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Event in the paradigm of national brand

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Abstract. Event marketing is considered as a tool of brand management and brand event - as part of the national brand paradigm. The influence of brand events on improving the country's image is investigated. Such brand events of Ukraine's independence and Euromaidan as political brand events are justified. We analyze the organization and conduct of the Olympics, Euro 2012 as a sports brand events, and Eurovision as a cultural event.

Keywords: *event marketing, brand event, national brand, Euromaidan*

Introduction. The reaction of consumers to certain arrangements for the brand by manufacturer corrects the process of branding. Thus, "In 1970-1980 years the world's major manufacturers began to observe reduce the effectiveness of direct advertising their products and services. This prompted them to create innovative ways to inform consumers about their products. One such method – creating information occasions and events that are seemingly unrelated to the advertised product, but in the end it is a powerful and effective advertising.

Overview of publications on the topic. The emergence and development of the brand studied D. Aaker, K. Keller, J.-N. Kapferer, G. Dan, T. Gad and others. The impact of the events to create brand image of the region and regional brand were analyzed by F.Kotler, K. Asplund, I. Rein, D. Haider, T. Faur. However, domestic research on this issue today noticeably lacking.

Purpose is to investigate the impact of brand events on process of creation a national brand of Ukraine.

Materials and methods. The information base for scientific research was the works of leading scientists on regional branding, theoretical and methodological approaches of foreign and domestic scholars and researchers, personal research materials. The study used a situational approach to the brand events as a tool to attract domestic and foreign investment, improve the country's image in the international space.

Results and discussion. First, we need to share events that are created to support the brand product, service, person from brand events that are strategic for the country. First (marketing events) strategically is directed to support commercial brands and is considered one of the marketing tools. The second one is element of the creation of the national brand paradigm country. In connection with high efficiency Event marketing, as tool of brand promotion appeared a new branch management - Event-management, that uniting the numerous entertainment industry, organizers, administration. With the help of Event-management may to manage image, achieve goals in negotiations to improve the quality of communication between market players, strengthen brand product, organization, person through broadcast values integrate ideology.

Due to the high efficiency Event marketing, as a tool of brand promotion, appeared a new branch of management - Event-management that integrates with numerous entertainment industries, organizers administration. Using Event-management may manage image, achieve goals in negotiations for improving the quality of communication between market players, strengthen brand product, organization, person through broadcast values integrate ideology.

The drive event and its name must conform to the mission brand and reflect its value system and all external media events (invitations, promotional materials, etc.) should support the overall concept of the brand. The purpose of the action Event marketing is the need to create, enhance certain emotional connection between the brand and the consumer that increases customer loyalty to the brand. «Emotions are inherent in the events, creating a phenomenon of unity, a sense of belonging to the general idea of the event. As a result, the positive experience provides an absolute customer loyalty» [4].

Consumers today take into account emotional component of brand that used by brand managers during product development and mechanisms of promotion, so by the beginning of the 1990s, spending 20 largest companies in the world in symbolic event exceed the cost of direct advertising, including TV [5].

Events must be part of a system of promotion of the product, which is a set of integrated marketing communications, event organization and should include the link of all its components with the brand. This approach is called Brand experience and provides "full" immersion into the world of consumer brand. Using Brand experience in brand promotion allows creating in the minds of consumers required vector perception, giving it the arguments for buying it before the appearance of brand in the market.

Marketing events belongs to indirect advertising and for a cost scale is one of the cheapest advertising elements. In foreign companies the costs of organizing such events reaching 65% of the total advertising budget [4]. Given that the event marketing phenomenon for the Ukrainian market is relatively new, but already proved in practice its effectiveness in the next few years we can predict a significant increase in its use.

Depending on the type of marketing environment distinguish many different formats of event marketing. Highlights include: the opening, presentation, exhibition, festival.

The events that are considered as elements paradigm of the national brand and have a different nature, character, purpose, features, effects, extent, should be seen as independent brands events. Preparing, organizing and conducting such events require a long time resources, comprehensive intellectual resources (organizational, technical, creative) and significant financial investment in it, its progress, providing the necessary infrastructure and service its customers.

Brand Event – this preparation and organization of large-scale, historic, decisive event which brings fundamental changes in people's lives and countries.

Wedding can be the brand event of family, preparation which involves the use of branding tools. We analyze the environment to select invitees selected, external media advertising (invitation), carefully selected attributes principals – brides defined strategy (scenario) promoting measures to establish communication links with customers (guests). Brand family event changes not only marital status, sometimes changing social status of a person, but in any case, such an event is local.

