

Image of Russia in the West: before and after the elections



Denmark, November 2012





**International PR & Corporate Communications
Post-Graduate Program
Moscow State University**



International PR & Corporate Communications Post-Graduate Program, Moscow State university

- ▶ The MSU International PR Post-graduate Program was launched in 2009 to cover the selection of the main communication tools with a strong accent on communications management in multicultural context.
- ▶ The ultimate aim of the program is to give a strong basis for the effective start-up or reset of a marketing communications career in multinational and multicultural context facing the challenges of changing economies.
- ▶ A Full-time, one year program covering 520 academic hours of lectures, seminars, workshops, master-classes and project work.



Academic Partnership 2012-2013



Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Business
Institute of Tourism



Program Discussion ground - The Young PRofy Day Forum www.youngprofy.ru



Program & Forum Partners:

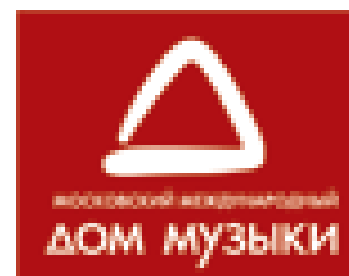
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SAATCHI & SAATCHI

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A STAR ALLIANCE MEMBER 

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ВЕДОМОСТИ

THE WALL STREET JOURNAL |  FINANCIAL TIMES



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STYLE

LOGO

Visual of Brand

DESIGN

IMAGE

NAME

REPUTATION

BRAND POSITIONING

BRAND STRATEGY

COMMUNICATION STRATEGY

TARGET GOALS

Business strategy

STAKEHOLDERS

BRAND ARCHITECTURE

TARGET GROUPS

Moleskine Saturn cars Roots clothing Air New Zealand Iyengar yoga Mother Theresa Micky Mouse Light Up The World foundation
 Smashing Pumpkins Kenneth Cole Original Tommy's burger Satch jeans Lorawan windows American Express A piping hot bath Coppertone
 Margiela Parkett magazine Eames chair Vegemite Bundaberg ginger beer The New Yorker Birkenstock Rolex Gilbert Puma My recycle
 House cookies Tide Fender Stratocaster Macpac iPod W.A.L.T. Fado JetBlue Airways Asahi Superdry Burton Versace Banana Republic Altis
 The Milky Way Tiffany's Nokia Madonna Yorkshire pudding Mystery Mikimoto pearls Canterbury clothing Chevy Camaro Post-it notes
 Biscuits Nissan Wolford Corvette Pillsbury Doughboy Yankee iTunes PEZ Terry Pratchett Bacardi Breezer Concorde Origins Global knives
 Pantone Lacoste Gatorade Johnson Mircea Cartarescu Vigelandsparken Sing
 Airlines Kawasaki Gate Lodge Abernethy & Co. Bala Cynwyd & H. Birdwing Cullinberry Salsbury The Edgemoor
 Statue of Liberty Harissa Tropicana podiatry Banker Bank Madri Amul Wellcrosser D. Journeys
 Marks & Spencer Woodstock Ford Explorer Lush Morsels spic rum Joles New York City SAPE
 Smith Phaidon art books Chicago Cubs Bike Friday BMW The World Trade Center Johnny Walker Technics T200 Gary Fisher bikes Flag of St. George
 illy Biere Larus La-Z-Boy Salsa Lizano Carhartt Imperial beer Palm Pilot Cadbury Sensuality Starbucks Lexus Disneyland Listerine breath strips
 The Smiths Motorola Mustang Collette Kyoto Huka Lodge Warp Records Qantas Airways Bavaria Honda Civic Folgers Nutella SONY Gucci All
 Blacks rugby team Steinway pianos Hungary John Lewis stores Boston Red Sox Acqua di Parma President Avenue Fruitworld Porsche Rick Stein Lego
 University of Kentucky basketball team Mini Taj Mahal James Bond Marmite Ferrari Guggenheim Bilbao Häagen-Dazs Curo-Barcelona Pampers Steven
 Spielberg Hot Buttered Lee jeans Nescafé Intimacy Greece Victory Over Want IBM Mastercard Sri Ravishanker Fiac Clinique Tidealt Sydney
 Opera House Oscar synth REMO Chestnut Prospector canoe NASA Fijian Sevens Triple J Zintstem Lance Armstrong Mont Blanc Dilmah Levi's AJAX
 soccer club Monty Roberts Nike U2 New Orleans A-Channel Canada Sedona Arizona Mercedes Smart Virgin Atlantic Apple computers The Economist
 Krispy Kreme Swiss Army knife Barbie Harley-Davidson Adidas Gillette Amazon McDonald's Audi Tip Top Bendon Britten motorbike GAP Lucky
 Stoke Manchester United Ducati Havalinas Oprah Baileys L&P Berrill Hollywood Tiscali Heinz JC Bamford's Red Bull Trader Joes Steinlager Old
 Spice New Zealand Edge Squaresoft Kartell Tod's Leite Moça Volkswagen Beetle MTV Brazilian football team Hello Kitty Vespa Swatch Trung
 Nguyen iMac Riva boats Guaraná Antarctica Skol Winnie the Pooh Zippo La Quinta Aga ovens Tabasco Chanel No. 5 Guinness Tonga Harry Potter
 Coca-Cola Muji Jean Paul Gaultier Oreo cookies Renault Clio Snaidero Amazon.com Veuve Cliquot The Statue of Liberty Concorde MSN Messenger

the future beyond brands lovemarks

Kevin Roberts, CEO Worldwide, SAATCHI & SAATCHI

KEVIN ROBERTS CEO WORLDWIDE, SAATCHI & SAATCHI, IDEAS COMPANY

the lovemarks effect

WINNING IN THE
CONSUMER
REVOLUTION



- featuring insights from
- SILVANO CASSANO
CEO, Banetton
- ROGER DOWNER
President, Limerick University
- CARL ELSENER
CEO, Vistarion
- JOHN FLEMING
Chief Marketing Officer
Wal-Mart
- WALT FREESE
CEO, Ben & Jerry's
- MALCOLM GLADWELL
Award-winning writer
- MAURICE LEVY
Chairman and CEO,
Publicis Groupe
- JOHN LORING
Design Director,
Tiffany & Co.
- ARNO PENZIAS
Nobel laureate
- TOM PETERS
CEO, Tam Peters Company
- MIKE PRATT
Peak Performance coach
- MARY QUANT
Fashion designer
- MARY ROBINSON
Former President, Ireland
- RENZO ROSSO
CEO, Diesel
- JIM STENGEL
Global Marketing Officer,
Procter & Gamble
- JOHN WAREHAM
Business mentor and author
- ALAN WEBBER
Co-founder, Fast Company

LOVEMARKS

Brand loyalty

The Brand shares the values of the Target Audience

The brand differs from its competitive

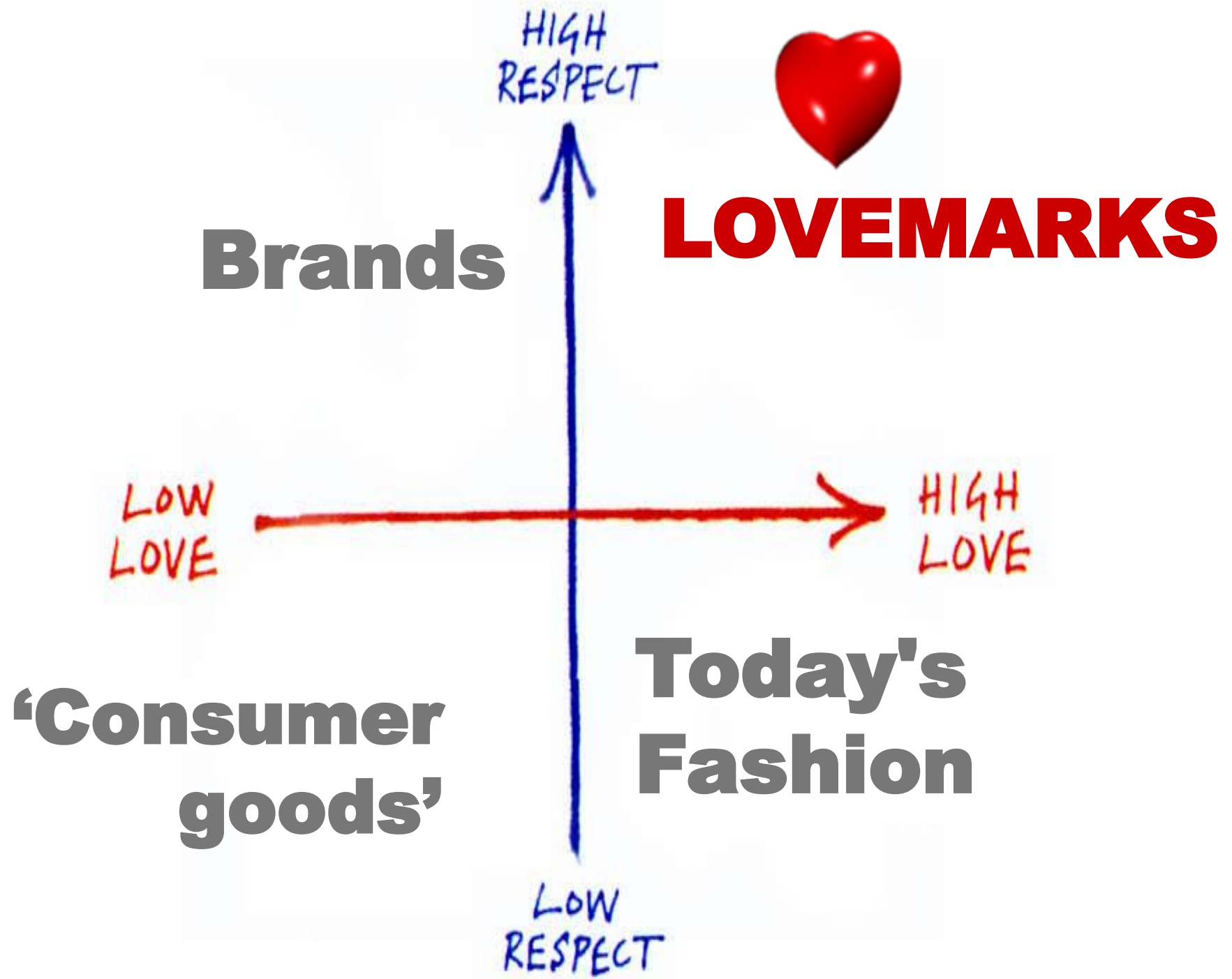
Positive awareness

There's something special about this brand

Brand is familiar

Terra Incognita





МАКСИМУМ
УВАЖЕНИЯ

HIGH
RESPECT



МИНИМУМ
ЛЮБВИ

LOW
LOVE

МАКСИМУМ
ЛЮБВИ

HIGH
LOVE



МИНИМУМ
УВАЖЕНИЯ

LOW
RESPECT



Nation Brand Hexagon



The Nation Brand Hexagon
© 2000 Simon Anholt

- ▶ Anholt Nations Brands Index, was launched in 2005 and fielded four times a year.



