

NATIONAL BRAND OF UKRAINE AND ITS IDENTIFICATION IN THE WORLD

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Abstract. This article is referred to the national brand in Ukraine itself, necessary components that form the image and brand of the state. The main problems of unsuccessful preliminary branding of Ukraine, Ukraine's position in world ratings over the past 5 years are analyzed, in order to highlight the dynamics of change and tasks that will contribute to the adoption of a general strategy of the state information policy in the short and long term, aimed at developing and promoting a positive image of Ukraine in the world information space.

Keywords: national brand, country's image, indicators, rating, export, globalization processes.

Introduction. The country is a unique set of conglomerates of values, national interests, features of the geographical location, characteristics of the state economic system, social and political processes, ethnic and cultural peculiarities, traditions and other parameters that evolve in the community and lead to establishing a unique brand and image of the country.

In order to carry out a comprehensive study of the image of the country, it is necessary to analyze the perception of the image of citizens both within the state and externally, since the investment attractiveness of the country fully depends on the international image itself, expansion of opportunities for tourism, business cooperation.

The image of the state, like any other, has several layers and different aspects. In the conditions of the transformation of Ukrainian society, the strategic interests of our state require its integration into the world, first of all, the European, political, economic, scientific, cultural and informational space. Unfortunately, at this stage our country loses its attractiveness for foreign partners. The foreign policy image of our country has a significant influence on it: today Ukraine is not perceived in the world as an influential, legal, democratic, social state, where civil society institutions are being built up, with which one has to reckon with and invest in future¹.

Having obtained quite favorable start-up opportunities in 1991 when Ukraine became independent, Ukraine did not take advantage of them and this caused some disappointment in foreign public opinion. Now, foreign experts believe, Ukraine does not have any image at all: because of the general ignorance or ignorance, as well as the inability to present itself profitably in the eyes of the international community. From what is the international authority of the country, the attraction of foreign investments to it and the output of Ukrainian goods, technologies and services to the world market and, in general, the attitude towards our state and its citizens depend on it.

Main body. For the first time, the creation of the image of the state on the international scene as a necessary systematic component of domestic policy was mentioned in not such a distant 2003 year. It was then, on October 15, the Cabinet of Ministers of Ukraine adopted the "State Program for ensuring a positive international image of Ukraine for 2003-2006"². The program contained five sections, which outlined the general objectives of the program, its purpose, funding, expected results and key implementation points. The creators of the program believed that our state had to become a key player on the international arena. To achieve this, it was necessary to use the whole arsenal of available instruments: culture, historical heritage, democratic system, developed high-tech industrial base. In addition, Ukraine had to achieve the status of a reliable partner in international co-operation.

In June 2007, the Cabinet of Ministers of Ukraine adopted the concept of the "State Program for the Formation of a Positive Image of Ukraine for 2007-2010"³. This concept was developed in the

¹ <http://www.bbc.com/news/world-europe-18006246>

² <http://zakon2.rada.gov.ua/laws/show/1609-2003-%D0%BF>

³ <http://zakon0.rada.gov.ua/laws/show/379-2007-%D1%80>

Ministry of Foreign Affairs, taking into account the shortcomings of the previous one. The text of the concept contained an analysis of the reasons for the formation of a negative image of the state. The developers of the program have approached the results of their predecessors rather critically. Attempts to refute negative stereotypes in the international community about Ukraine have been considered ineffective. Indeed, as the world practice shows, it's much easier to replace them with positive ones. Also, the domestic system of international broadcasting was subjected to criticism. The hopes of the developers of the previous program on its effectiveness were not fulfilled.

In December 2011, the Committee on the Formation of the International Image of Ukraine under the Ministry of Foreign Affairs of Ukraine proposed a draft Concept of the State Target Program for the Formation of a Positive International Image of Ukraine for 2012-2014¹, which again did not give the desired results, prematurely stopped during the Revolution of Goodwill, after which new tasks have arisen, but nobody has begun to perform.

For example, during the Eurovision Song Contest, all organizational and promotional events were taken by the National Television Company of Ukraine, the International Committee of Eurovision, and the Kyiv City Administration. As a result, Eurovision was visited by much less tourists than planned, because there was no powerful advertising at the state level.

There should be an understanding that the development of the tourist market should be not only in the hands of travel companies, but also to develop under the patronage of the domestic government. Today, in order to attract tourists, as never before, there is an urgent need to form a positive brand "Ukraine" both within the country itself and on the international scene. Only by creating an attractive image of Ukraine, known and understood by the international community, we can attract external and internal investments. A striking example of the countries that have shown success in the development of tourism, even after difficult periods in its history, are Georgia, Montenegro, Croatia, Israel, Egypt.

