

The role of country names in country branding

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Abstract:

Although regarding the name of a country as a brand name is natural for place branding professionals, it may offend laymen. However, country names and brand names do cause the same reaction: when we see or hear a specific country name, we have certain associations in our mind. Then these associations help us decide whether we visit the place as a tourist, invest capital there, or purchase the products of the country.

But can a country change its name the way product brands do from time to time? Changing a country name is most definitely a much more complicated issue than using a new product name, as geographical names (including country names) usually have long historical roots. These names are also strongly connected to the life of local inhabitants who have got used to them, therefore they are not easy to change.

Still, there are examples that could be analysed from the aspect of branding. In some cases the new brand name or country name is meant to symbolise a new beginning. For example, when colonies claimed their independence, the first thing to do was to create a new name for the country. And something similar happened when the former Soviet Union and Yugoslavia broke up – the newly formed successor states started to use new names, or returned to their old names.

Some countries still have changing their names on the agenda. Possible reasons include the complicatedness of the country name, or its similarities with other country names, resulting in disadvantages in the competition of countries.

A country name is also extremely important because it is the only common element in the communications campaigns of the country – and wise countries make advantage of this, sometimes even integrating the country name in their slogans.

Keywords: country branding, nation branding, brand name, marketing communications, country brand

1. Introduction

Today, it is widely accepted that "country brand councils" are established all around the world, including in Hungary, and these bodies coordinate the strategic communications (or at least the marketing communications) of the country. It is also becoming more and more obvious that politicians discuss country branding and nation branding, and these terms appear in the public media, too.

However, this has not always been the situation. As French academic MICHEL GIRARD explained in 1999 (quoted by OLINS 2004b, p. 18.), *"In France the idea of re-branding the country would be widely unacceptable because the popular feeling is that France is something that has a nature and a substance other than that of a corporation. A corporation can be re-branded, not a state. One can take a product, a washing powder for instance, and then change the name which is actually done very regularly. Regular re-branding is normal, particularly in the life of consumer products, but can this actually be the case for countries? ... A country carries specific dignity unlike a marketed product... In France it is unimaginable for Chirac to attempt to re-brand France."* On the other hand, for example, British prime minister TONY BLAIR used the terms "nation branding" and "nation rebranding" around the millennium. As OLINS, one of the most renowned experts of the field pointed out in his book *On B@nd*, actually *"there is nothing particularly novel about the concept of branding the nation. Only the word 'brand' is new. National image, national identity, national reputation are all words traditionally used in this arena and they don't seem to provoke the same visceral hostility as the word 'brand'"*. (2004a, p.168).

Although the word 'brand' still elicits hatred from several people, it is also true that at least as many people are fond of brands, or even love them (ROBERTS 2004). We cannot imagine a day in the life of an ordinary person without brands – brands and the term 'brand' both become more and more integrated into public discussion (PAPP-VÁRY 2013).

But let us return to the branding of countries. Most sources agree that the first person to write about the concept of "nation branding" and "country branding" was British policy advisor SIMON ANHOLT, who put the terms to paper in 1996, when he *"was getting bored with spending his life making already rich companies a little bit richer"*. (RENDON 2003) Having been involved in the marketing of multinational companies (Coca-Cola, Nescafé), ANHOLT

decided to start a completely new enterprise specialising in country branding. ANHOLT is still the leading expert of the field, having published books such as "Brand New Justice – How Branding Places and Products Can Help the Developing World" (2005), "Competitive Identity – The New Brand Management for Nations, Cities and Regions" (2007), and "Places – Identity, Image and Reputation" (2009).

As mentioned above, Anholt first used the term 'nation branding' in 1996, but this does not mean that branding professionals had not dealt with similar issues in theory or practice before. Back in 1993, a handbook on place marketing was published, and it discussed countries in a separate section titled "Marketing Places: Attracting Investment, Industry, and Tourism to Cities, States and Nations". The main author of the book was none other than Philip Kotler, the "father" of marketing. Looking at the issue of national identity from a broader perspective,

it has always been a topic of political geography, international relations, political science, cultural anthropology, social psychology, international law, sociology and historical sciences. On the other hand, rather interestingly, marketing scholars used to focus on brands originating from countries (that is, the country-of-origin effect) instead of country brands. For example, PAPADOPOULOS and HESLOP (2002) counted 766 significant publications on the CoO effect from the past 50 years, but they also pointed out that they had found no in-depth studies on the image of countries.