Country Brand Index

1. Canada
2. Australia
3. New Zealand
- :
80. Bahrain
81. Russia
82. Poland
- :
110. Zimbabwe

2010 Country Brand Index

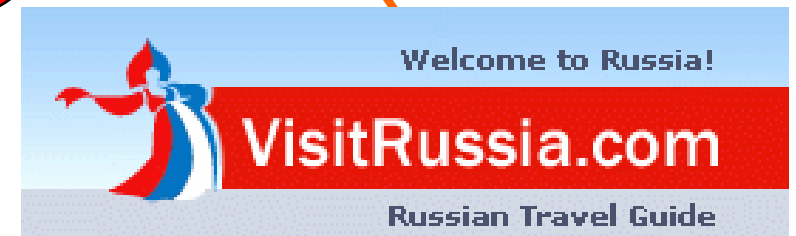


Communication

Target Audience



Product

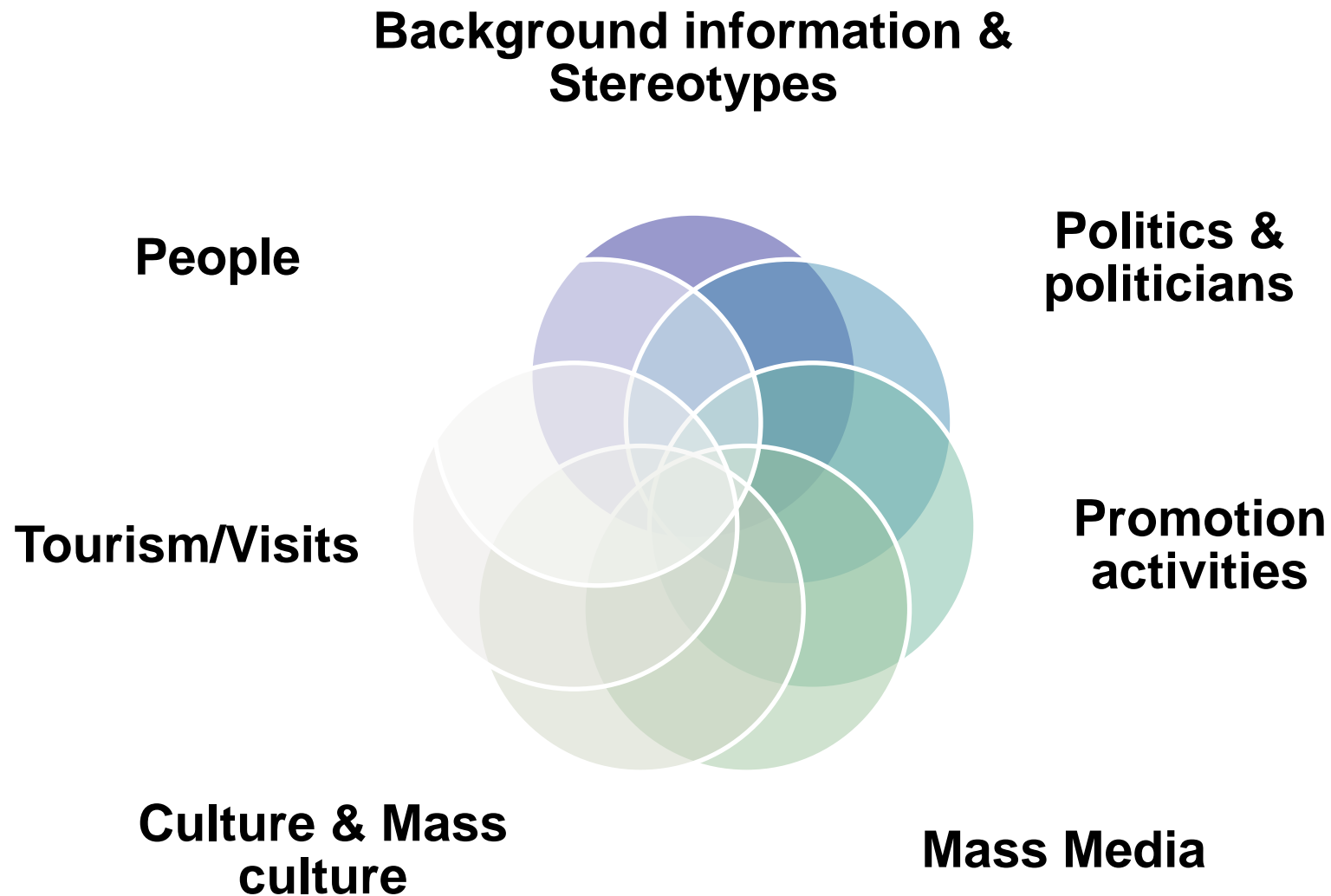


Points of contact

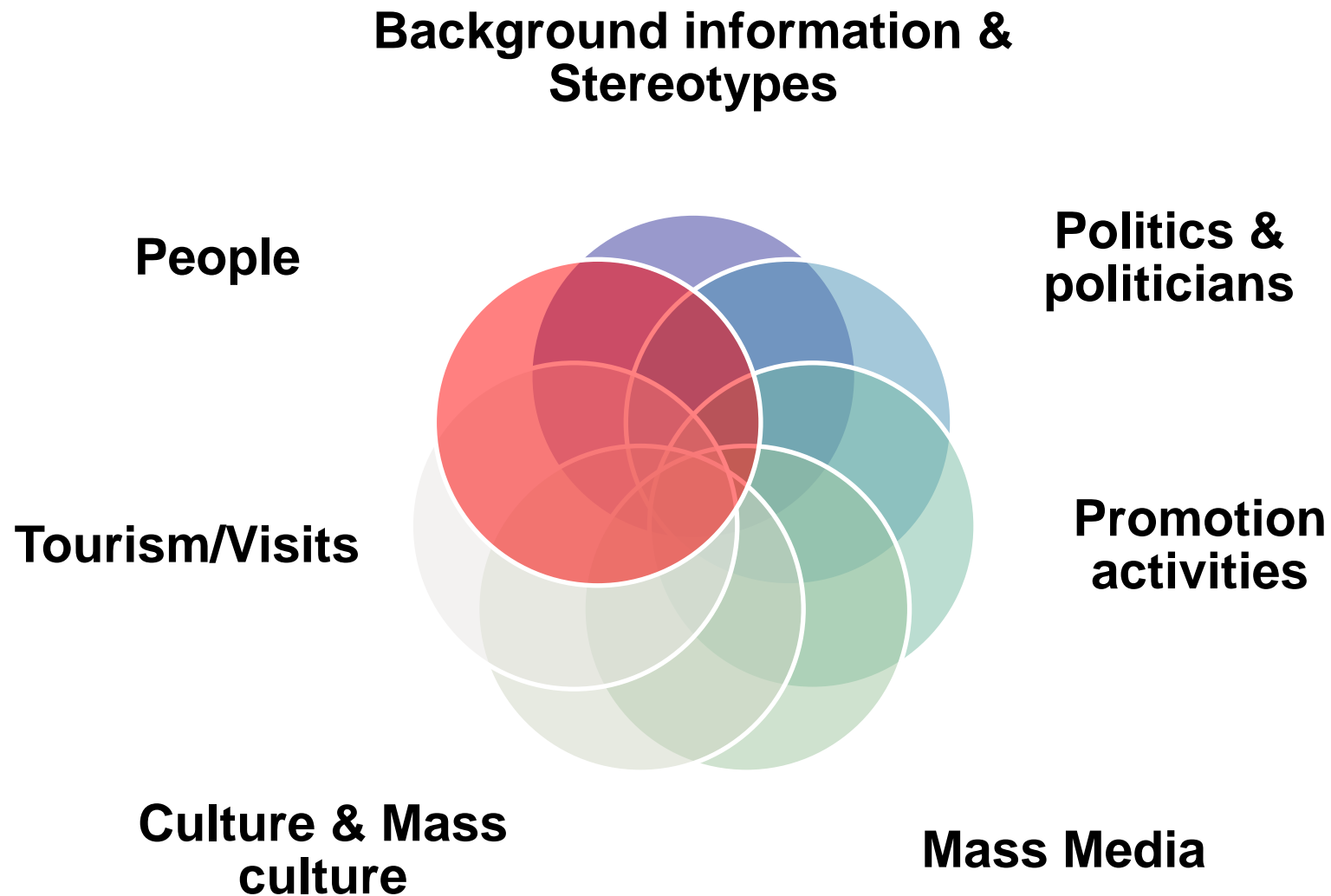
Brand & Image



Nation Brand: points of contact



Nation Brand: points of contact



Russia and its brand attributes

The Young Profy Day Forum , April 2011

- ▶ 200 participants, aged 20– 45
- ▶ Target: reveal key attributes & associations of Russia as a brand
- ▶ Form: Complete the phrase « Russia – is ...»



Results 2011

1. Родина - Motherland
2. The biggest country in the world
3. Широкая душа – Russian soul
4. Дураки, дороги – Fools and bad roads
5. Бабы - women
6. Водка - vodka
7. Медведи - bears
8. Снежная тайга – snowy taiga
9. Сибирь - Siberia
10. Коррупция - corruption
11. Авоось -
12. Женская красота – women's beauty
13. Хамство - rudeness
14. Гостеприимность - hospitality
15. Холод - cold
16. Матрешка - matreshka



Survey , March-May 2012, Moscow State University

TA – aged 25-40

Key 25 attributes

1. холод/мороз
2. медведь
3. снег
4. Путин
5. береза
6. Кремль/Красная Площадь
7. широкая душа
8. ум/интеллигентность
9. нищета
10. водка
11. коррупция
12. огромная территория
13. бесправность
14. просторы
15. красивая природа
16. злые/хмурые люди
17. грязь
18. детские дома/беспризорники
19. Калашников
20. авторитарность/деспотия
21. перекрытый кислород
22. неразвитость
23. безысходность
24. необычайное прошлое при печальном настоящем
25. Беззаконие



Statistics

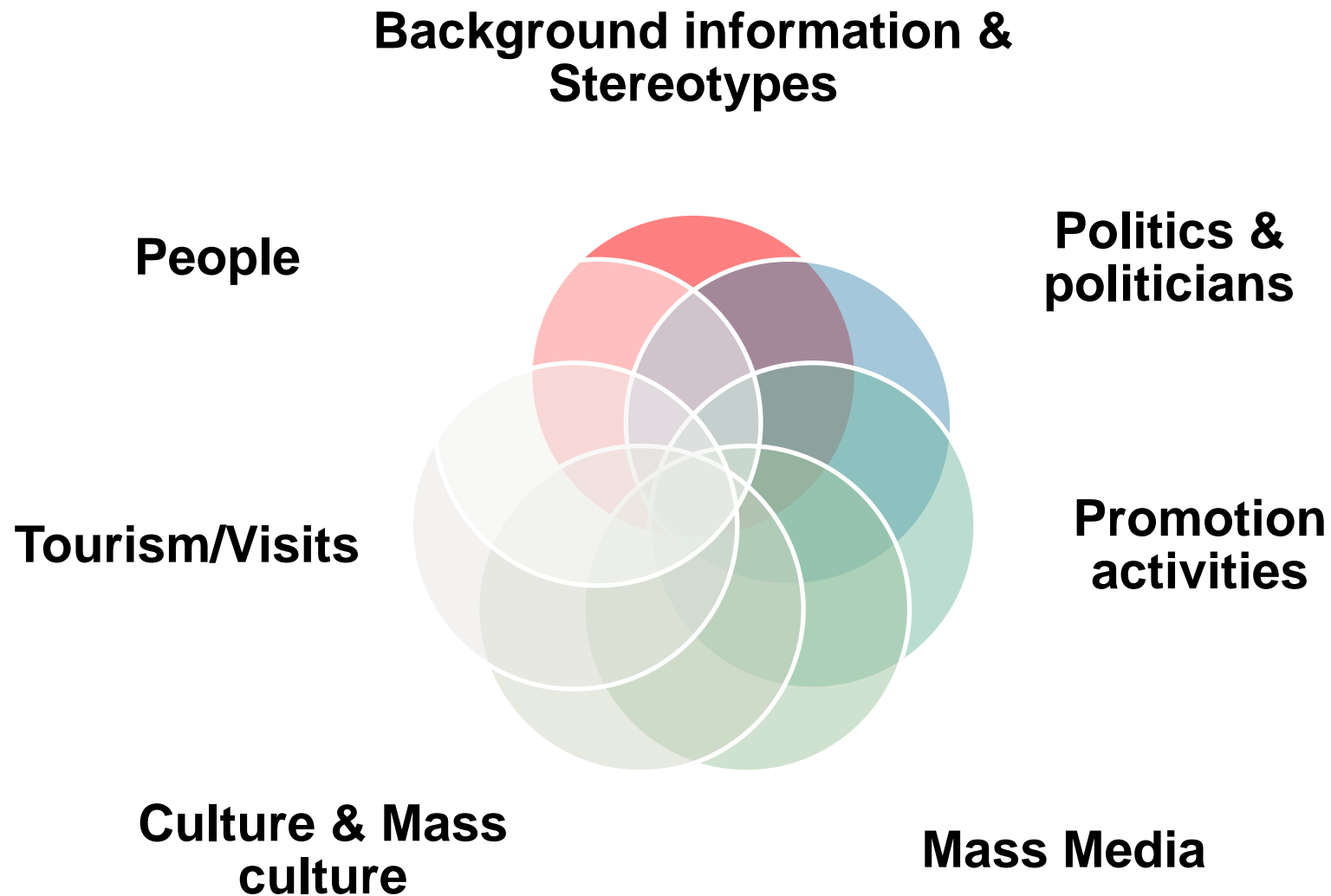
100 key associations/images:

- ▶ Positive – 13
- ▶ Negative – 49
- ▶ Neutral – 38

- ▶ **People - more politically sensitive and conscious:**
- ▶ **More negative**



Nation Brand: x-factors /channels



Madagascar 3, Tiger Vitally

1. Former star & super hero but frustrated by his failure, can't recover
 2. Hidden drama
 3. Reserved & unsmiling
 4. Conservative & suspicious about everything new
- ▶ Past: magnificent
 - ▶ Present: dramatic
 - ▶ Future: vague & uncertain
 - ▶ Perspectives: great, but one needs to believe in itself to start doing something



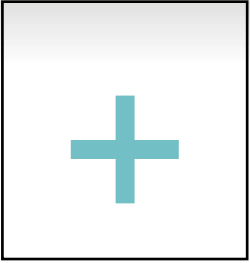
Positive stereotypes ...

