

Kampanye "Discover The Potential" Di Media Digital Sebagai Strategi Nation Branding Turki

*Overview Of "Discover The Potential" Campaign On Digital
Media As A Turkey's Nation Branding Strategy*

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Abstract

Nation Branding is a way for countries to create differentiation and uniqueness from other countries through branding. A Public Relations campaign can communicate a nation's brands that will attract business, tourism, and investment. Turkey is one of many countries that have started a nation branding campaign called 'Turkey: Discover the Potential' in 2014. Head of Turkey Exporters Assembly (TIM) Mehmet Büyükekşi stated that Discover the Potential is an offer to the whole world to come and discover the potential in the country. This study will analyze 'Turkey: Discover the Potential Campaign' communicated through digital media; website, Facebook, Instagram, Twitter, and LinkedIn. This study then describes the digital media

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channels that have been used and optimization efforts that the 'Turkey can carry out: Discover the Potential Campaign' team in terms of content and technical use of the campaign media. 'Turkey: Discover the Potential Campaign' has seen this opportunity to spread the messages to the whole world through digital media. It uses every digital media platform available, including website, Facebook, Instagram, Twitter, and LinkedIn. An important thing that is missed from this campaign is that each social media platform has its characteristics and specialization. As for Turkey, this campaign can be a tool to communicate and promote national products, increase the number of exported products, and invite potential investors to invest and do business in the country

Keywords: Nation Branding, Discover the Potential, Digital Media, Channel, Campaign

Abstraksi

Nation Branding merupakan cara suatu negara untuk menciptakan diferensiasi dan keunikan dibandingkan negara lain di dunia melalui branding. Kampanye Humas dapat dilakukan untuk mengkomunikasikan merek bangsa yang akan menarik bisnis, pariwisata, dan investasi. Turki adalah salah satu dari banyak negara yang telah memulai kampanye branding bangsa yang disebut 'Turki: Temukan Potensi' pada tahun 2014. Ketua Majelis Ekspertir Turki (TIM) Mehmet Büyükekçi menyatakan bahwa, Temukan Potensi adalah tawaran ke seluruh dunia, untuk datang dan menemukan potensi di negara ini. Kajian ini akan menganalisis 'Turkey: Discover the Potential Campaign' yang telah dikomunikasikan melalui media digital; situs web,

Facebook, Instagram, Twitter, dan LinkedIn. Penelitian ini kemudian mendeskripsikan kanal media digital yang telah digunakan dan upaya optimalisasi yang dapat dilakukan oleh tim 'Turkey: Discover the Potential Campaign' dari segi konten dan teknis penggunaan media kampanye. 'Turki: Temukan Kampanye Potensial' telah melihat peluang ini untuk menyebarkan pesan ke seluruh dunia melalui media digital. Menggunakan setiap platform media digital yang tersedia, website, Facebook, Instagram, Twitter, dan LinkedIn. Hal penting yang luput dari kampanye ini adalah, setiap platform media sosial memiliki ciri khas dan spesialisasinya masing-masing. Bagi Turki, kampanye ini dapat menjadi sarana untuk berkomunikasi dan mempromosikan produk nasional, meningkatkan jumlah produk yang diekspor, serta mengundang calon investor untuk berinvestasi dan berbisnis di negara tersebut.

Kata Kunci: Nation Branding, Discover The Potential, Media Digital, Saluran, Kampanye

Introduction

In today's era, the digital world is something that cannot be separated from our daily life. People are connected by their gadgets to the internet and share all kinds of information. The new 2018 Global Digital suite of reports from We Are Social, and Hoot suite reveals that there are now more than 4 billion people worldwide using the internet (wearesocial.com).

Through the internet, people are connected through social media. Social media has become a new way of sharing,

communicating, and interacting with friends and relatives. Data from the 2018 Global Digital suite of reports show that more than 3 billion people worldwide now use social media each month, with 9 in 10 of those users accessing their chosen platforms via mobile devices.

In this digital era, where everything is connected through the internet, people compete to get recognized, be unique, and be different from each other. This phenomenon is also happening in countries. Every country in the world is competing with each other to get more attention, recognition, and credibility. This phenomena will lead to getting more investment, trade, and tourists. Thus, every country needs a special identity and uniqueness that differentiates one country from another.

Keith Dinnie (2008: 5) defined a nation brand as the unique, multi-dimensional blend of elements that provide the nation with culturally grounded differentiation and relevance for all of its target audiences. Nation branding to shape the country's identity is not only about making a good campaign logo or slogan that sounds beautiful but about how a country can express its identity, characteristics, and culture through branding activities.

Turkey then initiated a nation branding campaign by the Turkish Exporters Assembly (TIM) in 2014 with the support of the Turkish government and the Presidency. After that, the Turkey Promotion Group (TPG) was founded by the legislation of the Turkey Ministry of Trade within the body of the Turkish Exporters Assembly (TIM) in 2018. Its vision is to establish and promote 'Turkey, Discover the Potential' and Turkey's Exporting Sector brands globally.

