



## **HOW TO BRAND NATIONS USING SOCIAL MEDIA** **Case study ROM Tricolor Campaign**

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## Aim

The aim of this paper is to prove that, within the “experience economy”, the country branding may be reconsidered having in mind that the marketing practices just “targeting” the consumer are becoming less relevant to a consumer that wants to interact with the brand, to manage its relation with the product, to influence the way its peers are relating themselves with the brand.





# Managing CB and/or communities

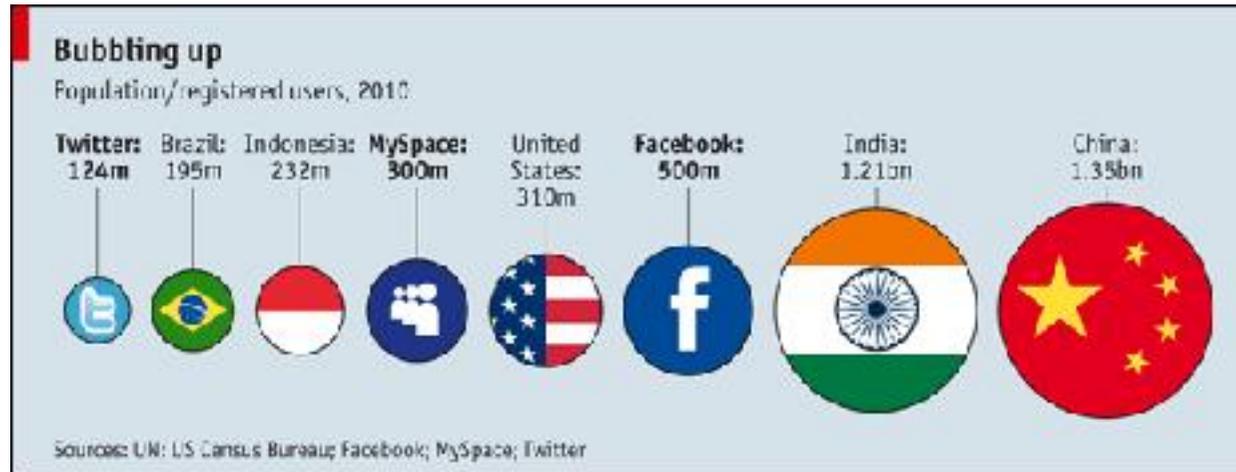
*“A COUPLE of months or so after becoming Britain’s prime minister, David Cameron wanted a few tips from somebody who could tell him how it felt to be responsible for, and accountable to, many millions of people: (...) He turned not to a fellow head of government but to Mark Zuckerberg, the founder and boss of Facebook, the phenomenally successful social network.”*

**The Future Is Another Country.**  
**The Economist**, July 22nd 2010





# Branding or Sharing



*Is Facebook a place that needs governing, just as a country does? Brad Burnham of Union Square Ventures, a venture-capital firm, has argued that the answer is yes. In the spirit of liberal politics, he thinks the job of Facebook's managers is to create a space in which citizens and firms feel comfortable investing their time and money to create things.*

*The Economist, July 22nd, 2010*





# CB Sharing



Germany (82.5 mil.)

<http://www.facebook.com/pages/Germany/184263365374?sk=wall>

**69.776**like this**289**talking about this



UK (62,2 mil.)

<http://www.facebook.com/FacebookUK>

**206.008**like this**2.405**talking about this



Romania (22 mil.)

<http://ro-ro.facebook.com/pages/Romania/50146014592>

**42.079**like this **497**talking about this



Bulgaria (7,6 mil.)

<http://bg-bg.facebook.com/pages/Bulgaria/6576653287>

**60 591**like this**1 347**talking about this

Communication style:

*organized information, formal, official, professional - UK, Germany;*

*subjective, personal, not organized, informal - Romania, Bulgaria*





# Romania on Facebook

2012: A totally non-formal approach probably managed by a private user. Content: jokes, funny pictures, parodies, private family pictures, etc.



2012: A totally non-formal approach probably managed by a private user. Content: jokes, funny pictures, parodies, private family pictures, etc.





