

Contributions to Economics

Giuseppe T. Cirella *Editor*

Handbook on Post-War Reconstruction and Development Economics of Ukraine

Catalyzing Progress

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Chapter 20

Strategic Communication and Public Marketing for Territory Positioning in Ukraine: Media Engagement, Resource Utilization, and Image Formation



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1 Modern Territorial Development: The Nexus of Information, Media Engagement, and Resource Utilization

Contemporarily, the mechanisms of promoting and positioning territories hold incontrovertible significance. The spotlight is cast on the development of these territories, as they can serve as vital providers of a diverse range of services needed

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by the population: be it social, administrative, communal, domestic, cultural, or otherwise. The digital expanse of information, characterized by openness and accessibility, has ushered in a state of mobility in information acquisition (Alcácer et al., 2016; De' et al., 2020; Reshetnikova, 2021; Kahraman et al., 2022). This very characteristic underscores the priority not only to establish the aforementioned services but also to actively propel them within a landscape rife with competition (Easton, 1988; Onkvisit & Shaw, 1989; Roth & Van Der Velde, 1991; Roy Dholakia & Venkatraman, 1993; Al Badi, 2018). To facilitate a robust influx of investments, stimulate entrepreneurial activity, command attention, thrive in the global arena, attract tourists, and develop a steadfast connection among the local residents, information support and the strategic dissemination of territorial attributes are needed. Given these circumstances, in the aftermath of the postwar period in Ukraine, the information society must contend with new challenges and obstacles as it advances in public administration development (Slager & Chapple, 2016; Zubchuk & Kireev, 2019; Jing & Wang, 2020; Reshetnikova, 2021). Hence, the enhancement of Ukraine's territory mandates clear and concise planning through information support. This includes the development of informational events, a favorable perception of the country within the public psyche, and a proactive campaign to project the roles it can undertake. Generally speaking, the role of information in terms of governance is also increasingly acknowledged in the literature with various scholarly discourses out forth by Kooper et al. (2011), Brown and Toze (2017), Mikalef et al. (2020), and Almaqtari et al. (2023). This consensus, interlaced with the country's developmental objectives and envisioned through the deployment of mechanisms in public marketing, emerges as a matter of paramount importance.

Moreover, inextricably linked with these concepts is the role of media. Effectively engaging with various forms of media has metamorphosed into a sine qua non for modern territorial development. It serves as the means through which awareness and comprehension of the territory's positioning are disseminated to the target audience's shared awareness (Mayo, 2018; Birkner & Donk, 2020; Clapp, 2022). This concerted effort bears the potential to stoke interest in the territory, eliciting curiosity from a spectrum as diverse as tourists, potential investors, global partners, and the domestic population. Amid Ukraine's postwar period, media engagement

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stands to sculpt a constructive mental image of the country, a portrayal that should stand in stark contrast to the preceding years marked by conflict. Mass media, in this sense, transforms into an indirect yet influential bridge between public authority and the citizenry (Tichenor et al., 1970; Potter, 2013). It functions as the platform through which previously unattainable target groups can be reached, generating communication that circumvents conventional norms. This information dissemination stands as an instrument through which the image of the country is not only conceived but carefully developed, resulting in the overall recognition and steadfast loyalty of the population.

Within the dynamic landscape of open markets and the accessibility of information, the significance of territorial competitiveness emerges as an essential element of strategic advancement. Territorial development hinges on the astute leveraging of available resources, which in turn hinges on the effectiveness of managerial decisions regarding their utilization. The veracity and soundness of these decisions are contingent upon information support, a fundamental feature within today's information-rich world. The positioning of a country, an intricate art form unto itself, resides at the nexus of multiple factors. It rests on attracting marketing mechanisms, of which advertising stands as the fore (Pang et al., 2009; Shareef et al., 2019; Dwivedi et al., 2021; Stürmer & Einwiller, 2023). In the context of territorial development, public marketing transcends the promotion of individual products or services (Kotler & Mindak, 1978; Papasolomou et al., 2014). Instead, it puts forth consumer loyalty through the creation and curation of an image that seamlessly aligns with the innate capabilities of the territory. This approach caters to the intricate collection of ambitions and needs interwoven within the territory (i.e., country).