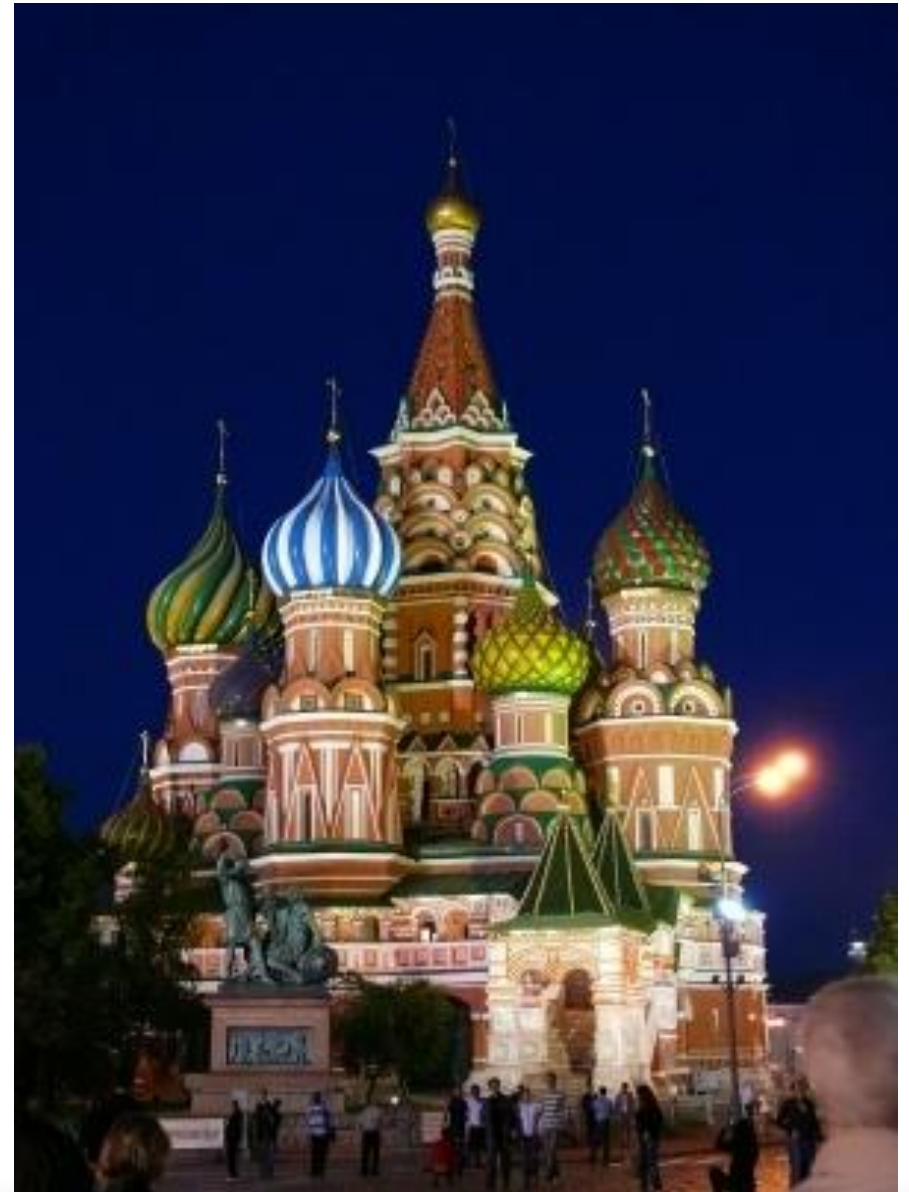
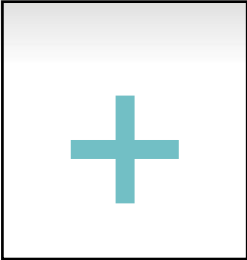
Lucerne University of
Applied Sciences and Arts