# Back To Romania



## YouTube

About **705,000** results · Search results for **Romania**

About **239,000** results · Search results for **Romanian music**

About **220,000** results · Search results for **Romanian**

About **135** results · Search results for ***Explore The Carpathian Garden***



## Twitter

**@roTWITTER** Romania

29331 tweets 1684 following 2019 followers, 65 listed



## eBay

Romania on sale for one day.

The tender has started from one dollar the second offer was \$2,25,  
in the afternoon the price reached: \$10700, but the last offer was \$99,9 millions.

<http://cgi.ebay.ca/ws/eBayISAPI.dll?ViewItem&item=298771786>

\*results in February 2012





## Romania on ebay



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# eBay

*The government of Romania's biggest fear is to "sell the country." (...) And we thank eBay and the rest of the capitalist world for making it possible. Hence, for sale is a non-functional eastern-european country named Romania. The item is sold AS IS, for parts or repair, absolutely NO RETURN or warranty of any kind! It's a broken country! Don't come back to me and say I didn't stated it clear enough, or that you just changed your mind. All parts may or may not be there. Many are rotten, and will need replacement (see government). Many parts will need to be refurbished (see large percentage of population). But make no mistake! If you fix it, this could be one GREAT COUNTRY, and one GREAT PEOPLE. (...)*

*I will happily answer any questions you may have via email. For reasons undisclosed I am obliged to sell many of my other beloved countries. Stay tuned and check soon for my other auctions.*

*This is sold with NO RESERVE so please bid early or the bid snipers will outbid you in the last*





# Romania branding campaigns



1995 – “*Eterna și fascinanta Românie*”; book  
10.000 issues 6-7 mil USD

2004 - Romania mereu surprinătoare - *Simply surprising* 2mil euro

2007 - *Fabulospirit* (concept, and strategy )  
GAV&Scholtz and friends - 100.000 euro

2009 - *Land of choice* cost estimate 1, 6 mil euro,  
550 TVCs Eurosport , 475 TVCs Eurosport 2, 325  
billboards x 6 sec. sponsorship Eurosport, internet  
9.000.000 bannere. 529 TVCs - CNN - cost  
covered by BRD Societe Generale (logo)

2010 - *Explore the Carpathian garden* - 900.000  
euro + 75 mil. For the next 3 years, THR&Taylor  
Nelson





# Logos



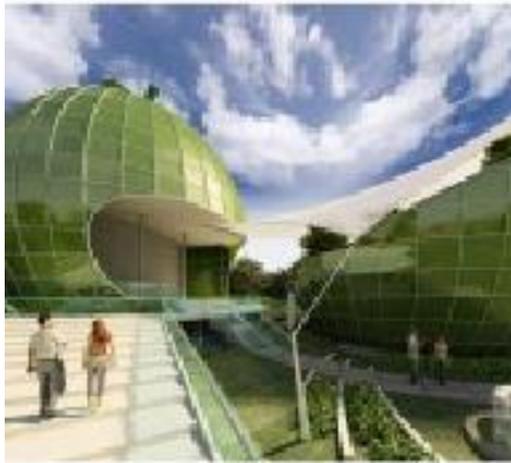
**The old logo was somehow resembling the logo of Poland**





# Explore the Carpathian Garden

*Campaign launch - 2010 Shanghai World Expo*



*Romania launched its new tourism brand, under the slogan Explore the Carpathian Garden, in the presence of Tourism and Regional Development minister Elena Udrea in Shanghai on Thursday. But the moment was shadowed by controversy back home as bloggers revealed that part of the logo is almost identical to an image available for cheap on the internet.*

*Just several minutes before the brand, aimed at luring foreign tourists to Romania, was launched officially at the Shanghai international fair, several Romanian bloggers read on Thursday morning that Romania's logo is almost identical with the logo of British transport project Change Transport - **the information first appeared on Piticu.ro blog and was quickly quoted by the press.***