In sum, this chapter pieces together modern territorial development by engaging in the synergistic relationship of media engagement and resource utilization. In terms of today's interconnectedness, the role of information resonates across territorial spheres, serving as the means through which the mechanisms of public marketing can be effectively utilized. Within this lies not only territory promotion but also its very evolution and sustenance. In the context of Ukraine, it becomes increasingly evident that the fusion of information, strategic positioning, and astute resource management stands as the cornerstone upon which the country can chart its postwar trajectory.

2 Public Marketing Mechanisms

This chapter investigates three distinct mechanisms of public marketing in the context of postwar Ukraine: media engagement, resource utilization, and advertising. First, the chapter aims to leverage public marketing mechanisms to establish robust communication channels between public authorities and the media. This step is designed to facilitate the comprehensive development and effective promotion of the country. Guided by this overarching concept, the following objectives are

looked at: identification of primary priorities within the information policy of public administration, analysis of essential components embedded within communication strategies involving the media, identification of the most impactful media platforms capable of effectively influencing the population (i.e., target audience) (Klößner, 2015; Luo et al., 2018; Elejalde et al., 2019; Jamil et al., 2022), and formulation of pragmatic recommendations intended to seamlessly integrate public marketing mechanisms into the framework of efficient communication between public authorities and the media.

Second, the chapter acknowledges the undeniable relevance of research inquiry, prompting an exploration of mechanisms underpinning advertising campaigns as intrinsic elements of public marketing (Tengku Adrian Ismail, 2015; Raudeliūnienė et al., 2018; Yousef et al., 2021). These campaigns are strategically directed toward fostering the sustainable development of territories (Cirella et al., 2007; Cirella & Tao, 2008, 2009a, 2009b; Cirella & Zerbe, 2014a; Cirella, 2020, 2022). To realize this objective, a systematic outline is constructed for postwar Ukraine, involving the exploration of the following: an examination of the theoretical dimensions that underlie advertising, a thorough look at the practical mechanisms that form the foundation of creating advertising campaigns tailored to territory positioning, the formulation of a framework designed to execute informative advertising campaigns that specifically target territory positioning, and the construction of a comprehensive blueprint outlining the crucial components necessary for an effective public relations campaign, strategically aimed at the territorial image of Ukraine.

By drawing from a range of theoretical perspectives, including works by scholars such as Anysz et al. (2021), Juska (2021), Ortina et al. (2021), Teixeira Filho et al. (2022), among others, the chapter contributes to an enhanced understanding of public marketing strategies for the dual objectives of territorial development and promotion and advertising.

3 Media Strategies for Effective Territorial Development and Promotion: A Postwar Perspective

The basis for successful activities in integrating public marketing mechanisms into the development and positioning of territories lies in effective communication and interaction with the media. Mass media stands as a vital means for reaching a potential audience that encompasses or has the potential to become stakeholders in a specific area (Tichenor et al., 1970; Ndolo, 2006; Potter, 2013; Wimmer & Dominick, 2013). This diverse spectrum of stakeholders includes voters, political contenders, elites, investors, residents, tourists, entrepreneurs, the general population, international organizations, and more. The media wields substantial potential in shaping public sentiment through the transmission of information that can generate a profound and influential impact (Schindlmayr, 2001; O'Hara et al., 2012; Charron & Annoni, 2021; Kite et al., 2022). Consequently, within the ambit of public

administration, establishing a robust rapport with the media and comprehending optimal modes of engagement becomes especially important (Adams et al., 2014; Berisha et al., 2021).

The foundation between public administration and the media rests upon what is termed as information relations or information cooperation, realized through diverse means (Kotler & Armstrong, 2018; Castañer & Oliveira, 2020; Fritsch et al., 2020; Mikalef et al., 2020). Before starting cooperation with the media, it is essential to identify and assess media outlets that align most suitably with the implementation of information relations (Kotler & Armstrong, 2018; Castañer & Oliveira, 2020). In the case of postwar Ukraine, the task involves pinpointing media sources that hold a favorable disposition toward the advancement and positioning of the country. This is influenced by economic and political considerations as well as the interest of specific stakeholders. Upon identifying media outlets that exhibit a positive outlook toward the country's development and positioning, the subsequent step involves cultivating a foundation of trust (Oleksenko et al., 2021). Contemporarily, traditional forms of media that hold weight in society encompass the internet, social media networks, television, print media (i.e., press), and radio. It is especially important to emphasize the role of internet-based media—an emerging form that is dominating today's global landscape. As such, placing information content concerning Ukraine's positioning on online media platforms becomes increasingly crucial in this regard (Oleksenko et al., 2021; Ortina et al., 2021).

