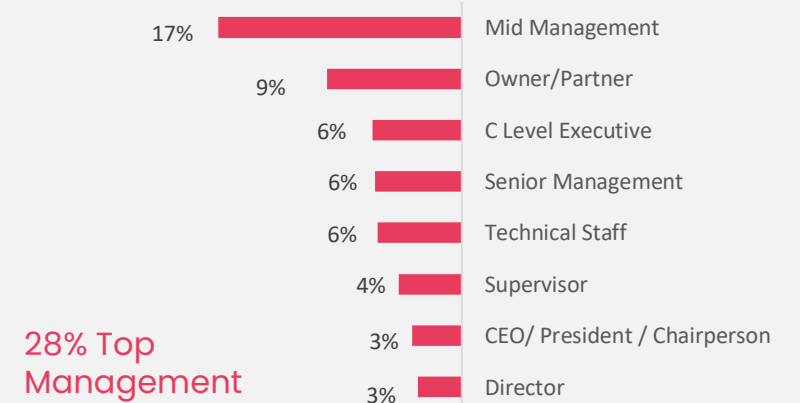
Education



Industry



Organization Role



Sample Distribution



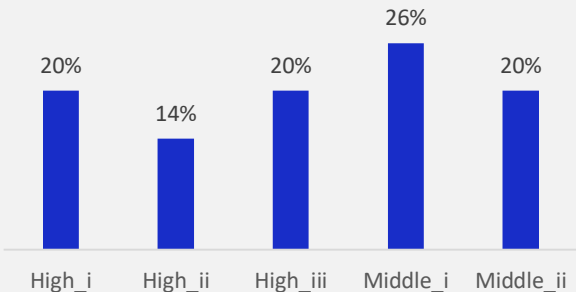
Business

Sample size : **1,112 responses**

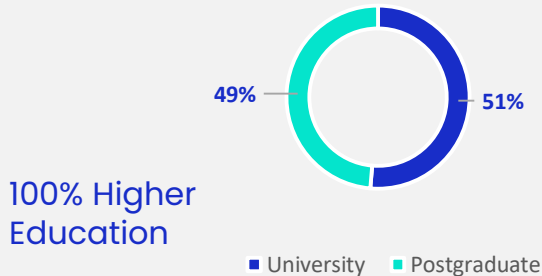
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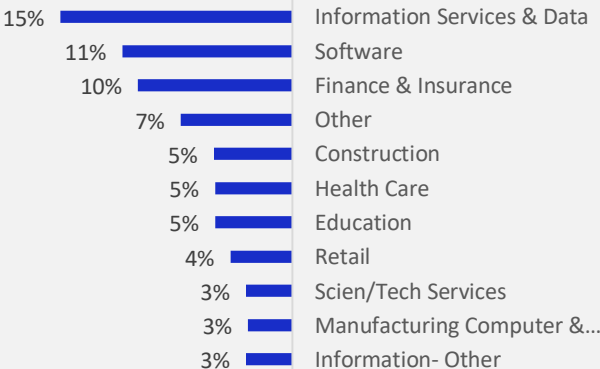
Income Level