Source: HotNews.ro





# Explore the Carpathian Garden

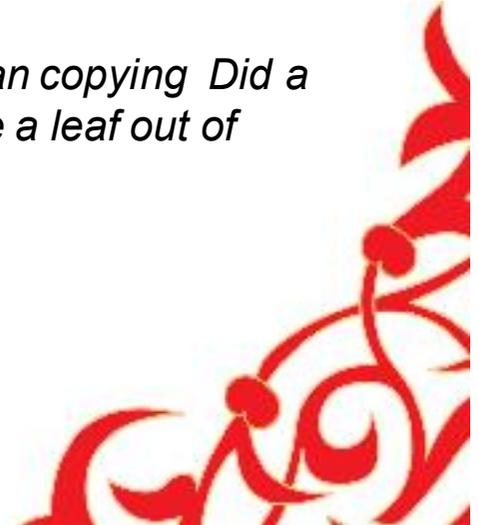


*KICKING off a promotional campaign with a plagiarism scandal is not the most orthodox way to attract clients. But in Romania, it may work. On the day Romania's "explore the Carpathian garden" tourism campaign was launched at the Shanghai World Expo, a blogger revealed that its logo "a green leaf" resembled that of a British clean-transport company. images, she says*

***The Economist:***

*Aug 5th. 2010*

*Plagiarism in Romania. Carpathian copying Did a Romanian tourism campaign take a leaf out of someone else's book?*





## Explore the Carpathian Garden

*A Belgian designer then claimed to have produced the image and marketed the rights through an online library. The logo can be bought for \$250 and has been used by several other companies throughout Europe.*



*The company responsible for the campaign, THR-TNS, a Spanish-British joint venture, claims the similarity between the two images is coincidental. But Romania's tourism minister, Elena Udrea, has decided to freeze payments to the company until the issue is resolved (although the image will continue to be used for the moment). The company was legally required to use original artwork rather than stock images, she says*

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# Explore the Carpathian Garden

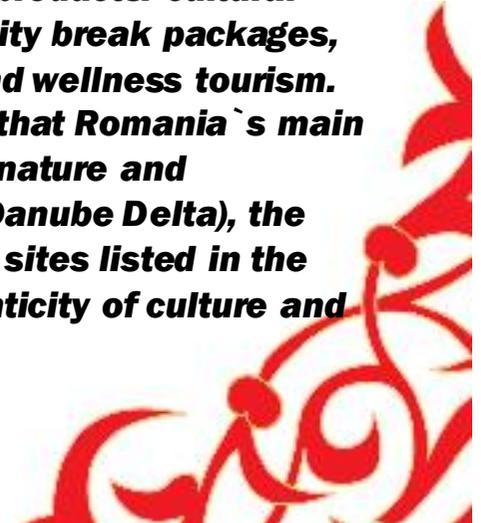
## **Romanian Ministry of Regional development and Public Administration – Press Release:**

### **Spoofs:**



***“Romania`s tourist brand, was conceived on the basis of an ample market research conducted in Romania and in the eight main markets for the Romanian tourism, namely Germany, Great Britain, Italy, Russia, Austria, USA, France and Hungary. The study has two components: a qualitative and quantitative one, including 10,800 telephone interviews, 90 direct interviews, 2 focus groups, 5 workshops with the project team and 3 branding-councils.***

***The conclusions of the market research pointed out Romania`s most competitive 6 tourism products: cultural circuits, nature tourism, rural tourism, city break packages, active and adventure tourism, health and wellness tourism. In the same context, it was established that Romania`s main competitive advantages are untouched nature and landscapes (the Carpathian chain, the Danube Delta), the uniqueness of the cultural heritage (the sites listed in the UNESCO heritage), as well as the authenticity of culture and lifestyle.***





# Explore the Carpathian Garden

## Spooofs:



***The target group is represented by the discerning travellers, willing to make additional efforts to reach unexplored places and to escape from the areas crowded by mass tourism.***

***These people travel frequently, live in medium / large cities, lead a healthy active life, are open and tolerant, choose destinations with values in which they believe and share, respect the natural, social and cultural environment, are experienced in using the latest generation technology, read much, both at home and on travels, search details about they places they travel to by using the internet, travel guides and other recommendations.***

***Discerning travellers are opinion leaders and trend makers and their recommendations can lead to attracting new segments of tourists to the destinations that impressed them in a pleasant way.”***

