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WORLD EXPERIENCE OF BRANDING IN DIFFERENT TERRITORIES: OPPORTUNITIES FOR UKRAINE

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Modern realities in the world encourage countries to compete among themselves for resources. Reputation is becoming an increasingly important factor in this struggle. Brand wars are fought in all sectors and countries are no exception. Territories as brands have started to be taken seriously over the past two decades. During this period, the governments of various states tried to create brands for their countries. There is no single technology for creating and promoting brands of territories. Some campaigns did indeed succeed and strengthen the country's brand position, others failed. Different countries developed in different ways, respectively, the formation of their brands took place in different ways. In this article, the author examined both the historical motives that preceded the creation of brands of countries, and campaigns to promote the brand, developed at the initiative of the governments of these countries. Examples include countries such as the United States of America, Australia, Germany, the United Kingdom, Estonia and Japan. All these countries have different geography, history and culture, respectively, the basis of their brands and branding goals are different. The author found common features of these countries in the process of their branding, which can be applied to other countries. Particular attention in the process of brand formation of countries is given to their sub-brands. The author proposes to consider the interdependence of the brand of countries with such categories of sub-brands as: brands of the country's regions, cultural brands, brands of the country's producers and human-brands. All of them have a great influence on the promotion of the country's brand and vice versa, the country's reputation affects the formation of these brands. The Ukrainian authorities also launched a branding campaign for the country, which did not produce positive results. In the article, the author proposes to pay attention to a number of points, work on which can help make the country's branding process more structured, which will be useful for the formation of a brand of Ukraine in the future.

Keywords: brand, brand of the country, brand of territories, branding, promotion of territories, reputation of countries.

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Introduction

The last two decades have seen a trend of competition among territories not only as objects of management, but also as brands.

Today, countries and cities are trying to create their own brand through marketing activities, but at one point to cross out the image created over the centuries and create a new one is very difficult. Territory brands have been created throughout their existence and events that have taken place in the territories have become part of their identity and

image. Therefore, analyzing the experience of creating brands in the territories should be considered as marketing activities, and as processes that took place in these areas.

The experience of branding countries is quite different. Some countries have become brands regardless of marketing efforts, for others – marketing technologies have become the basis for brand development. For successful branding of a country, it is necessary to study the experience of other countries and take into account the main points that



led to positive or negative consequences in terms of the formation of the country's brand.

The practical experience of branding countries is interesting for scientists working in the field of branding the territory. One of the fundamental works related to the experience of creating a brand of the territory is the book «Brand America – the mother of all brands» by Simon Anholt and Jeremy Hildred.

The process of branding in different areas was considered by scientist K. Dinnie.

Among the Russian scientists who dealt with this issue are: Gromov and V. Tarnavsky.

Ukrainian scientists also considered the world experience of brand formation in other countries. Among them are such scientists as: A. Bondar and G. Polishko.

This question can be explored based on information about branding campaigns on the websites of organizations involved in promoting brands in countries.

The purpose of the study

The purpose of the study is to research the world experience of branding in different territories and the possibility of its application in Ukraine.

The main material

The United States is one of the strongest territorial brands in the world. In their book, « Brand America: The Mother of All Brands,» [1] Simon Anholt and Jeremy Hildred discuss the formation of the American brand, its advancement, and its decline. The authors say that a number of mistakes were made and today America is losing its impeccable image. This is due to the rather aggressive US policy towards other countries. At the same time, the United States still occupies a leading position in the ratings of territorial brands.

From a number of colonies, America has become a superpower brand. The main idea of †the America brand is freedom. This idea became especially popular in the middle of the twentieth century, when authoritarian regimes ruled in Europe [1, p. 27]. America gave hope for success for people from these countries. Even at the dawn of the creation of the brand America, the American dream was formulated, which is the achievement of goals through their own work, regardless of origin.

The United States is strong as a producer country. America has become the place where the biggest commercial brands, such as Apple, Microsoft, Nike, Levi's, Pepsi, CocaCola, GeneralElectric and many others, operate. To promote the American brand, all that remained was to mark the products with the «Made in» sign.