Its mission is to introduce Turkey's export power, skills and success stories of Turkish sectors and increase the awareness of Turkish goods and services globally. It helps elevate the perception of 'Made in Turkey' and promote Turkish products' variety and quality. TPG builds and manages global communication and advertising campaigns, PR, sponsorships, and events (turkeydiscoverthepotential.com).

The Good Country Index, developed by Simon Anholt with the support of Robert Govers as a research partner in 2018, places Turkey in number 59th among 153 countries. The top 10 are mostly European countries, with number one being Finland and the second being the Netherlands. While in Asia, Singapore

is the top-ranked number 23rd, followed by Japan number 24th and Korea number 26th (goodcountry.org).

In Nation Brands Reports of 2018 by Brand Finance, Turkey's ranked 34 out of 100 countries, and this rank dropped far from ranked 24 in 2017. CEO of Brand Finance David Haigh stated that the ongoing economic crisis alongside the fall in the value of the lira had seen Turkey's brand value decline by one third to US\$382 billion from US\$570 billion last year. Turbulent political times in the wider region, such as the ongoing crises in Syria and Iraq, have also played a part. The mission ahead is to nurture global Turkish brands, such as the national carrier Turkish Airlines, which has shown a promising rise in its brand value since last year, up 6% to over US\$2.0 billion.

This fact shows that Turkey's nation brand is not good and strong enough compared to other European or Asian countries. Therefore, Turkey's government needs a branding campaign to promote its image on the international level for certain political, economic or national ambitions. Branding of nations with international campaigns also included the processes by which the governments tend to imagine and define their nations in certain ways.

1 Literature Review

1.1 Nation Branding

Nation branding, the practice of governments launching campaigns promoting a certain image of a nation-state in collaboration with public relations (PR) experts and corporate companies, is a relatively new phenomenon dating back to the late 1990s (Bolin, G., & Miazhevich, G., 2018). The nation branding phenomenon has become a major activity in most countries to promote culture and attract potential tourists, international business and investments. The modern goals of nation branding are to improve international credibility, attract global capital, increase international political influence, tourism, and investment, enhance nation-building, solicit and retain talent, and reverse negative perceptions that may arise from international rating downgrades (Teslik, 2007).

Nation branding aims to increase a country's legitimacy and attractiveness in the eyes of the rest of the globe (Gienow-Hecht, J., 2019). Moreover, the collaboration between the actors can take the shape of economic exports, international investments, political trust, tourism, and other forms, but nation

branding begins with existing images and ideas (Gienow-Hecht, J., 2019)

Competitive identity is important in globalization because it allows for the management of a place's reputation, which could be the case, for example, if stereotypes and clichés are attached to a place while ensuring differentiation from other places and strengthening competitiveness (Bisa, 2013). Today, among political decision-makers, cultural ambassadors, bureaucrats, and marketing and advertising specialists, country branding has become crucial in cultural policy (Subremian, 2017).

Kaneva (2011) cites three methods for country branding in the literature. The first is a technical–economic strategy based on marketing and management that contends country branding serves to increase nations' competitive advantage in a global market setting. The second approach is political, focusing on the link between public diplomacy and country branding, which is sometimes referred to as "an augmented kind of propaganda" and other times as a "post-ideological type of reputation management for nations" (Kaneva, 2011, p. 126). The third is a cultural approach built on three critical theories of culture, communication, and society. Scholars engaged in furthering "a

criticism of country branding's discourse and practices related to national identity, culture, and governance" (Kaneva, 2011, p. 127).

Despite the growing presence of media scholars in the field of country branding research, sufficient theorization of the media's role in nation branding has either been sidelined or has been secondary to the consideration of other concerns, such as identity (Bolin, G., & Miazhevich, G., 2018). There have been evaluations of media content (texts) and campaign development, but 'the media' have usually been portrayed as passive instruments in the orchestration of nation-branding efforts, with no agency of their own (Bolin and Ståhlberg. 2015: 3066).

This article then will discuss deeper in the field of nation branding in the media, especially digital media. A technological media viewpoint would be concerned with how the medium's unique technology influences how messages are developed and which audiences are targeted (Bolin, G., & Miazhevich, G., 2018). This approach will help identify how nation branding can be understood as one of the soft power of a country, a practice that must involve media.

1.2 History of Nation Branding in Turkey

Turkish government's promotion and publicity were first started in the 2000s when the Ministry of Economy introduced the "Turquality" program in 2004. It is launched together with www.turquality.com as its website address to spread the messages. This campaign is a state-supported branding program, and this campaign aims to support Turkish companies to get more recognition in the international market. Unlike the programs that aimed to increase export by the state, this campaign wants to create global brands for Turkish companies. The mission of the Turquality campaign is "Creating Global Turkish Brands", "Strengthening the organizational infrastructure and brand recognition of companies," and "increasing brand awareness in Turkey". The program aims to support companies based in Turkey. Focusing on their international operations, ranging from financial support for potential brands, organizational and strategic consulting for companies, educational support for administrators for branding practices, and media and communication campaigns that aim to increase the recognition of Turkish brands internationally. As of 2017, the Turquality program supported 74 brands from 162 companies in Turkey.