The breakthrough was a special issue of Journal of Brand, published in 2002, which focused on "nation branding" with essays by renowned authors including PHILIP KOTLER, DAVID GERTNER, NICOLAS PAPADOPOULOS, LOUISE HESLOP, WALLY OLINS, FIONA GILMORE and CREENAGH LODGE, and a foreword written by none other than SIMON ANHOLT. In November 2004, a new academic journal was created with the title Place Branding and Public Diplomacy. Books on the same topic followed: in addition to the educative writings of SIMON ANHOLT, a more serious, more "academic" title edited by another British expert, KEITH DINNIE was published with the title "Nation Branding" (2008).

The situation was somewhat similar in Hungary: although the need for a country brand and country branding had been present in professional circles, the term itself had not been used for a long time. "*Professional work and various efforts aimed at forming and developing the country image consciously have had a long history*", the editors of the academic journal Marketing és Menedzsment said. And when did they write this? In 1996, the year of Hungary's Millecentenarium Anniversary, when M&M dedicated a whole series of interviews to country image including opinions by ELEMÉR HANKISS, MÁRTON LENGYEL, JÁNOS SERÉNYI, PÉTER SZELES, ILDIKÓ TAKÁCS and BÁLINT MAGYAR, the Minister of Culture and Education at the time. (See HANKISS 1996, LENGYEL 1996, SZELES 1996, MARK&MEN 1996a,b).

Some years later, a not very long-lived state organ called Country Image Centre (Országimázs Központ, 2000-2002) was operating in the focus of media attention, thus resulting in the popularization of the term.

In April 2004, a TV programme on country image by TAMÁS FREI also put the term in spotlight.

The term 'country marketing' has also been used for several years in a number of publications including the most prestigious Hungarian reference book on regional and city marketing by PISKÓTI, DANKÓ, SCHUPLER and BÜDY (1997, p. 25-26.o.), an article by KOZMA (1995, p. 38.), a writing by KRAFTNÉ and FOJTIK (1998), and the summary „Régiómarketing” ("Regional Marketing") by KANDIKÓ (2003, p.2.).

The appearance of the "country branding" and "country as a brand" approach in Hungary dates back to the early 2000's, when the first studies on the subject were written by SZELES (2001) and PAPP-VÁRY (2003). In order to see country branding in a broader context, two international conferences were organized in Hungary: one by the Budapest University of Economic Sciences and State Administration in May 2004 ("Országmárkázás az EU-csatlakozás tükrében", that is, "Country branding in the light of the accession to the EU"), and another by DEMOS Hungary in November 2006 ("Country branding – International identity and image"). In the upcoming years PhD dissertations based on the topic were also written by PAPP-VÁRY (2007), JENES (2012), and SZONDI (2014) – the latter is the most quoted internationally known Hungarian country branding expert who published in-depth studies as early as in 2007 and 2008.

International and Hungarian authors agree that the three major aims of country branding (and the three major advantages of country brands) are (see PAPP-VÁRY 2009):

1. The promotion of tourism in order to attract tourists to the specific country
2. The stimulation of investment in the country
3. The development of export, and better sales of national products on foreign markets

There is also consensus that coordinated (marketing) communications involving a uniform (country) identity facilitates the activities mentioned above. Therefore several studies have analysed country slogans (see e.g. KHAN 2014), or country logos (LEE – RODRIGUEZ – SAR 2012), or both at the same time (HILDRETH 2013).

However and surprisingly, no studies have been published with a special focus on country names and their effect on the building of the country brand. Therefore this article examines this topic from various perspectives.

2. At first hearing

As I have suggested in the abstract and the introduction, country names can also be interpreted as brand names because an image appears in people's minds when they are mentioned. What is the most interesting is that this may even be true if people have not heard of that country before. An obvious example that has happened to most Hungarians abroad is the conversation "Where do you come from?" "Hungary." "What? Are you hungry?"

But Poles also reported similar cases, suggesting that they seem to have a weaker country brand than the Netherlands. The typical conversation in their case, especially after the collapse of the old political regime, was "Where do you come from?" "Poland!" "Ah, Holland!"

And we can find numerous other examples: there are jokes related to the name of almost all countries as represented in illustration 2.