In addition, there are other commercial sub-brands in the United States that increase the attractiveness of America, such as Disney, McDonald's, Hilton, Starbucks and others. All of

these organizations are part of the America brand identity and shape its image.

Like every brand, the United States has its official symbols, in the form of a flag, coat of arms and anthem. The US flag is held in high esteem and is an important element in promoting the America brand. Among the unofficial symbols are the Statue of Liberty, the White House and others.

E. Gromova considers the brand America in terms of interest for different psychotypes of people:

– Geodenists – are interested in entertainment that they can find in America through such sub-brands as Playboy or Las Vegas;

– Independent – want freedom and progress, which is found in Silicon Valley, the Statue of Liberty and other symbols of America;

– intellectuals – looking for a way to knowledge and traditions that are within the walls of the Library of Congress or Harvard University;

– normative traditionalists – seek wealth and therefore they are interested in the world's most branded currency, the US dollar, and Wall Street as a symbol of financial power;

– Careerists (purposeful pragmatists) – focused on control and power, they are interested in the Pentagon, the White House, etc.

– imitators – strive for fame, they are interested in Hollywood, the Walk of Fame [2].

As can be seen from the above, America has shaped the brand over a long period of time. The development of commercial brands and government policies have made people respect the United States. At the same time, the promotion of the brand was quite wide, all known marketing communications were used in one form or another, including cinema played an important role in creating the country's image.

In 2010, BrandUSA [3] was founded to promote the United States among tourists.

Today, the brand identity of the United States, ie how the brand is positioned, and its image, ie how the target groups see the country, are often at odds. The freedom declared by the authorities becomes a number of restrictions for the population. Influence on the policies of other states leads to the loss of their own freedom of action due to US intervention. Because of this, America's image is falling.

In addition to the country's brand, there are other brands in the United States that have a strong identity, such as Hollywood, Las Vegas, New York, and Silicon Valley, among others.

Australia is a unique country that occupies an entire continent. One of the main symbols of the country is a kangaroo. The image of this animal formed the basis of the logo of the Australia brand in 1995. The campaign was launched to attract new

tourists. The main values of the brand were identified: unique nature, endless spaces, free spirit and optimism [4].

In 2001, a campaign was launched under the slogan «We can't wait to say G'day» [5]. This time the stakes were on Melbourne and Sydney's nightlife, Australian football, natural attractions and landscapes [4].

In 2002, the website www.australia.com was launched, which talks about the benefits of Australia for tourists.

In recent years, work on the brand Australia is quite active. The nation's brand will manage Australia's messages (what we say about ourselves in the world), provide visual cues (identification markers that will help Australia stand out and be easily recognizable) and carry out marketing activities.

Stakeholders see Australia's strong brand as follows:

- the brand will be adopted by Australian business, government and industry,
- will be used in all industries to design a common approach in international markets;
- increase Australia's competitiveness and support economic growth;
- create resilience to the challenges of the world market now and in the future;
- will create the pride of the nation both at home and abroad.

To compete in the global market, Australia must be more persistent in strengthening the attributes for which it is less known, including technology, science and innovation [8].

Exact branding strategies are still being developed, but the following are possible ways to implement it:

- brand tools: reporting instructions, creative center, visual assets;
- events;
- communications: social media, educational workshops, appropriate content;
- PR
- politics;
- affiliate programs.

In 2020, a new Australian brand logo was developed based on the Australian mimosa (Australian acacia). The goal of brand improvement is to enhance Australia's image in the business sector. The new logo was generally received positively, but some people compare it to coronavirus.

Germany is a country where the «Made in» sign has played a special role. He helped promote the country's brand long before the concept of branding.

With the introduction of the Trademark Act in 1887, the British government decided to clearly indicate the origin of goods imported into Britain, it

was introduced to protect the British economy. However, «Made in Germany» soon became a mark of product quality.

We can assume that it was from this moment that the promotion of the German brand began.

Despite the decline in Germany's attractiveness after the two world wars, the country was able to restore its reputation and today occupies a leading position in the rankings of brands.