3.1 Information Triggers and the Internet

To establish effective information collaboration with the media in terms of public administration, the formulation of effective information triggers is necessary to stimulate people, including journalists (Frenzen & Nakamoto, 1993; Nikolinakou & King, 2018; Yang et al., 2023). While many marketers delegate the creation of such triggers to other specialists, it is essential to underscore that generating information triggers constitutes the primary phase in a marketer's role during the process of positioning the territory and its promotion to the intended audience. In essence, a marketer or public relations consultant responsible for media interaction must provide information that captivates journalists' interest and subsequently engages potential stakeholders (Yang et al., 2023). It is equally crucial to maintain a consistent flow of information, ensuring that the target audience remains constantly informed about the unfolding events across various domains including politics, society, economics, culture, tourism, and humanitarian activities within the territory. The power of media as a means to construct an image and reputation is no hidden fact. The territory's image, characterized by authenticity and transparency, should resonate truthfully with potential stakeholders, i.e., investors, tourists, grant providers, and the resident population. To attain this objective, a distinct set of materials should be prepared for media coverage. A strategy for influencing the perception of a positive territory image and its positioning lies in highlighting its history, traditions,

societal mindset, cultural advancements, economic achievements, scientific and technological progress, sporting accomplishments, and cultural richness (Avraham, 2004; Huang et al., 2021; Almeida & Almeida, 2023). Presenting an account of robust social assurances within media outlets can effectively enhance the territory's proximity to the target audience, thereby cultivating loyalty within the demographic.

The internet, specifically the development of a dedicated territory website, emerges as the optimal media platform for this subject (Avraham, 2004; Rose & Willis, 2019; Huang et al., 2021; Almeida & Almeida, 2023). Such a website could encompass an array of content including photographs, videos, historical narratives, insights into cultural, sporting, and intellectual spheres, achievements, societal mindset, recreational prospects, intriguing historical landmarks, tourist attractions, architectural heritage sites, and more. It could also feature progress reports on positioning efforts and the cultivation of a favorable territory image, details about diverse social initiatives, and other public relations-related updates and events (Rose & Willis, 2019; Huang et al., 2021). Additionally, organizing forums, fairs, seminars, presentations, or communication chats tailored to the target audience can play a significant role. The introduction of a forum or chat platform could facilitate direct and interactive engagement between the target audience and public authority representatives tasked with executing public marketing strategies. Furthermore, it is advisable to replicate content across social media platforms. As such, it is worth highlighting that the content on social media possesses enhanced mobility, warranting a proportionately larger emphasis than the content disseminated on the primary website. Hence, it should exude a dynamic and captivating essence, positioning the territory within the "here and now." This dynamic positioning is crucial for capturing the audience's attention and fostering an ongoing sense of engagement.

The internet and social media networks amalgamate two forms of communication: information transmission and reception (Cai et al., 2022; Ademolu, 2023; Schmälzle & Huskey, 2023). Within this type of framework, each internet user possesses dual roles as both a recipient and a sender of information, resulting in participants within the communication process and thereby broadening the potential target audience. Furthermore, the internet and social media networks offer interactive opportunities, enabling users to actively engage as participants in the communication process. It is pragmatic to acknowledge in Ukraine that the internet and social media networks, as mass media platforms, primarily cater to the younger and middle generations of the target audience (Filipitsova et al., 2015; Nagorniak, 2020). Consequently, the inclusion of other media forms becomes important. In this context, television news or programs serve as potential outlets for middle-aged individuals and the elderly.

3.2 Promotion Through Television

In Ukraine's postwar period, to effectively advance the country's promotion through television, press conferences can be organized (Waller & McCallum, 2018). These

conferences can spotlight key economic, tourism, social, cultural, and sports achievements, along with social initiatives within the territory. To foster a dialogue with the population, the creation of a live daily program on local television channels proves pertinent. Such a program would enable both the local population and the interested target demographic to stay informed about ongoing events and achievements. Additionally, television commercials with a social emphasis (i.e., encompassing charitable events, cultural festivities, communal celebrations, infrastructure upgrades, new tourist hubs, and facilities, among others) could be broadcast to amplify engagement.

