
Country Branding in the Era of Pandemic: Possible Shifts in Country Branding Strategies and Future Perspectives

Submitted 12/10/22, 1st revision 25/10/22, 2nd revision 15/11/22, accepted 30/12/22

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Abstract:

Purpose: *In this article, we will analyze: 1) What is the impact of the pandemic on the country's branding strategies? 2) What are the new shifts in branding for governments?*

Design/methodology/approach: *Covid-19 brought a new order in international relations and public administration with the closure of borders, social isolation and quarantine measures. While governments have previously focused on investing in military and political power and international image, it has shifted to health strategies and local public diplomacy. Country branding strategy is to emphasize the country's existence and position in both local and international consciousness.*

Findings: *Adapting the requirements and passions of different local participants in a single orientation and at the same time presenting an encouraging and achievable strategic goal are the biggest obstacles for the country's brand.*

Practical implications: *The crisis not only challenges countries in some respects, but also creates new opportunities for innovation and improvement. And governments need to prepare themselves as soon as possible, rethink and restructure the country's branding strategies.*

Originality value: *Crisis while challenging countries from some aspects, also creates new opportunities for innovations and improvements. And governments must prepare themselves as soon as possible, rethink and rebuild country branding strategies.*

Keywords: *Country brand, nation brand, branding, pandemic, covid-19, government.*

JEL Classification: *M31, M37, H19, H83, Z18, Z30.*

Research type: *Research article.*

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1. Introduction

We all agree that as a result of the COVID-19 pandemic, the world is facing a phenomenal global welfare, social and financial crisis. The virus has long spread around the world. It started with one man, then hit millions. In addition, it contaminated individuals and affected every part of our lives. The travel industry is one of the areas affected by the sharp decline in global interest in travel imperatives, including all surrounding areas, which include a large number of infected areas.

According to the latest UNWTO World Tourism Barometer, the number of holidaymakers (short-term visitors) around the world fell by 70% in January-August 2020. Numerous fringes to sustain the ongoing COVID-19 pandemic. Politicians and the public sphere face the greatest challenges of the 21st century. Governments must fight the financial crisis, social and political emergencies, the collapse of the health care system, and the decline of global friendship (Joan Donovan, 2020).

World history proves that the global crisis has two sides, on the one hand, Covid-19 is provocative for most countries, on the other hand, it gives a chance to develop. Since the beginning of the pandemic, countries have faced human losses, economic failures, and the reorganization of annual budgets and political and social plans. Digitalization has emerged as an opportunity for innovation in all aspects of governance. Education, health and political sectors combined information.

The image of a country is built over time through ideas. These concepts, along with Public Administration, Personality and Culture, revolve around the Land and History of the country. Finally, this image will create a central idea that creates a sense of belonging to the country.

Country branding is designed to characterize the country, promote the country and distinguish the country from its competitors. Figure 1 shows the correlation between national identity, country branding and country image:

The country branding should include advertising, public relations, political representatives, brand ambassadors, tourism companies, products and services. When considering how a country should conduct a branding campaign, it should be based on the joint work of governments and the private sector, as well as civil society.

According to marketing branding, good products and services created by a good company have a positive brand image, as a result of which it is reflected in the company and becomes its main resource. Similarly, good products, services, culture, travel industry, investment, technology, education, enterprises, people, policies, initiatives and events produced by a good country also gain a positive brand image and therefore represent the country and perhaps its main resource can be.

Figure 1. The possible relationship between nation image and nation brand



Source: *Branding the Nation: Towards a Better Understanding*, Ying Fan (2009).