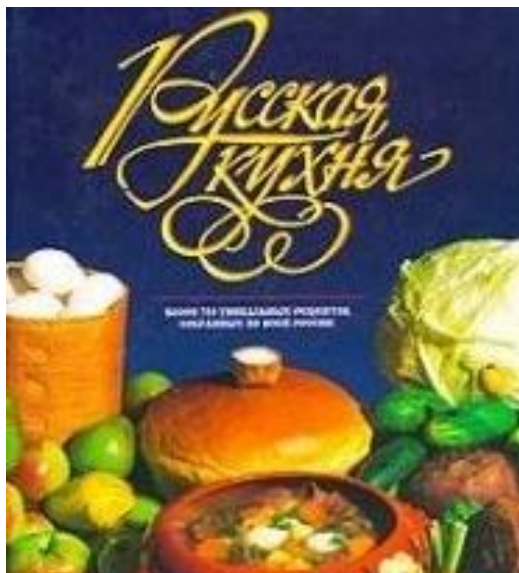
**HOCHSCHULE
LUZERN**

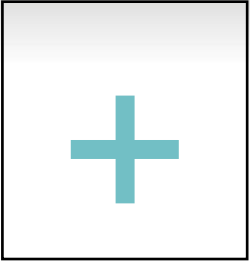
Business
Institute of Tourism





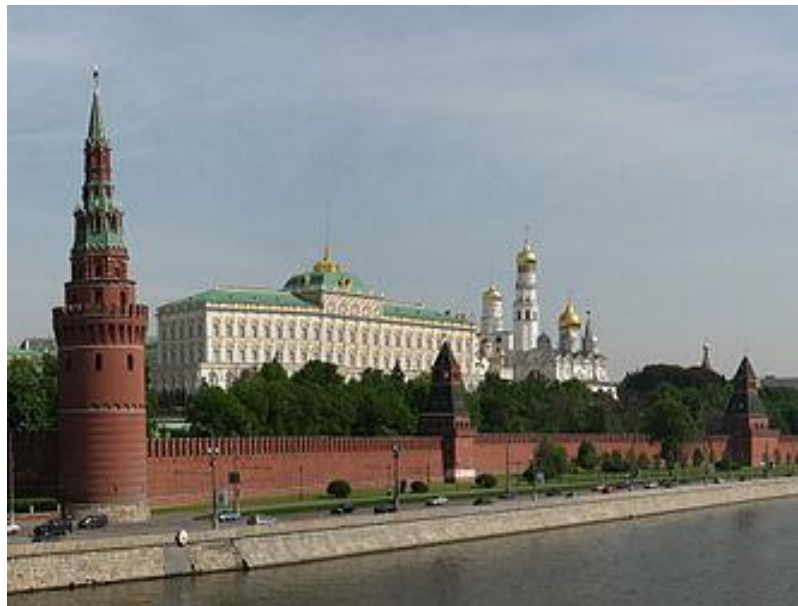


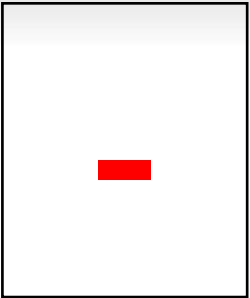


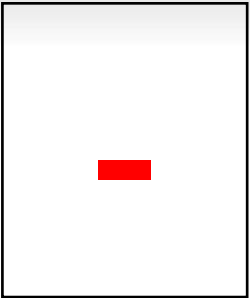


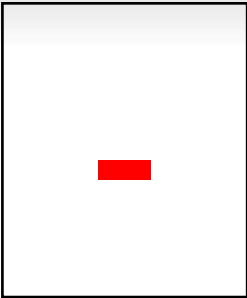
Not so positive stereotypes

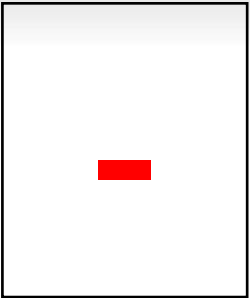




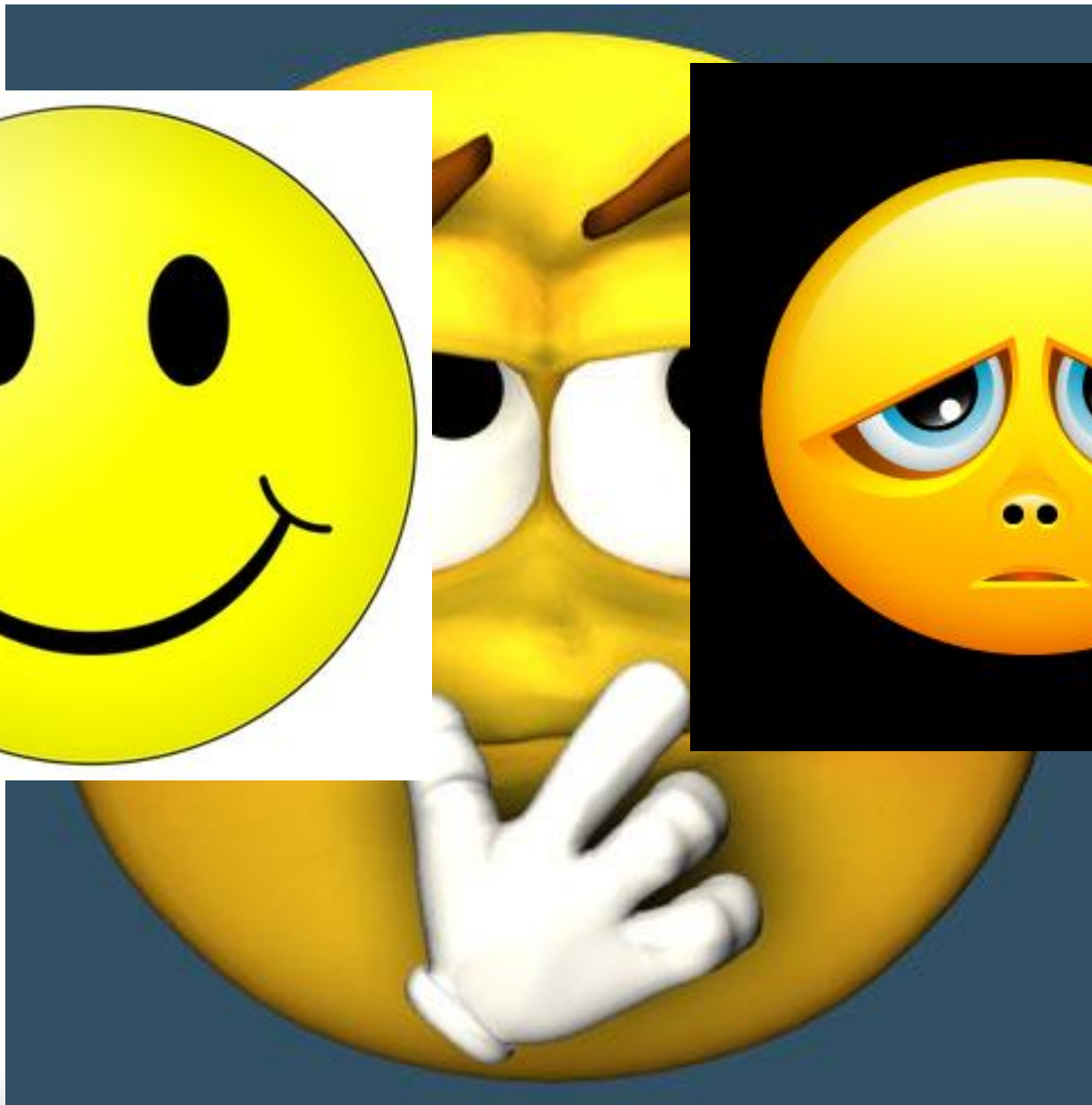




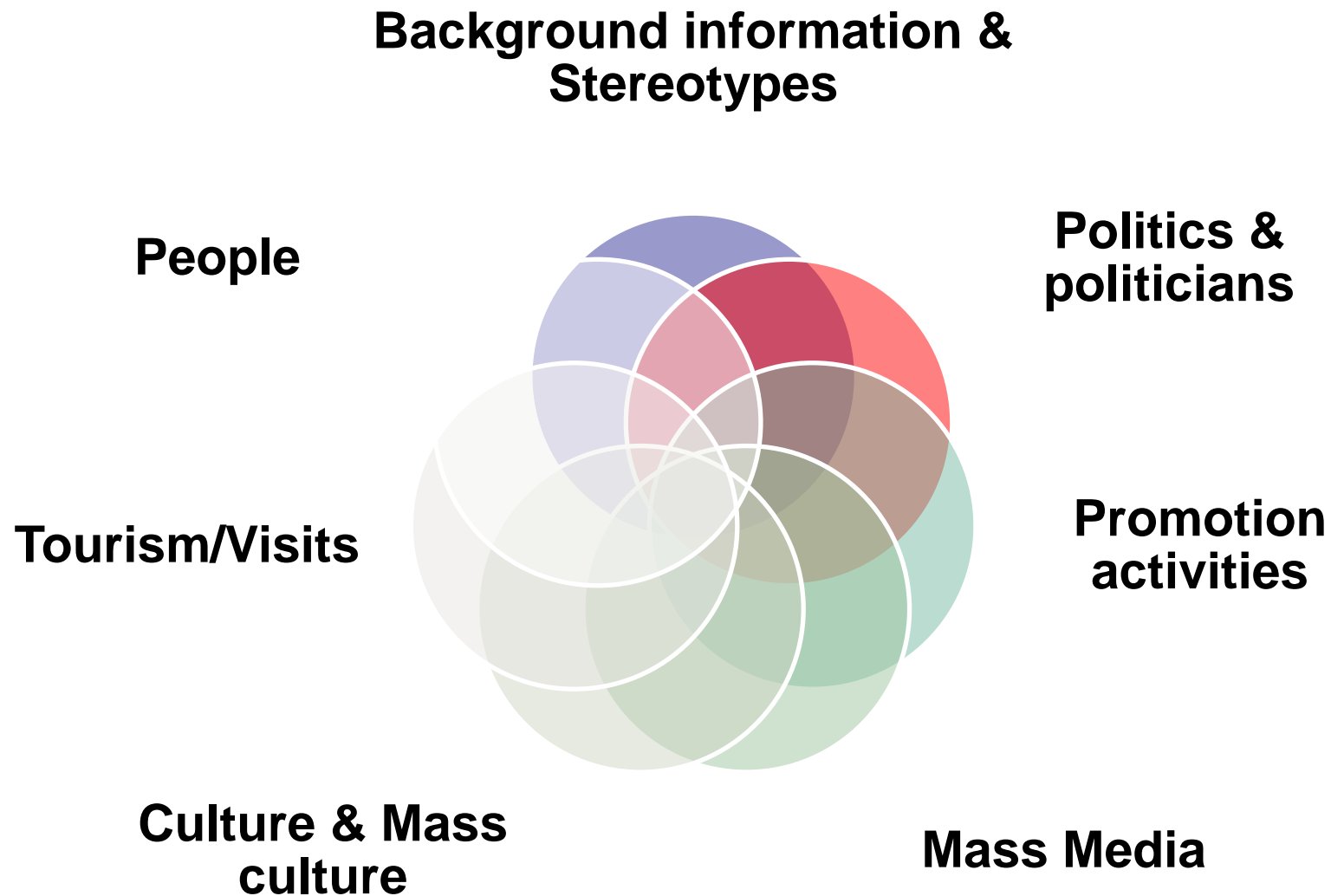




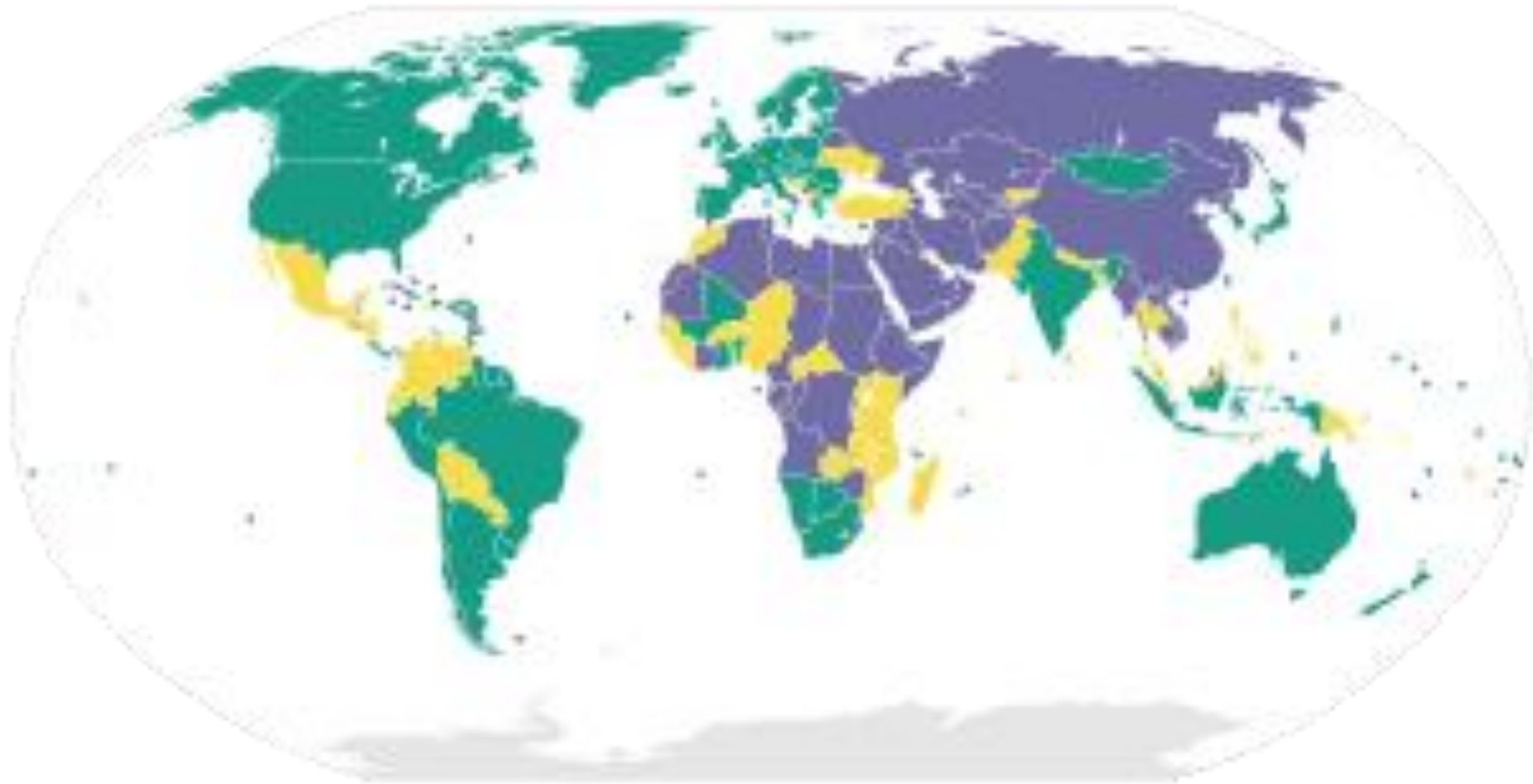
Final Result?



Nation Brand: points of contact



Freedom in the World Survey (US-bases) 2011



Country ratings from Freedom House's *Freedom in the World 2011* survey, concerning the state of world freedom in 2010.

Free (87)  Partly Free (60)  Not Free (47) 



GlobeScan 2011

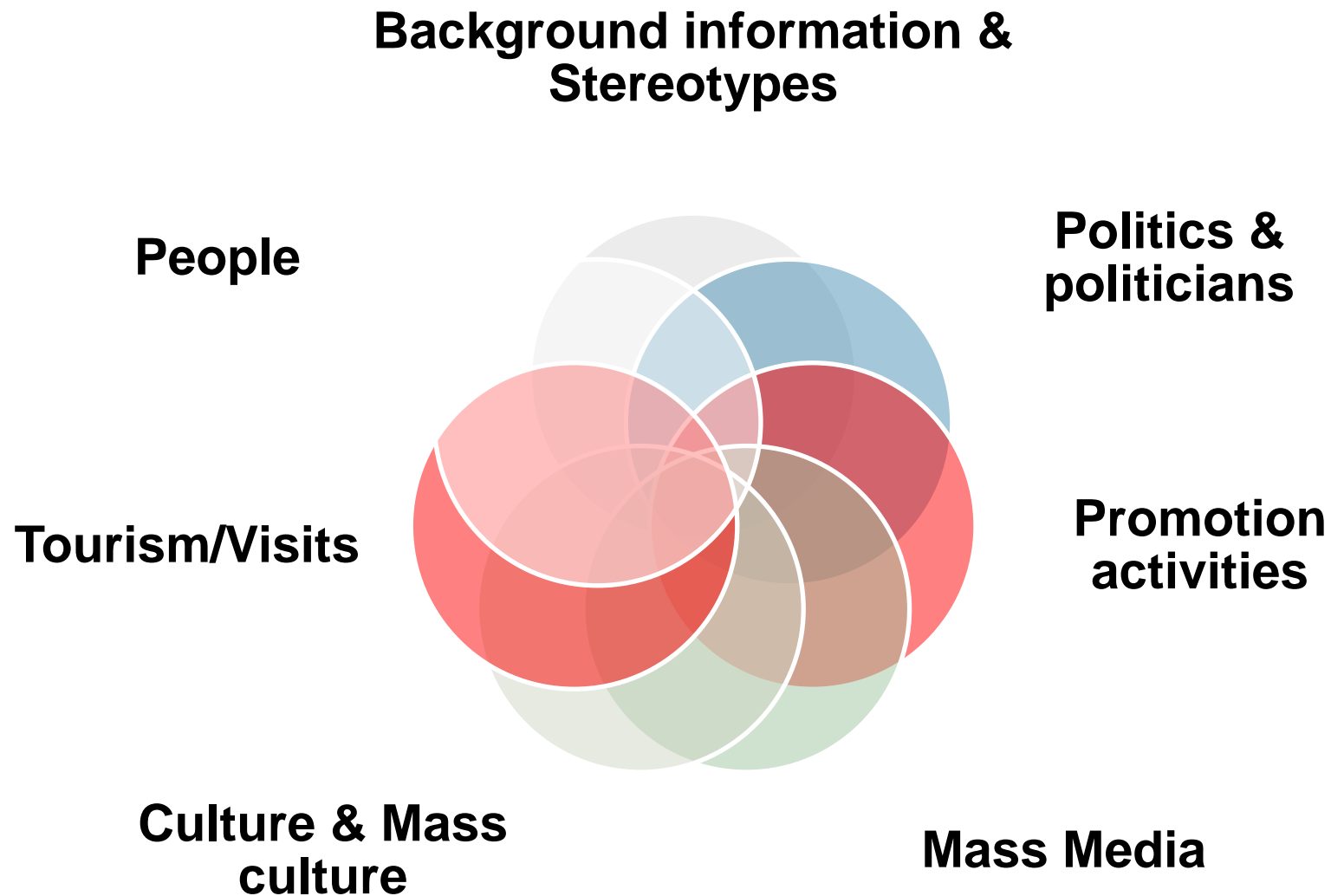
- ▶ 17 countries that effect positively/ negatively
- ▶ Russia – 13th, closer to the evil-country pole

Russia-fans

- ▶ India – 58% positive
- ▶ China & South Korea – 48% positive
- ▶ The most evil country - Iran (59%)



Nation Brand: points of contact



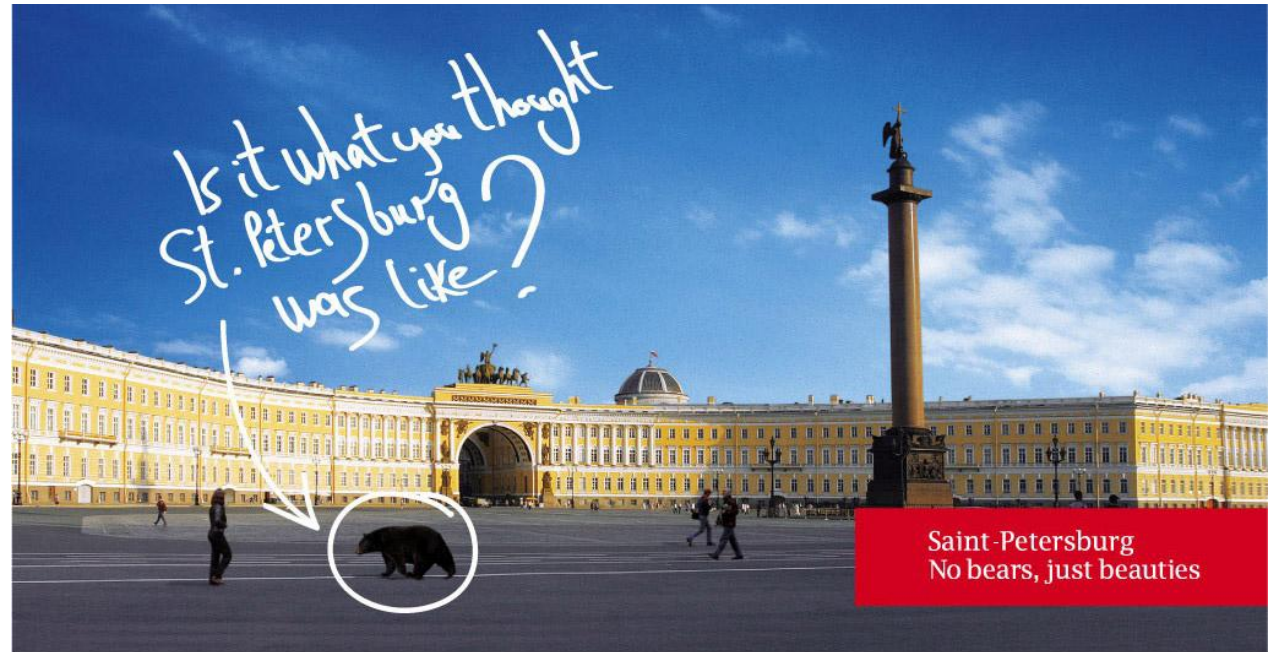
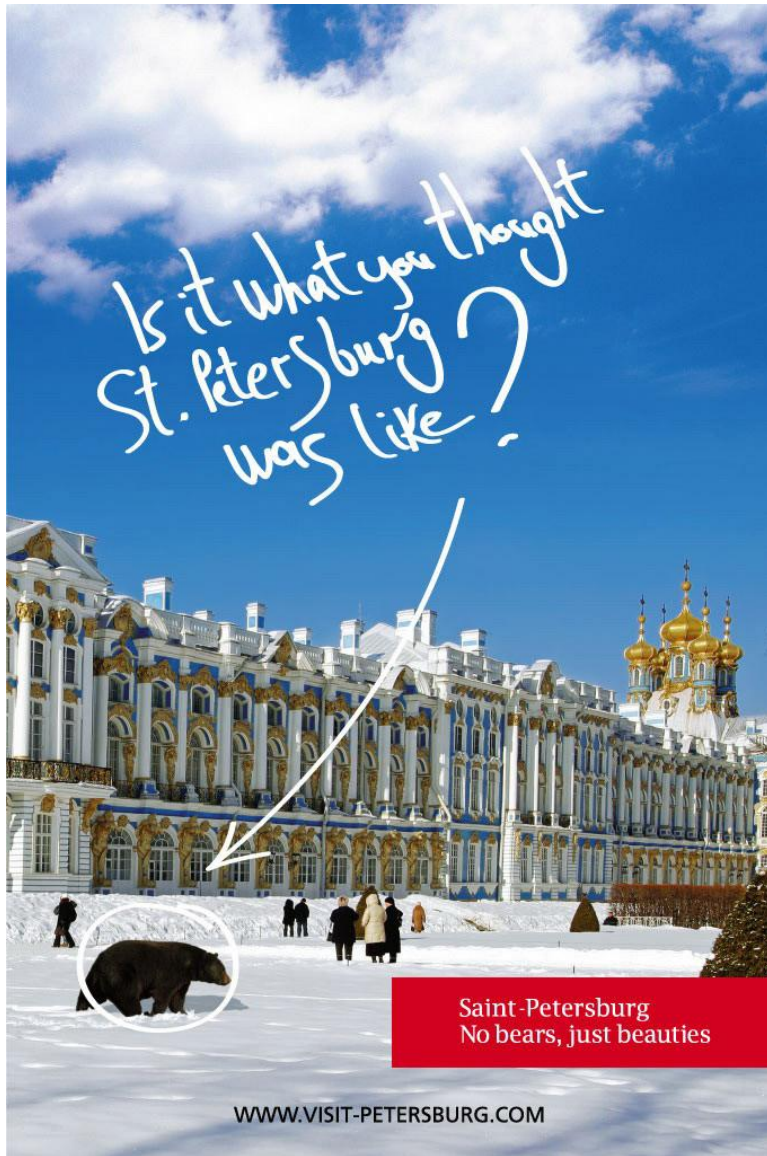
Tourism