Considering the media's role as a representative voice of the public's concerns and interests, interviews featuring opinion leaders emerge as a compelling approach for public relations advertising (Biagi, 2003; Papasolomou et al., 2014; Tengku Adrian Ismail, 2015; Juska, 2021). Opinion leaders wield significant influence within specific societal domains, capturing attention and fostering trust. For such interviews in a Ukrainian context, comprehensive groundwork is essential, involving the preparation of detailed questions and hypothetical responses that effectively communicate the country's postwar achievements and future. Throughout the interview process, there would also be the opportunity to delve into the implementation of public marketing mechanisms by public authorities. This serves to enhance the population's comprehension of territory-related information, encompassing both strengths and ongoing efforts to address weaknesses. By adopting this approach, the citizenry is more likely to perceive the information authentically, transcending the idea of mere propaganda or advertisement. Furthermore, the integration of a direct call-in feature during the television studio session would empower viewers to pose questions, thereby becoming an additional source for territory positioning. Likewise, organizing live broadcasts on social media platforms would also cater to representatives of the target audience, fostering interactive engagement. Hence, the opportunity to access information about the state-of-the-art of the country through visual media platforms would enable the population to form opinions from a psychological perspective, considering live behavior, conversational style, and the confidence exuded in statements. Notably, it is the emotional component that significantly influences the cultivation of target audience loyalty.

3.3 *Printed Media*

Printed publications, such as the press, should not be disregarded. Information cooperation between public administration bodies involved in the development of public marketing and print media can be facilitated through commissioned articles and information bartering (Schoenbach et al., 2005; Waller & McCallum, 2018; Chen et al., 2023). A commissioned article represents a technique for promoting a territory via media, involving the publication of distinctive content (i.e., distinct from standard analytical reviews) in local newspapers or magazines. These articles exhibit a specific style and offer more in-depth content. Given that commissioned

articles are remunerated, their subjects can encompass any information beneficial for territory development. Such articles may encompass diverse topics, including economic, tourism, social, cultural, and sports aspects, along with social initiatives undertaken within the territory. It is crucial to underscore that information bartering provides an avenue for establishing a reciprocal arrangement with journalists. Through this approach, the desired information can be disseminated free of charge, thereby facilitating effective cooperation. To date, the dissemination of printed informational materials is advancing through mediums such as booklets, brochures, and informative advertising and promotional pamphlets. Despite the relatively higher cost associated with this mode of communication, it remains influential.

4 Analytical Framework for Implementing Public Marketing Strategies in Public Administration

While the shift toward digital information acquisition is ongoing, the complete transition has not yet occurred. Therefore, premature abandonment of printed materials is unwarranted. To maintain an uninterrupted flow of information, consistent publication of such materials is essential throughout the advertising campaign. This approach ensures continued visibility and recognition. Furthermore, printed information materials facilitate the acquisition of necessary information and contribute to the country's image. For instance, in destinations like Turkey and Egypt, international tour operators provide such brochures to each tourist, furnishing them with important tourist information, excursion advertisements, and insights into the history and characteristics of the visited country (Baloglu & Mangalolu, 2001; Ozturk et al., 2019; Baalbaki & Zizka, 2023). Similarly, in Ukraine, given the pre-2022 conflict, mechanisms for marketing the promotion of its country through media have already been tried and tested. Nonetheless, in a postwar context, it is advisable to reformulate a new framework for implementing public marketing strategies at the territory positioning level. This framework should adopt a systematic and comprehensive approach, encompassing marketing elements employed in the private sector. It should prioritize the provision of social assurances and accommodate public demands. Moreover, it should align with public administration mechanisms geared toward delivering quality services and enhancing the accessibility and efficiency of social development—something that will be essential when the war ends (Fig. 20.1).

The initial phase of the framework revolves around analysis and evaluation, an important cornerstone within management systems (Lewandowski & Cirella, 2022), including the public domain. Analysis and evaluation maintain their perennial importance due to their role in establishing starting points before commencing any steps. To conduct a comprehensive analysis, it becomes necessary to collect and process foundational data, herein referred to as information pertaining to the potential components of the public administration system. This encompassing assessment delves into organizational, financial, and technical components, among others,

