



The Effects of Gastrodiplomatic Campaigns on Nation Branding

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What is gastrodiplomacy?



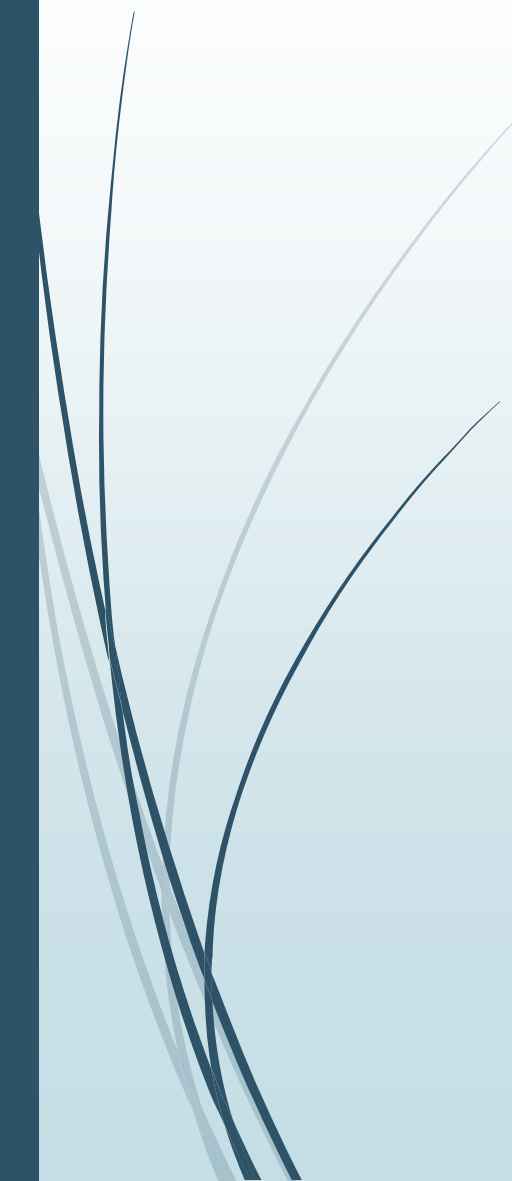
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Trend #1: Aspect of Cultural Diplomacy

- ▶ Larger campaign
- ▶ Political agenda



Trend #2: Conflict Mediation

- ▶ Build understanding
 - ▶ Increase empathy
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Trend #3: Economic Impact

- ▶ Small business grants
- ▶ International tourism
- ▶ International markets

Case Study: Vindaloo against Violence





Vindaloo against Violence, Cont.

- ▶ February 28, 2010
- ▶ Melbourne, Australia
- ▶ Three goals:
 - ▶ Support communities
 - ▶ Express disappointment
 - ▶ Media portrayals

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Vindaloo against Violence, Cont.

- ▶ Grassroots campaign
- ▶ Trends #2 and #3
- ▶ Major literature gap