Besides the Turquality campaign by the Minister of Economic, the Turkish government also makes several campaigns to increase Turkey's popularity worldwide. The first logo for Turkey was designed in 2000 by the Ministry of Culture and Tourism and circulated to international audiences with advertisements and public relations applications. These initial activities aimed to attract global tourist attraction and improve the image of the country as a democratic, Western state and bridge the East and the West.

Several campaigns have been done throughout the year based on the Ministry of Culture website page. Several campaigns were undertaken with specific slogans such as "Go with the Rhythm, Enjoy Turkey" in 2004, "Turkey Welcomes You" in 2005, "Mediterranean and More" in 2006 and "What a Feeling" in 2007 and "More is Always on the Way" in 2008 (Aksungur 2008: 96).

1.2.1 Campaign in 2004

The first campaign launched in 2004 with the slogan "Go With The Rhythm, Enjoy Turkey". The sea-sand-sun theme is in the foreground in the advertising campaign with Miss Azra Akin, Miss World, as seen in Picture 1. In this year's campaign, the

sea-sand-sun theme is dominant in every advertisement picture. Blue and yellow are the dominant colour used to strengthen the sea-sand-sun theme. A picture of a family playing on the beach shown in the second advertisement symbolises that a holiday in Turkey is also family-friendly. Overall this year's campaign mostly reflects how Turkey is the best place for a holiday in the summertime.

Other prominent scenes in the advertisement are the Bosphorus Bridge and Ortakoy Mosque. Also, Ishak Pasha Palace, Cappadocia, Mount Nemrut and the cultural richness of Turkey with Efes are highlighted with images (Ministry of Culture and Tourism, 2004).

Picture 1: Campaign in 2004

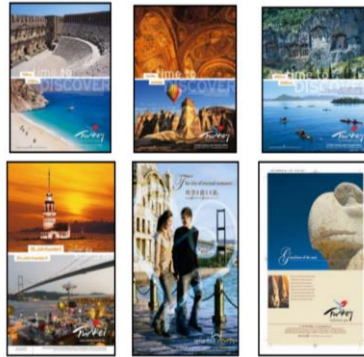


1.2.2 Campaign in 2005

When the 2005 advertising campaign was examined, the slogan was "Time to Discover" and "Turkey Welcomes You". In this year's campaign, the advertisement takes cultural tourism, alternative tourism, and coastal tourism were emphasized with an emphasis on tourism diversity (Ministry of Culture and Tourism, 2005).

Every advertisement contains two objects from Turkey's most famous destinations. Each poster has a certain theme or most famous sites in the city. The second poster emphasizes one of the most famous cities in Turkey, Cappadocia. The fourth poster shows the famous sites located in Istanbul. The fifth poster shows a couple walking while holding hands along the shores, showing how romantic to have a honeymoon or holiday with lovers in Turkey.

Picture 2: Campaign in 2005

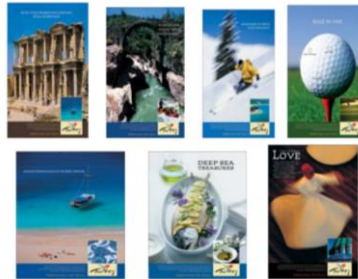


1.2.3 Campaign in 2006

In 2006 fundamental characteristics that differentiate the campaign from the previous campaign were seen in the advertisements. Turkey's market priority is Europe because Turkey is perceived as religious and cultural. The purpose of the campaign is to positioned itself as 'near and familiar' as the campaign slogan, "The Mediterranean and More", as Turkey was positioning itself to be made to the Mediterranean. Again, while emphasizing the cultural and historical richness, Turkish cuisine was brought to the front. In the 2006 advertising campaign, different content was designed for Istanbul through privatization. Istanbul has been put forward as a destination. Istanbul is the junction of Asia and Europe, shopping opportunities, cultural

diversity and historical heritage have been emphasized (Ministry of Culture and Tourism, 2006).

Picture 3: Campaign in 2006



1.2.4 Campaign in 2007

The slogan of the advertising campaign in 2007 was: "What a Feeling...". In the advertising campaign, touristic diversity was emphasized, especially cultural tourism and sports tourism. The purpose of introducing diversity was that Turkey is not only for 3-4 months of holiday, but tourists can do a lot of different activities for 12 months. The campaign visuals are located in a "T" with the figure referring to Turkey's tee; a catchall image of Turkey was created. By using different people in each image, the target audience was enlarged. In addition, different places were emphasized in the background images used (Ministry of Culture and Tourism, 2007).

