

MECHANISMS OF FORMATION OF THE BRAND OF THE INTERNATIONAL INTEGRATION ASSOCIATION

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Currently, there is no special literature or research concerning the brand of an international integration association. Therefore, we will try to independently develop mechanisms for the formation of the IIA brand. Mechanisms are what an object is made of, a phenomenon, and how all the components are connected and work in a single system. In this case, for the IIA brand, we will highlight its components, the basic components on which the brand should be based, the stages of formation and promotion channels.

As mentioned before, the brand scheme of D. Aaker is based on the functional purpose of the brand. An international integration association or any other international organization also has its own purpose. Therefore, the brand must convey a specific goal, mission, message of the IIA, i.e. what are the goals of creating this association, what message will the activities of all members of the association carry for the global community and for the internal audience, what important tasks need to be performed within a particular integration association. In our opinion, this is especially important for the citizens of the IIA, since without their faith in the brand, their love for it and their loyalty, it will not be possible to successfully promote the brand beyond the IIA [1].

In addition, the brand must reflect the value. In the case of an interstate entity, there may be several values, and all of them must correspond to the values of the citizens who inhabit the territory of the IIA, or attract those who share the same values. We need to ask ourselves the following questions: "What do our citizens value most? What do they want? What are they missing? What do they care about? What can't they give up? What does the world community value in us?" For example, in the EU, citizens and those who are attracted to the EU value freedom, a high standard of living, multiculturalism, democratic principles, respect for human rights, etc.

Also, the brand must provide a certain affiliation to a certain group. In the case of IIA, let's call it identity. People should identify themselves as part of a single large organism, a large group, a large association. And in this case, the brand can either reflect and support this identity, or, perhaps, contribute to its creation and promotion to the masses. To some extent, this brand element will support the formation of the self-image of the integration association [2].

It is also worth emphasizing that a brand is a communication. This is the ability to maintain relationships with his "followers". In fact, a strong brand is something alive, "humanized" in the eyes of people, and therefore this image must constantly communicate through certain channels with the audience to maintain strong relationships. These can be various symbols (a logo, a sign, a flag, a motto) that evoke associations with the brand, as well as media, the Internet, PR campaigns or various events.

According to the previously mentioned "Anholt hexagon", for effective brand formation and promotion, it is necessary to use six main areas. To some extent, some of them can also be called channels for promoting the brand of an international integration association or components of the brand itself, since other brands can be created within some areas to strengthen the position of the main one [3].

Tourism. This area can become one of the most influential, as the experience that people get when visiting IIA member countries can have the most significant impact on the formation and perception of the brand. In addition, the tourism industry tends to attract the most capital and has the best professionals. There may be competition between the national brand and the brand of the whole

association. However, if you create a brand campaign in which people traveling to a particular country will see unobtrusive reminders of IIA (signs, symbols, official institutions, marking on souvenirs, etc.), then the national brand will not suffer.

Export trademarks. The labels "Made in ..." and "Made in ..." on goods exported outside the integration association can make an important contribution to the formation of its image. Of course, behind these stamps should be high quality and the ability to meet the needs of consumers in the best possible way. If we can achieve this, then well-known product brands will only strengthen the central brand of IIA. Moreover, local well-known brands can increase the attractiveness of the union in the eyes of the domestic audience.

Foreign and domestic policy. To what extent do the decisions made by the IIA management correspond to the stated goals and values? How independent and effective are the IIA institutions? How are relations between the IIA member states built? The answers to these and many other questions should clearly show how the policy corresponds to the brand message, has a positive or negative impact on the development of the brand?

Investment and immigration law. Attracting foreign investment, companies, specialists and people who want to live in the territory of the IIA affects the perception of the brand in the world. Cooperation and mutual benefit are the basic principles of modern politics and economics. Therefore, improving the attractiveness of the investment climate, the efficiency of the relevant authorities and the simplification of legislation should be the main tasks for specialists in this field who are responsible for the future of the integration process.

Culture and traditions. Since the international integration association is not one state, but several, each will have its own culture and traditions. This diversity can become an attractive aspect of the brand. In this case, it is necessary to actively inform the internal and external audience about the diversity of cultural heritage. Culture also includes sports, science, and education.