The main message of country branding is that if a country claims to improve its global picture, it should focus on improving and promoting the country's brand, rather than imagining unrealistic results. Reliable, structured, and all useful, felt, high-level, or more important ideas, items, and arrangements can gradually elevate the position of the country presenting them. As a process, the country brand consists of the following components:

1. Country branding strategy is to spotlight the country's presence and standing in both local and international thinking. What is the purpose of branding and its potential ways? The goal and one of the biggest obstacles to branding a country is to respond equally to the needs and passions of different local participants, while providing an incentive and achievable strategic goal.
2. From the organizational point of view, the essence of effective country strategy is that renewed money, legal, political, social, cultural and educational operations such as revolutions, enterprises, legislation, innovations, investments, institutions and public plans will lead to ideal progress.
3. Symbolic actions are a specific type of substance that has an internal communicative effect. These can be developments, structures, legislation, changes, investments, enterprises, or especially thought-provoking, remarkable, memorable, picturesque, informative, topical, poetic, influential, surprising, or emotional.

First of all, they are a symbol of strategy, they are also part of the history of the country and the nation and the ways of sharing it. With these actions, countries prove that they are different and unique.

We must accept that the global world is like a market, and the country's image is important to increase exports and imports, attract investment and tourists. Many people and organizations rely on secondary sources, clichés, and stereotypes rather than in-depth analysis of target countries.

Most people make decisions with generalizations for most people we probably never knew or could visit, and we begin to develop and refine these impressions when we become interested in them. These words and summaries affect our attitude to different countries and their existence. Elsewhere in the world, it is very difficult to change people's thinking and misconceptions.

All governments must quantify and screen the world's impression of their country and create a technique to oversee it. Working for a fair reputation is a key part of their job, reliable; strong; Charm is really useful for socio-economic and political purposes. Governments are responsible for shaping the country's image and maintaining its positive perception.

According to Future Tourism Group (2020), the best countries are the products of highly active communities that play an active role in shaping the collective future. For this reason, more people than ever before, the government and productive stakeholders need to be involved, and residents, visitors, investors, and so on. We need strong partnerships to improve our mobility. Focusing on the local population will help rebuild COVID-19, an effective local tourism strategy that is important in the world.

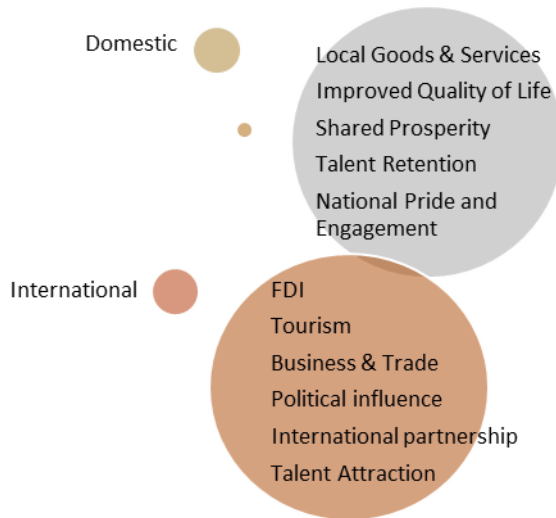
The idea of country branding is simple at first glance, because countries have developed images throughout history, and these images are vital for advancement and competition. A country's brand is different from its marketing synonym, because marketing techniques and strategies alone cannot promise to raise the country's image. The country's brand reflects local governance, quality of life, economy, socio-political situation and foreign relations. It is not about investing in local and foreign media to say how beautiful the country is. Of course, the country's branding and promotion activities require a lot of money, but the country's reputation cannot be built on money alone.

Normally, all crises affect countries' perceptions over time. Then perception will return to its pre-crisis state. Perception affected in the short term does not justify a permanent image change. For this to happen, the crisis must affect or be related to one of the following areas: - Public Administration (National Government) - Personality and Culture (People) - History and Land (Bloom Consulting, 2020).

According to Bloom Consulting, we need to have rules in place to determine whether an emergency affects a country brand or a long-distance landscape, such as the type and lifespan of an emergency. In most cases, the country's brands are not affected by emergencies, with the exception that any of the three focal points occur on a large scale or freely.

- Long-term crisis
- High intensity level
- Affects the identity and culture of the country

Figure 2. Benefits of Soft Power & a strong National Brand both domestically and international



Source: Brand Finance Nation Brands November 2020.