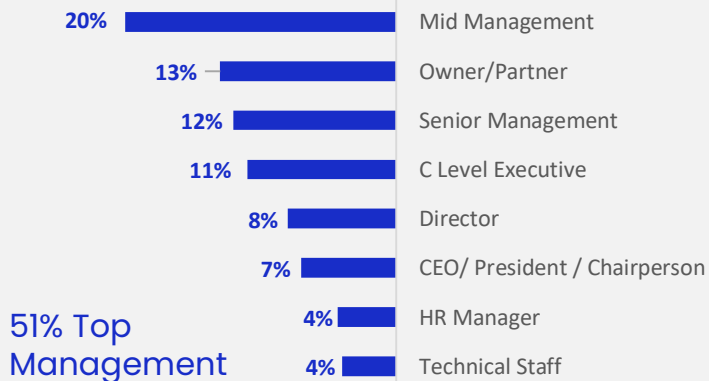
Education



Industry



Organization Role



Main Findings



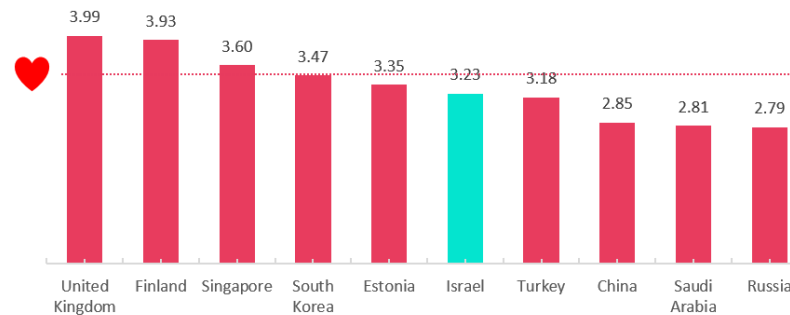
General Image of Israel

When asked to rank their general perception of Israel, the general population group gave Israel a rating of 3.23. This rating indicates that a positive level of connection has been created between the brand and the general population.

The perception of the business people group of Israel as a place to invest was rated 3.64. This indicates the strength of Israel's economic brand in this regard. In addition, when comparing these responses, the economic offering could be seen as a "perception Iron Dome".

General Population

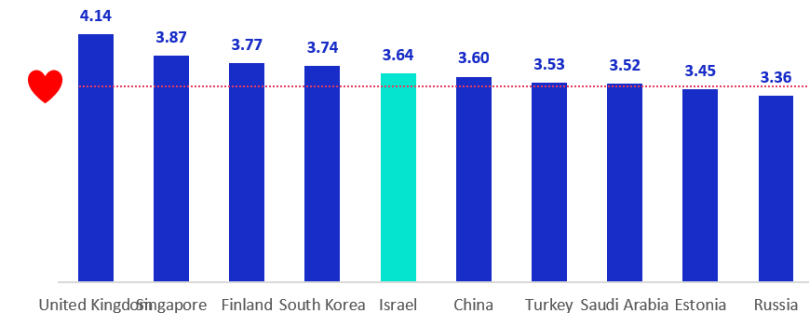
3.23 General Perception about Israel



 A rating of 3.5 or better is considered very good.

Business

3.64 General Perception as a place to Invest



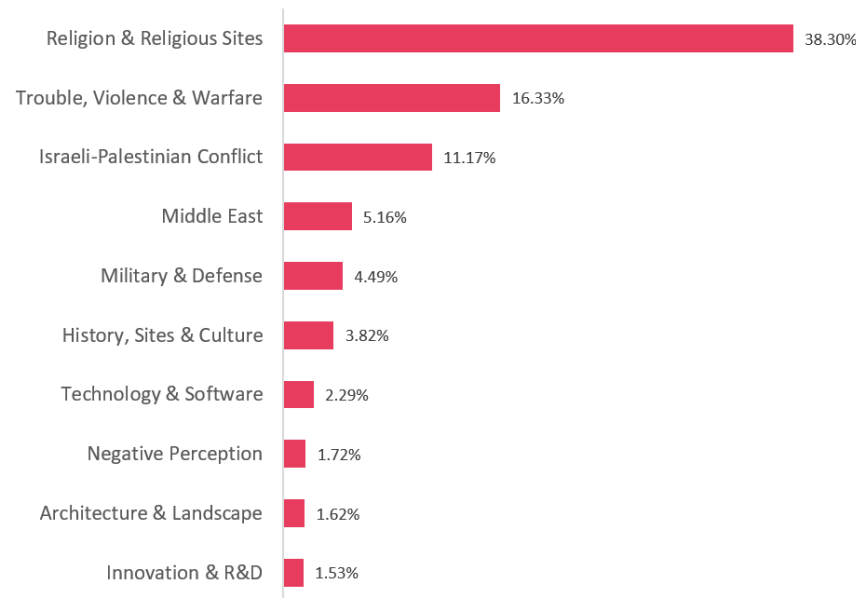
General Image of Israel

When asked, *When you hear the word "Israel", what is the first image or idea that comes to mind?*, the most popular answer among the general public group was Religion & Religious Sites (38.3%), followed by Trouble, Violence & Warfare (16.33%).

