Theme 5. NATIONAL BRANDING: THEORETICAL AND PRACTICAL ASPECTS

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Reference objectives:

- to define the concepts "Brand","Territorial branding", "National branding", in the base different scientific approaches;
- to distinguish concepts "picture" and "Brand";
- to compare his visions Simon Anholt and Wally Olins regarding the importance of national branding in the process of forming the image of the state;
- to estimate the importance national identity in the process of creating the state as a brand;
- to evaluate comparatively models national branding training;
- to project functions national branding;
- to evaluate national branding as instrument to form the international image of the state.

contents:

1. Conceptuale ale aparîţie şi formării brandului de stat
2. Diferenţe şi asemănări dintre brandul de ţară
3. Brandul naţional ca instrument de formare a imaginii

1

The conceptual bases of the emergence and formation of the state brand

Bnational or state randing

Este un concept relativ nou

Scopul căruia constă în construirea și gestionarea reputaţiei țării pe arena mondială;

Statele pentru a-și îmbunătăți imaginea folosesc tehnici de marketing;

Ce au condiționat apariția unei noi direcții de cercetare poziționată între politologie și marketing.

S.Anholt-brandingul naţional este unul dintre cele mai eficiente metode de formare a unei imagini pozitive a statului pe arena internaţională

The notion of the state brand is debatable. Initially serving as an economic category, in the 90s of the century. XX, this notion began to be actively applied to various territories: states, regions, cities. Defining national branding is impossible without analyzing the concepts ofbrand and picture.

Brand

Provine de la cuvântul vechi norvegian *brandr,* care semnifica marcarea cu foc și se utiliza pentru stigmatizarea animalelor domestice și a obiectelor de uz casnic. În şcolile occidentale de marketing, termenul este folosit cu semnificaţia de marcă comercială.

În esenţă, brandul statului este un fel de „paşaport cu mai multe profiluri” care reflectă caracteristicile specifice, parametrii, elementele şi situaţiile din diferite sfere ale vieţii publice.

Imagine

Reprezentare cristalizată în conştiinţa de masă, pe baza de acţiuni specifice ale oamenilor, creată pentru realizarea obiectivelor politice și expunerea, într-o lumină pozitivă a calităţilor personale ale unui lider politic pentru a trezi interes sporit și atitudine pozitivă.

Imaginea politică a statului poate fi definită ca o imagine, creată în mod deliberat, încărcată emoţional, a statului, a instituţiilor sale guvernamentale, a sistemului politic, economic şi social în conştiinţa publică atât în hotarele statului, cât şi în străinătate.

A successful differentiation of brand and image concepts is the one proposed by Russian researchers A.Pankruhin and A.Ignatiev which consists in the fact that:

- *the brand has only a positive value, the image can also have a negative connotation;*
- *the object brand holds quality, the image has no direct connection with the quality of the object;*
- *integration the brand in the visualized frame, the obligatory presence of the logo, etc .;*
- *a object can have several brands, the image is one, although it could be multidimensional;*
- *the brand suggests the price, the image goes beyond marketing.*

Wally Olins and Simon Anholt - parents of the "National Branding" concept

Simon Anholt- the founder of the national brand theory, the editor-in-chief of the magazine *Place Branding and Public Diplomacy*, the founder and co-owner of the most famous annual rankings in the field: *The Anholt-GfK Roper Nation Brands Index*.), is today probably the most influential specialist in the field of territorial marketing.

In 1998, he introduced a new term in the scientific circuit, that of "national brand".

it laid the foundations for a new and important sphere of scientific knowledge

is the first to differentiate the marketing of the territory from the branding of the territory and the branding of the state

Country branding is a strategic approach in developing this advantage and the country's development vision.

Without such a vision, the country will not be able to compete.

ضيف لبنان
L'HOTE LIBANAIS

Wally Olins

is the founder of the company *Wolff Olins* and the co-founder of the agency *Saffron Brand Consultants*. In one of his researches, entitled "Trading Identities: Why Countries and Companies Are Taking on Each Others' Roles" (London, 1999), he proposes to use the model of creating the marketing brand in the process of forming the state brand. The researcher introduces into scientific practice such concepts as "corporate identity" and "nation identity". He says that the basis of the national brand must be a main idea and a successful slogan.

Malaysia Truly Asia

Japan. Cool Japan.