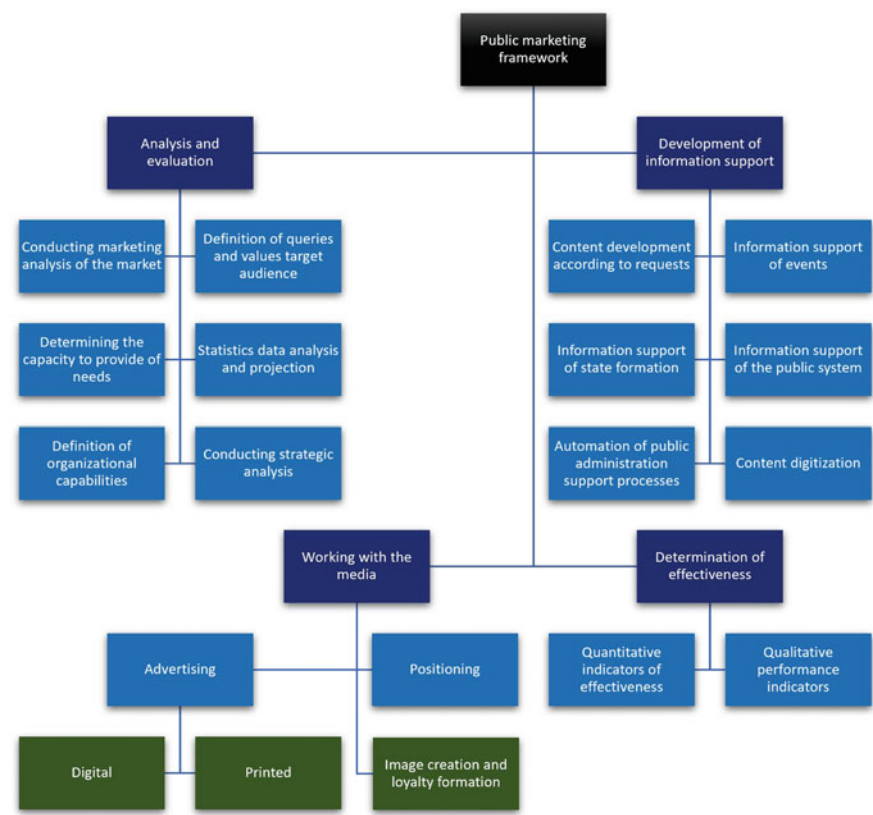


Fig. 20.1 Framework for implementing public marketing strategies in Ukraine

facilitating the identification of future prospects for public marketing activities. Moreover, an essential aspect of this phase involves the scrutiny of public sentiment. The public administration system’s responsiveness to the population’s needs, the allocation of priorities, and the alignment with societal values are central. For instance, in 2019 the electoral preferences in Ukraine included the concern of housing and communal service costs among the population, influencing local government candidate choices (Zinets & Williams, 2019; Sukhankin, 2019; Goncharuk & Cirella, 2020). This concern, falling within the administration’s jurisdiction, compelled a concerted effort to mitigate the issue, supported by information dissemination. By doing so, not only can the population witness the resolution of their concerns, but they can also associate this resolution with public administration bodies, fostering increased loyalty.

Moreover, it is incumbent to acknowledge the media’s influential role in shaping perceptions by accentuating nonexistent issues or amplifying comparatively less relevant ones. In Ukraine, instances of such information manipulation extend to public administration bodies, albeit with lobbying groups injecting “information

infusions” into the informational sphere. For example, a deliberate decrease in the perceived value of an investment before its acquisition can be organized through ordered discrediting, encompassing claims of financial delinquency, environmental standard violations, corporate social responsibility wrongdoings, and the like. In this context, the purview of information policy transcends mere support for public authorities’ decisions and actions in meeting tangible population needs. It encompasses an obligation to preempt the propagation of misinformation or its distortion through biased media injections, strategically curbing false narratives or misrepresentations that might advance the agendas of specific financial and political groups (Khaldarova & Pantti, 2016; Mejias & Vokuev, 2017; Golovchenko et al., 2018; Haigh et al., 2019).

An important step in the analysis is the breakdown of the statistical data, which can be a resourceful tool for forecasting future outcomes. Nonetheless, it is important to recognize that social systems remain dynamic, rendering projections solely based on statistical analysis inadequate in summarizing social phenomena. Using such an analysis incorporates an array of measures encompassing statistical evaluation, prognostication of the “market” for public administrative services, scrutiny of societal requisites based on the population’s values across socioeconomic groups, and a retrospective perspective that integrates statistical analysis as a key component. As such, these points collectively contribute to the strategic analysis of marketing prospects, instrumental in materializing pragmatic solutions within the public administration process.