Strong national cultural, scientific and politic events contribute to the development and promotion of brands Ukraine by creating an appropriate image of the country, as shown in Figure 1. Image field is a bridgehead to build future national brand of the country.

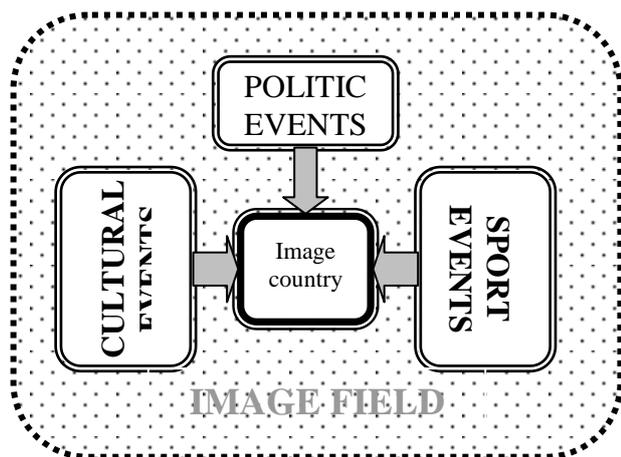


Figure 1. The impact of national events on the country's image
Source: compiled by the author

Organize in our country events like Eurovision (adult and children), left brighter impression on foreign visitors and help to promote a positive image of the country in the eyes of the international community. The first Ukrainian winner of the Eurovision Song Contest, «best-selling Ukrainian artist» Ruslana by definition World Music Award made knowable Ukraine in Europe. F.Kotler of his research highly assessed the victory of Ruslana's Eurovision 2004: «Singer Ruslana won the competition in 2004, providing the country the right to host the contest next year. With this victory and a competition Ukraine was able to declare that it deserves a place in the new Europe» [3, p.239].

Events across a region or country that require branding or naturally become brands through their fundamental effects occur infrequently. One of the first such events that took place in the independent Ukraine was Ukrainian referendum on the independence of our country.

Parliament USSR solemnly proclaimed the independence of Ukraine and the creation of an independent Ukrainian state - Ukraine, continuing a thousand-year tradition of state in Ukraine and on the basis of the right to self-determination provided Statute of OUN and other international legal instruments implementing the Declaration of State Sovereignty of Ukraine. August 24, 1991 extraordinary session of the Ukrainian Parliament adopted the Act of Independence Announcement of Ukraine approved a constitutional majority (by Resolution - 321, by Act - 346 from 450 votes) than ending the legal existence of the Ukrainian Soviet Socialist Republic and declared that the territory of

Ukraine is indivisible and pristine, but in Ukraine are only valid Constitution and laws of Ukraine.

December 5, 1991 the Parliament of Ukraine adopted the appeal "to parliamentarians and peoples of the world", which emphasized that the agreement in 1922 establishing the USSR Ukraine considers in relation to itself invalid and inoperative.

Over 90% of people who took part in the nationwide referendum, called for the independence of Ukraine, while more than 61% of votes were cast for the first President of the country - Leonid Kravchuk. The international community approved the results a national referendum. During December 1991 68 states (among the first to Canada and Poland, Hungary, Latvia, Lithuania, Argentina, Bolivia, Bulgaria, Russia, Croatia, the US) recognized the independence of Ukraine and during 1992 - another 64 states.

The recognition of the independence of countries by the World and deploy next events in Ukraine correspond classic scenario branding of the event. The choice of the state independence through a referendum (to establish communication links) - a choice of strategy development, promotion of the vector in the territory of the world; implementation of the attributes of statehood as the first state-steps, including: fixing boundaries definition of citizenship, national state symbols, implementation own currency - the external attributes of this brand events.

Events of this magnitude is brand not only because a new vector of development but about such events knows the whole civilized world, that corresponds to the nature of international brand, in fact, only brand event has the following effects in time - remember it, it becomes the starting point of a new era in development, a turning point in the life of every citizen, this event establishes a strong emotional and spiritual communicative relationship between the state and its citizens each, causing persistent associative perception in the minds of people of integrity, unity, unitary Ukrainian state. Such brand event is the first step to create a national brand of the country.

Promotion of national interests through measures inter-ethnic scale require reproduction brand events also, which undoubtedly belongs UEFA European Football - Euro 2012, which in terms of professional training, was the first product of Ukraine's image.