अतुल्य! भारत
Incredible India

According to W. Olins, the main idea of a brand must fulfill four tasks:

Ea trebuie să acţioneze la nivel emoţional şi raţional, pentru a atinge inimile oamenilor dar şi pentru a apela la raţiunea lor.

Ideea principală trebuie să fie relevantă pentru toate auditoriile brandului.

Ea trebuie să fie deosebită.

Ea trebuie să fie adevărată. Trebuie să ajungă la inima brandului, să evite clişeele şi să evidenţieze concepţia pe care publicul o va recunoaşte ca una reală şi inspiratoare

O.Tyukarkina

- Defineşte şi punerea în aplicare a strategiei de creare a brandului statului
- Este orientat spre

K.Dinnie

Y.Fan.

.Gudjonsson

- Brandul de stat poate exista

Peter Von Ham

- Brandul

Thus, based on the analysis, national branding can be defined as a strategic tool of the state, the most effective way to form the external image of the country, ie creating associative links with the country in a multidimensional context, in which information about the country will be interpreted in a predetermined and desired manner. National branding can be characterized as a process of formation and positioning of the state brand, internally and externally. The state brand is a significant specific symbol, including in itself a complex of imaginations that reflects the best and unique characteristics of this state in the external environment and contributes to a more favorable perception of it in the world. National branding aims to create a positive image of the country, but this goal is achieved, in particular, through methods not diplomatic, but marketing.

2

The size of the country brand

According to S. Anholt, the national brand constitutes the totality of people's perceptions of the country, obtained from six basic national competencies., which, together form **the hexagon of the national brand.**

vestițiile și Imigrația

municare pentru acele țări care constituie locuri
oameni şi afaceri. În acelaşi timp, atragerea de
mane poate contribui într-o mare măsură la
a economică a ţării respective [2].

Oamenii

pulației în asa sfere ca
și alte calitati de asem
ospitalitate a cetățenilor

ra și patrimoniul cultural

și educație,
pozițiile
și sport și literatura;

Guvernanţa

ică vizavi de nivelul or
rizează închipuirile ind
iniile referitor la proble
itica socială și ocrotirea

Turismul

estității și competenței
sidiul la cetățenii
elmele, muzica, pictura
mediului înconjurător;

Exportul

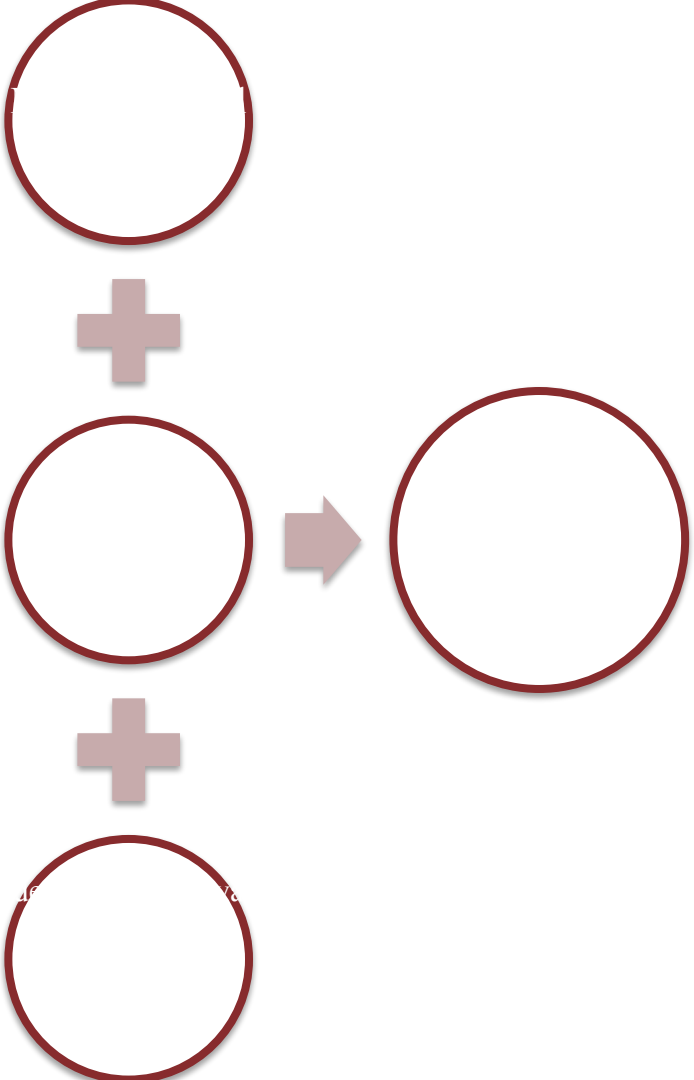
produselor și serviciil
și în cadrul
nd cumpărarea mărfur
țară concretă;

According to S. Anholt, a successful branding strategy is based on a correct self-identification strategy, when the center of the hexagon contains answers to the following questions:

"Who we are?"