When businesspeople were asked, *From a business perspective, when you hear the name "Israel", what image, word or concept first comes to your mind?*, 12.94% replied Innovation and R&D, 11.92% noted Trouble, Violence & Warfare and 10.33% responded Religion and Religious Sites.



When you hear the word "Israel", what is the first image or idea that comes to mind?



General Population



From a business perspective, when you hear the name "Israel", what image, word or concept first comes to your mind?



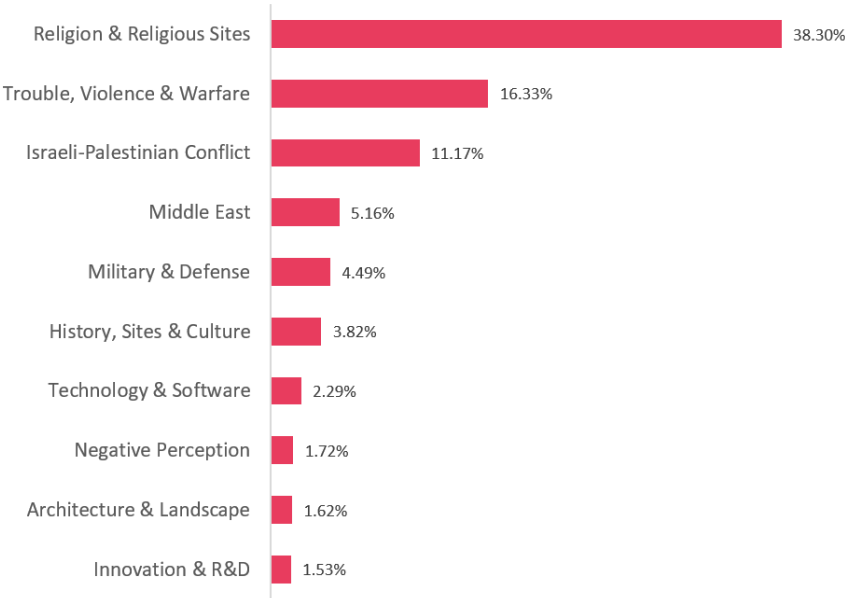
Business

General Image of Israel

In previous years, the top response for business people, like the general population, was Religion and Religious sites, and we believe this development is directly correlated to the success of Israel's innovation-based economy and the promotion of this success by its eco-system.



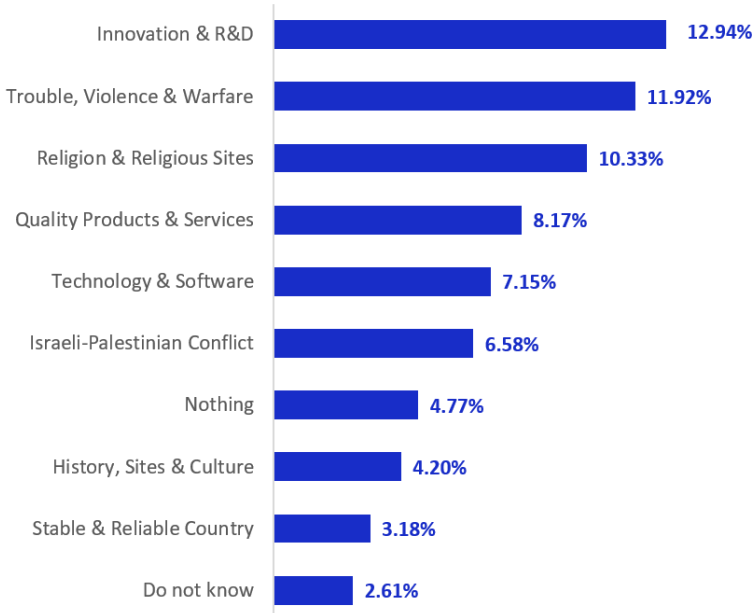
When you hear the word "Israel", what is the first image or idea that comes to mind?



 **General Population**



From a business perspective, when you hear the name "Israel", what image, word or concept first comes to your mind?