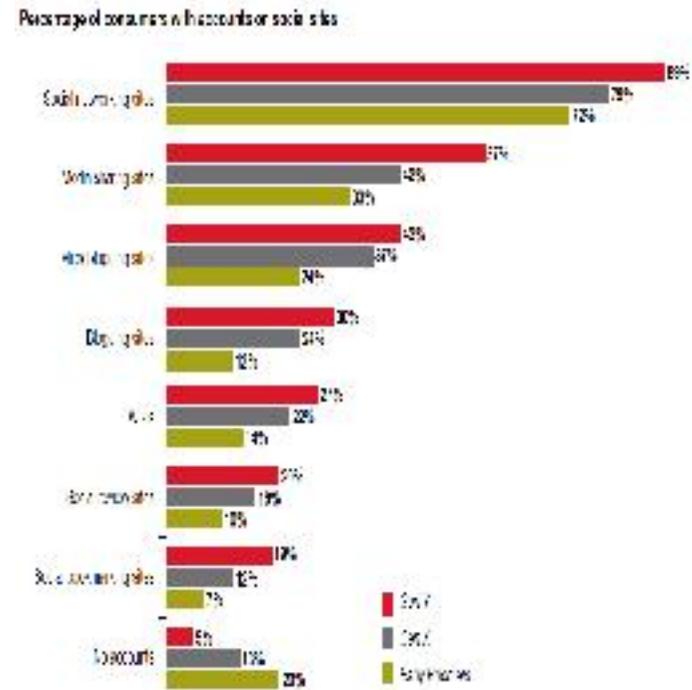




# Time To Change MKT Strategies

*“The penetration of social media is growing inversely with age. 89 % of the Generation Y members are connected to social networks. It is clear then, that the Generation Z - the digital natives - will not be able to remember life without social media.”*

**From social media to Social CRM – What customers want - IBM research, first part.**



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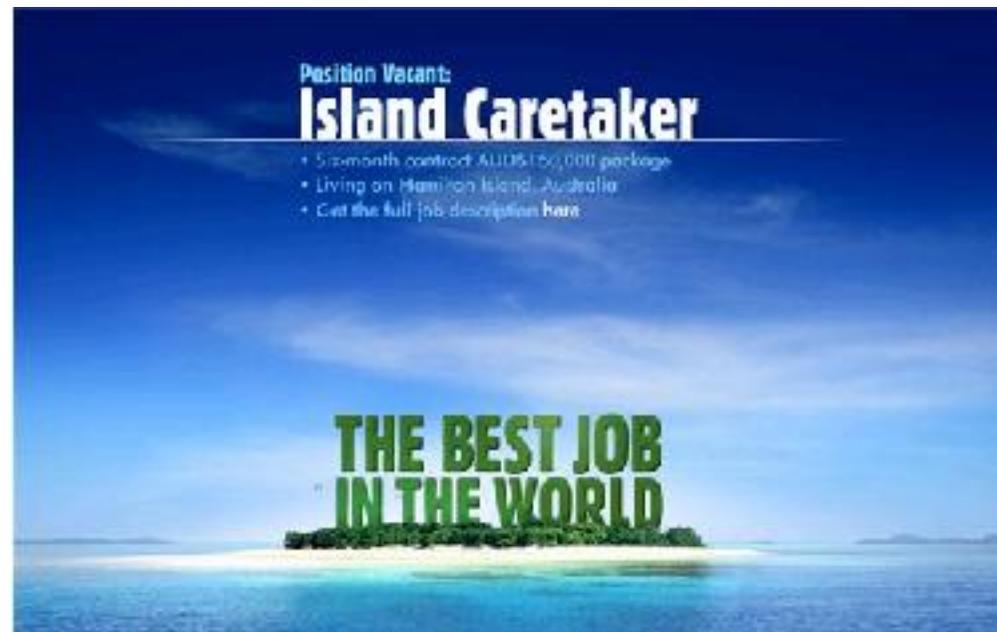


# An Focus Other Perspectives

The Hamilton Island brand promotion:

or.. best job in the world is an .... Island  
... and a lot of PR.

Anthony Hayes, Chief Executive, Tourism Queensland, said: *"We are looking for someone to tell the stories of the Great Barrier Reef and we have come up with what we think is the dream job. The post is being advertised as "caretaker" on Hamilton Island in Australia's Whitsunday Islands."*





# The Hamilton Island Buzz

The salary and all the other facilities were making the difference.