2. Literature Review

As mentioned above, the idea of national branding was first proposed by Simon Anholt in 1996 and has been widely opposed in the 21st century. The New York Times Magazine cited the nation's brand as one of the key concepts (Kaneva, 2011). This is followed by an increase in the number of researchers, showing that a country's brand can effectively build its political, economic and cultural position, its international destiny (Nicolescu, 2012). The country was more important as a place and destination (Amin and Thrift, 1994; Meyer and Gerschiere, 1999). Research in country marketing focuses primarily on discussions about a country's image or reputation.

The first study was conducted by Howard and Seth (1968) to explain the idea of a country brand and its impact on the country's image and reputation. In 1996, Simon Anholt used the term country branding to describe a wide range of motives and means. Anholt (2007; 2009; 2010) evaluated the whole process of country branding and came up with the idea of how to compare countries in this particular case. So, the brand of a country and a nation is more than the image and reputation of a country, it is the image of a country that is purposefully influenced and coordinated in a way that is advantageous for the country (Nicolescu, 2008).

In view of the above, many analysts of the country's branding have divided their efforts to mark the country in different nationalities and tried to clarify their impact on the country's image and prospects in the international arena. For example, Melissa Aronczyk in her book *Branding the Nation: The Global Business of*

National Identity (2013) presented several countries and their branding strategies. He also highlighted the issue of Iceland and its position on the country's brand, as they use videos and various articles to raise the profile of the country that collapsed as a result of the 2010 financial crisis.

Aronczyk (2013) argues that country branding is now a notable example, where corporate and government awards are located and "adopted in countries with emerging business sector economies as well as modern economies." The country is characterized as branding mechanism of discussions and methods aimed at creating the image of the country in the world. Uses corporate promotion and brand administration procedures and devices to convey the image of the country to the country and abroad. An effective country the brand is thought to have the ability to seek capital on a global scale travelers, commercial capital and human capital.

The country branding helps to "present the form of jurisdiction and government in the international arena" (Aronczyk, 2013) and gain a legal place in international cooperation. The history of country branding dates back to the second half of the twentieth century, when brands began to appear in various structures. In the 1980s, companies began to "depend on inaccessible resources, such as the size of the corporate brand" (Aronczyk, 2013).

Brand promotion has become an important area of expertise in the corporate world. Branding corporations began to speculate and change. corporate brands that intend to evaluate the achievements of an organization.

These tips develop ratings, best practices, and ideal criteria that organizations must agree to. Today, most of the organizations that provide consulting on country branding issues were initially corporate branding consultants. In the 90s, in the era of post-modern branding, public relations, marketing, advertising became the main sources of branding (Jansen, 2008). At that time, states began to worry about the various uses of force, especially soft power (New, 1990).

Branding, a tool for measuring value and uniqueness for organizations, "began to be seen as the most realistic approach to making a country important on a global scale" (Jansen, 2008). It was the same approach for companies. Country branding has become a way to achieve and ensure the authenticity of countries on the world stage in order to differentiate and ensure authenticity for buyers.

Then the country brand moved to a new stage, as noted by Simon Anholt, "a nation's" permission to exchange "in the world trade center and its relatives, a reasonable and basic measure of the decency of the place of residence, culture, regulations, things and administrations to everything else in the world. The main type of government that can tolerate the rejection of the impact of its image ... is for residents to take advantage of the influences and openings offered by others. " (Anholt, 2010).

3. Research Questions and Methods

The impact of a pandemic on a country's public image on the economy is generally accepted. In a global financial country, the brand is one of the main resources of any state, which strengthens the domestic industry, increases the value of investments, attracts vacationers and brain migration. Nation's Brand is a complex, multifaceted development. Popular questions in the country's branding literature are what a nation is branded and how a nation is branded. This article first provides a basis for the country brand. It then examines the benefits that a strong country brand can offer, in addition to the radical challenges of the global crisis.

The purpose of the article is to highlight the impact of the pandemic on the country's brand and the difficulties it creates. To address the challenges posed by this pandemic for countries, research raises critical issues and demonstrates a new phase of the country's brand. Have the perceptions of countries and governments changed? This study emphasizes the importance of using this pandemic as an opportunity to adapt to new norms. The aim of the article includes elaborating the effect of pandemic on country branding and the difficulties it creates.