 **Business**

Operation “Guardian of the Walls” Impact

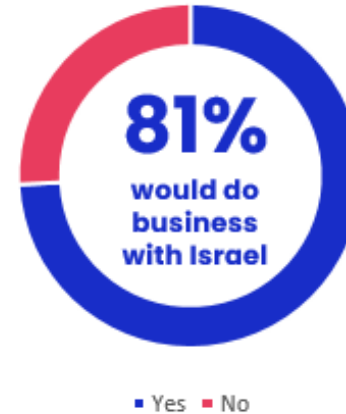
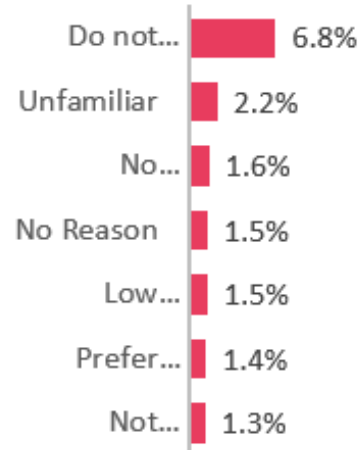
When asked, *Would you do business with or buy products/services from an ISRAELI company/brand?*, 81% of the general population group answered yes. Their main reason for doing business with Israeli companies (28.8%) is the perceived quality of Israeli services and products.

Only 6.8% of the general population noted that their lack of support for Israel is the reason why they would refrain from doing business with Israeli companies – a staggeringly low number considering that the research was conducted only 3-4 months after Operation Guardian of the Walls.



Would you do business with or buy products/services from an ISRAELI company/brand?

Reasons why not



Reasons why Yes



General Population

Operation “Guardian of the Walls” Impact

When the businesspeople group was asked if their willingness to do business with Israel has changed in the past year, 34% of respondents stated that their opinion has changed for the better, and 5% stated that the reason for the *positive* change was the Israeli-Palestinian conflict. Conversely, 7.6% answered that their opinion had changed for the worse but only 3% answered that the reason for this negative change was the Israeli-Palestinian conflict.



Did your opinion change over the last year related to doing business with or buying products/services from an ISRAELI company/brand?



Business


**Positively
change**

would do business

5% had positively changed their opinion because of the quality of the products & services

5% had positively changed their opinion because of the Israeli-Palestinian conflict




**Negatively
change**

7.6%
would not do business

3% had negatively changed their opinion because of the Israeli-Palestinian conflict



Operation “Guardian of the Walls” Impact

When asked *How well do you think the Israeli government is managing the Israeli-Palestinian conflict?* The businesspeople answered moderately well-managed to well-managed with a rating of 3.5. In contrast, the general public replied moderately well-managed to poorly managed with a rating of 2.74.



How well do you think the Israeli government is managing the Israeli-Palestinian conflict?

Scale: 1 – Very poorly managed, 2 – Poorly managed, 3 – Moderately well managed, 4 – Well managed, 5 – Very well managed

