

Helping a Middle Eastern country solidify its reputation as an attractive investment destination



- **Global best practice study**
- **Country benchmarking**
- **Brand positioning**



Business need

- A Middle Eastern country was keen to revamp its image as a business destination in the public domain.
- The Government was looking to create a national web- based portal that would provide international investors with key economic and business information.
- The aim of the portal was to serve as a digital encyclopaedia by becoming the prime source of quality information about the country.

To create a national portal with a goal to present the region as a prime investment destination and help improve its business ranking.

The client outlined two key reasons for selecting RocSearch:

- Our ability to rapidly deploy customised teams with the necessary skills.
- Our strong country benchmarking experience and flexible client-centric engagement models.

Approach and Methodology

- Our strategic advisory team conducted a digital scan of the G20 countries to identify relevant success stories for the client. We evaluated national portals from 18 countries on several parameters such as content, linguistic coverage, content update frequency, brand impact, strategic necessity, and uniqueness of culture.

We benchmarked a diverse set of countries, comprehensively analysing for key concepts and best practices around country-level digital information portals.



- The team analysed search keywords related to the client country and identified content themes for key consumer segments, including individual as well as business users.
- We identified languages that the client should cater to and which would be most effective to address objectives.
- The top three countries were shortlisted and profiled, to serve as references for the proposed encyclopaedia.

Business outcomes

- Insights on the most optimal models (and their associated benefits) to revamp the country's image and global positioning.
- A rounded view on the best practices of various countries.
- Critical learnings and recommended strategies for developing the client's encyclopaedia, website and social media.
- A useful reference point from governance, financial viability and strategic branding perspective.

We created a multi-level benchmarking study which provided critical learnings and strategies to revamp the country's digital footprint, creating a valuable reference archetype.

About RocSearch

Founded in 1999, RocSearch has been a pioneer in empowering our clients to overcome challenges and realize their goals. Our strength is delivering research and advisory solutions through managed and dedicated teams that produce the expert intelligence our clients require to gain a true competitive advantage.

We draw on proven expertise to deliver consistent value across all types of business requirements: ranging from digitization and analysis of business, financial, or customer data to the provision of 'act-on' insights for the most challenging business problems.

Our longstanding client relationships bear testament to the enduring value we create, alongside our consistent reliability and absolute discretion. We take great pride that many of the brightest global companies rely on us to help them achieve top-line growth, operational efficiency and increased profitability.

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