Illustration 1: "Are you hungry? Are you Hungary?"

This is an advertisement by the Viking Line ferry company for the Hungarian weeks between 25 September and 26 October 2008



Source: CsTom blog (<http://pubert.pps-net.hu/~cstom/kepblog/?p=830>), and the Viking Line website (<http://www.vikingline.fi/merella/unkari/>)

Illustration 2: We know jokes about several country names – and we must never underestimate their influence



Source: <http://www.smartphowned.com/Funny+Text+Messages/Hungary/42269>

We do hear jokes on country names, but this does not necessarily mean that there is a problem with those names. Sometimes there is, as a problematic name may result in disadvantages – the number of tourists visiting the country is less than it would be expected according to the attractions of the country, less investment arrives, or less people buy the products of the country. In the case of a product brand the replacement of the product name could solve this problem, but it is not that easy in the case of countries. The names of geographical locations usually have long historical roots, be it mountain peaks, lakes, seas, cities, and especially countries. These names are strongly connected to the life of local people who have got used to them, also adding to the difficulty of such name changes.

3. Using a new name instead of a colony name

Although changing the name of a country is definitely a complicated issue, there are examples that can be analyzed from a branding perspective, too. In some cases the new brand name or country name is meant to symbolise a new beginning. For example, when colonies claimed their independence, the first thing to do was to create a new name for the country.

In some cases the name of the coloniser had used to be a part of the country name, but was later omitted from it:

- New Spain – Mexico (1821)
- Spanish East Indies – Philippines (1898)
- Dutch East Indies – Indonesia (1945)
- French Sudan – Mali (1960)
- French Togoland – Togo (1960)
- British Guiana – Guyana (1966)
- Spanish Guinea – Equatorial Guinea (1968)
- British Honduras – Belize (1973)
- Dutch Guiana – Suriname (1975)
- Portuguese Guinea – Guinea-Bissau (1979)

In other cases the country name did not include any clear reference to the name of the colonising country, but the name change was meant to indicate something important:

- Siam – Thailand (1949)
- Gold Coast – Ghana (1957)
- Northern Rhodesia – Zambia (1964)
- Nyasaland – Malawi (1964)
- Basutoland – Lesotho (1966)
- Bechuanaland – Botswana (1966)
- East Pakistan – Bangladesh (1971)
- Ceylon – Sri Lanka (1972)
- Dahomey – Benin (1975)
- Ellice Islands – Tuvalu (1978)
- Gilbert Islands – Kiribati (1979)
- New Hebrides – Vanuatu (1980)
- Upper Volta – Burkina Faso (1984)

Sometimes the name was changed not only once but multiple times:

- German South-West Africa (1884) – South-West Africa (1915) – Namibia (1990)
- Southern Rhodesia – Rhodesia (1965) – Zimbabwe- Rhodesia (1979) – Zimbabwe (1980)
- Congo Free State (1884) – Belgian Congo (1908) – Republic of the Congo (1960) – Democratic Republic of the Congo (1964) – Republic of Zaire (1971) – Democratic Republic of the Congo (1977)
- French Somaliland – Afars and the Issas (1967) – Djibouti (1977)

Illustrations 3-6: Name changes communicated on the stamps of the countries



Source: http://i105.photobucket.com/albums/m235/Eli10149/Mali20Philexafrique_zpsq4xeqp3v.jpg



Source: http://images.delcampe.com/img_large/auction/000/313/133/577_001.jpg



Source: https://upload.wikimedia.org/wikipedia/commons/7/77/1959_Basutoland_National_Council_stamps.jpg



Source: <http://i.colnect.net/images/f/552/625/150th-Anniversary-of-the-First-Postage-Stamp-of-Sri-Lanka.jpg>

As a result of these name changes the countries' new beginning did not only involve their stamps, but many other aspects, too. Sometimes it was not just a restart, but a start from scratch. Therefore, they explored (and sometimes invented) their own historical heritage, similarly to their predecessors in 19th century Europe. For example, ancient Zimbabwe was a somewhat mythical African empire covering more or less the same area as today's Zimbabwe.

The historical relationship between ancient Zimbabwe and contemporary Zimbabwe is negligible, but the emotional relationship is important for the people living there. (OLINS 2004).