World Tourist Organization data

- ▶ Paris – 14 Million tourists
- ▶ Moscow – 4,5 Million tourist arrivals 2011, Russia - 23,676,000 tourist arrivals
- ▶ Russia has the capacity to welcome 70 Min tourists per year.



2006 Saint –Petersburg Promotion 2006 London, Amsterdam, Paris Budget – 1Mio EURO



WWW.VISIT-PETERSBURG.COM

<http://www.wintube.ru/video/p1PsL7Fcyzg/saint-petersburg-no-bears-just-beauty/>



Branding & Promotion Activities

- ▶ «Брендинг только тогда приносит деньги, когда им занимаются осознанно. Если им заниматься неосознанно, то он их съедает. В России брендинг территории присутствует как некое неформальное течение, но он не продуманный и не системный», - выразился на этот счёт участник круглого стола директор по развитию ВЦИОМ Максим Муссель, «Corporate imageology» «Брендинг территорий в России пока не системный» от 07.09.2010 г.



Key Events: Sochi 2014 & FIFA CUP 2018

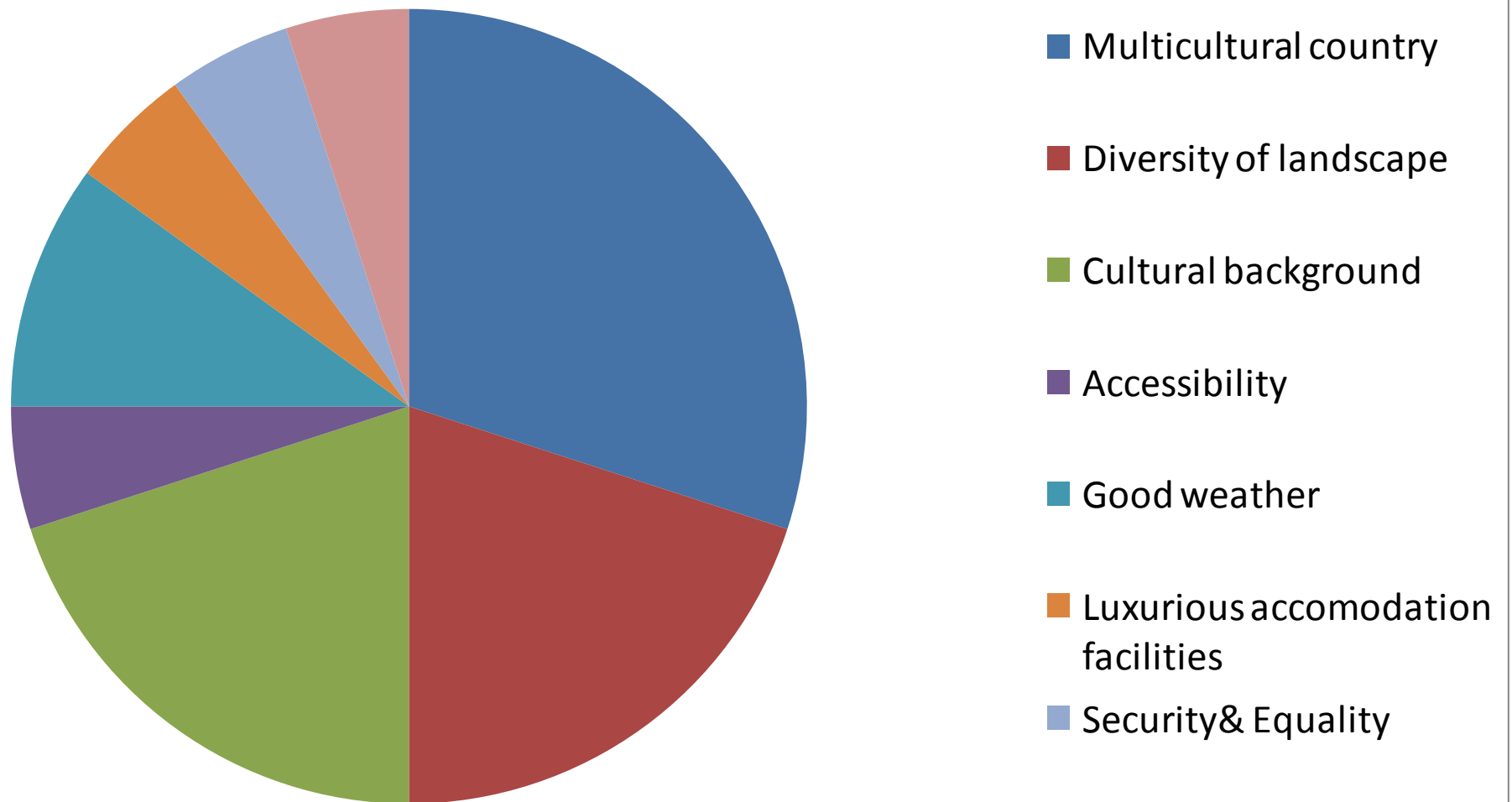
▶ <http://www.youtube.com/watch?v=WdcRbaXH2kA>