Picture 4: Campaign in 2007



1.2.5 Campaign in 2008

The advertising campaign slogan in 2008 was: "Turkey, Open for Everyone". As shown in the pictures, diversity is again emphasized. In the 2008 advertising campaign, market segmentation was conducted, and different strategies were followed for various sub-groups by taking geographical, cultural, demographic characteristics and travel preferences into consideration. In particular, the UK, Scandinavian countries, the Baltic countries, Eastern Europe, Southern Europe, and the United States were reached with different advertisements. The side slogan for these countries is "More is Always on the Way". In addition, the management of the Ministry of Culture and Tourism organized "Turkish Nights", and the country's tourism representatives, politicians, artists, and media were invited to

introduce Turkey's tourism. (Culture and Tourism Ministry, 2008).

Picture 5: Campaign in 2008



1.2.6 Campaign in 2009

2009 introduce "Motherland of Civilizations, Love Center, The Land of Dreams" as their slogan. The promotions include "It's a Glamor of European & Asian Variety" in the East. "It's a Turkey (Asia and Europe created by the combination of brightness. This is the place Turkey)" slogan. The slogan used in Europe is "Unforgettable". Another slogan is "Turkey my Holiday", which means that tourists in Turkey would find something according to their needs (Ministry of Culture and Tourism, 2009).

Picture 6: Campaign in 2009



1.2.7 Campaign in 2010

As shown in the picture, an icon image was created in the overseas campaigns to remind Istanbul with the historical peninsula silhouette. The huge Istanbul Inspirations posters featuring the striking Istanbul skyline met with Europeans in major European cities, particularly Paris, Berlin, London and Rome. The introductory film included Hagia Sophia, Blue Mosque, Grand Bazaar, Asmalı Mescit, Istanbul Museum of Modern Art, and frames from Bosphorus, Esma Sultan Mansion. The most important feature of the campaigns in 2010 was that Istanbul was the 2010 Capital of Culture. The logo of "Istanbul European Capital of Culture" is used in all promotions made, emphasising this subject.

The visuals of Istanbul's historical and cultural places and the theme of shopping and Turkish cuisine were used. Also,

many guests from various countries were shown. Ambitious positioning has been made with different advertising campaigns and messages, slogans and visuals for domestic and abroad. The campaign slogan is "Istanbul is the most inspiring city globally" (Ministry of Culture and Tourism, 2010.

Picture 7: Campaign in 2010



1.2.8 Campaign in 2011

In 2011, the main strategy of the advertising campaign was to put forward their good side and their price-quality benefits. It is also intended to preserve existing locations to target markets and reach more audiences. Another important feature of

2011 is the development of strategies with a focus on the destination, as shown in the picture. Again, emphasizing the diversity of tourism, season, congress, health, yacht, and golf tourism were highlighted. In addition, youth tourism has also been initiated. The slogan of the advertising campaign for 2011 was designated "Never ending Journey" (Ministry of Culture and Tourism, 2011).

Picture 8: Campaign in 2011



1.2.9 Campaign in 2012

2012 Campaign slogans are "Unlimited, Expect More, Unlimited Pleasure" as shown in picture 9. In the picture, especially, the Akdamar Church in Van, Gaziantep Zeugma Museum, Göbekli Tepe Mound in Şanlıurfa, Sümela Monastery in

Trabzon and Göbekli Tepe in Şanlıurfa, Zeugma Museum in Gaziantep, Selimiye Mosque and Complex, The historical elements such as Mount Nemrut, Troy, Cappadocia, Ulucami and Darüşşifa in the district of Divriği of Sivas, Pamukkale, Çorum Hattuşa and Safranbolu are at the forefront.

In addition, destinations such as Cappadocia, Mount Nemrut in Adıyaman and Pamukkale "have an important place in the campaign. The slogan "Be free from your worries" creates a positive image and encourages tourists to short holidays, such as Christmas and Easter holiday campaigns, are organized especially. Fethiye Ölüdeniz has been presented with the slogan "Unlimited Blue", Mersin Kız castle "Unlimited Peace", and Hagia Sophia Museum with "Unlimited History" (Ministry of Culture and Tourism, 2012).

Picture 9: Campaign in 2012



1.2.10 Campaign in 2013

The main strategy in 2013 was determined as segmenting the market and trying to reach the target audience. With this strategy, rapid growth was achieved in the tourism sector. Advertising campaigns similar to previous years continued, and the campaign slogan was "Join Us". As can be seen in the picture, visuals with sea, sand and sun, visuals for cultural tourism and visuals for honeymoon, family and SPA were prepared in this direction (Ministry of Culture and Tourism, 2013).

Picture 10: Campaign in 2013



1.2.11 Campaign in 2014

In 2014 advertising campaigns, joint cultural projects and public relations activities were conducted by participating in various fairs to tell the world about the achievements achieved in the previous years in tourism. A strategic approach to the "country branding" process has been implemented for the first time. In this context, a comprehensive advertising campaign was conducted to create a long-lasting communication with a global image campaign in the target markets and realize a more professional and integrated campaign. To make Turkey's tourism promotion without limitation, the dynamic nature and potential of sustainability stressed that the Turkey Home campaign, for the first time, began to apply the concept of creative work. Turkey began to strengthen and enhance the brand identity, providing

continuity and stability in the promotion to create a sustainable brand value. The advertising campaign slogan is "Home". The meaning of this concept is that a home is associated with a person's shelter, moreover a safe and peaceful port. "House, home and abroad" create a concept of positive emotions, an image Turkey wants to create abroad (Ministry of Culture and Tourism, 2014).