Products made in Germany became the basis of its brand. Audi, BMW, Adidas and many other companies are leaders among brands in their categories. The relationship between producers and the country is very close and trust in companies largely depends on trust in the country of origin. In 2011, Porsche announced that it wanted to keep the Made in Germany mark and had no plans to move its production abroad.

In 2006, the federal government and the German economy, represented by the Federal Association of German Industry (BDI), established the Germany-Country of Ideas initiative.

The year 2006 was significant for Germany due to the holding of the World Cup. Within the framework of the program «Germany – the country of ideas» a number of events were held, one of the most significant is the Walk of Ideas. An alley was built, which housed six sculptures symbolizing the outstanding ideas of Germany.

Thus, in the alley of ideas, Germany revealed its identity as a country.

The UK brand is another powerful brand that has been formed over the centuries and has a multifaceted identity. Great Britain was the largest empire in the world and still retains the monarchy, which is one of the symbols of the country's brand. The brand of the British Monarchy, in 2017 the company Brand Finance was valued at 67 billion pounds. In addition, Britain is incredibly rich in traditions related to its territory.

Great importance in the formation of the British brand was played by brands in the field of education: Oxford and Cambridge.

The image of Great Britain contains legends and intrigues that attract tourists. Ancient castles and gloomy weather gave impetus to the popularization of the idea of ghosts. The legend of Nessie is very popular. These stereotypes have been used successfully in literature, film and television.

The English language, which is one of the most widely spoken in the world, is also of great importance for the British brand.

In 2011, David Cameron presented the «GREAT campaign to promote the UK brand, which began in 2012, the year the Olympics took place in London. The campaign was designed to improve the country's image among tourists and businesses after

the riots in the summer of 2011 in a number of cities in Britain. The campaign was not a rebranding of the country, but promoted the existing benefits of the brand.

GREAT has become the UK's main brand promotion campaign, combining the efforts of the government and the private sector. The campaign was supported by more than 700 companies and high-ranking officials.

The main responsible departments involved in promoting the program were:

- tourism – Visit Britain, Visit England, Department for Culture Media and Sport;
- investments, products and services – Foreign and Commonwealth Office, UK Trade and Investment;
- people and talents: British Council.

An interesting experience of territory branding for Ukraine is the example of Estonia. After the collapse of the USSR, the country embarked on the path of independent development and determination of its own identity and further international activities.

The main impetus for the branding of the territory was the integration of Estonia into the EU. In 2000, Enterprise Estonia was established to develop the Estonian economy by working in three main areas:

- Development of Estonian enterprises and increase of export opportunities
- Increasing income from tourism
- Attracting foreign investment with high added value to Estonia.

The total number of employees of Enterprise Estonia is more than 250 people.

The budget for 2019 amounted to 81.3 million euros.

Today there is a website brand.estonia.ee where you can get acquainted with the main directions of Enterprise Estonia's work in the field of brand positioning Estonia.

The main messages of the brand are:

- digital society;
- independent minds;
- clean environment.

Estonia brand promotion includes a number of design rules used in printed products and online resources.

In addition, the country has services such as:

- investinestonia.com – promotion of the country in the field of investment;
- studyinestonia.ee – educational programs;
- visitestonia.com – tourism development.

Today, the peculiarity of Japan's identity is that it lies in two main planes. On the one hand, Japan is a very conservative country with a rich culture and special traditions, on the other hand, it is a country of the future, where high technology is implemented

in all spheres of life.

There is a high level of trust in goods created and manufactured in Japan all over the world. Many commercial brands are associated with the country, such as Toyota, Honda, Sony, Canon and many others.

The main problem with Japan's image is that it is quite closed to investment, tourism or migration.

The country has a Japanese Foreign Trade Organization (JETRO), an organization that promotes Japanese products for export and attracts investment.

To promote tourism in the country, the Yokoso Japan campaign was launched. Keith Dinnie notes that the naming of this campaign departs from the classic rules, where communication is in the language of the consumer, not the manufacturer. The word Yokoso means nothing to most foreigners, but it is in unfamiliarity that the power of the slogan lies [6, p. 8].