To address the challenges this pandemic poses to countries research manifests critical issues and displays the new stage of country branding. Have the perceptions of countries and governments changed? This research highlights the importance of using this pandemic as an opportunity to adapt to a new norm.

The purpose of this work is to look at the academic study of the concept of branding of the nation from a new perspective - a pandemic. The research helps to better understand what a country's brand strategy can consist of and its development. He is also exploring how the country's branding activities should change during a pandemic and how they can contribute to future evolution. This is important from an empirical point of view, because we live in a rapidly changing world, where countries are competitors, not just for country branding campaigns. The purpose of descriptive research and content analysis is to reflect the country's brand during a pandemic.

The article opens the way for further research of ideas to study the changes in the country's branding strategy during and after the pandemic at different times. The pandemic is new, and after Covid, we will see a clear picture of the country's groups and their new positions. The reason for the investigation provides a framework for further investigation, and its findings may be useful for further investigation.

This article depends on the content analysis of secondary information such as media reports, publications of international organizations, public statements, scientific articles. Bloom Consulting's latest report, COVID-19 The Impact on Nation Brands, is invaluable in analyzing the impact of the pandemic on national brands.

The report examines how the government's emergency response to Covid-19 has affected the country's brands and people's thinking. Bloom Consulting sent a global survey using 4,000 individuals from all over the world, including the United States, Italy, Australia and China, to understand different perspectives and new travel experiences. The report also includes research on online searches by country.

4. How Country Branding Affected by the Pandemic? Factors for Post-Covid Era

All countries have images, whether they control it or not. In addition, it forms the basis of a country's brand, with some accepting that the country's image is full of generalizations and perceptions, as they allow individuals to understand their general views. Looking at the images of the country as a stereotype leads to the conclusion that changing the face of the nation is a long and difficult process. After all, individuals need to manage the information associated with their generalizations and not take into account the information that rejects it. The strong link between a country and its image is evident in Simon Anholt's annual Nation Branding Index.

The Anholt-GfK Nation Brands Index is an annual measure of the relative strength of brands around the world. Each year, some 400,000 people are asked 100 questions that allow them to assess the overall strength of a country's brand and image. The country's branding training encourages governments to actively engage with their international image. Because the public landscape is based on perceptions, countries may try to develop or refute generalizations, depending on whether their descriptions are positive or negative in individual opinions.

The term nation brand was coined in 1996 by Simon Anholt. Anholt is also known for creating the Nation Brand Index. The NBI uses these six categories of Nation Brand hexagons: Tourism, Brand, People, Culture, Investment, Politics. However, the national brand index is not the only country brand rating in the world. Global brands Bloom Consulting, Future Brand and East-West Communication are also known for their measurement methods.

Country branding ratings use similar metrics to rank and measure brands. The Country Branding Rating, initiated by Bloom Consulting, revolves around the issue of attractiveness: the attractiveness of a country, institution or project. Bloom Consulting's measurement strategy includes five targets: investment, tourism, talent, fame, and exports. Each of these goals has a specific interest group and relative need. This country's brand rating methodology approaches them separately to better analyze the objectives. The company uses the Bloom algorithm for ranking (Bloom Consulting, 2018).

The Global Soft Power Index by Brand Finance covers surveys and forms involving more than 55,000 respondents from 100 countries. They create graphs and tables showing the world's highest soft power states and their specifications, but at the

same time - thanks to the scale of the sample - they provide a more detailed description of international relations. These results are essential for governments trying to deal more comfortably with their country's brands and improve their soft power.

Brand Finance has developed the Global Soft Power Index to give an overview of the country's brands - their quality, popularity and impact on the world stage. It is important for governments and corporations to understand these differences in order to achieve universal progress, to recognize their strengths and weaknesses, and to improve their development systems ahead. The more subtle a country's strength is, the greater its ability to engage in speculation and market its goods and offices. (Brand Finance, 2020) Figure 3 summarizes ratings and their variables to measure brand value and impact.