2.74



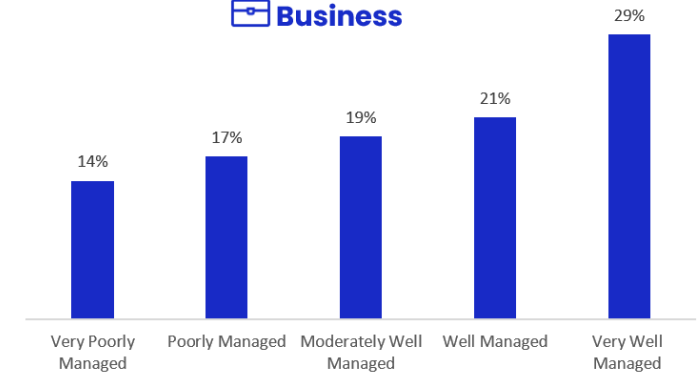
3.5



 **General Population**



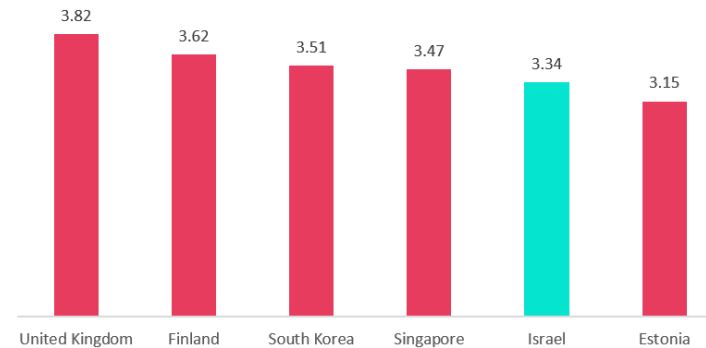
 **Business**



Israel's Economic Image

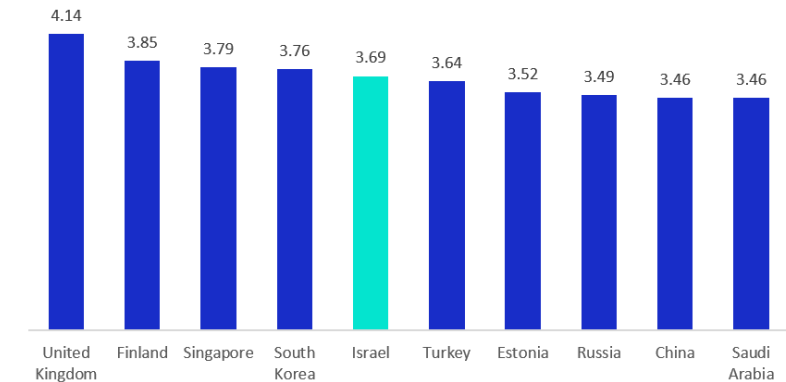
When asked the participants about their *general perception of made-in-Israel products*, the general public group gave a rating of 3.34 and the businesspeople group gave a rating of 3.69.

 **General Population**
3.34 General Perception about "made-in" products



Scale: 1 – Extremely negative, 2 – Negative, 3 – Moderately positive, 4 – Positive, 5 – Extremely positive

 **Business**
3.69 General Perception about "made-in" products



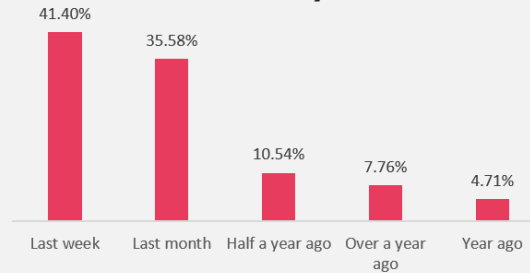
Israel's Economic Image

When the general population group was asked, *Have you heard any positive or good things about Israel in the last two years?*, 43% replied that they hadn't heard anything positive, which is a loud message that Israel is not doing enough to promote itself to young people in the U.S.

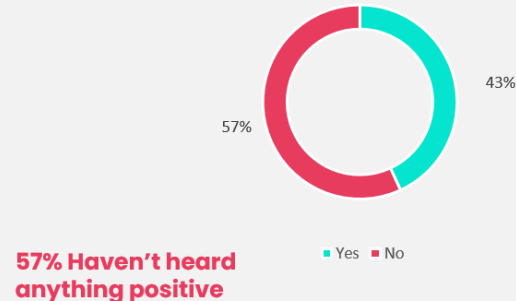
Of those that did mention positive news, 16.61% of this news was related to Israel's innovation and economy and Over 20% was related to Israel's handling of the pandemic.

General Population

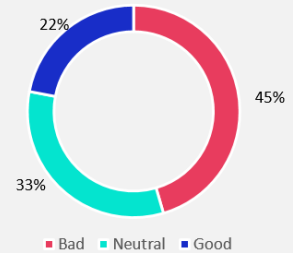
When was the last time you heard about Israel?