In 2004, a working group was set up in Japan to compile a report entitled "Promoting Japan's Brand Strategy" which was based on three main areas:

- development of a rich culture of nutrition;
- creation of regional brands;
- promotion of the Japanese fashion industry.

Japanese martial art judo – is one of the few Olympic wrestling. This sport is popular around the world and promotes the brand of Japan in the sports circle. Other popular martial arts are associated with Japan.

From 2000s year, Japan has had the CoolJapan program, which promotes «cool» things related to Japan, especially in the cultural sphere. In 2010, the government provided an office for the project.

In 2013, Cool Japan Organization was established – a public-private fund, which aims to support and promote the development of foreign demand for attractive goods and services in Japan, such as fashion and lifestyle, media and content, food and service, etc..

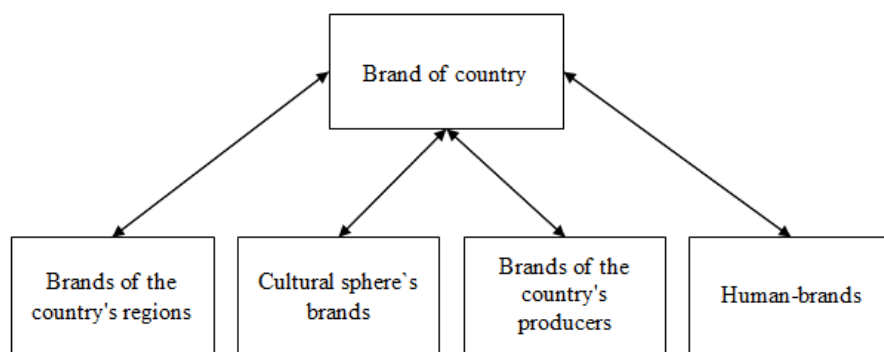
Countries are large areas with diverse identities and a large number of sub-brands that influence the formation of a country's brand.

We can determine the following scheme of dependence of the country's brand and its sub-brands (Scheme).

From the other countries' examples we can see that the brand is formed both under the influence of historical factors and targeted actions of stakeholders. If we consider branding as a conscious process, we can identify a number of stages:

– Awareness of the need for branding. These can be crisis events in the country, which encourages the improvement of the image, or the government's plans for the future.

- Defining the goals of branding.



Scheme of interdependence of the country's brand and its sub-brands

- Defining brand values
- Determining the directions of work on creating a brand, based on the existing or desired brand identity.

- Launch of branding campaigns.

Branding campaigns can be aimed both at promoting existing achievements of the country and at forming new brand ideas.

For Ukraine, the promotion of national food, natural features, historical and cultural heritage and more are important [7].

In 2018, Ukraine launched the «Ukraine NOW» branding campaign. However, the campaign was aimed at promoting the symbols of «Ukraine NOW», rather than the actual promotion of the brand with all its elements. She did not achieve high results.

The main disadvantage of «Ukraine NOW», in our opinion, was the unsystematic approach to promoting the brand of Ukraine.

From world experience, Ukraine can distinguish a number of rules for creating a country's brand:

- work with sub-brands, their promotion;
- defining brand values that will be understood and distributed by all stakeholders;
- initiating events that can give impetus to the promotion of the country's brand;
- work not only in the direction of marketing communications, but in the real sectors of the state;
- cooperation between the public and private sectors.

Conclusions

There is no single technology for branding the territory. Different countries use different approaches to this issue. Sometimes the impetus for the promotion of the brand are negative, at first glance, events.

The branding process should be systematic and become a strategy for the state. Brand values must be accepted by all stakeholders and promoted through

all possible channels of marketing communications. Country brands are closely linked to domestic brands. A country's brand and its sub-brands are closely interdependent, allowing the country's brand to be promoted through country-related brands.

The events taking place on the territory of Ukraine motivate our country to improve the brand image. However, the lack of system and strategic vision does not allow to launch successful programs to promote the Ukraine brand. Foreign experience can help in the implementation of such projects.