Picture 11: Campaign in 2014



1.2.12 Campaign in 2015

The 2015 promotional campaign slogan continued as "Turkey: Home". This slogan, which represented the country as housing dozens of civilizations throughout history and known for its hospitality, which is the homeland of the people at home and abroad, has become synonymous with the concept of Turkey (Ministry of Culture and Tourism, 2015).

Picture 12: Campaign in 2015



1.2.13 Campaign in 2016

The 2016 promotional campaign continues with the concept of "Home of". The slogan "Home Of Turquoise" was added to Turkey's values. Together with the "Discover the Potential Campaign", these programs want to tell the world about Turkey's brand, both in tourism and products. These communications campaigns improved Turkey's image worldwide (Ministry of Culture and Tourism, 2016).

Picture 13: Campaign in 2016



2. Research

2.1 Purpose and Importance of Research

This study will examine the uses of digital media to promote Turkey: Discover the Potential Campaign. Moreover, this study will examine the level of interactivity generated by the content posted on each digital media account. This study will help to know-how and to what extent the campaign used to promote products of Turkey. For this purpose, this article will first refer to the theoretical basis of brands and nation branding and then analyze the campaign materials.

This study then describes the channels that have been used and optimization efforts that the "Turkey can carry out: Discover the Potential Campaign" team in terms of content and technical use of the campaign media.

2.2 Population and Sample of Research

This study will examine the uses of digital media to promote Turkey: Discover the Potential Campaign in 2019. It includes several digital media channels, a website (www.discoverthepotential.com) and its social media channel; Facebook @DiscoverThePotential, Instagram @TurkeyDTP, Twitter @TurkeyDTP, and LinkedIn @TurkeyDTP.

2.3 Research Findings

About Turkey: Discover the Potential Campaign

Unlike other countries such as Malaysia with 'Truly Asia', Indonesia with 'Wonderful Indonesia', or Thailand's new campaign '#UnboxThailand', Turkey has a different aim about the new nation branding campaign. 'Turkey: Discover the Potential Campaign' was then initiated by the Turkish Exporters Assembly (TIM) in 2014.

Chair of Turkish Exporters Assembly (TIM) Mehmet Buyukeksi said that Turkey's 'Discover The Potential' Campaign is focused on tourism and aims to explain Turkey's economic progress over the last decade. The purpose of the campaign is to change Turkey's perception abroad. TIM wanted to promote and strengthen Turkey's image based on its performance, such as indirect investment, brand export, tourism and public diplomacy (hurriyetdailynews.com). This fact aligns with Keith Dinnie (2008) that different countries have adopted different strategies to confront the specific challenges they face. More and more countries worldwide are embracing nation branding to differentiate themselves on the world stage and to strengthen

their economic performance, primarily in terms of exporting, inward investment, and tourism.

Moreover, Mehmet Buyukeksi stated that before shaping the brand idea, they asked themselves about who they were, and the answer was that the Turks were sitting on a 10.000-year-old civilization. What makes Turks special are they are bold, entrepreneurial, highly adaptable and practical. The Turks have experienced changes during all periods, and thus they became the masters of change. Turkey: Discover The Potential Campaign is telling the tourist to come and discover the country's historical beauties and to the investor the country's investment opportunities (hurriyetdailynews.com).

Picture 14: Discover the Potential Logo

Source: turkeydiscoverthepotential.com



Turkey: Discover the potential campaign released some advertisements in a few different languages such as Turkish, English, Arabic, Germany, Italian, and French. The advertisement was broadcasted online and on television, both

national and international. The design of the logo and advertisement has a message that defines the narratives, philosophy, and characteristics of the country and spreads it all over the world. Like Haigh (2018) suggests, a nation needs to have a compelling proposition to attract talent, investment, tourism, and more just like for a consumer brand.

2.4.1 Official Website

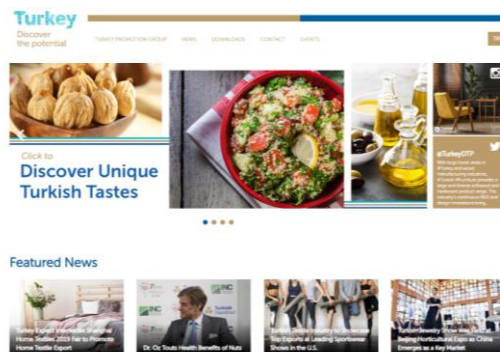
The campaign's official website address is www.discoverthepotential.com. The official website is available in Turkish and English. It includes 5 sections: Turkey Promotion Group, News, Downloads, Contact, and Events.

