

# brand★Bulgaria

a perspective from  
Knight International UK



*We smile in the  
same language™*

# Importance of positive brand recognition

- Determines success or failure
- The power of a brand is its ability to influence purchasing behaviour
- The brand includes the brand name and brand image
- The brand name must be unique within a market



*We smile in the  
same language™*

# what is a brand image?

- First mental picture that comes to mind
- Using the shortcut of a brand image saves people “thinking time”



*We smile in the  
same language™*

# brands you know



Prestige, expensive & quality



*We smile in the  
same language™*

# brands you know



Safe, secure & reliable



*We smile in the  
same language™*

# brands you know



economical, affordable & accessible



*We smile in the  
same language™*

# countries are seen as brands

- The “brand image” of a country is a way of creating a shortcut to tell us how to feel about a particular country
- A positive brand image sometimes competes against a negative stereotype



*We smile in the  
same language™*

# a country brand :: Ireland

- Similar background to Bulgaria
  - Farming Communities
  - Had a low level of tourism
  - There was a history of troubles
- When Ireland joined the EU in 1973 their image to the UK was negative



*We smile in the  
same language™*

# a country brand :: Ireland

- The picture that came to mind when someone said Ireland
  - Little to see and do
  - Weather = Rain
  - Jokes were made about the Irish lack of intelligence and ambition



*We smile in the  
same language™*

# a country brand :: Ireland

- Along with a booming economy, Ireland became and remains a hugely popular tourist destination
- It is estimated that 7.6m people visit Ireland each year (4.3m British)
- Irish tourism is worth £2 billion
- How did they achieve it?



*We smile in the  
same language™*

# a country brand :: Ireland

- Govt. created a brand building department within tourist board to re-invigorate the tourist industry and create a brand image to replace the stereotype
- These “brand builders” concentrated on key areas of;
  - People
  - Natural Resources
  - Heritage



*We smile in the  
same language™*

# plan of action :: create image

- Set up a cross cultural enterprise for branding
- Define the brand image you want rather than accepting the stereotype others have given you
  - Contract the brand and narrow the focus of your publicity to ensure that the brand image can be defined in as few words as possible. Help people use their perception by creating the shortcut for them to use when they think of Bulgaria



*We smile in the  
same language™*



*Majestic Mountains*



*Food, Music & Folklore*

*Sandy Beaches*

*rich in natural resources*



*1000's of years of history*



*We smile in the  
same language™*

# plan of action :: publicity

- A successful brand image of a country is built through PR and media commentary rather than just advertising
  - You cannot simply purchase full page adverts that tell people what to think about Bulgaria. It may take many good news stories published over months and even years to eventually reverse a negative stereotype into a positive brand image



*We smile in the  
same language™*

# plan of action :: PR with P.M.A.

- For every negative article printed you need to produce 3 positive articles
  - For example; should there be a negative article about the condition of roads in Bulgaria. Then release information regarding a new highway planned or a new road recently opened
- Look for the good and tell people about it
- If something needs improvement do something about it



*We smile in the  
same language™*

# plan of action :: find partners

- Choose from countries with potential
  - 14% of international travel is from the UK
- Transporters into Bulgaria
  - “8 low cost airlines have an interest in flying to Burgas” sofia echo



*We smile in the  
same language™*

dynamic laws of prosperity

# The law of magnetism & attractiveness



*We smile in the  
same language™*



*We smile in the same language™*

“Great hearts steadily send forth the secret forces that incessantly draw great events.”

emerson