Table 1. Country brand rankings

Ranking names	Categories					
Bloom consulting	investment	tourism	talent	export	prominence	
Anholt's index	investment	tourism	people	export	culture	governance
Soft power ranking	enterprise	education	engagement	digital	culture	governance

Source: Authors own work based on evaluations.

Covid-19 has a negative impact on all Country Brand categories. The government's crisis management approach and people's desire to visit, live, study, trade, invest and buy at a cost. The desire to live and work as a measure of education and brand is more closely linked to government policies, while the desire to travel and buy the country's products is less affected by the image of governments.

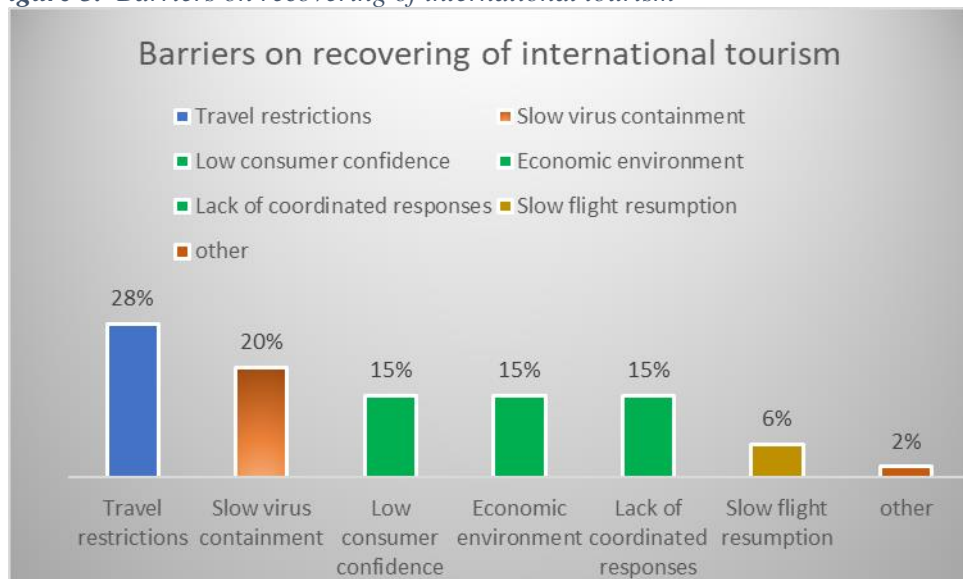
Tourism: The travel industry is one of the world's main economic sectors. In the export category, tourism ranks third after fuel and chemicals. In some countries, tourism can account for 20% of GDP. The travel industry is one of the areas most affected by Covid-19, affecting the world's economies, lives, government offices and employment opportunities. Globally, the tourism sector provides every 10 jobs (UNWTO 2020a). Tourism experts forecast growth in the tourism industry in the last quarters of 2021 and 2022.

Travel bans and locks on countries have completely slowed down the global travel industry. Countries benefiting from tourism have experienced a travel crisis. But this break can be used effectively to grow and be creative. When bans are lifted, countries must look attractive to travelers. In this case, digital tourism can save the tourism potential of countries. People may be interested in creating a way to digitally explore historical sites, buildings and museums. Countries need to identify the

factors that attract visitors. This requires them to go into more in-depth analysis and evaluate their sights and experiences. Virtual experiences can then be delivered to virtual travelers (Barker, 2020).

A global survey conducted by UNTWO provides expert opinions on obstacles to return to normalcy in global tourism. Tourism experts see travel restrictions and the slowdown of the virus as major obstacles to tourism recovery (UNTWO 2020b).

Figure 3. Barriers on recovering of international tourism



Source: United Nations UNTWO 2020.

Economy: While, in 2019 the global real Gross Domestic Product increased about 2.9 %, and after Covid-19 global crisis it was forecasted the global real GDP growth to decline by 4.5 % for 2020 (Statista, 2020). The pandemic has seriously affected Multinational Enterprises and Foreign Direct Investment, endangering their commitment to development in developing countries. Foreign direct investment (FDI) and international trade are leading actors of the world economy and facilitate the transboundary movement of goods, services and capital around the world.