"What is the power and our talent? ”

The researcher mentions that countries whose natural resources are limited, using the principles of state branding, are able to create a competitive and attractive ideology and values for the whole world, thus increasing their level of economic, political and cultural influence [3].



National Identity

It is impossible to study the state as a brand without defining national identity. Today, the term "identity" applies to many political, social, ethnic and cultural phenomena, and its composition is equivalent to its object, its existence within well-defined limits, the determination of its continuity, stability and integrity. The term "identity" can be attributed to a particular personality, to a social group, ethnicity and state. For any society and any people, the national identity is the main condition for development, it is the brand of the country that plays the main role in determining the foreign and internal policy of the state [15].

Identity is the foundation on which opinions, attitudes and associations can be created among target audiences. The source of brand identity is the totality of ideas, values, specific features, cultures, words, images that, as a whole, form in the consciousness of the representatives of the target audience certain associations with the brand-state. As a basis for the formation of the country's brand is the individuality of the country which includes, on the one hand, the official distinctive characteristics of the state.

place on the map, name, coat of arms,
the flag, the anthem, etc.

natural, demographic, historical, social and cultural, economic, organizational, legal and informational resources

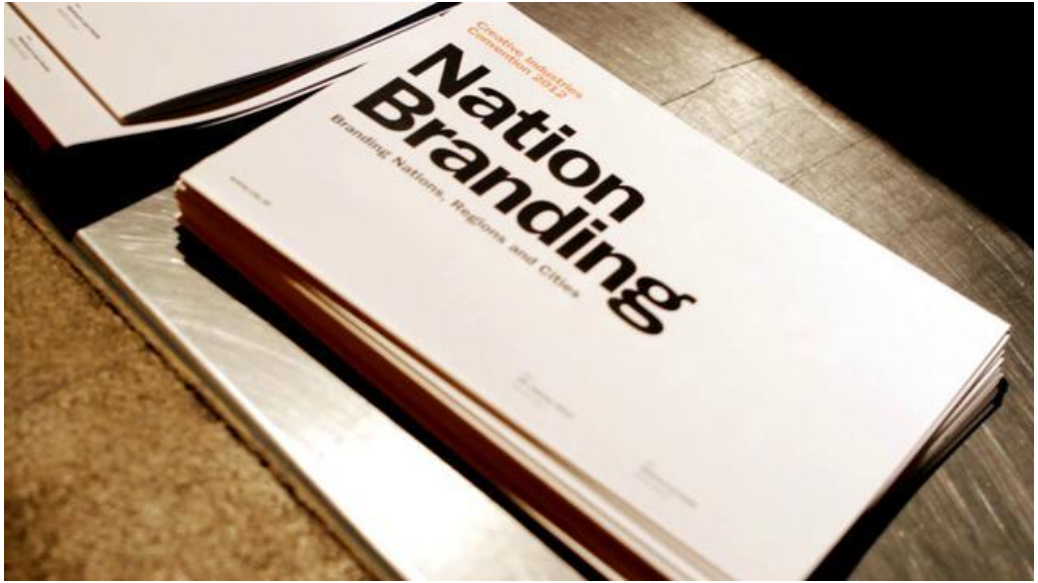
S. Anholt mentions that the national brand should be based on the key identity. The source of brand identity is a set of ideas, values, characteristics, culture, words and images that, as a whole, create in the minds of the target audience certain associations with the brand state. A successful territorial brand does not represent the people as such, but the products or talents of the country's inhabitants. The image of the territory cannot be artificially constructed; creating a positive image of the country cannot be just an imitation, it must correspond to the current socio-economic and political progress of the country [3].

S. Anholt's theses are supported by a worldwide study of the author, known as The Anholt-GfK Roper Nation Brands Index, and The Anholt-GfK Roper City Brands Index.). In essence, the Brand Index is the only analytical assessment of the image and price of brands in countries around the world.