The Saxion University Survey, Derventer, the Netherlands

30 students, aged 20-25

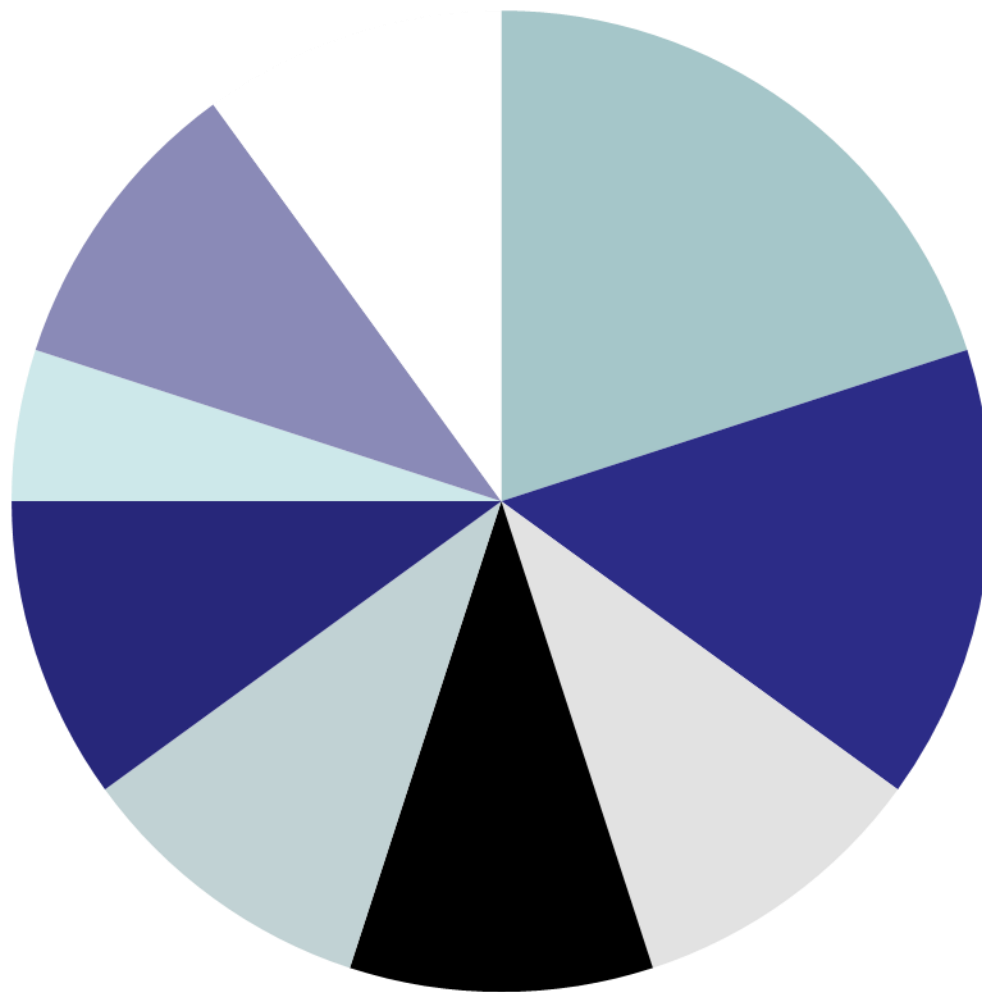
Desired Image



The Saxion University Survey, Deventer, the Netherlands

30 students, aged 20-25

Actual Image: Assets



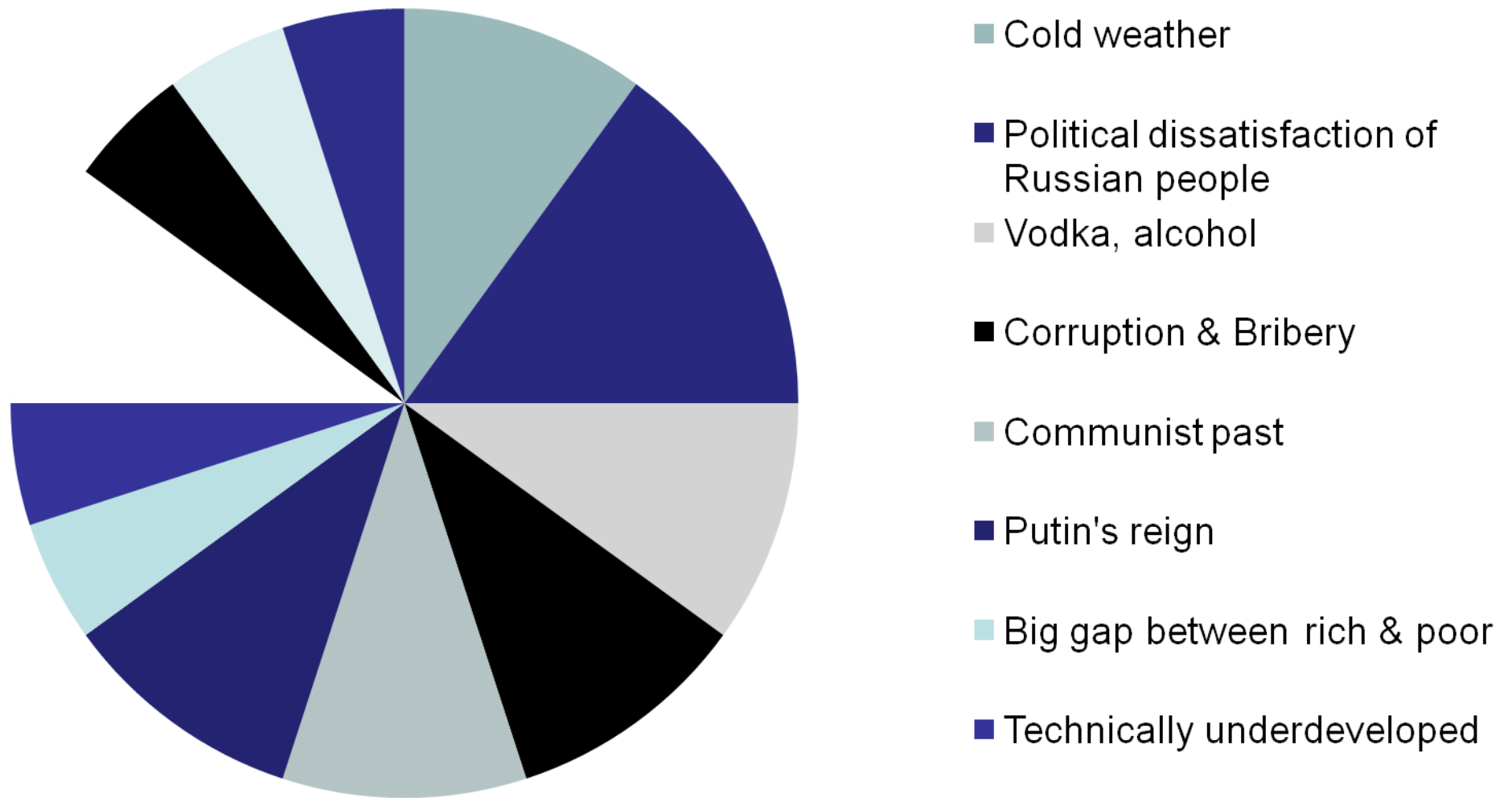
- Huge country with every climate & natural attractions
- Enormous diversity of people, culture, religions & languages
- Vibrant social life - compared with New York
- Saint-Petersburg – center of culture
- Culture: classic literature, ballet, architecture



The Saxion University Survey, Deventer, the Netherlands

30 students, aged 20-25

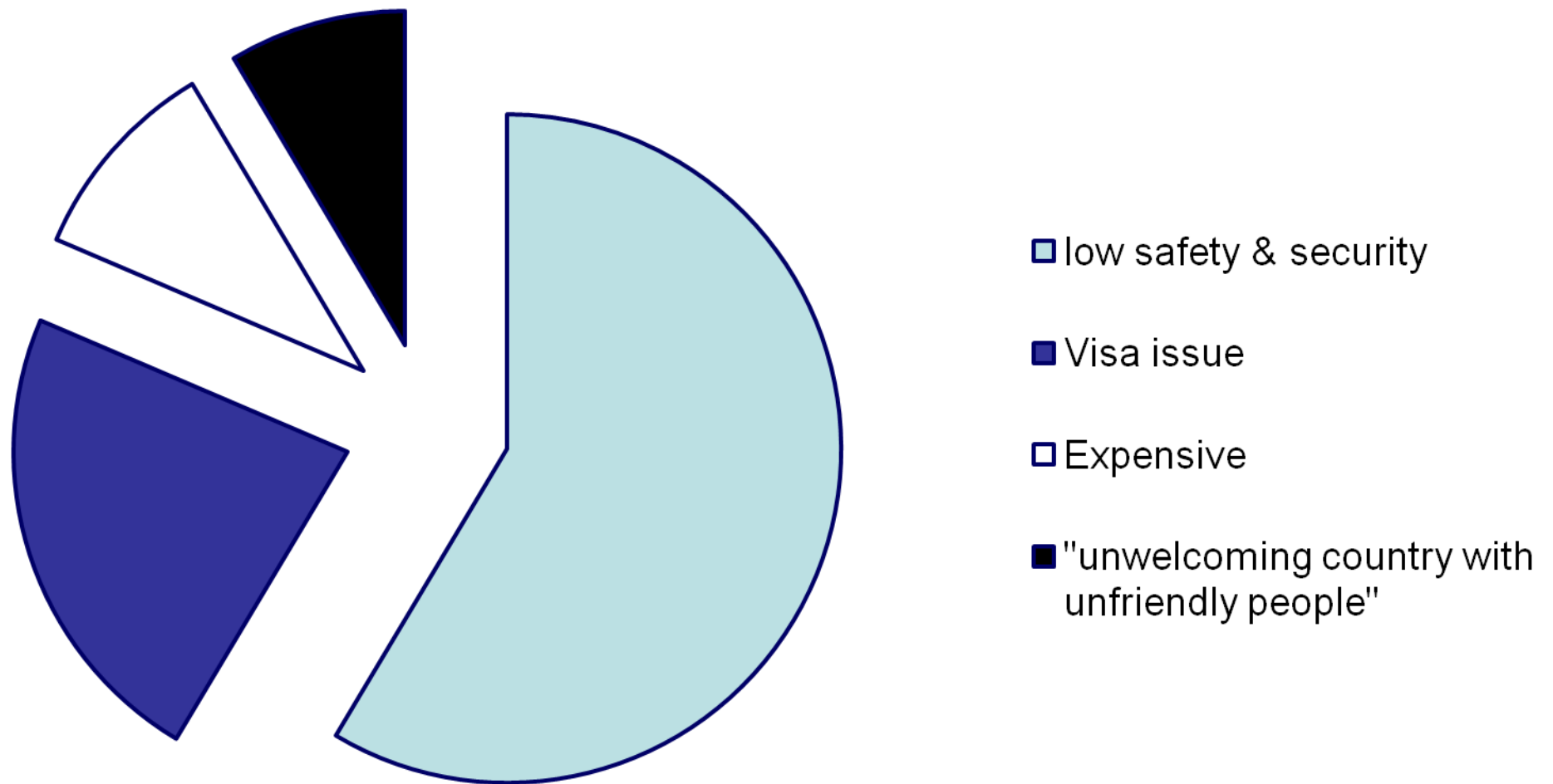
Actual Image: Negative factors



The Saxion University Survey, Deventer, the Netherlands

30 students, aged 20-25

Barriers to go to Russia



Interviews with Professionals

- ▶ **Target Audience:** Communications, Destination Marketing Professionals
- ▶ **Number:** 10
- ▶ **Country:** Switzerland
- ▶ **Period:** October, November 2012

Questions:

- ▶ Have you been to Russia?
- ▶ What is an image of Russia?
- ▶ Have the last elections affected the image of Russia?
- ▶ Key obstacles to go to Russia?



IMAGE

IMAGE EVALUATION

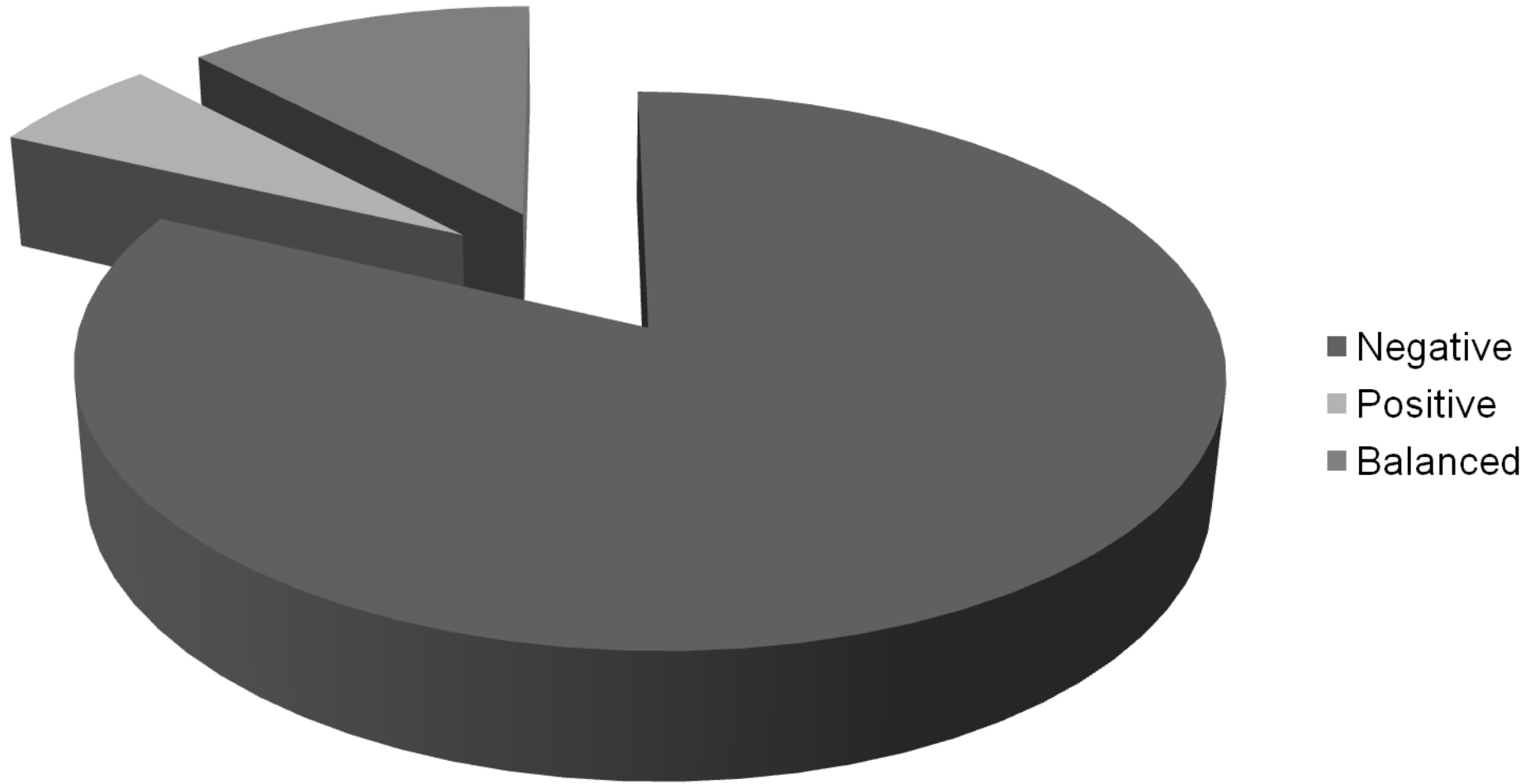


Image of Russia

Emilie Joeffrey, Communications professional from France:

Image – is not good because of politicians who give it, what we hear is mafia, Putin. Russia is a big country somewhere far away, a big power and great culture in the past. Communistic period is something big and dark but we love the architecture, Yury Gagarin. Nowadays - we see very rich Russian people, the richest people in the world. When you come to Russia you see that people are nice and culture still present, people move forward. I reopened Russia in a good sense.

You don't have to be afraid of Russia.

Urs Wagenseill, Lucerne University, HSLU(Switzerland), head of tourism department

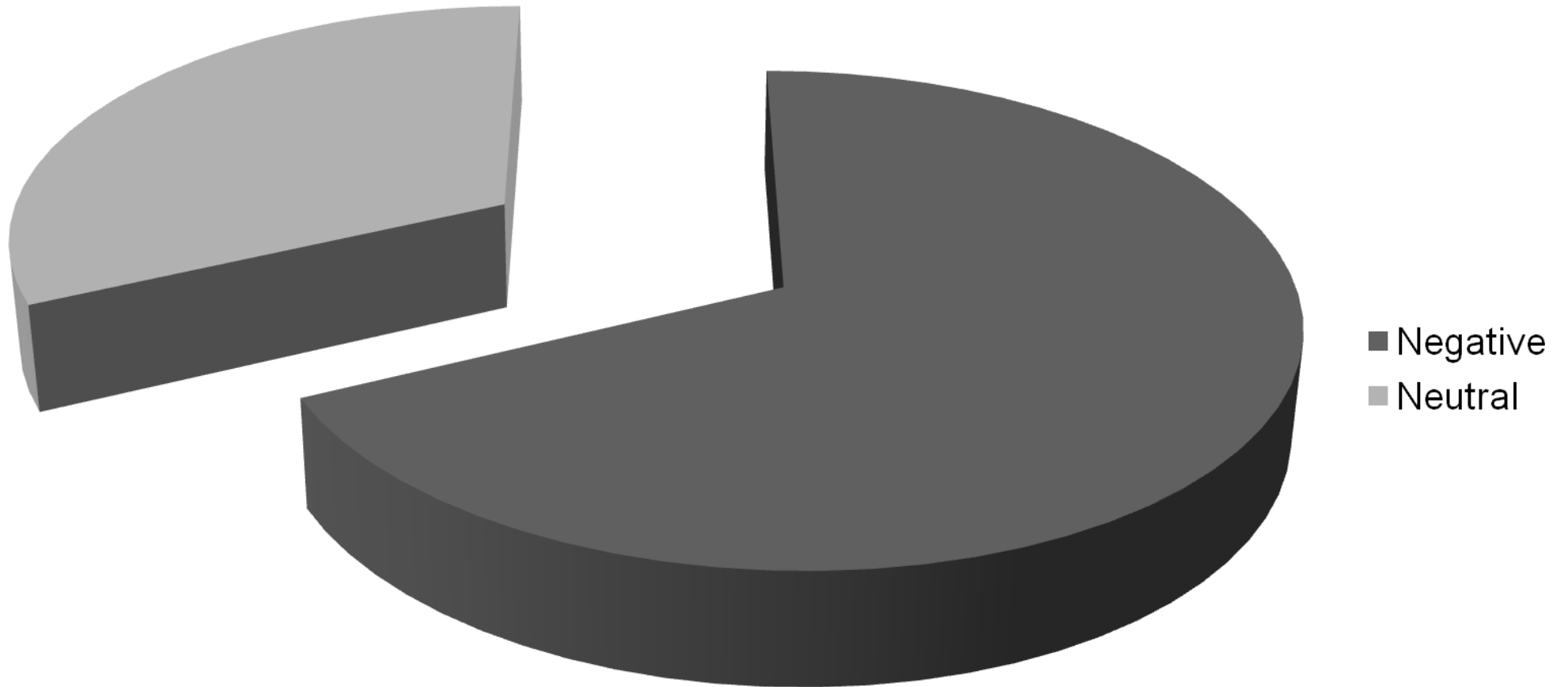
▶ **Image of Russia** - it's something gray. Of course we learn more and more about Russia, we are meeting more and more people and the image 's getting better. It's always influenced by the politics. It's mysterious, a lot of question marks. We need more positive news from the country and we need more people from Russia visiting us – to feel the spirit of Russia.