*“No formal qualifications are needed but candidates must be willing to swim, snorkel, dive and sail. In return, the successful applicant will receive a salary of A\$150,000 (\$103,000, £70,000) for six months and get to live rent-free in a three-bedroom villa, complete with pool. The new recruit will work for just 12 hours a month. Duties include feeding some of the hundreds of species of fish and collecting the island's mail.”*

Now on facebook:  
**11.483** like this **896** talking  
**116.907** were here





# A Chocolate Bar: Rebranding The Nation

**In 2011, a chocolate bar campaign was promoting the “Romanian national Identity” using a MKT strategy based on “user generated content” with considerable good results and a relatively small budget.**

- **9 international prizes;**
- **first prize Cannes Lions: Brand Building;**
- **10% sales increase**

**ROM: was the most popular and the only Romanian chocolate bar dating from the communist regime.**

**Several “re-launching” campaigns after 1989 based on the “memory of the brand”.**





# Impact

**Based on the idea that “the Romanians are Smart” the ROM Tricolor campaign has managed to change the Google entries for the phrase “Romanians are...”**

**Before the campaign the entries were only negative:**

**"paduchiosi" (lousy), "lenesi" (lazy) sau "hoti" (thieves),**

**After the campaign, the results were :**

**“clever”, “educated”, “beautiful”, “lousy” and “intelligent”.**

**•the phrase „romanii sunt destepti” : “Romanians are smart” has been searched of about 600.000 times.**

**•the first Google suggestions for:**

**google.fr : “les roumains sont intelligents” google.it: „i rumeni sono intelligenti**

**google.es: “los rumanos son inteligentes”**

**google.co.uk sau google.com, google.nl: roumanians are smart”**

**•Moreover a lot of spoofs and virals were creating Country Brand Buzz all over the world.**





# Before ROM Tricolor

**Which was the best campaign for promoting Romania before 2011?**

1. Don't know 28.98%
2. Made in Romania 25.29%
3. **The fascinating** Romania 16.31%
4. Explore the Carpathian garden 15.41%
5. Romania, land of choice 9.42%
6. Romania simply surprising 2.74%
7. Fabulospirit 1.85%