Next, the framework develops appropriate content that must meet the following requirements: assurance of content quality and accessibility encapsulating clarity, logical coherence, and information dissemination; integration of high-quality visual aids that complement the content; commitment to accuracy and truthfulness, coupled with the feasibility of prompt validation by the population to thwart misinformation, propaganda, and information warfare; and facilitation of flexible access to official information, facilitated through mediums like social networks and the internet, thereby enabling comprehensive scrutiny by the people. These requirements entail the presentation of concrete evidence, examples, data validation, and professional expert opinions (e.g., opinion leaders) to propagate well-informed analyses. Additionally, it is essential to underscore that the dissemination of informational content is contingent upon the social and generational status of the intended audience. As an inherent duty of public authorities to provide information that caters to all segments of society, the adoption of a comprehensive approach utilizing a diverse range of resources becomes advisable. In particular,

- Addressing the younger demographic warrants the utilization of digital media platforms, optimizing visual content presentation to cater to their preferences.
- Middle-aged and middle-class individuals also exhibit a preference for digital resources. However, it is important to note that this cohort requires substantiating information with corroborative evidence, analytical insights, statistical data, and references to authoritative sources.

- The elderly generation predominantly relies on television and print media for their information consumption.

By adopting a nuanced approach tailored to the diverse preferences and information-seeking behaviors of distinct societal cohorts, public authorities can ensure a more effective and impactful communication strategy (Filipstsova et al., 2015; Nagorniak, 2020).

In addition, it is important to acknowledge that the information is influenced not only by age and social standing but also by factors such as gender, educational attainment, environment, employment status, profession, and field of activity, among others. This sociodemographic information is crucial to categorize media outlets into the following segments:

- **Official mass media:** These media entities are under the jurisdiction of public authorities and exclusively relay information originating from the source of authority itself—public administrative bodies. The level of public trust vested in these media outlets hinges on the credibility of the information conveyed, ultimately shaping the public's allegiance to governing bodies.
- **Government-aligned media:** Representing media groups that align with governmental stances, these outlets relay official information while cultivating a partial allegiance of the populace to the administration. Their content creation often supports governmental decisions or fosters a loyal disposition toward them. Engagement with such media entities is structured on mutual interests. However, it is vital to prevent these mutual interests from venturing into the realm of advocating for specific social factions.
- **Oppositional media:** Operating in opposition to public authorities, these media outlets present information in a critical light. While this approach enables the government to introspect on its managerial choices, it can also negatively impact public loyalty toward certain decisions or the authorities at large. Consequently, interaction with oppositional media should hinge on stringent information quality assessment and accuracy, driven by public oversight. This assessment should be predicated on the avoidance of sensationalism and disinformation. Trust should be placed only in media outlets that adhere to ethical reporting standards, as the bedrock of such control lies in the cultivation of reputational factors.

The last phase in the implementation of the public marketing framework involves the aspect of control (Potapenko et al., 2017; Kapoor et al., 2017). Prior to starting the practical implementation of marketing strategies, governmental bodies must establish transparent, well-defined, and quantifiable benchmarks to gauge the quality of public marketing execution. Such benchmarks encompass various factors, including the following:

- **Outcome for advocates:** The repercussions for individuals supporting specific governmental decisions or overarching policies.
- **Investment uptake:** Quantifying the influx of investments—both monetary and other forms of contributions—stemming from an effective information policy.

- Loyalty promotion: Evaluating the population's loyalty and trust in the government as a result of implemented initiatives.
- Enhanced diplomatic landscape: The facilitation of favorable conditions for enhancing the efficacy of foreign policy activities.

Thus, the introduction of public marketing strategies, particularly in the context of media interaction, bears significant sociopolitical, economic, and social implications. As such, this breakdown should be approached systematically, within a comprehensive and multifaceted structuring, as delineated by the proposed framework for implementing various elements in a postwar Ukrainian context. In all, it is fair to state that effective engagement with the media emerges as a powerful means to enhance awareness and comprehension among the target audience regarding territory positioning. Mass media serves as an indirect means for communication between public authorities and the general population. This enables the initiation of informational exchanges with target groups that may remain inaccessible through alternative channels. Moreover, in terms of furthering the research, an exploratory look at the dynamics of media interaction vis-à-vis specific sociopolitical contexts should also be considered. Additionally, exploring the evolving landscape of digital media and its distinct impact on public marketing warrants more attention, too. As such, a more comprehensive understanding of the interplay between media and public marketing can be achieved, with implications for effective governance and public perception management as outlined in the analytical framework.