Home Page Analysis

Currently, the Home Page shows highlights pictures and a slideshow of Turkish products, such as Turkish Foods, Turkish Cosmetics, Turkish Carpets, and Turkish Automotive. Besides that, there are several links to featured news and articles of '20 Good Reasons To Partner With Turkey'. '20 Good Reasons To Partner With Turkey' articles consist of; Turkey for Your Wellness, A Creative Country Exporting Culture To The World, A Society With Dreams of Entrepreneurship, High Demand and

Investment Potential in Energy, Tourism Power, Power of The Turkish Banking Sector, Building The World, Expanding Into The World and Learning From The World, R&D and Innovation, Manufacturing Ability, Export Power, Fertile Lands, Strategic Location, Incentive Systems, Turkey's Signature Products, Aptness to Digital Conversion, Young Population's Gift to The Business World: Agility, Exciting Young People of Turkey, Population Increase Supporting Economic Growth, and Growing Economy. Each article explains important information and facts about each subject, and it also explains what's best and what to expect from the country.

Picture 15: Home Page



Turkey Promotion Group Page Analysis

In this section, Turkey Promotion Group explain who they are and its vision and mission for the campaign. The narrative goes as follows:

Turkey Promotion Group was founded by the legislation of the Turkey Ministry of Trade within the body of the Turkish Exporters Assembly (TİM) in 2018. Its vision is to establish and promote "Turkey, Discover the Potential" and Turkey's Exporting Sector brands globally. Its mission is to introduce Turkey's export power, skills and success stories of Turkish sectors and increase the awareness of Turkish goods and services globally. It helps to elevate the perception of "Made in Turkey" and promote Turkish products' variety and quality. TPG builds and manages global communication and advertising campaigns, PR, sponsorships, and events within these objectives.

Picture 16: Turkey Promotion Group



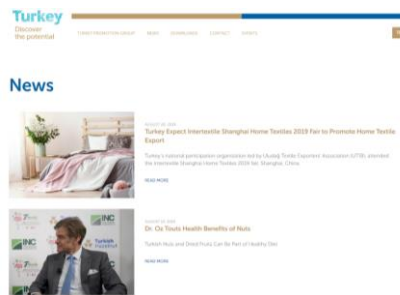
News Page Analysis

This section contains news about the organization's latest activity. News are served from the latest to the oldest one at the bottom. The oldest article was posted on 1st November 2014, and when this article was written, the newest one was published on 28th August 2019. The articles are mostly about the exhibition and promotion activity of each Turkish product worldwide. There are also articles about the value of Turkish exports or other articles about Turkish trading in general.

The News page was displayed beautifully, arranged and neat. Each article contains one picture that describes the content of the news. The picture was taken professionally and beautifully represented the most interesting information inside the news. Below the picture, there's a sentence highlighting the news, and if

visitors want to know more, they can easily click the 'read more button.

Picture 17: News



Downloads Page Analysis

This section contains five parts; Logos, Guidelines, Videos, Brochures, and Other Languages.

The 'Logos' part, provided links to download Turkey: Discover the Potentials campaign's logos. Different styles of logos are provided, original colour, white colour, solid colour, black and white colour, and it is available both in Turkish and English. Besides logos of the campaign, there are also logos for each Turkish products, which is; Turkish Animal Products, Turkish Apparel, Turkish Automotive, Turkish Carpet, Turkish Cement, Turkish Citrus, Turkish Construction Materials, Turkish Cosmetics, Turkish Defense & Aerospace, Turkish Dried Fruits & Nuts, Turkish Electro-Mechanics, Turkish Flowers, Turkish

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Fruits & Vegetables, Turkish Furniture, Turkish Gastronomy, Turkish Glass, Turkish Hazelnut, Turkish Healthcare, Turkish HVAC-R, Turkish Jewelry, Turkish Leather Products, Turkish Metal Products, Turkish Olive & Olive Oil, Turkish Seafood, Turkish Animal Products, Turkish Ships & Yachts, Turkish Software, Turkish Steel, Turkish Stones, Turkish Tastes, Turkish Arts & Entertainment, Turkish Textile, Turkish Towels, Turkish Machinery, Turkish Ceramics, Turkish Home Appliances, Turkish Consumer Electronics, Turkish Lubricants, Turkish Packaging, Turkish Paints, Turkish Plastics, Turkish Private Label, Turkish Rubber, Turkish Toys, and Turkish Casting.

Picture 18: Turkish Products Logo's





Contacts Page Analysis

Turkey Promotion Group contacts are written in this section. Moreover, there is also a Google Maps link that shows the office's location. This map makes people easier to find the location of the office.