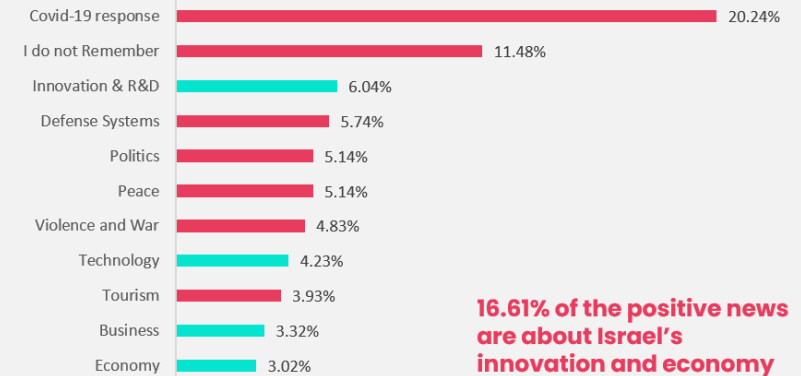
Have you heard any positive or good thing about Israel in the last two years?



Was it good news or bad news?



Topic of the positive news about Israel



Israel's Economic Image

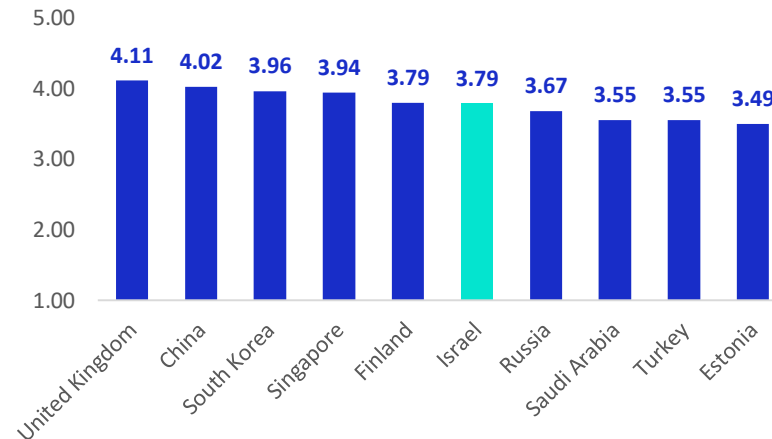
When businesspeople were asked to rate how innovative the countries in the survey were, Israel was ranked sixth after Finland, Singapore, South Korea, China, and the United Kingdom with a high score of 3.79.

However, an in-depth examination of the data revealed that the businesspeople who stated that they were familiar with Israel ranked Israel first from all countries with an excellent score of 4.39. "Familiar with Israel" was defined as having purchased Israeli products, having done business with Israeli companies or having invested in Israeli companies.

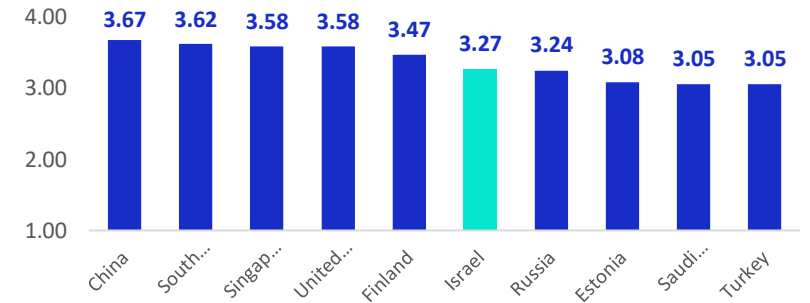


In your opinion, how innovative are the following countries?

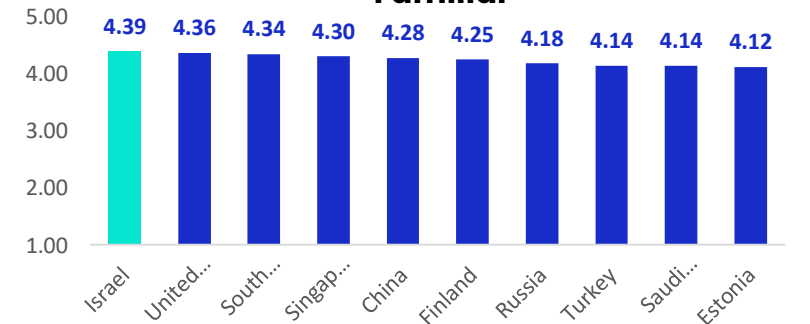
Scale: 1 – Not innovative at all, 2 – Not so innovative, 3 – Moderately innovative, 4 – Innovative, 5 – Very innovative



Not Familiar



Familiar



Israel's Economic Image

Only 10% of the general public surveyed was able to name an Israeli brand or company, in spite of the fact that this past year was the most successful year on record for Israeli high tech.