4. Difficulties of successor states

The other wave of new "brand names" and "brands" could be seen in the early nineties, when successor states gained independence after the breakup of the Soviet Union. Some of these countries had a historical past and long traditions, for example, Georgia, positioning the country using this name. On the other hand, other successor states such as the five Middle-Asian "stans" (Uzbekistan, Kyrgyzstan, Turkmenistan, Kazakhstan and Tajikistan) had never existed as sovereign states before the breakup of the Soviet Union.

In the meantime, Czechoslovakia also split into two countries, the Czech Republic and Slovakia – although not all people are aware of this. The author of this article also experienced this: a scholar from a renowned university in London held a presentation in Budapest in 2008, still referring to the country as "Czechoslovakia"...

The situation is no less complex if we consider the two successor states separately. The problem of the Czechs is that they find the official international name of their country (Czech Republic) rather long, but academics, branding experts and government figures have agreed that the form of government is an unimportant element regarding the commonly used version of country names. It is true that tourists usually do not go to the "Spanish Kingdom", or the "Commonwealth of Australia" for the vacation, but prefer to use the short names of the countries, not to mention Hong Kong, whose official name is "Hong Kong Special Administrative Region of the People's Republic of China".

However, the Czech Republic only has this official name, and there is no short version in English. Therefore the experts mentioned above recommended the name "Czechia" instead of "The Czech Republic", but this is quite similar to the name of another country, Chechnya. (It is also true that the latter "brand" has not been recognised by any states around the world.) On the other hand, several people in the Czech Republic would prefer to use the names "Bohemia" and/or "Moravia". This might be historically correct, but using these names would probably be wrong from a branding perspective, because average cosmopolitans are not so well educated in Central European history, and would not understand where the Czechs are from. (THE ECONOMIST 2004).

The situation of Slovakian citizens is not any easier as they are often confused with Slovenia, which also has linguistic reasons: the official name of Slovakia is "Slovenská Republika".

Illustration 7: Slovakia and Slovenia are often mixed up because of the similarity of their names

Brief comparison of these two countries in English:

Short Country Name	Slovakia	Slovenia
Formal Country Name	Slovak Republic	Republic of Slovenia
National Flag		
Location in the Central Europe		
A Hint...	ex-Czechoslovakia	ex-Yugoslavia
Capital City	Bratislava	Ljubljana
Local Short Country Name	Slovensko	Slovenija
Formal Local Country Name	Slovenska Republika	Republika Slovenija
ISO Codes	SK, SVK, 703	SI, SVN, 705
International Road Sign	SK	SLO
Internet Top Domain	.sk	.si

Source: <http://www.slovensko.com/slovakia/slo.htm>

Having mentioned Slavic peoples, their greatest problem is how the words Slav and Slavic are pronounced internationally. Less educated people pronounce the term "Slav" just like the word "slave" (although it is disputed that the pronunciation of this word is a part of general knowledge), and they draw the conclusion that Yugoslavia is the country of slaves – or at least it used to be as long as it used that name. Now there are six independent countries on the area of former Yugoslavia: Serbia, Montenegro, Croatia, Slovenia, Macedonia and Bosnia and Herzegovina. We could even include Kosovo on the list, although the country has remained unrecognised by many countries, and on 18 February 2008 the European Union decided not to recognise independent Kosovo formally, but let the member countries decide individually whether they recognise the country.

5. Campaigns based on country name changes

Regarding brand names, the most interesting example from the former Yugoslavian successor states is that of Macedonia. The country was required to use the odd-sounding name Former Yugoslav Republic of Macedonia (or even worse, its abbreviation, F.Y.R.O.M.) officially after its secession from Yugoslavia. They had to use this name in international diplomatic meetings, and the band from the country was presented using this country name at the Eurovision Song Contest. The reason was that the Greek government declared that Macedonia – as a geographical area – is much larger than the newly declared republic of Macedonia, and most of it belongs to Greece. The insistence of the Greek may not look nice, but it can be understood from a branding point of view: they would like people to relate Alexander the Great and his heritage to Greece and not to the Republic of Macedonia, also affecting the number of tourist visits to the country. On the other hand, it is also understandable that the people of the new state wish to use their original name, and they even launched a campaign to this end (as presented in the illustration): "Don't you F.Y.R.O.M. me. Say Macedonia." and "Call me by my name. Say Macedonia."

Illustrations 8-9: Don't you F.Y.R.O.M. me. Say Macedonia.