In 2002, British political consultant Simon Anholt first claimed that countries and nations could be equated with trade-marks and brands. They have created the terms "branding of territories" (country branding) and "place brand". S. Anholt is the author of the indexing system of the Nation Brands Index².

Anholt-GfK Nation Brands Index SM surveys the perception of the image of 50 developed and developing countries. It is based on the assessment of 23 national attributes, which are then correlated and analyzed in six key aspects on which the national brand is based: export (external reputation and attractiveness of goods and services produced in the country), government (image of power and perception of the quality of state administration), culture and sport (interest in national culture and history, assessment of sports achievements, etc.), people (opinion of citizens of other countries about the inhabitants of the country as workers, friends, business partners), tourism (attractiveness of the country for tourism), immigration / investment (attractiveness of the country for investment and talent).

Key aspects on which the national brand is based:

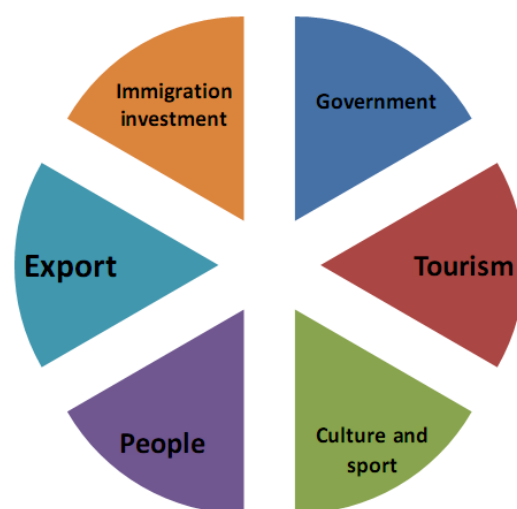


Fig. 1.

¹ <http://www.mfa.gov.ua/mfa/ua/publication/>

² <http://nation-brands.gfk.com/>

Ukraine demonstrates progress on all measurable aspects of the perception of the country, except for immigration (Ukraine lost its 47th place in 2016). The highest growth occurred in terms of "Culture" - from 44 in 2014 to 40 in 2016, and "Government" - from 48 to 45th place. There is also a certain increase in such indicators as "Export" - from 45 to 43 place, "People" and "Tourism" - from 46 to 45th place, compared with 2014. In total, Ukraine has risen from 48th to 46th place (out of 50) in the last year's ranking in the ranking of national brands Anholt-GfK Nation Brands Index (NBI).

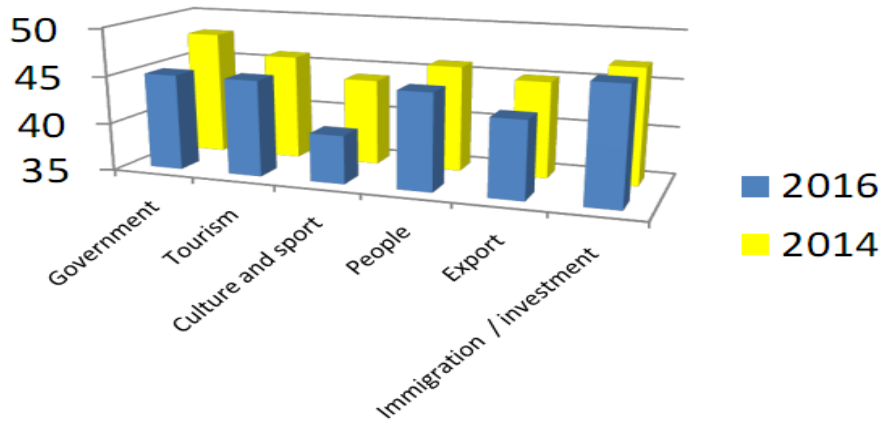


Fig. 2.

Recently, the World Bank has published a new Doing Business 2018 rating¹, which characterizes the country's economy. This year, Ukraine has improved its position by 4 points and jumped to the 76th place since the 80's.

The Government notes that the country, albeit slowly, is still experiencing improvements in the business climate and the economy as a whole. Over the past six years, Ukraine has really grown significantly in the Doing Business rating. If in 2012 the country was at 152nd place, then in 2015 - already on the 96th, and in 2017 it was on the 80s.

At the same time, the Doing Business rating is not an objective criterion for assessing the economic situation in the country. It consists of last year's indicators and cannot fully reflect the current state of affairs. Despite the fact that Ukraine makes some progress in the rating, it still has no effect on the inflow of foreign investment. To make the country attractive to potential investors, it must be at least in the TOP-30 in this ranking.