Picture 19: Contact Us

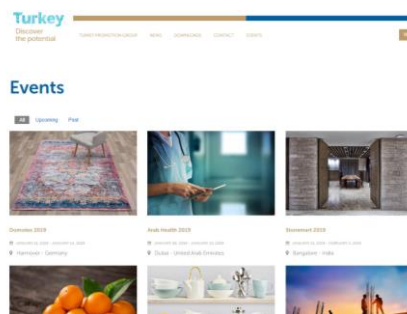


Events Page Analysis

This section contains the organization's events calendar. All of the shown events are abroad exhibitions events that Turkey participated. There are several countries where world-scale exhibitions are held: Germany, United Arab Emirates, India,

Poland, Japan, China, UK, USA, Algeria, Belgium, Russia, South Africa, Mexico, Italy, Qatar, and Nigeria. Most of the events are international events where countries from all around the world are participated to promote their national product. Usually, each event will specifically showcase one product, for example, Arab Health 2019, Stonemart 2019, Fruit Logistica 2019, Foodex Japan 2019, China International Furniture Fair 2019, World Food Moscow 2019, and Ina Place Automechanika 2019.

Picture 20: Events



2.4.2 Social Media Channel; Facebook @DiscoverThePotential, Instagram @TurkeyDTP, Twitter @TurkeyDTP, and LinkedIn @TurkeyDTP

The campaign uses social media channels as a tool to promote Turkish products. The social media used are Facebook, Instagram, Twitter, and LinkedIn.

Facebook @DiscoverThePotential Analysis

The Facebook Page was created on 3rd September 2018. It was followed by 289 people and liked by 261 people. The page was verified by Facebook, which is seen from the blue checkmark displayed on the profile page. In the 'about' part, the address of the official website, email, and Twitter and Instagram accounts is written. It is also written the tagline for the campaign is:

"Innovation, technology, opportunity, quality, creativity, growth, history ... #DiscoverThePotential of Turkey!

Moreover, the information about the campaign and a glance at information about the country are also included:

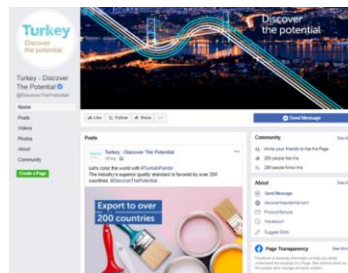
The slogan 'Discover the Potential' encapsulates Turkey's investment potential and high levels of production and exports and serves as an invitation to future partners. Turkey is a major gateway between Europe and Asia and is the world's 17th and Europe's 6th largest economy, with a \$169 billion export value in 2018. Turkey has a GDP of \$851 billion and a population of 80.7 million

people, half of whom are under the age of 31. With a rapidly expanding population and the youngest population in the EU, Turkey has abundant power and energy and is both a huge producer and consumer of goods.

Furthermore, Turkey boasts 20 free trade zones, 64 technoparks, easy access to 80 different destinations within 3 hours, and the possibility of direct shipping to 37 countries.

Turkey prides itself on its partnerships and ability to build long-term relationships that encourage mutually beneficial business growth.

Picture 21: Discover the Potential's Facebook Page

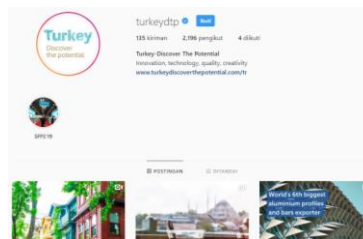


Instagram @TurkeyDTP Analysis

The first post was posted on 3rd September 2018. It is possible that it was created together with the Facebook Page. It

was followed by 1.957 people and followed by four people. The followed accounts are; Ruhsar Pekcan (Minister of Trade), Ismail Gülle (Chairman of Turkish Exporters Assembly), Türkiye İhracatçılar Meclisi (Turkish Exporters Assembly), and Go Turkey (The Official Instagram Account of Turkey). Until this article was created, there were 132 posts shared. The account was classified as Government Organization and verified by Instagram, which is seen from the blue checkmark displayed on the profile page. In the 'bio' part, we can see the address of the official website and the short version of the campaign's tagline; 'Innovation, Technology, Quality, Creativity.'

Picture 22: Discover the Potential's Instagram Account



Twitter @TurkeyDTP Analysis

The Twitter account is the oldest one, and it was created in September 2014. Unlike Facebook Page and Instagram account, the Twitter Page is not yet verified because there is no blue checkmark on the profile. In the 'bio' part, the tagline of the

campaign; 'Innovation, technology, opportunity, quality, creativity, growth, history... #DiscoverThePotential of Turkey!'.

The account was followed by 5.129 and following six accounts. The six accounts are; Ruhsar Pekcan (Minister of Trade), Ismail Gülle (Chairman of Turkish Exporters Assembly), Türkiye İhracatçılar Meclisi (Turkish Exporters Assembly), Go Turkey (The Official Instagram Account of Turkey), TC Ticaret Bakanlığı (Ministry of Trade), and Focus Business Turkey (A Directorate of Exports in Ministry of Trade). Until this article was created, there were 137 tweets, with 130 photos and videos.