Source: http://mein-makedonien.blogspot.hu/2012_11_01_archive.html

Interestingly, another – seemingly more prominent – brand, a country with a more positive image also considered changing its name. Great Britain experienced that the perception of the country in former colonies was negative in many respects, and the word "Great" in the name of the country sounded somewhat imperial. Although the name of the country was not replaced, most of its image materials only use its shorter name, that is, Britain (PAPP-VÁRY 2005).

Illustration 10: Great Britain omitted the word 'Great' from its image advertisements. This shorter version of the name is more favourable from a branding point of view, and has less negative associations in former British colonies.



Source: <http://logoart.vn/blog/logo-nganh-du-lich-cua-mot-so-quoc-gia/>

This was not the first major name change considering the history of Great Britain. It is known all around the world that the royal house of the United Kingdom is called the House of Windsor. However, that name has only been used since 1917, when a proclamation by King George V declared that the use of the name Saxe-Coburg and Gotha would be discontinued – its German resonance and origins have become inconvenient for them in World War I.

Illustration 11: A proclamation by King George V from the year 1917, declaring that henceforth the the royal family would use the name Windsor, and the use of all German titles would be discontinued

TUESDAY, 17 JULY, 1917.

BY THE KING.
A PROCLAMATION

DECLARING THAT THE NAME OF WINDSOR IS TO BE BORNE BY HIS ROYAL HOUSE AND FAMILY AND RELINQUISHING THE USE OF ALL GERMAN TITLES AND DIGNITIES.

GEORGE R.I.

WHEREAS We, having taken into consideration the Name and Title of Our Royal House and Family, have determined that henceforth Our House and Family shall be styled and known as the House and Family of Windsor:

And whereas We have further determined for Ourselves and for and on behalf of Our descendants and all other the descendants of Our Grandmother Queen Victoria of blessed and glorious memory to relinquish and discontinue the use of all German Titles and Dignities:

And whereas We have declared these Our determinations in Our Privy Council:

Now, therefore, We, out of Our Royal Will and Authority, do hereby declare and announce that as from the date of this Our Royal Proclamation Our House and Family shall be styled and known as the House and Family of Windsor, and that all the descendants in the male line of Our said Grandmother Queen Victoria who are subjects of these Realms, other than female descendants who may marry or may have married, shall bear the said Name of Windsor:

And do hereby further declare and announce that We for Ourselves and for and on behalf of Our descendants and all other the descendants of Our said Grandmother Queen Victoria who are subjects of these Realms, relinquish and enjoin the discontinuance of the use of the Degrees, Styles, Dignities, Titles and Honours of Dukes and Duchesses of Saxony and Princes and Princesses of Saxe-Coburg and Gotha, and all other German Degrees, Styles, Dignities, Titles, Honours and Appellations to Us or to them heretofore belonging or appertaining.

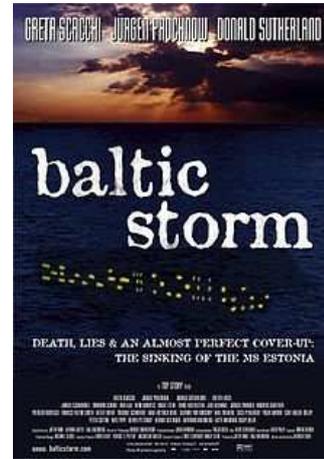
Given at Our Court at *Buckingham Palace*, this Seventeenth day of *July*, in the year of our Lord One thousand nine hundred and seventeen, and in the Eighth year of Our Reign.

GOD SAVE THE KING.

Source: <https://greatwarlondon.files.wordpress.com/2012/06/1g-17-7-17.jpg>

Another interesting case was that of Estonia. The country tried to avoid using this English version of the country name and use Estland instead for some time (see, for example: SZONDI 2007) as certain studies claimed that the name Estonia would remind people of a tragic accident in 1994, when a ferry called Estonia sank between Tallinn and Stockholm, claiming 852 lives. Some years later a thriller titled *Baltic Storm* starring Donald Sutherland was also based on the events, but the "baltic storm" finally subsided, and the country kept the name Estonia.

Illustrations 12-13: Estonia first considered changing its country name when the ferry Estonia sank in 1994, claiming 852 lives. A thriller based on the events was produced nine years later.



