

## **LOST IN TRANSLATION**

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The practice of branding is much older than the word. In the medieval times, branding was used not only to mark cattle but also to identify goods. Watermarks also emerged in the medieval period as a way for paper makers, printing houses, and other guilds to distinguish their products and property.

A couple of centuries later, the Industrial Revolution gave rise to mass branding. Due to the rise of the mass production and shipment of products like ale and wine, batches were formed for wider distribution and producers began burning their mark into crates and cases of goods to distinguish themselves from their competition. Over time, a brand evolved into a symbol of quality rather than ownership. By the late nineteenth century, advertising and corporate branding were introduced, which later extended to non-profits, political groups and even personal brands for celebrities.

In 1990, Simon Anholt coined the term 'Nation Branding'. Until then, branding was mainly viewed as a product and/or service based activity. Nation branding in its broadest sense, refers to the application of corporate branding strategies to individual nations with the aim of influencing foreign affairs and international interactions. It focuses on developing an appealing, positive image in order to support a nation's presence and influence in the international realm. The aim is to create and promote a distinct self-image and international reputation that will most effectively serve a nation's interests. Associating nations with generalized qualities can have a profound influence on a country's perceived character and standing in the world.

The objective of a branding campaign can vary depending on the priorities of the government, but most campaigns focus on common issues such as attracting foreign investment, facilitating trade, and, more generally speaking, developing a more positive image abroad.

Nation branding has been successfully implemented by many countries including the United States, Canada, France, United Kingdom Taiwan, Malaysia, Japan, China, South Korea, Singapore, South Africa, Australia, New Zealand, Paraguay and most Western European countries. As discussed

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above, having a strong national brand carries numerous benefits. A country is associated with certain values and symbols, which increases its international recognition and increases confidence in the state. However, a strong national brand is built neither quickly nor easily.

A country that is testament to this fact is Poland. While Poland as a brand exists, the country still lacks a cohesive image campaign and a common branding concept. At the central level, it is not very visible, well-known or well-defined. The aftermath of the Holocaust in Poland by Adolf Hitler's German troops still remain as a dark mark in Poland's history and is remembered even today.

Keeping in mind the poorly branded cultural values and democracy, the nation aimed towards building a common ground for recognition of the country. Furthermore, Poland needs to address issues at stake such as the perception related to security concerns and economic development.

Despite its first unsuccessful strategy towards nation branding, the country is still working towards positioning itself in brighter light among the world's top branded countries.

### **TASK AT HAND:**

You are a marketing representative from Resonance Consultancy. It is a company that combines business strategy and marketing creativity to help shape the future of countries, cities and communities around the world with research, strategy, branding and positioning.

Your task is to pitch to the tourism ministry of Poland:

- The identity Poland should associate itself with. Supplement the same with a positioning statement.
- Country logo, tagline and relevance of the same.
- Domestic and international marketing campaign.
- Public Relations campaign.

### **DELIVERABLES:**

- A PowerPoint Presentation.
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