Source: Ziare.com





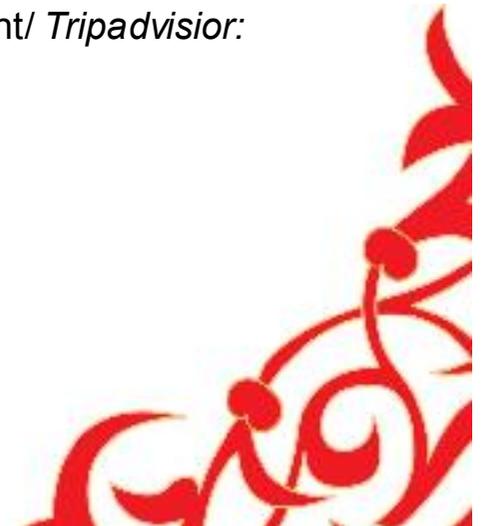
# Statistics

**2008** *Country Brand Index (CBI) FutureBrand*: Romania ranking 76 out of 78 countries

**2009** *Country Brand Index (CBI) FutureBrand*; Romania ranking 81 out of 102 countries.

**2011** *Country Brand Index (CBI) FutureBrand*; Romania ranking 101 out of 113 countries.

**2012** Bucharest top five recommended destinations: User generated content/ *Tripadvisor*:



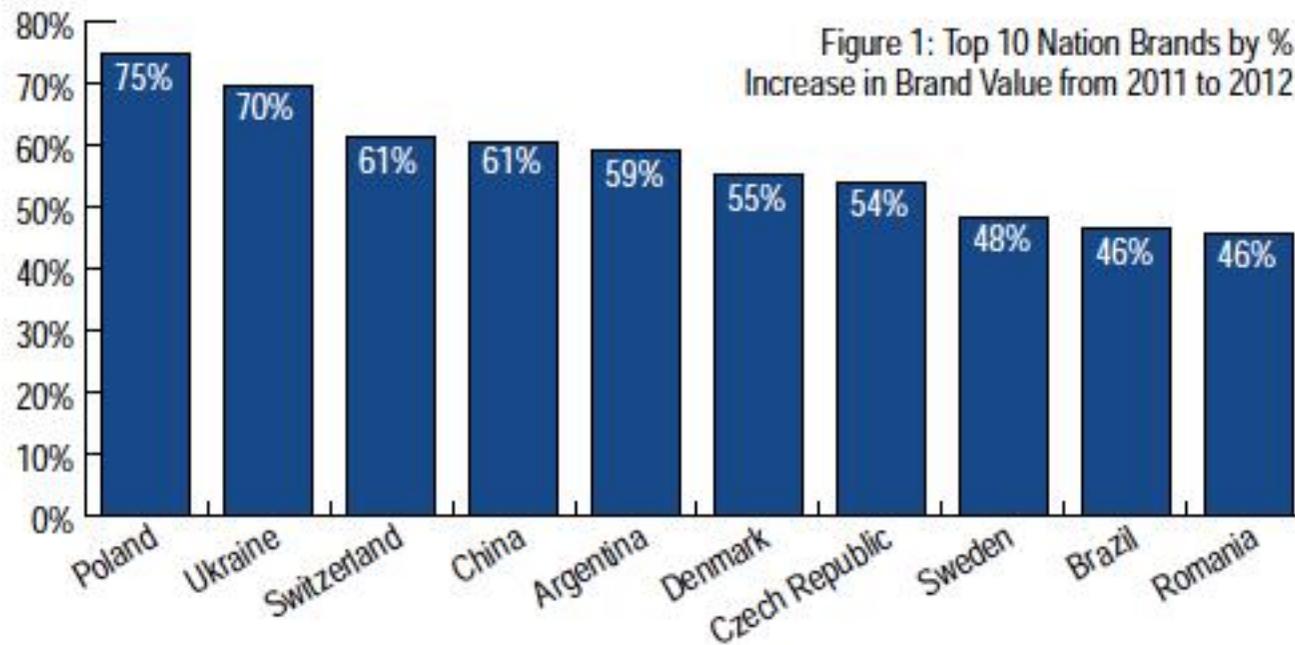
# Statistics

Rank 2012	Rank 2011	Nation Brand	2012 BRAND VALUE (\$ Billions: USD)	2012 % CHANGE IN BRAND VALUE	2012 BRAND RATING	2011 BRAND VALUE	2011 % CHANGE IN BRAND VALUE	2011 BRAND RATING
1	1	United States	14641	18.5%	AA	12351	3.1%	AA-
2	3	China	4847	60.6%	A+	3018	40.4%	A+
3	2	Germany	3903	26.3%	AA	3091	-0.9%	AA
4	4	Japan	2552	30.2%	AA-	1960	-25.3%	AA-
5	5	United Kingdom	2189	15.5%	AA	1895	-4.1%	AA-
6	6	France	1963	7.3%	AA-	1829	5.9%	AA-
39	41	Romania	158	45.6%	A-	108	0.2%	A-
40	46	Philippines	141	39.3%	A-	101	13.2%	A-
41	44	Colombia	139	30.7%	A-	106	11.7%	A-
42	38	Ireland	137	12.3%	A+	122	-39.0%	A+

## Brand Finance Nation Brands 100

[http://brandfinance.com/knowledge\\_centre/journal/brand-finance-journal-nation-brand-100-issue](http://brandfinance.com/knowledge_centre/journal/brand-finance-journal-nation-brand-100-issue)

# Statistics



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[http://brandfinance.com/knowledge\\_centre/journal/brand-finance-journal-nation-brand-100-issue](http://brandfinance.com/knowledge_centre/journal/brand-finance-journal-nation-brand-100-issue)



# Conclusion

Empowering the consumer to decide not only about buying or not buying a brand, but on country positioning, related associations, campaigns, seems to be the next big opportunity in marketing national identities, but also the biggest marketing managers' threat.

FutureBrand Country Brand Index 2011-2012:

*"A country's reputation was built through tourism communications, advertising and word-of-mouth; its brand was formulated through the products, services and even emigrants originating from within its borders. Reputations were slowly built and carefully constructed, and they remained consistent over the course of generations. Today, the opposite is true. Thanks to the internet and mobile devices, our instantaneous ability to connect with other citizens of the world, with images, news, opinions and rumors means that a country's image can shift overnight."*





**Thank you.**

