



Colombia 2016

10 key points



Launched in 2005, Ipsos Flair was created to provide our clients with information collated by local experts on:

- country values and mood
- the influence of history, religion and culture
- visions of the future, people's ambitions and desires, their ideals
- consumer behaviour and their relationship with brands

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They are designed to provide a snapshot of the full Ipsos Flair reports, which can be found here: www.ipsos.com/flair

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Ipsos Flair Collection

1. Colombia is experiencing one of the most important moments of its history.

Since late 2012, the government of President Juan Manuel Santos has been holding peace conversations with the FARC guerrillas (The “oldest in the world”), a hyper sensitive turning point, especially since by the end of March 2016, the government announced the beginning of peace talks with the National Liberation Army guerrillas (ELN), the other insurgent group that exists in the country.

2. Colombia has been subverting its stereotypes.

Since 2009, the estate built and owned by drug lord Pablo Escobar has been an attraction, inspired by Jurassic Park, in line with Escobar's passion for hippos.

3. Colombia is doing some things extremely well.

The Latin American press thinks that Colombia is the region's country with the best economic policy, not including the United States.

4. Colombia has money to spend.

Starbucks opened its first coffee shop in Bogotá in July 2014, and it expects to open 50 more over the next five years. Ford and GM are recording growing sales in Colombia.

5. Colombia likes bicycles.

Bogotá has been recognised for its network of bicycle routes, which has broad coverage, connecting a large portion of the city. With an infrastructure of 215 miles, it makes 70,000 daily trips possible. This is an inspiration for a lot of cities around the world.

6. Colombia seems to be the new regional tiger.

Colombia expects to grow its per capita income from USD 8,288 in 2014 to USD 20,000 in 2026, matching the levels of countries such as Portugal, and higher than the region's average.

7. Colombia is magnetic.

The ambition: to attract foreign investments. When Mark Zuckerberg offered the first Facebook meeting overseas, he went to Bogotá to announce his plans of bringing free internet, and proof that the country is carrying out a successful effort to become South America's “Silicon Valley”.

8. Colombia is geeky.

Eight in ten are online, and seven in ten have a social media account. Internet advertising allows brands to customise their campaigns and brand content as much as possible, targeting their messages based on age, sex, location and even users' interests.

9. Colombia is patriotic.

Despite the fact that the multinational McDonald's is opening new restaurants and coffee shops and expanding its ice cream business, the Colombian brand El Corral has consolidated its leadership in the fast food market, thanks to its local roots and products.

10. Colombia is a nursery for stars.

The common feature of celebrities such as Sofía Vergara, Shakira, Juanes, Carlos Vives, Falcao and James Rodríguez is simply to be Colombian, and proud of it.