People. People living in countries on the territory of the IIA are the face, the main tool and channel for brand promotion. Their level of education, hospitality, friendliness, activity, achievements, as well as the identification of themselves as citizens of one association – all this together, of course, affects the perception of the brand and the image of the IIA as a whole.

To determine the approximate plan for building the IIA brand, it is proposed to take as a basis the steps of building the "EU" brand by O. M. Hauer-Tyukarkina with some additions and adjustments. So, we will highlight the following possible stages of building the IIA brand:

Stage 1. Analysis of the overall image of the IIA at a specific time, its strengths and weaknesses. Based on this, it is necessary to develop ways to eliminate the negative aspects of the image as part of the adopted brand strategy.

Stage 2. Defining the main components of the brand: identity, message, purpose, values.

Stage 3. "Why exactly will this IIA be successful"? Determining what makes a particular IIA unique, attractive, and differentiates a brand from others. It is desirable that these characteristics are simple, clear and appeal to the most positive feelings.

Step 4. Identify the main target audiences of the brand. There will be two of them: internal (IIA citizens, official institutions and bodies, business communities) and external (global political community, foreign citizens and investors, main partners and candidates for IIA membership).

Stage 5. Planning a brand company for a certain period of time with specific goals and objectives, with details of all actions, activities and programs.

Stage 6. Defining a communication strategy: channels and tools for promotion, communication principles, "brand ambassadors" and symbols.

Stage 7. Putting the strategy into action and, further, constantly monitoring the effectiveness and adjusting the plan if necessary [4].

Today, it is important for every political actor to have an effectively functioning information and communication structure that will help correctly and clearly convey to the world community its

goals and position. At present, the information war is constantly being waged. Therefore, the main task for the actor is not to lose in this war, and this can be done with the help of a well-built information and communication system [5]. Information and communication policy is the main tool for spreading the "soft power" of a political actor to external audiences. Communication can be a key tool for strengthening identity, integration, mutual respect and democracy, which is what Member States need to achieve in the integration process [6].

To promote the brand, it is important to use all the main communication channels, it is necessary to cooperate with the public and private sectors of all countries, cooperation with representatives of different public structures. The mass media (print, radio, television, Internet) should ensure the frequency of positive mentions of the IIA brand and at the same time reduce the number of negative ones. Public relations and advertising should inform the audience in a timely manner about all planned promotions and programs to maintain brand awareness and involve citizens in various projects [7].

In addition, one of the most effective tools for brand promotion can be public diplomacy. It can include the formation of public opinion abroad, the interaction of interest groups of different countries, cross-cultural exchange – all that goes beyond traditional diplomacy.

Qualified recourse to the means of public diplomacy, or, on the contrary, neglect of them, can, accordingly, strengthen or weaken the existing trends towards integration rapprochement:

- smooth out or escalate the upcoming confrontation;
- help break out of international isolation or perpetuate marginalization;
- improve or worsen the outcome of the ongoing negotiations;
- mitigate the costs of financial and economic dependence or make their burden even heavier.

We should also mention cultural diplomacy, which is a kind of public diplomacy. It includes not only the exchange of ideas, traditions and cultural values, but also cooperation in the field of art, science, education and sports, which may play a key role in shaping the image, brand of a state or an integration association.

For an international integration association, two areas of public and cultural diplomacy should be relevant: on the one hand, in relation to the citizens of the IIA participating countries, on the other – in relation to the external audience in order to attract new partners and increase international prestige. However, the main feature is the fact that the tools of public diplomacy, as a rule, are used not only by the institutions of the entire association, but also by each participating country individually.

Thus, an attempt was made to develop mechanisms for the formation of the brand of an international integration association. It should be noted that the stages of brand creation and the tools of brand strategies have long been known and are widely used in the formation of brands of other political actors. You just need to adapt them each time to a new actor, taking into account its specifics, and in general, the general step-by-step scheme and tools will always be the same. Nevertheless, it was possible to present a certain basic model of the components that make up the IIA brand and, focusing on which, you can start developing a brand strategy.

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