World experience shows that international cultural and sporting events have a positive impact on countries that are conducted, attracting the attention of the world community, developing new tourism infrastructure and flows, attracting investment flows and creating new jobs. Preparation for Euro - 2012 was conducted for four years. Unfortunately, most of the world's media in their articles that are related to the preparation and holding of Euro - 2012 for various reasons have used terms such markers as «corruption, scandal, bribe, doubts, ineffectiveness, claims» [1, p.8], that is not allows us to assert about positive attracting international attention during the preparation of the event. But thanks to optimism public, sincere aspirations of the majority of the population, the high level of patriotism and enthusiasm championship was really a step forward to «more modern and more advanced European model of quality of life» [6].

At the request of the Ministry of Foreign Affairs of Ukraine was developed a strategy of positioning our country abroad, whose main slogan "Ukraine - openness"

that positions Ukraine as open to reforms to the investment, tourism, willingness to participate in global processes. Under general international practice presentation strategy took place in a brand-book, containing a description of corporate identity and brand rules for the use. It was the first attempt to create a recognizable and associative visual range of the Ukraine, holistic view of brand promotion of Ukraine abroad.

Absence of experience in the preparation of such high-level events led to certain errors at the stage of its preparation. «Brevity of project preparation and absence of Ukrainian specialists in creating the image of their country makes the product not the result presentation nation, its self-awareness, but a result of formal training brand project with partial compliance with selected rules» [1, p.12-13]. In any case, thanks to the hospitality, sincerity and patriotism of the population, which took guests Ukrainian Ukraine under the brand events Euro 2012 final of the European Football Championship has become an outstanding event, which highly appreciated by the guests and participants from many countries.

Worldwide Sport is a unique marketing tool, the top of which is the Olympic Games. Olympic symbols are popular today, widely promoted, which are associated in the public mind with health, strength, beauty, such as the Olympic flag with five rings was first shown to the public in 1920. Not that many modern brand which have experience of 90 years.

Olympic symbols all recognized, its image is quite positive and no broken. Moreover, if the first Olympic symbols came into the world without any financial investment, but now the development of a single Olympics logo is costly. Thus, developing logos Olympics in Sochi - 2014 worked a team of designers from 13 countries of Interbrand, which won the tender. We only know that the cost of creating the brand «Sochi-2014» were smaller than in London on branding Games in 2012, which is was estimated at 400 000 pounds [2]. The brand «Sochi-2014» in the ranking of the most expensive brands of 25 takes place with a value of 179 million \$ USA.

Select a country which will be held next Olympics - it is always intense competition between countries. Place the Olympics as an international brand events, it is primarily to popularize country that raises its importance and status in the eyes of the international community, authority, appeal. Competitions such a high level are of great social and spiritual significance, they rally the nation to increase self-esteem, patriotism, unity - those virtues which give rise to peak Emotional recovery and promote sustainable associative perception of the country in the eyes of other countries.

On the other hand, the Olympics since the time of its inception (the first year of the Olympics is considered 776 BC. since in Olympia began to keep lists of winners), was closely associated with the policy, as may be noted that the Olympic brand is at once political instrument. Even the ancient Greeks for Olympic truce meant in permanent war waged at that time. Military conflicts stopped and confrontation over to sports arenas.

The tradition of using sport in political interests were continued by the Roman Empire. Coliseum for winners «Eternal City» became the symbolic tool of the management and control of masses. The way of management of

masses on principle «bread and circuses» very successfully was used in those days, however, it is very effective today [7].

In the Middle Century sports became less relevant, and only at the end of the nineteenth century, the status of the Olympic Games has been updated by Pierre de Coubertin, who in 1896 initiated the revival of the competition after the 2000-years oblivion.

Using the Olympics for political manipulation can be traced further in history. Yes, the Olympics 1936 in Germany became known as the "Nazi Olympics", has transformed the holiday of sport in argument of prove the benefits of the white race. Demarche commands Western countries (USA, Germany, Japan and others) and their refusal to take part in the Olympic Games 1980 in Moscow became a political protest against the entry of Soviet troops in Afghanistan in response - absence Russian team at the Olympics in 1984 in Los Angeles.

«Developing countries are trying to declare a global society through sport their opinions and views on global issues. For authoritarian regimes sports field is a good way to adjust their image, both domestically and in foreign policy» [7]. Image on Russia opposite has worsened due notoriously known events in the Crimea.