Trade and foreign investment contribute to gross domestic product (GDP) in a variety of ways that are often related. Countries can use these such as improving domestic training and education or easing land rights, to encourage domestic investment. The reversal of these policies, on the other hand, can prevent investors from making a choice.

According to the UN, global foreign direct investment inflows in the first half of 2020 decreased by 49% compared to 2019 due to the economic downturn of

COVID-19. Post-pandemic crises in the world have facilitated actual investment projects and planned new ones (UNCTAD, 2020).

The value of exports from 37 countries, which accounted for about two-thirds of global service exports in 2019, decreased by 10.4 percent in the first quarter of 2020 compared to the same period in 2019. Tourism, which accounts for 24 percent, saw global service exports hit particularly hard in 2019. Between January and April 2020, international tourist arrivals worldwide decreased by 44% compared to the same period in 2019. In 2020, arrivals are expected to fall between 58% and 78%, depending on how the pandemic develops and the frequency of travel restrictions are comfortable (UN WTO, 2020).

It is estimated that just in UK, 22 million people lost their jobs in the first phase of pandemic, between March-June, until 2024 no backlash is forecasted (Ponciano, 2020). Significant declines in employment have occurred in industries that have been most affected by Covid restrictions and locks, such as hospitality, which includes bars, restaurants and hotels, unnecessary shops, retail and culture (King, 2020). Charity group – Oxfam² declared in April, 2020 that “Covid-19 could push half a billion people into poverty”.

Governance: The Covid-19 crisis was not an emergency that countries like the "USD crisis" were ready for "Oil crisis", "financial crisis" or "war". It is true that most governments are not ready for such crises. Even the countries that invest the most in the health sector face the greatest risks in this area. The United States was the largest spender on health care at \$ 11,072 per capita, but Covid almost collapsed the health care system (Blumenthal *et al.*, 2020).

The first response of all governments to the Covid-19 emergency was the lack of health crisis plans and property problems to share responsibility. Decisions on financial assistance to local businesses, quarantine measures, testing and vaccinations are disseminated to the outside world through social media, websites and newspapers. In a state of emergency and its financial and social impact, public administration and public administration are more important than ever. Management plans have played a key role in the immediate reactions of nations and will continue to be urgent for recovery.

Governments need to monitor how well they present the truth and what activities they offer. The speed of COVID-19 is stronger than the speed of data. Knowing that over time, people will get sick, receive the necessary treatment, and lose their jobs, homes, and lives affects their view of government. During the pandemic, governments continued to take different approaches - all measures were banned in

²The name “Oxfam” comes from the Oxford Committee for Famine Relief, founded in Britain in 1942. Their goal was to work together for greater impact on the international stage to reduce poverty and injustice.

other European countries except Estonia, Luxembourg and Finland, and masks were used at local and foreign facilities in Germany, Hungary and other countries (European Center for Disease Prevention and Control, 2020). Today, the focus of governance is to reduce the economic and human impact of the Covid crisis.

Culture: Cultural, social and innovative areas contribute to the country's economy and employment, important in terms of financial impressions and work. Within a month, cultural facilities, museums, exhibitions, which were visited by a large number of tourists in the country, began to feel the lack of visitors and money. Of course, this leads to a shortage of rehabilitation and employment of field workers. To overcome the crisis, both the government and the private sector must support artists, craftsmen, actors and cultural firms (OECD, 2020b).

According to the OECD, along with the tourism sector, the cultural and creative sectors are one of the most affected by the pandemic, accounting for 0.8-5.5% of the employment risk. Mass digitalization can help countries develop a digital culture experience. Quarantines and social exclusion measures are turning the public and private sectors into digital platforms to maintain the mark. Virtual travel experiences can never replace a live experience, but locks bring emotional stress and cultural content can satisfy hungry souls.