If we refer to Russian researchers in the field
national branding, then, in our opinion, a point
interesting view is presented by O.Tyukarkina,
which concludes that a successful brand of a state
will not only improve the image of domestic policy
and foreign affairs of the country, but also will raise the leve
.ical influence
of the country on the international arena, will contribute to gr
the volume of exports of branded goods and services,
will strengthen international ties and partnership,
will stimulate feelings of national identity, will increase
overall competitiveness of the country.

Autoarea evidențiază următoarele funcții ale brandingului național:

Therefore, the brand of a state is one of the contemporary tools that allows countries to withstand the processes of globalization, forming and promoting its national uniqueness. At the basis of this phenomenon is the uniqueness of the country which is formed not only by means of distinctive external characteristics, but also by some ephemeral and immaterial aspects, such as culture, population, traditions, national values, etc.



3

National branding as a training tool of the international image of the state

Today, the country's brand is an important condition for achieving the territorial / state potential, and its promotion contributes to increasing the competitiveness of national ideas, products and services and the state's positioning on the international political and economic arena.

The state is unique, being composed of all values, specific features of geographical position, national interests, characteristics of the interstate economic system, social and political processes, ethnic and cultural specificities, traditions and customs that have evolved with the development of human communities. The listed ones participate, in one way or another, in the formation of the country's brand, globally, aiming to create the image abroad, which has a positive impact on tourism development, attracting investment and public opinion in general.

The sustainable brand helps the state to create favorable economic, military-political alliances, to establish partnerships, to receive loans from other states and the IMF, to become a desired member of international organizations. The lack of the brand not only creates certain difficulties for the state in its relationship with other players in the international arena, but also leads to concrete financial and political "losses".

Brandingul naţional ca instrument de formare a imaginii internaţionale a statului trebuie să includă un ansamblu de metode şi canale de promovare, cele mai importante fiind:

- *Metodele de promovare:*
  - **PR,**
  - **reclama,**
  - **programele de stat pentru formarea imaginii de stat internaţionale pozitive etc.**
- *Canalele de promovare*:
  - **diplomaţia publică,**
  - **crearea grupurilor interinstituţionale de lucru în acest domeniu;**
  - **reprezentanţe comerciale şi consulate;**
  - **activitatea în cadrul misiunilor şi reprezentanţelor diplomatice;**
  - **participarea în cadrul organizaţiilor globale şi regionale;**
  - **participarea la expoziţii, forumuri, conferinţe internaţionale, precum şi organizarea propriilor evenimente;**
  - **mass-media şi campaniile PR internaţionale şi locale;**
  - **Internetul.**

The main condition for establishing a strong and successful brand of a state is the creation of the necessary premises for it:

- realizarea unei politici sociale, economice culturale şi externe eficiente,
- dezvoltarea dinamică a sferei turistice, a relaţiilor de export şi a investiţiilor statului;
- asigurarea condiţiilor pentru dezvoltarea unui dialog eficient între ţări, societatea civilă şi mediul de afaceri etc.
- participarea activă a statului în realizarea unor evenimente internaţionale semnificative şi soluţionarea problemelor globale;
- realizarea unei contribuţii considerabile în dezvoltarea sferei de inovare, investiţii şi educaţie;

Next, we will refer to the process formation of the national branding strategy as a tool for international image formation, in terms of the main aspects that are pursued in such a process, its objectives and the stages that follow.

The English scientist *W.Olins* develops a model for forming the national branding strategy as a tool for forming the international image of the state, consisting of seven stages:

Prima etapă

A doua etapă

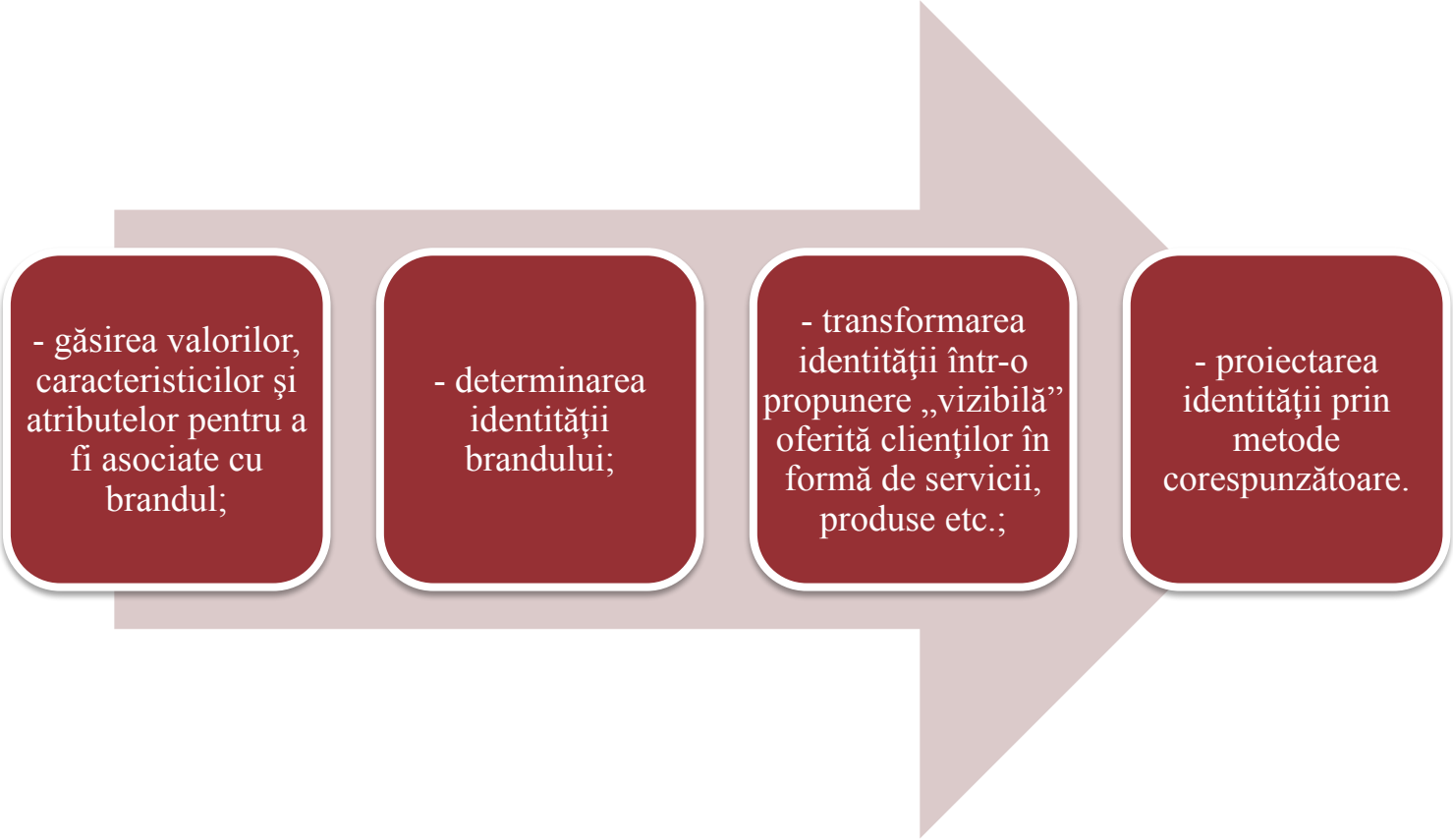
A treia etapă

Cea de-a patra etapă

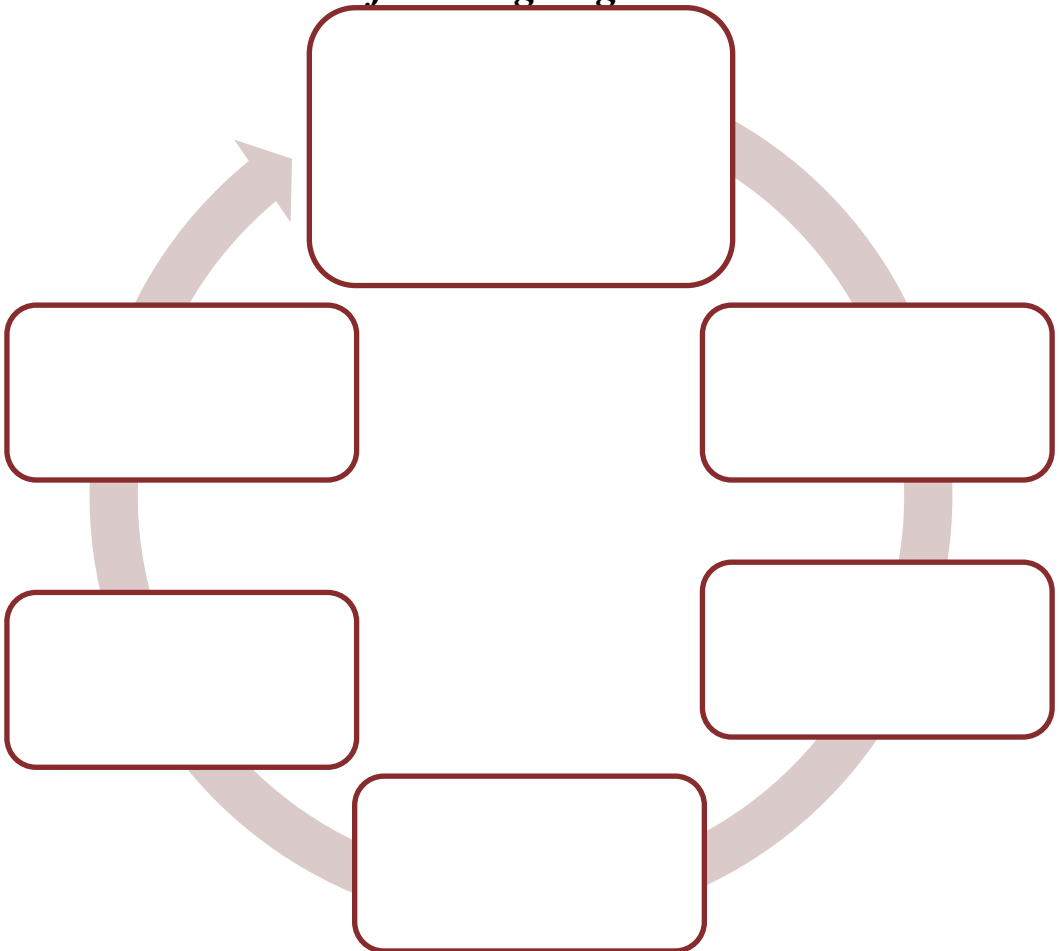
A cincea etapă

A şasea etapă

S. Anholt stated the following steps of state brand construction algorithm:



According to the American researcher C. Brymer, the strategy of forming the state brand must contain the following stages:



Currently, most countries in the world are concerned with developing complex programs to strengthen the image abroad. Today, the governments of different countries turn to branding agencies one after the other to form an attractive brand:*Poland - Saffron Brands, Oman - Landor Associates, Croatia - Placebrands, Serbia - Corporate Edge, Russia - Ketchum*(until the end of 2014). It is the professionals who must promote, based on a well-thought-out PR-campaign, the attractive image of the state abroad.

The first state-owned branding companies appeared in the 1990s. European countries such as the United Kingdom, Germany, Italy, France, pursuing political and economic goals, invest tens of millions of dollars annually in international PR.

Among the post-Soviet states, it is worth noting Estonia's experience in building the state branding campaign. The development of the $ 1 million project began in 2002 and was entrusted to the famous British company "Interbrand". The main reason for launching the campaign was the country's accession to the EU. It was necessary to present Estonia as a valuable member of the EU to the Europeans in a short time and to promote a new image among its own citizens. The campaign's advertising materials were distributed in both Europe and Estonia.

The slogans were very simple, accessible to any audience.
: "Welcome to Estonia" and "Going East"
(***Welcome to ESTonia, Go to EaST***!). Three letters**EAST**, which begins the name Estonia in English and which have in English and meaning of "east" were the basis of the visual conception of the brand. When creat
Two elements were used: the contour of the country's borders and the insc
within its framework of the slogan with an emphasis on EST.

The strategic goal of branding was not direct economic benefits, but political dividends: Estonia, during the branding campaign, was to be perceived in Europe not as part of the former USSR, but as Europe itself, its eastern part.

The Interbrand made its recommendations in the form of an instruction manual: it was written in Estonian and English; well structured; richly illustrated and showed, in a consistent way, all the stages of the creation of the individual brand named Estonia.

Thus, Estonia's branding campaign shows that an effective brand is a powerful tool that contributes to solving political, economic, cultural objectives, as well as to forming a positive image of the country not only abroad but also within the state.

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