The main advantage of the same brand Olympics as product brands, is the economic attractiveness of this event, which significantly increases the volume of investment, both direct related to the preparation of the Olympic Games and indirect, and attracts the flow of tourists into the country. Income from tourists (hotel and restaurant) and selling the rights to broadcast the Olympic competition is a major part of the economic attractiveness Brenda Olympics. Improving transport infrastructure in the region of games increases the attractiveness of areas for future investment flows. Advertising region worldwide through broadcast event attracts and arouses interest in this area, which forms the future tourist flows and future incomes.

Olympics 1984 in Los Angeles was the first on the organization of which has been spent not one dollar budget, which is funded by private business paid off and gave a profit. The initiative and organization of the economic miracle belonged to famous sports marketer Peter Ueberroth who could convince the possibility of return Olympics owners brands: McDonald's, Coca-Cola, American Express, Canon, General Motors, Motorola.

Los Angeles to host the Olympics earned from \$ 215 to \$ 335 million net profits with \$ 1 billion budget. Seoul Olympics in 1988 also brought economic benefits; the Olympics budget was \$ 1.5 billion net profit - \$ 560 million. The most profitable Olympic was in Atlanta (1996) with a budget of \$ 1.7 billion net income was about \$ 600 - \$ 900 million [7].

The activities which are conducted during the preparation of international competitions under the auspices of their brand symbols are also highly profitable for the private sector as an organizer of events, and the country as a whole. Thus, the London authority has managed to earn 5.9 billion pounds through timed to Olympics business forums. About 80% of world cities that had the last 40 years major sporting events are now among the most successful cities for business and tourism provided support

infrastructure, providing quality service, support advertising and related legislative support.

A unique brand of political event in the world may consider Ukrainian Euromaidan 2013-2014 year. Unique not only because of the mechanism (self-organization) and scale (up to 1.5 million citizens at a time) but its achievements.

Euromaidan – «national-patriotic protest against corruption, social inequality, arbitrary law enforcement agencies and special forces, and to support the European vector of Ukraine's foreign policy» - a definition given in Wikipedia. Action that began November 21, 2013 in response to the suspension of Ukrainian government preparatory process for the Association Agreement between Ukraine and the EU held under the slogan: «Glory to Ukraine! - Heroes of glory!», «Glory to the nation! - Death enemies!», «We will win!», Which put on the second primary cause of action pointing attention on the main - corruption in state government and tyranny of the police.

Events Euromaidan is a brand in terms of information and support around the world, supporting not only moral, diplomatic, political, and economic as well. Performances of citizen's Ukrainian Diasporas and concerned citizens of civilized countries around the world in support of the events on Euromaidan were evidence of scale events that testifies to the belonging it's to the brand. Self-financing the events in the months that provided food, medical and maintenance, confirms the presence of a strong economic component of the brand, which is also characterized as

unique because the resources to support the event gathered the whole country and its supporters from other countries.

Promoting events of all domestic and foreign media events, the occurrence of a strong creative component through exhibitions, concerts, and the emergence of a number of talented songs, ballads and poems speak of the social, spiritual and emotional growth, which are inherent brand events. The uniqueness of all aspects of the brand Euromaidan makes it number 1 brand in the global political life.

Distribution principles of construction brand goods on brand building events - a natural process of modern society, as evidenced by brand events mentioned above, it is these events are marked epoch-making that change people's minds, reminiscent of the thousand-year experience of Ukrainian independence, democracy and of freedom.

Conclusions. Event marketing is an effective tool for brand management product, service or organization. Brand event is of strategic importance for the country. As part of the paradigm of creating a national brand of country brand event influences the formation of the country's image in the international space. The most iconic brand events Ukraine became Declaration of Independence of Ukraine, Euro 2012 and Euromaidan as an event that has supported the European direction of our country. These brand events create conditions for the formation of a national brand of Ukraine, format in which our country is sure to become the leading developed countries of Europe and the world.

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Студинская Г.Я. Событие в парадигме национального бренда

Аннотация. Рассматривается маркетинг событие как инструмент управления брендом и бренд событие как элемент парадигмы национального бренда. Исследуется влияние бренд события на улучшение имиджа страны. Обосновываются, как политические бренд-события, провозглашение независимости Украины и Евромайдан. Анализируется организация и проведение Олимпиад, Евро-2012 как спортивных бренд событий, Евровидение, как культурное событие.

Ключевые слова: маркетинг событие, бренд событие, национальный бренд, Евромайдан