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СВІТОВИЙ ДОСВІД БРЕНДИНГУ РІЗНИХ ТЕРИТОРІЙ: МОЖЛИВОСТІ ДЛЯ УКРАЇНИ

Савченко М.Є.

Сучасні реалії в світі спонукають країни змагатися між собою за ресурси. Репутація стає все більш значущим чинником в цій боротьбі. Війна брендів відбувається у всіх секторах і країни не стають винятком. Території як бренди почали серйозно розглядатися останні два десятиліття. За цей період уряди різних держав намагалися створити бренди своїх країн. Єдиною технологією створення і просування брендів територій не існує. Деякі кампанії дійсно стали успішними і посіли позиції бренду країни, інші стали невдалими. Різні країни розвивалися по-різному, відповідно, по-різному відбувалося і становлення їх брендів. У даній статті автором були розглянуті як історичні мотиви, які передували створенню брендів країн, так і кампанії з просування бренду, розроблені за ініціативою урядів цих країн. Прикладами стали такі країни як Сполучені Штати Америки, Австралія, Німеччина, Великобританія, Естонія та Японія. Всі ці країни мають різну географію, історію та культуру, відповідно, основа їх брендів і цілі брендингу різні. Автором було виявлено спільні риси цих країн в процесі їх брендингу, який може бути застосований і для інших країн. Особливу увагу в процесі становлення бренду країн мають їх суб-бренди. Автор пропонує розглядати взаємозалежність бренду країн з такими категоріями суб-брендів як: бренди регіонів країни, культурні бренди, бренди виробників країни і люди-бренди. Всі вони мають великий вплив на просування бренду країни і навпаки, репутація країни впливає на становлення цих брендів. Владою України також була запущена кампанія з брендингу країни, яка не дала позитивних результатів. У статті автор пропонує звернути увагу на ряд моментів, робота над якими може допомогти зробити процес брендингу країни більш структурованим, що буде корисним для становлення бренду України в майбутньому.

Ключові слова: бренд, бренд країни, бренд територій, брендинг, просування територій, репутація країн.

МИРОВОЙ ОПЫТ БРЕНДИНГА ТЕРРИТОРИЙ: ВОЗМОЖНОСТИ ДЛЯ УКРАИНЫ

Савченко Н.Е.

Современные реалии в мире побуждают страны соревноваться между собой за ресурсы. Репутация становится все более значимым фактором в этой борьбе. Война брендов происходит во всех секторах и страны не становятся исключением. Территории как бренды начали серьезно рассматриваться последние два десятилетия. За этот период правительства различных государств пытались создать бренды своих стран. Единой технологии создания и продвижения брендов территорий не существует. Некоторые кампании действительно стали успешными и усилили позиции бренда страны, другие стали неудачными. Разные страны развивались по-разному, соответственно, по-разному происходило и становление их брендов. В данной статье автором были рассмотрены как исторические мотивы, которые предшествовали созданию брендов стран, так и кампании по продвижению бренда, разработанные по инициативе правительств этих стран. Примерами стали такие страны как Соединенные Штаты Америки, Австралия, Германия, Великобритания, Эстония и Япония. Все эти страны имеют разную географию, историю и культуру, соответственно, основа их брендов и цели брендинга разные. Автором было обнаружено общие черты этих стран в процессе их брендинга, который может быть применен и для других стран. Особое внимание в процессе становления бренда стран имеют их суб-бренды. Автор предлагает рассматривать взаимозависимость бренда стран с такими категориями суб-брендів как: бренды регионов страны, культурные бренды, бренды производителей страны и люди-бренды. Все они имеют большое влияние на продвижение бренда страны и наоборот, репутация страны влияет на становление этих брендов. Властью Украины также была запущена кампания по брендингу страны, которая не дала положительных результатов. В статье автор предлагает обратить внимание на ряд моментов, работа над которыми может помочь сделать процесс брендинга страны более структурированным, что будет полезным для становления бренда Украины в будущем.

Ключевые слова: бренд, бренд страны, бренд территорий, брендинг, продвижение территорий, репутация страны.

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