Picture 23: Discover the Potential's Twitter Account



LinkedIn @TurkeyDTP Analysis

On LinkedIn, the page is classified as 'jobs', and it is stated that it was a Government Relations category. 756 followers followed the page. Unlike other social media accounts, here, the website address is www.tim.org.tr/en/, which is the

website of the Turkish Exporters Assembly. In the 'About Us' section, there are short descriptions of the campaign and Turkey. It is said:

The slogan 'Discover The Potential' not only encapsulates Turkey's investment potential and high levels of production and exports, but it also serves as an invitation to future partners. Turkey is a major gateway between Europe and Asia and is the world's 17th and Europe's 6th largest economy, with a \$169 billion export value in 2018. Turkey has a GDP of \$851 billion and a population of 80.7 million people, half of whom are under the age of 31. With a rapidly expanding population and the youngest population in the EU, Turkey has power and energy in abundance and is both a huge producer and consumer of goods. Furthermore, Turkey boasts 20 free trade zones, 64 technoparks, easy access to 80 different destinations within 3 hours, and the possibility of direct shipping to 37 countries. Turkey prides itself on its partnerships and ability to build long-term relationships that encourage mutually beneficial business growth.

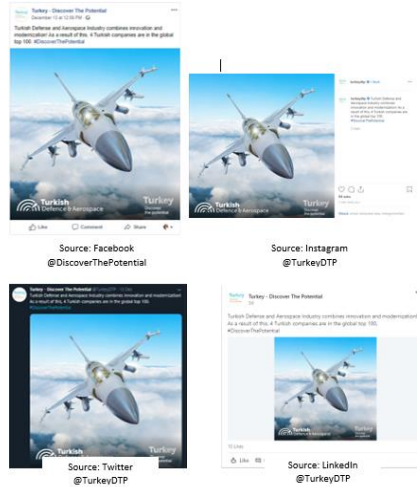
Picture 24: Discover the Potential's LinkedIn Page



Comparing the Contents Shared in Each Social Media Account

On every social media platform, they shared the same content and at the same time too. For example, this content shared on 13th December was also shared on other social media accounts with the same caption.

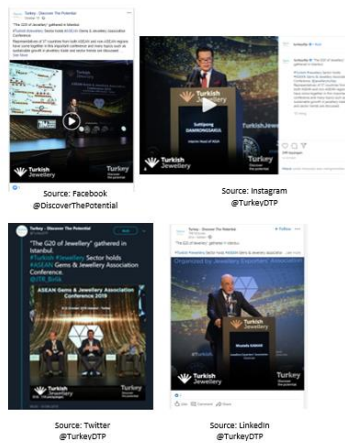
Sample 1: Contents shared on 13th December 2019



Sample 2: Contents shared on 10th December 2019



Sample 3: Contents shared on 10th October 2019



Conclusions

Nation Branding is a way for countries to create differentiation and uniqueness from other countries through branding. Nation branding imagines and narrates the nation in a particular way to construct an identity and attain a certain image of the country aboard. 'Turkey: Discover the Potential Campaign' bears crucial remarks in pointing out how Turkey's nation is imagined, discursively established, and conveyed to internal and external audiences.

Digital media is a channel that can be used to promote a campaign that is part of nation branding. In today's era, digital media is the main channel to spread information or messages to the public. Through this channel, several stakeholders can be reached, from potential buyers, investors, or tourists from overseas. The rule in digital media is to create content that is unique, interesting, beautiful, and easy to understand. Digital media is very popular, free, and easy to access through mobile phone or computer. This channel can easily share content from text, photos, and videos, which is very good to explain and share the messages to the stakeholders. Today, where everything can go viral and become popular instantly, digital media has become a very important and inseparable part of a Public Relations campaign.

'Turkey: Discover the Potential Campaign' has seen this opportunity to spread the messages to the whole world through digital media. It uses every digital media platform available, including website, Facebook, Instagram, Twitter, and LinkedIn. The campaign has followed the main rules of sharing social media content that must be beautiful, unique, and easy to understand. Through the shared content, the campaign shares desirable messages using beautiful photos, easy-to-understand caption, and short but informative videos. The photos and videos

are taken professionally and arranged with the same colour tone, which adds value to each social media account's timelines.

An important thing that is missed from this campaign is that each social media platform has its characteristics and specialization. For example, Instagram is a photo-sharing platform, so sharing beautiful photos or videos is important. As for Twitter, it is a microblogging platform, so it is important to make correct messages through text. Each platform also has its specific public, and each public has certain characteristics. Instagram is a platform for young people or millennials, while adults or older people mostly use Facebook. Twitter is good to share short but interesting information as it can go viral quickly. LinkedIn is a platform where professional people share their knowledge and experience about their expertise, create channels, or simply find jobs. All of these factors can be considered when the campaign's team makes content for social media.

Nation branding practices are important cultural intermediaries that communicate between the political or the business elite and the public, capable of attracting feelings, national belongings, identities and future ambitions. As for Turkey, this campaign can be a tool to communicate and promote national products, increase the number of exported products, and invite potential investors to invest and do business in the country.

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