Moreover, the situation with corruption in Ukraine, according to international estimates, remains deplorable. According to the level of corruption perception by analysts and entrepreneurs on a 10-point scale, Ukraine ranked 131 out of 176 places. The rating was developed by the international non-governmental organization Transparency International².

However, the results of recent research by Reputation Institute³ indicate that in the UK, Germany and the USA, Ukraine is considered one of the 20 most trusted countries in the world. In the ranking list, compiled on the basis of US polls in 2016, Ukraine ranked 19th, ahead of France and five by Russia. Germans also gave Ukraine 19th place. In the UK ranking, Ukraine was on the 16th place, and the Russian Federation was on the 18th. That suggests that the country still has high hopes that it will be able to overcome the crisis.

By and large, Ukraine faces an important task - to create a strong umbrella brand, which, on the one hand, will be significant in various fields of activity and for various target audiences (first of all, business and tourism, which give large investments to the state budget), and on the other - will allow the creation of individual brand communications for certain areas.

In order to create a strong brand, it is necessary to talk not only about the business climate, but also about the development of the tourism business, for this purpose, it is necessary to form a clear set of attributes, inherent in the country, on the basis of which it can form its positive perception in target audiences.

Some successful steps to create the "Ukraine" brand have already been made at the national level as well as in the individual territories. Each country is represented not only by its visible and

¹ <http://www.doingbusiness.org/reports/global-reports/doing-business-2018>

² <https://www.transparency.org/research/cpi/overview>

³ <https://www.reputationinstitute.com/>

perceptible attributes - the coat of arms, flag, anthem, but also the generally accepted emblems of countries and cities, silhouettes and colors which are recognized throughout the world.

However, for today there is no one logo of Ukraine, even for tourism business, we use 3 variants (Fig. 3, 4, 5)



Fig. 3.



Fig. 4.



Fig. 5.

People who perceive information actually perceive a set of characters that affect the sensory sphere. By deciphering them, they give a definite meaning. Not the only national attribute of Ukraine, which over the years not only does not lose its relevance, but also becomes more and more popular, there is an embroidered shirt (“vishivanka”) is dressed on the biggest holidays and jeans on a weekday.

Important role in promoting the image of the country is played by exported goods and services. Nowadays it's quite complicated for foreign consumers to draw a parallel between Ukraine and the goods they would like to buy here. None of the Ukrainian brands has become so popular in Europe, North America or Asia to improve the reputation of Ukrainian products.

Among the well-promoted Ukrainian brands, there are only a few: Nemiroff, Roshen, Nasha Ryaba; Metinvest is the largest in Ukraine and one of the largest producers of iron ore and steel in the CIS.

The brand of our state must be unique and associate with the country; easily adaptable to changes and innovations in accordance with the international situation; to use persistent values and cultural features of the country; for it to be created and promoted, a team of professionals in different spheres needs to be professional, which should not be politically intertwined, but international in composition, creative in qualitative selection and tolerant in its outlook.

Scientists interpret the concept of a national brand (state) at seven levels, which include:

- Symbol, emblem
- A slogan
- Umbrella brand that supports components (tourism, export)
- The image and reputation of the country on the world stage
- National Competitiveness
- National identity
- Software country (intellectual, software, intangible component)

Today, in the representation of the average foreigner, the image of Ukraine looks rather unattractive. Ukraine is associated with Chernobyl, the collapsed economy, unreliable investment climate, corruption, scandals, etc. Positive information about our state in foreign media is very limited or obscured at all. An analysis of the publications of foreign information agencies showed that the foreign mass media broadcasted predominantly the negative image of Ukraine. The mass media covered mostly unsightly, scandalous aspects of the life of Ukrainian society. Using clearly selected facts and submitting critical materials, they mostly shaped the reader's negative attitude towards Ukraine.

The reasons for such an attitude are: the brutal political and economic competition between countries caused by globalization processes; weak positions of Ukraine in the world information space; difficult internal political situation in Ukraine itself; the lack of coordinated actions at the state level in order to ensure a stable and positive image of Ukraine on the international scene; the use of Ukrainian media as weapons in the political struggle of groups and clans. Accordingly, nowadays our state faces the task of not only forming a positive image of Ukraine, but also overcoming the existing negative perceptions about it.

Creating an image of the state is a complex and long process that must be carried out consciously, purposefully, continuously, at a high professional level, since image functions are indisputably important for the successful development of Ukraine.

Conclusions. Considering the problems of territorial branding, it is necessary to clearly define what to consider the object of branding. In this case, the object of branding is a certain territory: a

country, a region, a city, a municipal entity. However, the very concept of "territory" can be considered from different positions. The aim of territorial brand is represented below.