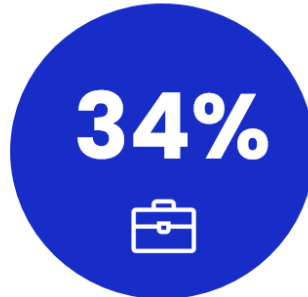
Amongst the businesspeople surveyed, 34% were able to name an Israeli brand or company. The Israeli companies mentioned most were Fiverr (7.3%), Teva (6.5%) Wix (4.9%), Waze (4.1%), Ahava (3.2%) and Soda Stream (2.5%).

It is interesting to note that for the first time, Israeli consumer facing growth companies are leading the chart.



Could you please name a company, corporation or brand from Israel?

Named an Israeli Company



fiverr.
7.3%

teva
6.5%

WIX
4.9%

waze
4.1%

AHAVA
3.2%

sodastream®
2.5%

monday.com
2.3%

Check Point
SOFTWARE TECHNOLOGIES
2.2%

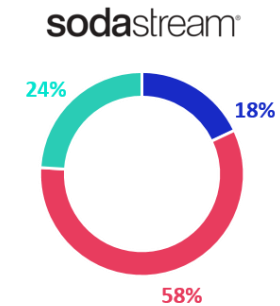
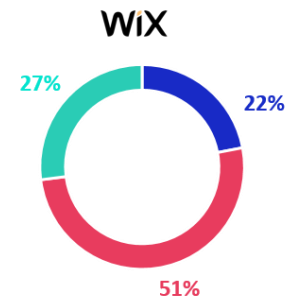
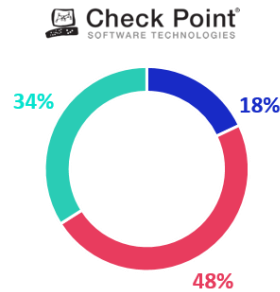
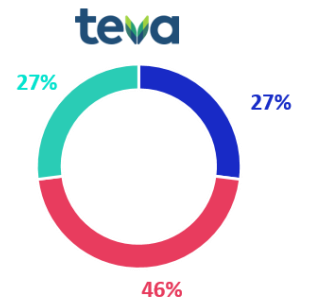
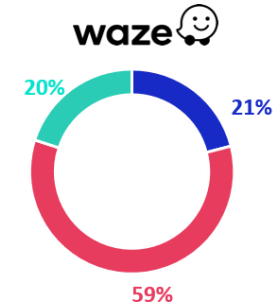
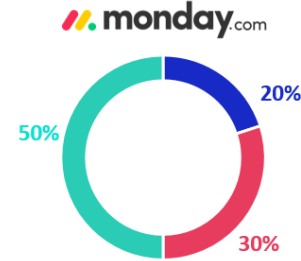
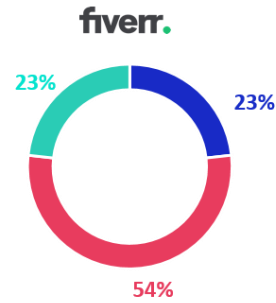
Elbit Systems
1.2%

amdocs
1%

allot
See. Control. Secure.
1%

Israel's Economic Image

When the businesspeople surveyed were presented with the names of different companies in the world and were asked to name their country of origin, about half of the respondents incorrectly thought certain Israeli companies were founded in the US or UK.



Average of incorrect answers
49.4%



Business

■ Correct ■ Incorrect ■ N/A

About Vibe Israel



Vibe Israel's mission is to improve Israel's image with the next generation by communicating its compelling and relevant attributes – in business, culture, lifestyle and much more – in a way that resonates with young adults worldwide. Vibe Israel uses a multi-pronged approach based on the principles of country branding, including influencer tours, online campaigns, digital projects, workshops, trainings and more.

Vibe Israel is a non-governmental organization but has been endorsed by and worked in partnership with the President of Israel's office and other government ministries.

To learn more please visit www.vibeisrael.com



Thank you



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