Emanuel Femminis, Special Events & Guest Management, FIFA

Very interesting country, people are very nice. The country is developing, a lot of thing going through the changes. It's a huge country. I used to be in an airline business. Flying from Vladivostok from Zurich, it needs quit a lot of time to fly over Russia and then cover Europe in a couple of hours.



Effect of the Elections on the Image of Russia



Russia as a tourist destination

Claus Schreier, Lucerne University, HSLU (Switzerland), lecture of cross-cultural management

There are not so many possibilities to visit Russia. I went to Russia once, it was Rostov on Don, Customs Academy. I really had a difficulty to get a visa being a German living in Switzerland. There was a problem to get information about travelling. The problem is we don't have many ideas about Russia.

Rene Zeier, Lucerne University, HSLU (Switzerland), lecture of applied branding

There are two big cities – St Petersburg and Moscow, some relicts from the cold war, and a lot of curiosity to discover Russia .

Emanuel Femminis, Special Events & Guest Management, FIFA

Russia as a tourist destination. Is it interesting for the Swiss?

Absolutely, I think everybody should visit Moscow, other Russian cities to get a better understanding and idea of Russia. I would love to go by train from Moscow to Vladivostok.



City trips from Switzerland –
the main tour operator's offer

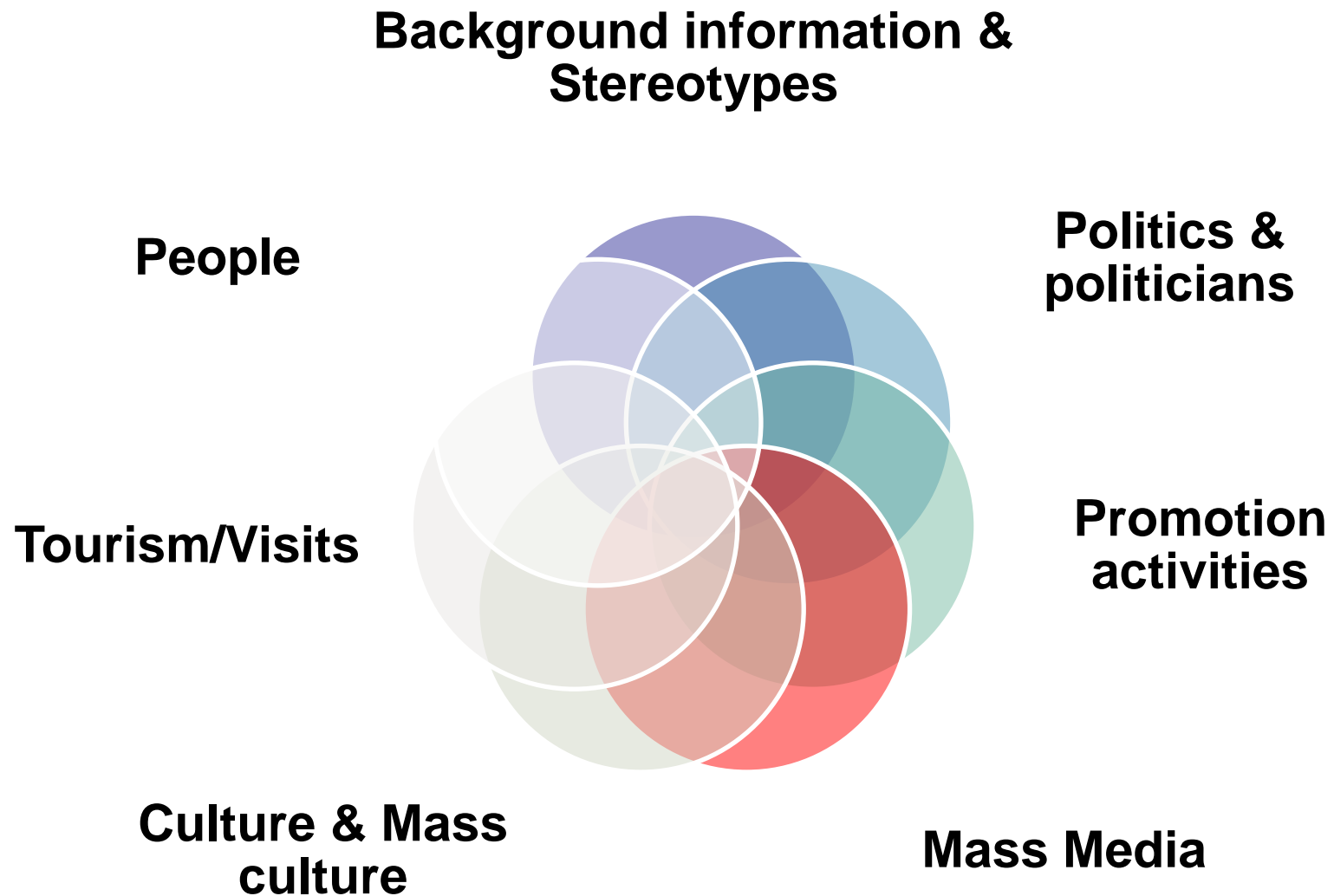
<https://www.tui.com/staedtereisen/>

<http://www.hotelplan.ch/>

<http://www.travelhouse.ch/europa/>

<http://www.kuoni.ch/DE/book/city/Pages/hotel-and-flight.aspx>

Nation Brand: channels

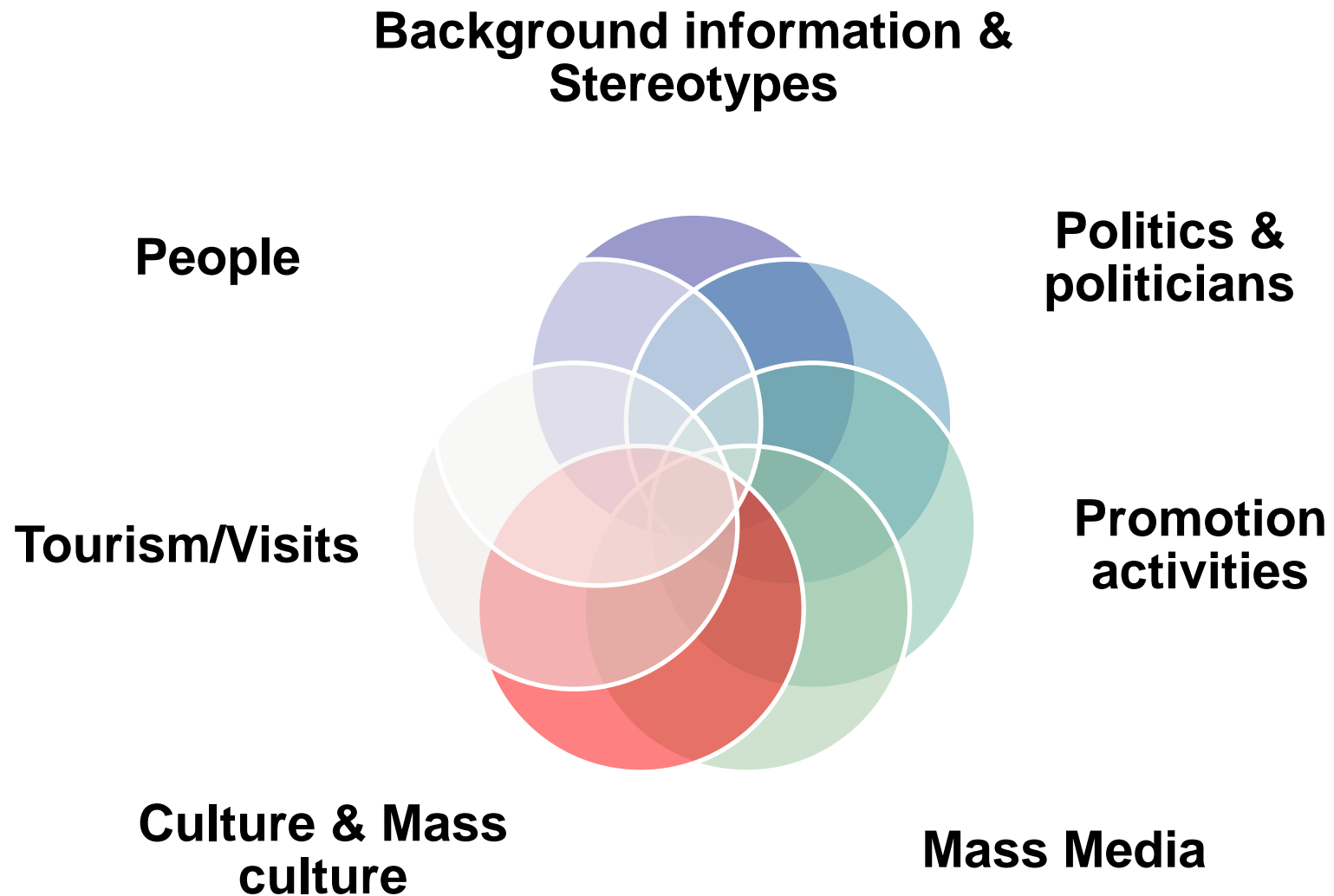


Mass Media

Комментатора газеты Independent и преподаватель журналистики Мэри Деевски: "Образ России в британских СМИ невероятно отрицательный, несправедливо отрицательный и во многих отношениях искаженный".



Nation Brand: channels



Country Brand Index: Culture

1. France
2. Italy
3. UK
4. Germany
5. USA
6. Spain
- 7. Russia**
8. Japan
9. China
10. Brazil

2008 Country Brand Index



Russian Cinema Festival, Honfleur (France)



