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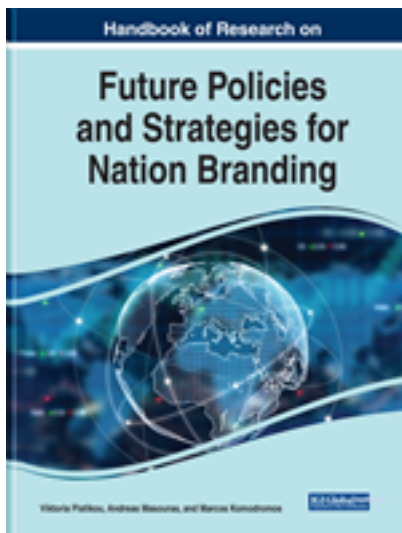
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Handbook of research on future policies and strategies for National Branding

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Abstract

The broader notion of national branding has lately evolved to a primary field of research and practice, attracting attention from a wide range of disciplines. Accordingly, the chapter observes the concept of nation's branding as a strategic asset under the circumstance of the formation of a unique ministry of culture, Cyprus, by examining the certain condition and by recommending research and further steps. In this logic, the chapter stresses the synergies may emerge and discusses the managerial implications and the limitations of the given framework and proposes the steps.

Chapter Preview

1.0 Introduction - Research Context

The wider understanding of National branding has lately evolved to a primary field of research and practice, attracting attention from a wide range of disciplines. However, is not so far universally accepted that national branding consists of a valuable asset, or, essentially, conceivable, applicable and measurable tool towards creating competitive advantage. In this logic, the current chapter receipts its context from the procedures for the creation of a unique Ministry of Culture in Cyprus, which currently seem to be intensifying after the decision of the Minister of Education, Culture, Sports and Youth to set up an advisory committee of personalities active in various fields of culture, in order to advise in the formation of the culture policy proposal. More specifically, given the deep cultural roots and the valuable and long-lasting cultural heritage of Cyprus, the chapter viewpoints the creation of the new ministry as a benchmark and as a unique opportunity for the

development and the establishment of a solid strategy of national branding (Sophocleous, Masouras, and Papademetriou, 2019), which will characterise Cyprus and provide multilevel benefits to the economy, the society and in particular the cultural development of the country.

What is National Branding?

National branding is a relatively a newly established notion. It involves the process of employing corporate branding procedures to elevate countries, the primary purpose is to develop and operate the character of a country. Nation branding is accomplished by numerous nations including France, the UK, USA Canada, Japan, China, South Africa, etc. There is a rising interest amongst less prosperous nations to exercise national branding as it has the capability to recover their image internationally and endorse trade, tourism and investments. Likewise, national branding - if accomplished appropriately - has the capacity to engage in battle with stereotypes that are correlated with specific nations. Anholt (2007) spotted the importance as well as the effects of nation branding and identified that nations have become far more cognizant of the value of their brand as an asset.

Anholt (2007) divides the idea of nation branding into six main subfields. These are: tourism, exports, authority, citizens, civilisation and inheritance, and investment and migration.

Accordingly, the nation's brand value of a country (Anholt, 2007) is constrained from the pattern of results for diverse standards that encompassing citizens, authority, exports, tourism, culture and inheritance, along with investment and migration. Recognizing the importance of national brands supports nations to improve their deals they produce in fields that influence their global appeal. Present-day governments have launched to employ public relations organizations to assist them introduce advanced branding strategies targeted at appealing imported investing, inspiring exports and yet enhancing general geopolitical impact.

1.1 Problem Formulation

More specifically, by considering the settings and the cultural inheritance of Cyprus, as a strategic asset and by reviewing relevant issues, the chapter suggests the projection of a suitable and dynamic national branding following the projected creation of a unique Ministry of Culture in Cyprus, strategy that could be act. The new/projected ministry is going to take under its umbrella all the existing cultural functions, which at the moment are spread among different ministries and boards/committees. For example the archaeological heritage is under the umbrella of the Ministry of Transport, communication, and works, the cultural affairs under the umbrella of the Ministry of Education, While the State theatre is under the authority of an independent committee (Theatrical Organisation of Cyprus). In this manner, the chapter proposes a sole and comprehensive strategy and a solid brand (Sophocleous, Masouras, and Papademetriou, 2019) that could act as implementor of the anticipated entity and to as a facilitator of the core competence of Cyprus.

Accordingly, the chapter examines the notion of branding as a strategic asset for a forthcoming cultural organization in Cyprus, by examining the given situation and by proposes research and additional actions. More specifically, the chapter evaluates the assets and the branding inheritance of the forthcoming entity and suggests ways on how to establish a brand (Sophocleous, Masouras, and Papademetriou, 2019) that will add the value of the country in general.

Key Terms in this Chapter

Cultural Context: The environment or situation that is relevant to the beliefs, values, and practices of the culture.

Brand Stories and Messaging: Facilitate the brand promise and to transform the proposed vision and the proposed mission into brand /consumer value, by indicating the aforesaid core values and country personality.

Branding: Is the process of communicating a unique selling proposition, or differential, that sets a product or service apart from the competition.

BRAND: A brand is the way an organization is perceived by those who experience it. Brand assists the creation of commercial value.

Strategic Brand Triangle: Characterizes our viewpoint on how an organization could develop its strategy.

Cultural Brand Management: Is a marketing act that applies methods to enhance the perceived value of a brand.

Brand Promise: The proposed vision and the proposed mission into brand /consumer value, by reflecting the aforementioned core values and country personality.

Cultural Branding: Illustrating a lifestyle that is culturally relevant to the brand audience. Content is powering the consumer understanding.

Branding Positioning: Is the theoretical spot that somebody intends to own in the target consumer's mind. In other words, are the benefits that somebody wish for them to feel of when he/she thinks of a certain brand.

Nation's Branding: Concerned with a country's whole image on the international stage, covering political, economic, and cultural dimensions. aims to measure, build, and manage the reputation of a Nation.