5 Advertising: A Tool for Territory Positioning

Advertising, a facet of sociological propaganda, holds a strong role in ideological influence where political elements remain subdued. Inadvertently, this idea paradoxically wields significant impact on worldviews, indirectly yielding political outcomes. Concealed within, advertising advances specific lifestyles and perspectives, subtly endorsing a country's merits (Burnett et al., 2002; Pang et al., 2009; Tengku Adrian Ismail, 2015; Nikolinakou & King, 2018; Stürmer & Einwiller, 2023). Through product commendation, it fosters perceptions about the origin country. Amid this, diverse societal factors including age, gender, education, and environment govern information processing (Juska, 2021; Teixeira Filho et al., 2022). Public authorities strategically employ advertising to position territories. This ranges from short-term boosts, such as promoting tourism during peak seasons (Kim et al., 2019; Illiashenko et al., 2021; Kalaitan et al., 2021; Jiao et al., 2021; Fu et al., 2022; Levytska et al., 2023), to long-term endeavors like fostering investor engagement through comprehensive campaigns. Advertising molds sociopolitical consciousness, fostering loyalty and shaping public image. Collaborative efforts between public authorities, local bodies, businesses, organizations, and the media bring together territory-oriented advertising. Media platforms, comprising newspapers, television, radio, and the internet, serve as outlets (Anysz et al., 2021). Newspapers supply

current events and analytical pieces, organizing public relations for positive reputation. Television generates presence and interpersonal connection, while radio's pervasive nature and oral mode appeal directly to listeners. The internet's expansive reach and communication capabilities make it the emergent and potentially most powerful public relations platform. As a result, social media networks play a crucial role, visually spotlighting, for example, tourism and investment prospects, guided by tailored content and targeted digital advertising. As such, to sustain momentum, careful upkeep is required. Moreover, directed advertising is an important tool, tailored to audience profiles, interests, and information-seeking habits; however, costs challenge this approach's perpetuity. Therefore, systematic engagement is important to secure a sustained, resonating presence within the audience's perception.

Moreover, contemporary social media networks offer a cost-efficient avenue for disseminating information (Luo et al., 2018; Golovchenko et al., 2018; Shareef et al., 2019; Yousef et al., 2021; Jamil et al., 2022). One approach involves crafting captivating, valuable content that captures the attention of a wide audience. In a fiercely competitive domain, garnering interest through such content presents a formidable challenge. Strategies like live broadcasts or frequent story updates evoke a sense of presence among followers, while short videos on platforms like Instagram and TikTok are engaging formats. However, it is crucial to acknowledge that cultivating and promoting captivating content requires consistent, daily effort, and a lack of continuity can diminish desired outcomes. This process, known as social media marketing, is increasingly embraced by private enterprises and public entities alike (Shareef et al., 2019; Dwivedi et al., 2021). Its application extends to promoting, positioning, and cultivating loyalty among target audiences, spanning the electorate, local residents, stakeholders, and international communities.

In the case of Ukraine, to formulate a tool for a strategic advertising campaign, a structured process is required. Commencing with a comprehensive assessment, initial focus is on scrutinizing territorial issues to identify their roots and devise solutions. Prominence is given to key socioeconomic issues that wield substantial influence on the country's image including demographic challenges, quality of administrative services, prestige linked to residency, and employment opportunities and social safeguards. Subsequently, a designated region with specific desires is selected, encompassing analogous geographical, climatic, resource, natural, economic, and sociocultural aspects characterizing the country's long-term goals. Regulatory underpinnings are also examined, spanning both national statutes and local policies guiding the region's change (and transition). Having characterized the process transition, constructing a compelling image will be started. The target audience is specified—potential tourists, investors, entrepreneurs, and local residents—and the effective engagement with this audience should involve the following: (1) the delivery of presentations tailored to the preferences of potential service recipients, acquainting them with regional advantages; (2) the dissemination of information through digital platforms (i.e., particularly websites and social media networks), coupled with diversified advertising strategies; and (3) the undertaking of targeted efforts to promote the specific merits of the region, tailored to address

distinct demands and desires. For example, focusing on information support for tourists already present to enhance loyalty, boost profitability, and furnish details about auxiliary services like tours, dining, souvenirs, and leisure pursuits.