Public diplomacy is not currently in the spotlight, but governments will be globally condemned in the future for their actions against their citizens and each other, and in times of crisis, governments must stop blaming each other and take collective action for a common goal. virus. A few years ago, it would be unthinkable to hold global events and conferences in digital form. In the first days of the crisis, the power of social media was reflected in hourly updates. Governments need to recognize the power of working together to manage a crisis that will change global perceptions. The joint work of governments can also be an example for future crises.

Education: Grants and partnerships for educational purposes, such as the British Chevening, the Turkish Scholarship, the Hungarian Fellowship, and the Fulbright Scholarship, are supported by governments that plan to build credible partners, attract talent, and accelerate brain migration to the country. Graduates and students of these programs are live ambassadors of the country's brands.

Encouraged by scholarship programs, intelligent and wise individuals contribute to innovation and research. join the test and logical progress all over the world. These projects address global challenges to make the world a better place.

Digital: Digital diplomacy is one of the tools used by governments to improve the country's image. In emerging digital words, the international population, including potential travelers and investors, obtains and analyzes information and data shared on government bodies, diplomatic corps, social media, and official government websites. New Zealand diplomat Richard Grant defines rapid digitalization as "the

democratization of diplomacy." Technology allows more people to play, increases the size of the playing field to an unprecedented extent, and changes the rules every day" (Grant, 2004).

Digitalization is the focus when social exclusion rules and lockdowns are applied. The digital environment disseminates information about rules and activities "free of Covid" or "safe-way". As communication patterns change, countries and governments try to adapt to new norms. Countries that have previously implemented the "Digital Country" are leading. The more the population is informed about the crisis, the lower the level of panic and the faster the implementation of preventive measures. In times of anxiety, people even believe in conspiracy theories (BBC News, 2020).

Technology and innovation should be seen as a driving force for government agencies to embrace digitalization. Covid-19 provided an opportunity to test the effectiveness of current e-government initiatives and identify weaknesses. Electronic voice, electronic signature, E-visa, e-cabinet, E-residency, digital medical documents, Covid tracking programs are tools to demonstrate digitalization.

Digital information through the Internet has once again shown its growing role for the world. Of course, fast and secure internet must be provided by governments to ensure "digital governance". As part of the European Union 2020 (European Court of Auditors, 2018) strategy in the European Union, member states have broadband transmission strategies. For example, Hungary was one of the top 10 countries with the fastest internet speeds (Budapest Business Journal, 2020).

It is important to emphasize the importance of the Nation Brands procedure. Everything seen as a country, region or city should be listed with the appropriate answers given by its image methodology. The Nation Brand methodology must provide answers to what the Central Idea is and how to behave in the same way during these strangely difficult and trial times. Nations, Regions or Cities that own and use a brand system become stronger.

Research by various branding agencies agrees on the general idea that people take into account how countries manage the crisis and the effectiveness of governments (Torres, 2020). For example, in a recent study by Brand Finance, New Zealand and Germany, the Global Soft Power Index ranked covid-19 as the best-governed country, with both countries dealing with emergencies. shown in detail. is welcomed by the media and accepted by individuals all over the world (Brand Finance, 2020).

Bloom Consulting's latest report, COVID-19 The Impact on Nation Brands, is valuable in analyzing the impact of the pandemic on national brands. The report examines how the government's emergency response to Covid-19 has affected the country's brands and people's thinking. Bloom Consulting sent a global survey using 4,000 individuals from all over the world, including the United States, Italy,

Australia and China, to understand different perspectives and new travel experiences. The report also includes research on online searches by country.

A global study by Bloom Consulting (2020) on the impact of the Covid-19 pandemic on Nation Brands shows that the country's brands and people's attitudes toward them have changed depending on how countries manage the pandemic crisis.

According to the report, 68% of respondents changed their minds about the countries that benefit from how the COVID-19 crisis was managed. Factors that global citizens consider when assessing how well or poorly a country is managing a crisis are: - Crisis response time - Effectiveness of government measures How this affects the country's brand.

The variables that the inhabitants of the world take into account when assessing how big or inadequate a nation is in dealing with a state of emergency are determined by:

- Emergency response time
- Effectiveness of measures taken by the state body.