Source:

<http://static.err.ee/gridfs/65B26F661A596AEDBDA85BB027D03CC37A5E7CCC3AD1EA9DFE3B97AA0FF5F563.jpg?width=718>, and http://www.imdb.com/media/rm1087151360/tt0313250?ref_=tt_ov_i

Changing the English name of the country became an issue again in the early 2000s. The proposed new version was "E-stonia" (meaning "E-Estonia"), suggesting the outstanding development of Estonian information technology. They had a realistic background for this new name, because according to a report by McConnell International Taiwan and Estonia were ranked first and second in the international rankings regarding the so-called e-climate of the countries. Estonia was the first country in Europe to introduce the electronic identity card, and it was the first place to allow people vote for their representatives online. E-Estonia was also successful as a vision: its citizens knew they had to work hard in order to make their country competitive.

It is also interesting that Lithuania, another Baltic state, was also thinking about changing its name in 2008 (REUTERS 2008). The government spokesman said that "Lithuania's transcription in English is difficult to pronounce and remember for non-native English speakers". As a result of the citizens' opposition and criticism by the media, the country name was never changed, but they created a slogan for the country: "Lithuania – A brave country").

Illustration 14: Lithuania also considered changing its name in 2008

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Lithuania considers name change in makeover plan
Fri Jan 25, 2008 6:28pm GMT

VILNIUS (Reuters) - Lithuania is thinking about changing its name in English to something easier to pronounce in plans to boost its image, officials said on Friday.

The small southern Baltic state, in the shadow of neighbours Russia, Germany and Poland, wants to raise its profile to attract more investments and tourists.

A commission led by the prime minister approved a marketing concept which says the country of 3.4 million people should promote itself as daring. A name change is also being mullied.

"Lithuania's transcription in English is difficult to pronounce and remember for non-native English speakers, but the name change is only an idea under consideration," said government spokesman Laurynas Bucalis, who led the group behind the recommendations.

Source: <http://uk.reuters.com/article/2008/01/25/oukoe-uk-lithuania-name-idUKL2578236020080125>

Another 'playful' suggestion to change the name of a country (in this case, Guatemala) was made by AL RIES, one of the fathers of positioning. According to him, the Central American country could best differentiate itself if it highlighted that it was once the centre of the Maya empire, and, in order to shape its image that way, the country should use letter y instead of the letter l in its name, making it Guatemaya. The local people could find their historical roots in this name, and it would also be a clear signal for tourists (RIES – RIES 2002, p.150.)

Illustration 15: In the case of Guatemala, changing the name into Guetamaya might be logical as it could serve as a reference to the Mayan heritage and related sights



Source: <http://static.tumblr.com/lqoeafx/Rhalsain4/guteintlog.jpg>

6. Country names in slogans

If we are looking for the origin of the word 'slogan', we must travel back to Gaul in time and space. Gallic people used the word 'sluagh-ghairm' as a battle cry.

Although we do not use the word as a battle cry anymore, we can be sure that similarly to brand names, slogans are an extremely effective tool for the development of brand equity, as KOTLER, the "Pope of Marketing" and KELLER, one of the most famous experts of branding said in their book *Marketing Management* (2012, p. 293.).

They also highlight that the role of the slogan is to provide a reference point or clue to customers in order make them understand what's behind the brand, and what makes it special. (Kotler-Keller 2012, p. 293.)

There have been several attempts to define the elements of good slogans, and experts usually mention the aspects listed below (Papp-Váry 2013):

- It grabs positioning
- It has a clear message and communicates the "story" of the product
- It includes "consumer and customer advantage"
- It differentiates: it is unique and original
- It carries a positive connotation
- It is inspiring: it urges us to buy the product, or get more information about it
- It is relatively short (not longer than 5 words)
- It is easy to memorize and repeat
- It harmonizes with the logo
- It is catchy and witty
- It can be used and sustained on a long term

Anyway, we only remember a few slogans. A test:

What is the Nike slogan? Was it an easy one? Yes, "Just do it". What does it refer to? Basically, it suggests that you should not look for excuses, but get your sports shoes and run.

Okay, and what is the Adidas slogan? It is not that easy, is it? The two brands are head-to-head competitors of each other on the world sports market, with similar sales, both spending a lot of money on advertising. Anyway, their slogan is "Impossible is nothing".

