

**New Zealand brand building and promotion tools during Jacinda Arden's rule
from 2017 to 2022**

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In the modern world each country has its own nation brand which becomes an important factor in the development of economy and tourism. It also can increase the attractiveness of the state in order to engage international investments. However, the problem is that not every country can create and promote a catching image on the world stage. It faces many problems related to the choice of key brand attributes and financing.

New Zealand is one of the successful examples of national branding. New Zealand Story was launched in 1988. This program shows how effectively create national image using a minimum amount of resources, referring to the country identity and traditions.

In the scientific literature authors usually analyze the nation formation and promotion of large countries with cultural and historical characteristics known to a wide audience. The problem is that much less researchers study the smaller countries with limited budgets. But New Zealand has effectively developed its national brand, conveyed cultural, historical and economic advantages to a wide world audience

The works of leading foreign and Russian researchers on the topic of national branding were used in this paper, among which it is possible to distinguish S. Anholt, K. Dinnie, F. Kotler, D. Vizgalov, A. Stas, M. Fetscherin, E.A. Danilova and others.

General theoretical methods of research: analysis of documents, classification, synthesis, comparison, as well as the method of case study which analyzed the successful case of New Zealand for the brand formation and promotion were used in the work.

Nowadays the term "national brand" is defined as a set of country image characteristics which was formed both spontaneously and with the help of special technologies. It helps to form the main advantages of the country for different target audiences, increases the importance of the country in the international arena [2]. National image is aimed at achieving political, economic and communication objectives.

The process of national brand formation includes several stages such as analysis of the national brand, target audiences and image characteristics, identity, marketing and communication technologies. The most common channels of communication promotion include posting in the media, holding major events, producing symbolic products, using Internet technologies [3].

New Zealand was one of the first countries in the world purposefully develop its national brand and promote it on the world stage. The country's national branding is based on the culture of the indigenous Maori people, the clean and pristine nature of the country, and its investment and business attractiveness. The main goals are to attract tourist flows, increase the competitiveness of its export products, and attract international investment.

The country's brand positioning consists of three main components - "Open Spaces," "Open Hearts," and "Open Minds:

1. Open Spaces tell about the country's beautiful natural landscape and pristine environment.
2. Open Hearts speak to the value of the people behind New Zealand companies and the unique way of doing business, the ease of starting and doing business in the country.

3. Open Minds testify to the ingenuity and innovative potential of many New Zealand businesses [5].

Brand promotion was predominantly implemented through online channels with an emphasis on the visual component, but also through brand exports, hosting and participation in international events. New Zealand's position in national brand rankings such as Anholt-Ipsos Nation Brands, Index Brand Finance, FutureBrand has mostly improved. It underlines an improved perception of the global target audience, growth in certain indicators including export of goods and tourism [1,3].

The study revealed that the formation and promotion of New Zealand from 2017 to 2022 was very actively developed. Compared to previous periods branding has become much more inclusive, including not only tourism, but also exports, education, sports, investments, diplomacy which allows to make the brand perception more comprehensive in order to cover different segments of the international target audience [6].

The study showed that New Zealand was one of the first countries in the world that purposefully started to develop its national brand and promote it on the world stage. National branding is based on the culture of the indigenous Maori people, pure and pristine nature of the country, its business attractiveness. The main goals of national branding in New Zealand are to attract tourist flows, increase the competitiveness of its export products and engage international investments.

References

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