

Секция 3

МИРОВАЯ ЭКОНОМИКА: НОВЫЕ ВЫЗОВЫ И ВОЗМОЖНОСТИ

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SUCCESSFUL NATION BRANDING IN TURKEY

УСПЕХИ НАЦИОНАЛЬНОГО БРЕНДИНГА В ТУРЦИИ

Расширяющееся присутствие турецкой продукции на мировых рынках можно объяснить целым рядом факторов. Однако одним из ключевых факторов успеха Турции является грамотно выстроенный брендинг национальной продукции, что отчетливо следует из анализа примеров ряда успешных компаний страны.

The presence of Turkish products is seen with an acceptable positioning, but what are the main elements behind the success of Turkish brands?

In competitive world of business nowadays, a brand can be a factor that brings many advantages for companies. According to American Marketing Association, a brand is “a name, term, design, symbol or any other feature that identifies one seller’s goods or services as distinct from those of other sellers. These are also called the elements of a brand. The legal term of brand is trade mark.” Brands in financial perspective can be defined as intangible and conditional assets. As Kotler notes: Building a strong brand is both an art and a science. It requires a careful planning, a deep long-term commitment, and creatively designed and executed marketing. Therefore, nowadays business executives recognize that most valuable assets to a firm are brands it has invested in and developed over time. This importance is because of the advantage the brand brings to the company in competitive environment and its effect on streams of future earnings. Nation branding means applying corporate branding techniques to countries. Some approaches applied, such as an increasing importance on the symbolic value of products, have led countries to emphasize their distinctive characteristics.

Turkey as an upper middle-income economy had experienced an excellent economic growth and placed as 17th largest economy of the world. The total GDP is nearly \$ 800 billion, and in last decade per capita income tripled and now exceeds \$ 10,500. Turkey has established a successful liberal trade policy and free economic market where rules of competition is considered by both private and public

sector. Turkish brands have had a great role in presenting Turkey as a business friendly environment. Branding shouldn't be viewed limited by the names and trademarks of clothes or home appliances. Turkish economic policy has always been focused on developing the nation branding by presenting the image of the country as a pleasant, eastern theme, modern oriented and safe place for travelling, investment and business activities. In fact, all the mentioned attributes are applicable to the country.

According to the United Nations World Tourism Organization (UNWTO), Turkey has ranked six with tourist arrivals number of 39,8 million in the year 2014. As Turkey authorities stated, the country's aim is to be among top 5 in 2020. As can be obviously noticed the country has performed well in positioning the name of Turkey as a tourism brand which consists of sub brands like Istanbul, Antalya, and etc. The brand attracts tourists from neighboring countries like Russia, European countries and United States and Asian countries as well.

Perhaps the most conspicuous example of a brand development policy has been the rapid growth of Turkish Airlines, the national carrier, which now flies to more destinations than any other carrier. In 2012, Turkish Airlines was chosen to be the best airline company of Europe. Advertisements with presence of famous soccer players like Messi or Hollywood actor Ben Affleck, delivers the message of a high level airline brand to all the world.

Turkish fashion brands are increasingly common in shopping malls around the world, as they take on fast-fashion giants such as Zara, H&M, Mango. Leading Turkish brands can now be seen in chic malls and shopping streets across the world. LC WAIKIKI, arguably Turkey's biggest fast-fashion brand, with over 16 % market share, had 407 stores across the country and a further 106 across the globe in 2013.

Turkey's trade policy is based on considering all elements of business together. Turkish trade policy makers have kept in mind that branding must be viewed as a whole which is called nation branding, and consisted of many famous worldwide brands in different areas of business. The result is rapid success of Turkey in world trade and national economy and world trade with a positive and trustable image.

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