Nation Brand: election-tentative factors

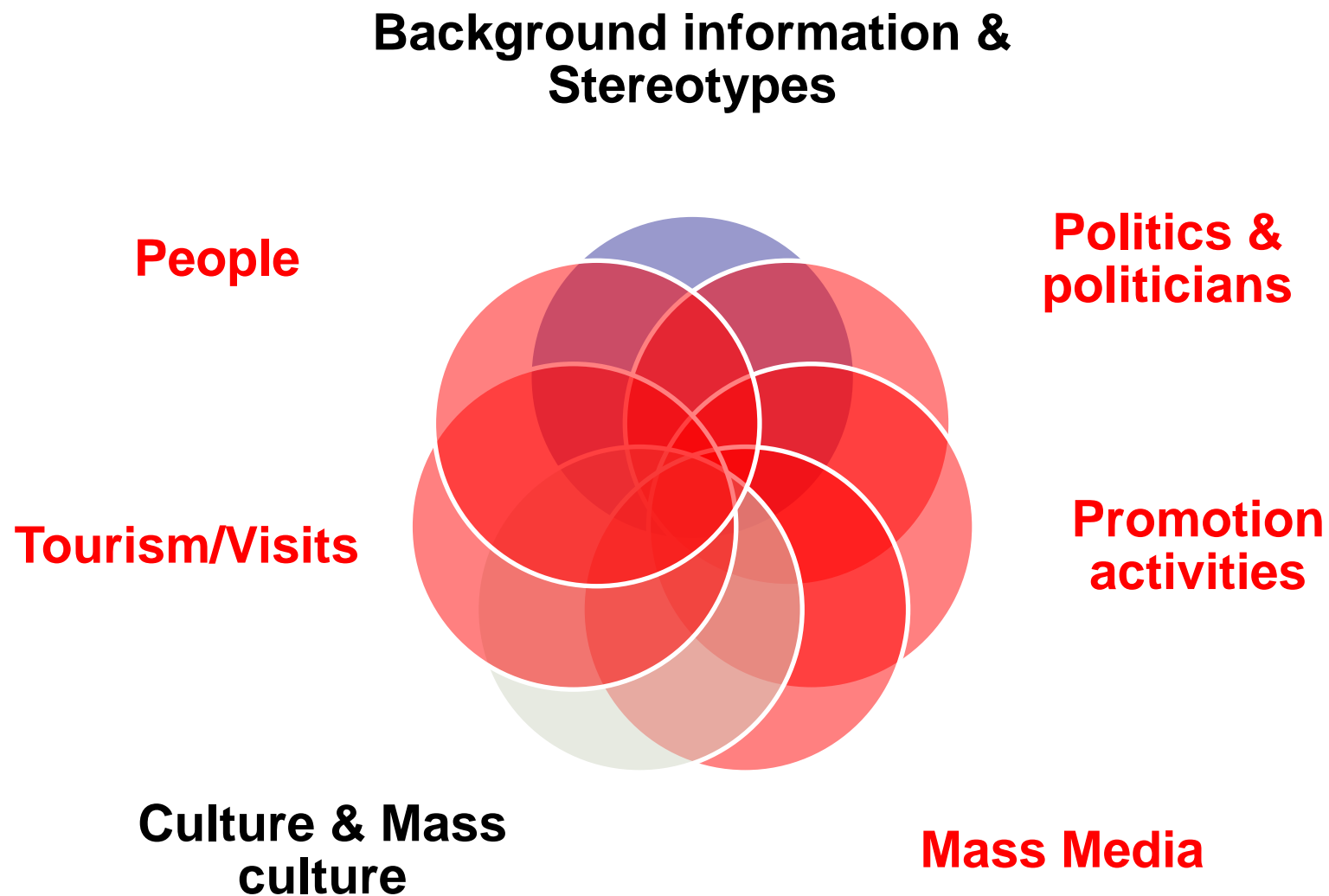


Image of Russia

Посол Швейцарии в России Вальтер Фечерин : "Я еще никогда не был в стране, имидж которой расходился бы в такой степени с действительностью. Репутация России значительно хуже, чем она есть на самом деле". Газета «Известия» статья «Имидж как ресурс» 29.11.2010г.





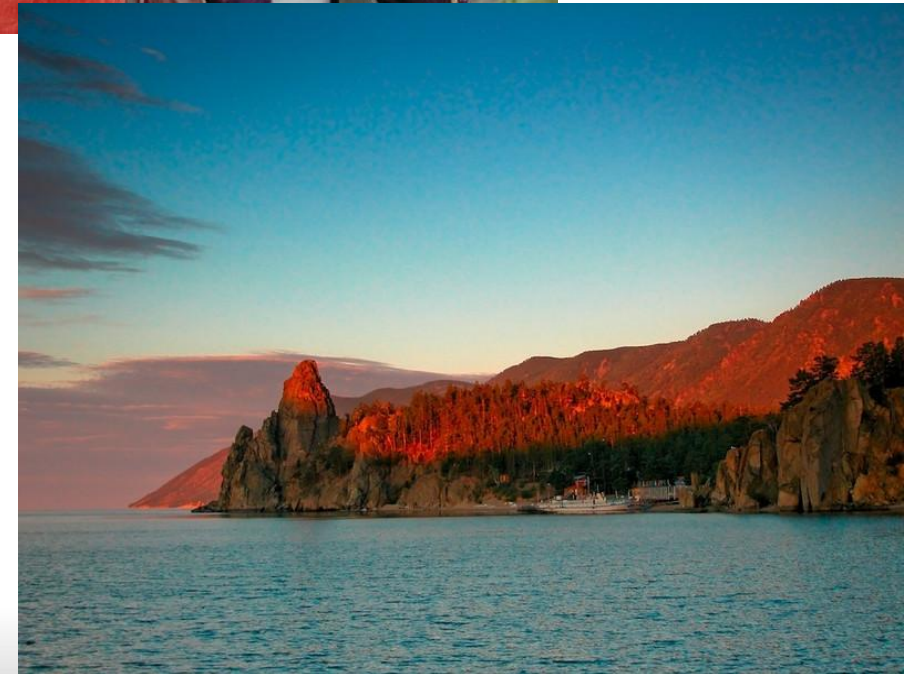
Russia Brand Formation

Strategic Positioning Process.

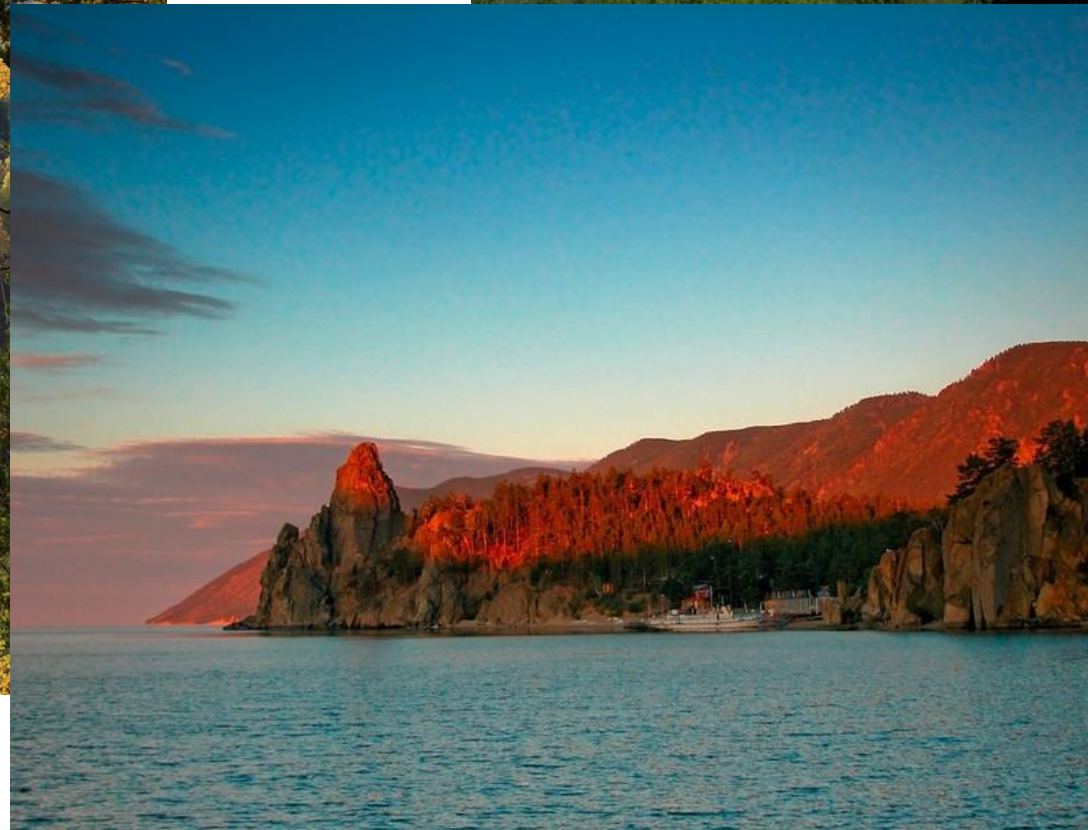




Russia as a brand: Brand identity?



Diversity: nature

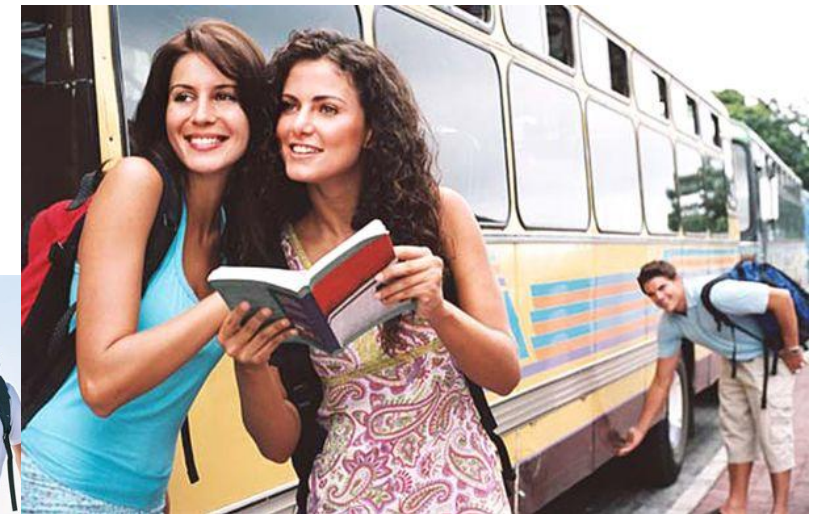


Diversity: Culture



Russia

1. Who are our Target Groups
2. Key stakeholders
3. **Key message**

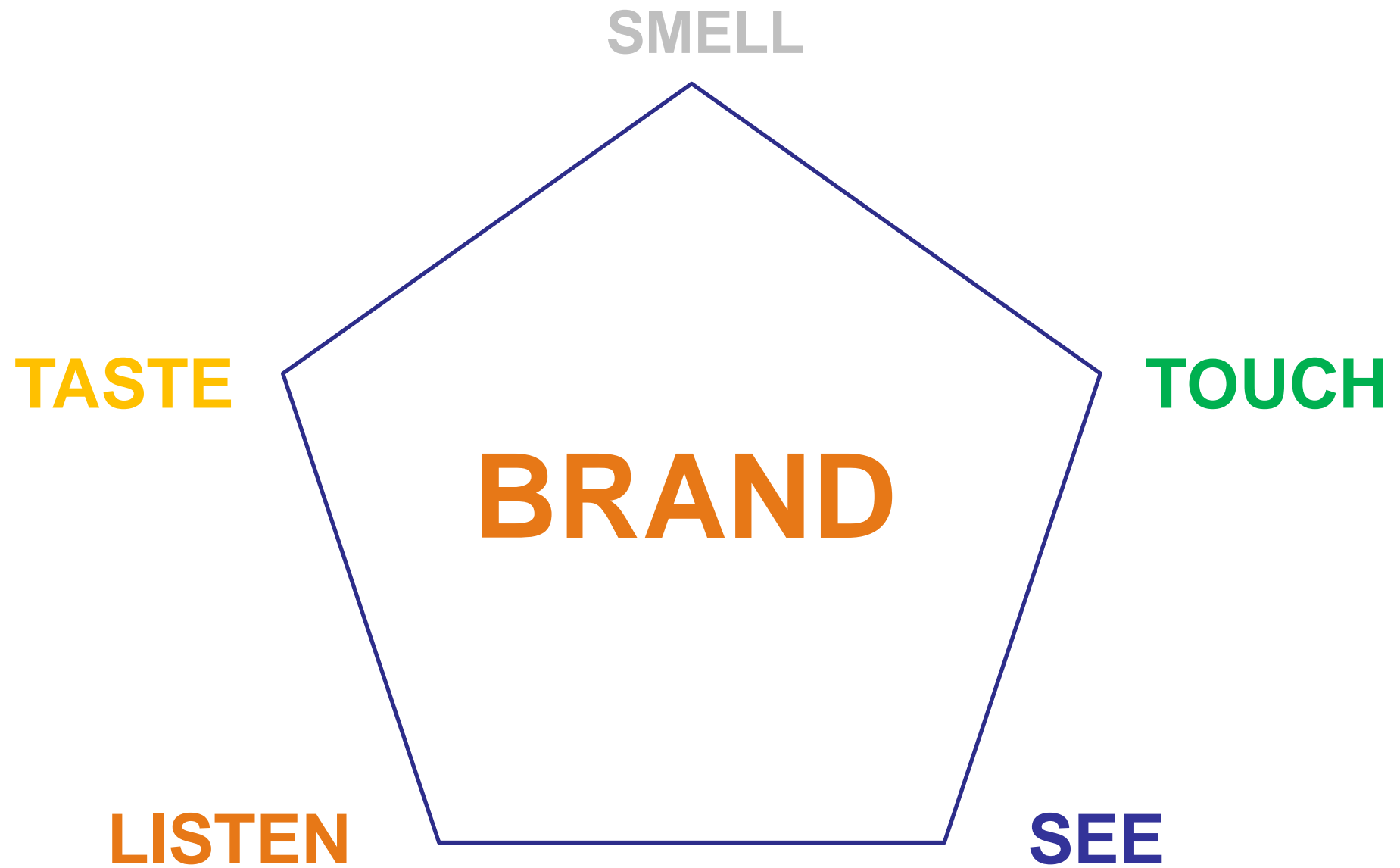


To do List:

- Big Idea formed & clearly communicated
- Target groups found, focus on the young as well
- Diversity instead of 1-D culture
- Integrated promotion strategy & long-term planned campaign,
- Integrated marketing communications, New Media are included, cohesion of channels and messages
- Russian Tourist boards opened
- Interactive on-line maps with city attractions
- Media relations



Martin Lindstrom 5D Branding



Welcome to Russia!

Thank you for your kind attention!



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www.interprclub.ru