Now let us see the slogan of brands such as Intel, Gösser, HBO and Calgon. These are probably easier to recall:

- "Intel Inside"
- "Gut. Besser. Gösser."
- "It's not TV. It's HBO"
- And of course: "Washing machines live longer with Calgon"

What do these slogans have in common? They all include the brand name.

This does not necessarily mean that only slogans following this pattern could be successful, but it is not at all surprising that DAVID OGILVY said in his book *Ogilvy on Advertising* (2001) that the headline of an advertisement should contain the brand name if possible. PAUL ARDEN, a former creative director of the Saatchi&Saatchi advertising agency, also voiced a similar opinion (2003).

Although they suggested this for advertisement headlines, their statements are just as valid for slogans – or even more (see by the book *The power of brand names* by PAPP-VÁRY, 2013):

- „Today, Tomorrow, Toyota” – the Toyota slogan says.
- „The Coke Side of Life” – as Coke suggests.
- „You’ve been Tangoed” – said the slogan of the Tango fruit (primarily: orange) juice brand, whose advertisements featured a giant orange man with a tendency to surprise unsuspecting people.
- ”A Guinness a day is good for you.” – If the slogan declares that it is good for us to drink it, then we must drink it. The slogan was first used in a campaign in 1928, and the reason for creating this slogan is that it was originally recommended as a medicine. (HAIG 2003, p. 201-203.) Later it remained a beer, and the daily portion was also omitted from the slogan, so it became ”A Guinness is good for you”.
- ”Australians Wouldn’t Give a XXXX For Anything Else” – this is the slogan of the Australian XXXX beer, referring playfully to the English expression ”don’t give a f...”.
- ”Citi never sleeps” – the Citibank motto refers to the great effort and hard work of the company staff. It is also a reference to the well-known sentence ”The City That Never Sleeps” which is one of the ”nicknames” for New York, and the Citi headquarters are also located there.
- ”No FT, No comment” – the slogan for the financial daily Financial Times
- ”Come to Marlboro Country” – a slogan accompanied by the world’s longest running advertising campaign, where we could see a cowboy enjoying his freedom.
- ”Happiness is a cigar called Hamlet.” – according to the slogan, happiness is Hamlet cigars.
- ”Maybe she’s born with it. Maybe it’s Maybelline.” – a brilliant slogan by Maybelline cosmetics suggesting that the lady was either born beautiful, or Maybelline made her a beauty.

If this works in the case of products, then there is a great chance that countries making the brand name (that is, the country name) a part of the slogan are on the right way, too – at least they are right in the sense that their brand can be clearly identified, and it is easier for the consumers to remember the slogan.

The following examples have been created this way, and the illustrations below demonstrate their concept:

- Smile! You are in Spain
- 100% Pure New Zealand
- Incredible India
- I feel love, I feel Slovenia
- Britain is Great

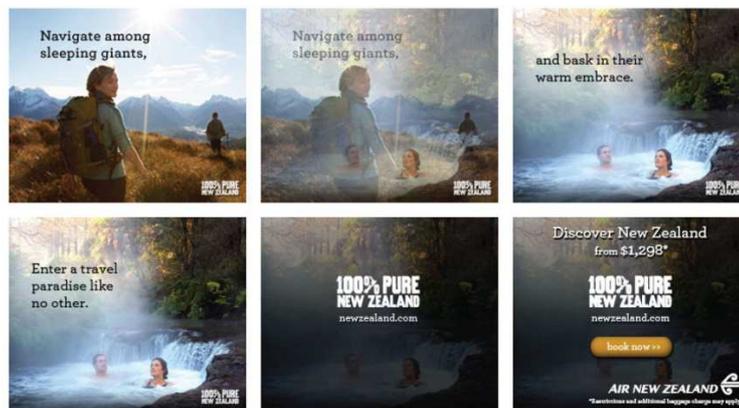
Illustrations 16-24 – Examples for slogans incorporating the country name



Source: <https://citybrand.files.wordpress.com/2012/04/smile-you-are-in-spain.jpg>