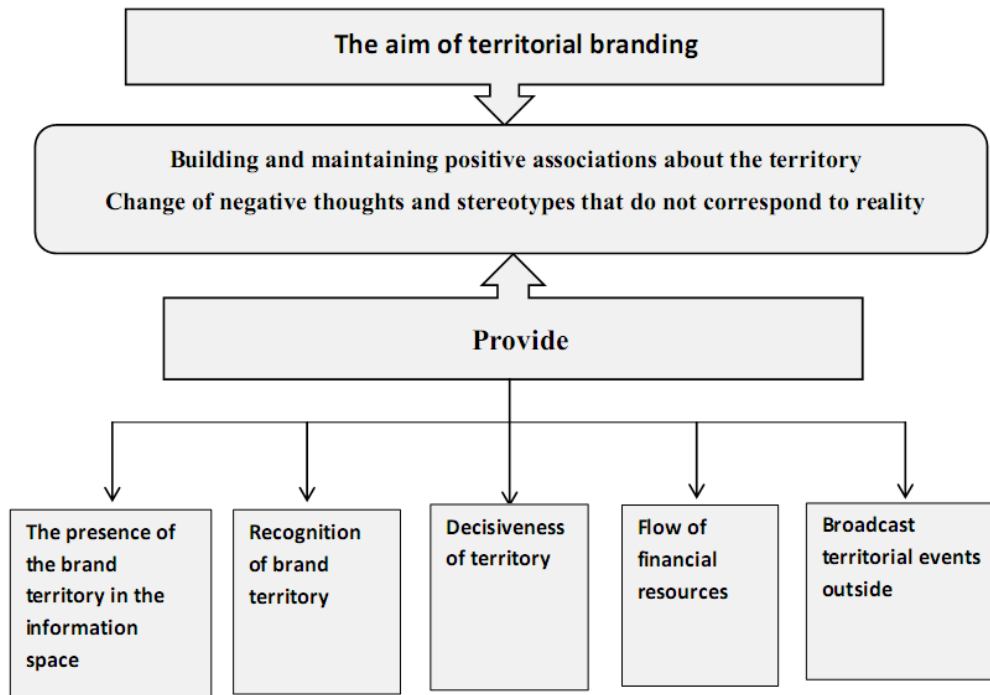


Fig. 6.

As the experience of many countries shows, their branding policy was based on the concept of well-known marketer V. Olins, in which the process of creating a national branding is divided into seven stages.

At the first stage, it is recommended to create a special group consisting of experts from government, public, business, literature and art, education and mass media to develop a national branding program.

At the second stage, they conduct sociological surveys of the image of the state on the international scene and within the country in order to find out what local people are seeing now and what they want to see in the future. In determining the main directions of brand policy should take into account the specifics of different target groups. So, the attention of investors should be aimed at improving the investment climate, tourists - on the attractiveness of the conditions for travel and rest.

The third stage involves consulting with authoritative public figures about the correction of the image of the state, in the process of which determine its strengths and weaknesses. The result is a comparison of expert opinions and the opinion of the expert group that worked during the first phase.

At the fourth stage, the key idea is set, which will be the basis for the strategy of building the brand of the state. To do this, it is necessary to use the following technique: experts formulate the idea in the volume of the page, and then reduce the text to one phrase. Thus, a slogan of the image campaign is formed. Specialists pay attention to the fact that empty promises and deception are unacceptable here. In the slogan, the goal should be must country wants to strive for.

At the fifth stage, the visual design of the central idea is being developed. For this purpose, well-known artists specializing in national issues are involved. The resulting graphic brand is distributed in all public places.

At the sixth stage, a sociological study of the reaction of target groups (foreign citizens, local population, etc.) to the emergence of a new brand.

In the seventh step, the last one special developing mechanism for promoting the national brand is officially established.

Such a technique can be used to develop a strategy of national branding of Ukraine for the next 5 years. At the first stage, the National Agency for the image and branding of Ukraine should be organized. This is necessary because so far these issues are dealt with by various departments; their activities are fragmented and not coordinated by anyone.

To sum up, it is necessary to create a special state structure that would collect and accumulate world experience in this area, produced an image strategy of the state, based on its peculiarities and alignment of forces in the international arena, skillfully using all the positive points that can play in favor of Ukraine. Organizationally this should be an independent structure, but formally be under the auspices of the Ministry of Foreign Affairs of Ukraine, as in a number of countries. In addition to disseminating positive information about Ukraine abroad and facilitating the entry of our country into the world information space, this structure should engage in generalization of information on qualitative and quantitative parameters of the information presence of Ukraine in foreign countries or regions.

The formation of a positive international image of Ukraine is an important issue of national scale. It requires the joint, purposeful and consistent efforts of all strata of Ukrainian society and Ukrainian community abroad.

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