55% of the world's population believes that the state of emergency has ruined the nation's landscape, while 32% say it has not changed. Only 13% agree that several nations have figured out how to improve their landscape.

Changes in perceptions are 95% related to Public Administration and 5% to Personality and Culture. Fifty-five percent of the world's population admits that the crisis has tarnished the country's image, while 32 percent support the opposite. 13% agree that some countries have figured out how to improve their brand image.

5. Conclusion

Thoughts and views about a particular country are influenced by various internal and external actors. Like the media, travel, people. When a country's brand adapts to the country's uniqueness, it can increase its reputation. The country's brand is happening now and will benefit the future. The joint work of civil society, the public sector and the private sector contributes to the country's good image. Countries can have different reasons, branding goals such as attracting investors, startups, people. When governments begin to invest in domestic and foreign policies, institutions, and development for a good reputation, it also affects the domestic economy with new jobs and innovation.

Depending on the type of crisis, global perceptions of the country change. The impact of the crisis on public administration is different from the crisis of culture, the crisis of nature. The impact of different crises on the brand is also different. It has an adverse effect on all brand categories, but intensity levels vary. How the government manages the crisis has a direct impact on the desire of global citizens to

visit, live, study, work and buy. The main issue here is to comply with the country's brand strategy. According to a Bloom Consulting report, "Country brands are not a decorative tool, but national brand strategies should be a tool to respond to crises."

By attracting the attention of the target audience - by asking questions, by helping to make plans, you can keep the country interested. Decision makers face the most difficult problem, because it is impossible to make everyone happy.

The country's propaganda and information warfare should focus not only on brainwashing, but on building a positive story: Governments can gain long-term confidence by emphasizing rapid action and positive outcomes through positive, direct interaction. It is a chance to develop the country's branding during a pandemic, based on positive and transparent communication.

The pulse of time is beating in official, strong, impartial government structures to manage change and respond to problems. An environment where digital data flows are effectively managed will play an important role. During and after the crisis, it is necessary to clarify the key indicators of the country's brand and evaluate the success of strategic responses and carry out the measurement process.

Having a clear, stable and robust organization of financial activities, approaches and measures, combined with the basic idea of adapting to emergencies and public strategies, will bring significant benefits to the country's brand position and image.

Today, all spheres of society - politics, economics, science and culture - are affected by digitalization. The rapid development of digital technologies has in many ways contributed to the emergence of new types of political confrontations and power poles in society and in the international arena. Like globalization, digitalization recognizes no national boundaries - it changes the international agenda and creates new global policy and security challenges.

Post-Covid period will be a necessity for countries, as attractive ideas such as investments, attracting people, but not luxurious accommodations or travel experiences will not suffice. Covid-19 has brought the importance of security and trust back to the global table. Being safe and secure should be part of a country's branding strategy for all peoples. After high unemployment and fears, travelers will be more conscious about where to spend their money, and investors will be able to choose wisely which markets and economies are more stable during a crisis. The country, which will present an original and attractive idea, will win the race after Covid.

Sustainable governance and good governance are in the spotlight and are likely to have a direct impact on sustainability in the country, and business, ventures and the travel industry are in the spotlight.

Countries are competing to develop treatment and vaccines for Covid-19. The most widely used and trusted vaccine will strengthen the brand of the country of origin. While the world's economies are in turmoil, countries that manage a health emergency and public diplomacy at the same time will attract the attention of investors and businesses.

The importance of maintaining community-oriented relationships and sharing assets, masks, medications, and long-term antibodies for businesses and the travel industry is becoming increasingly clear.

It is impossible to overlook the importance, significance and impact of soft power. Governments and corporations can take advantage of understanding how their countries are coping with their capabilities and increase the benefits that measures and methodologies can help to achieve. Basically, recognizing a country's qualities and limitations to improve its systems and strategies, or to eliminate confusion, will enable countries, its companies, and its citizens to realize their potential and opportunities. Government is an important player and must be flexible and sensitive.

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