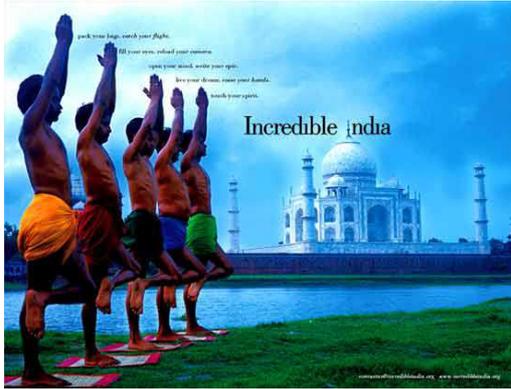
Source: <https://m2.behance.net/rendition/pm/2518645/disp/4c20a23dd58300d7b26b5519ab339dc5.jpg>



Source: <https://aboutourism.files.wordpress.com/2012/10/hike-jv-banner.jpg>



Source: http://images.tvnz.co.nz/tvz_site_images/national_news/2012/08/not_pure_enough_for_exports_3.jpg, and http://imagineators.co.uk/wp-content/uploads/rugby_sml2.jpg



Source: <https://nationbrandinglab.files.wordpress.com/2011/01/india51.jpg>, and https://gtpcuninaefsjan2012.pbworks.com/f/1322725704/india_incredible-india-tourism-campaign-10.jpg



Source: <http://www.f3c-moonlight-cup.si/wp-content/uploads/wppa/1059.jpg?ver=1>



Source: <http://blogs.fc.gov.uk/leighturner/files/2013/05/2312457.jpg>

The most unique example is undoubtedly the last one. As it is clearly visible, the campaign highlights the word 'Great', which is the opposite of what has been discussed above, that is, Great Britain would like to get rid of the adjective 'Great' for a number of reasons. It might seem paradoxical, but this campaign serves the same purpose in a sense. Its message structure is built up in a way that instead of characterizing the country or the empire, the adjective Great describes heritage, music, sport, entrepreneurs, innovation, or even shopping – all offering great opportunities.

However though, the key question regarding slogans is probably not the slogan itself, but its consistent use, and this is valid for both for the geographical range and the timespan of the advertisement, too.

”Maintaining absolute control and conducting the same campaign in every country paid huge dividends (...) it was just like McDonalds – you are going to get the Big Mac”, said GEORGE HICKTON, director of Tourism New Zealand (see PIKE 2007, p. 14.). If a country keeps on communicating its message for years or decades, it will get through and be imprinted sooner or later – just like Nike’s ”Just do it” did. On the other hand, we are unlikely to get the expected result if we change the slogan from campaign to campaign.

This is even more valid for countries than traditional brands. In the case of product and service brands, newly arrived marketing directors often want to leave their mark on corporate marketing, therefore they find out completely new slogans, logos, and marketing communications concepts. The chances are even greater if the new head of marketing also starts to work with a new advertising agency.

In the case of countries, regions and cities the picture may be even more complicated as a result of political games – in such situations, new leaders want to prove that they are better or different, and they think that their ideas are better ”in any case”. This is not only true for Hungary, but also for most of the world’s countries. Research conducted by STEVEN in 1982, 1993 and 2003 showed that only six of the forty-seven US state slogans used in 1982 were still in place in 1993, and only thirteen slogans were used in 2003 out of the forty-three slogans examined in 1993. Within 21 years, most slogans changed, and only six of them were used in their original version (see PIKE 2007).

7. Summary

Although the terms nation branding and country branding only appeared in 1996, there is an extensive literature devoted to them, and organisations responsible for the coordination of country branding have been created in several countries.

The three main aims of country branding are: to attract more tourists to the country and increase their spending; increase the number and value of foreign investments in the country; and increase the international success of products originating from the country.

To this end, country branding harmonises strategic communications and marketing communications messages about the country. Its most important aspects include the building of the country image and a uniform visual and verbal identity. Country slogans and country logos have been discussed in several publications, but brand names (country names) have not been in the focus of analyses, which is rather surprising as brand names are essential in communications.

But can a country change its name the way product brands do from time to time? As this article has pointed out, examples do exist. In some cases the countries wish to communicate their new beginnings through the use of a new brand name (in this case, a new country name). For example, when colonies claimed their independence, the first thing to do was to create a new name for the country. Something similar happened when the former Soviet Union and Yugoslavia broke up.

As this study has shown, some countries still have changing their names on the agenda. Possible reasons include the complicatedness of the country name, or its similarities with the names of other countries, both resulting in disadvantages in the competition of countries.

A country name is also extremely important because it is the only common element in the communications campaigns of the country – and wise countries make advantage of this, sometimes even integrating the country name in their slogan.

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