To enhance outreach to external target audiences, the following strategies are recommended:

- Customized information outreach: Tailor information campaigns to suit audience characteristics such as social background, age, and gender. Leveraging representatives of the territory who share commonalities with the target demographic—students with students, businessmen with businessmen—can be a strategic approach.
- Thematic engagement: Host thematic events that offer distinct advantages over competitors. Thematic festivals, competitions, and cultural or sports events can attract potential target audiences effectively.
- Harnessing online resources: Utilize the internet's vast reach, including popular websites and social media platforms. Collaborating with relevant bloggers who align with the chosen positioning direction can yield substantial benefits.

Moreover, media outlets also constitute part of the target group. Nurturing long-term relationships with the media demands consistent efforts. As such, to shape the territory's image, engaging media involves mechanisms such as inviting media representatives to collaborate during events. Employing a media card to guide such invitations proves effective. Crafting and disseminating preliminary and concluding press releases are vital steps. As a result, piecing together an impactful territory image will necessitate a comprehensive public relations campaign comprising the elements, as presented in the tool in Fig. 20.2.

Hence, establishing a compelling image and fostering loyalty among the target audience while strategically developing and positioning the territory—be it as a tourist destination, investment hub, or business center—is pertinent within the framework of transforming the national public administration system. This transformation in Ukrainian terms aims to enhance efficiency and align with the principles of sustainable societal development (Cirella & Zerbe, 2014b; Oniszczyk-Jastrząbek et al., 2020; Cirella et al., 2020, 2021; Spring & Cirella, 2022) and European norms. As such, the significance of social and public dimensions of advertising can play an important part in the postwar public relations effort. Contemporary strategies for crafting advertising campaigns are explored, highlighting the essentiality of pre-campaign target audience analysis, tailored approaches to campaign construction defined across diverse target groups, key components for promoting territories through identified campaigns, and proposing a tool for incorporating campaigns as an element of public marketing. In essence, the idea of creating an influential image and audience loyalty will help in the process of developing Ukraine's strategic advancement and territory position in the postwar period.

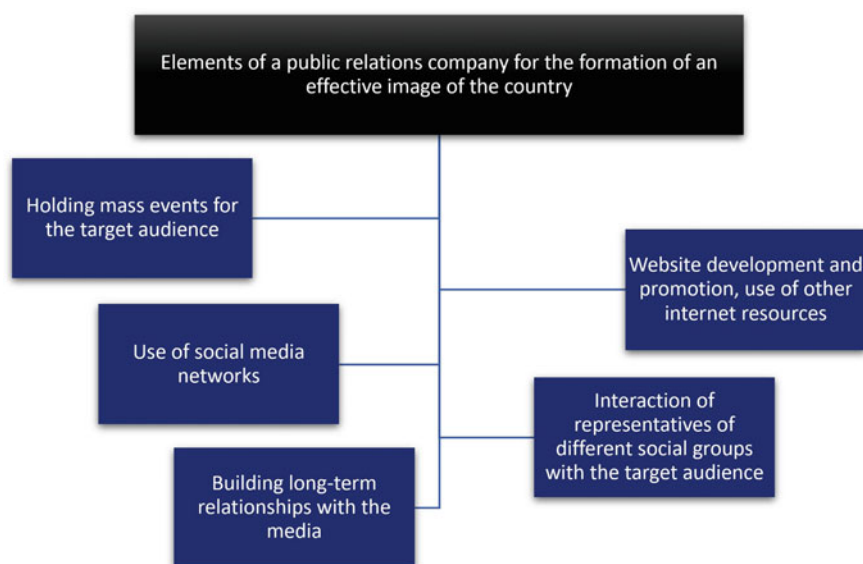


Fig. 20.2 Tool for piecing together the elements of a public relations company to form an effective image of the country

6 Conclusions

Throughout this chapter, an in-depth exploration of public marketing and its profound implications for territory development and positioning has been conducted. Viewing this within the framework of strategic communication, the essential components contributing to effective public marketing campaigns have been elucidated. This discourse has delved into the intricacies of media engagement, information dissemination, and audience interaction, shedding light on the planning required for promoting territories across diverse contexts. Undoubtedly, the media's role as a means for information dissemination holds paramount importance. The strategic utilization of a spectrum of media forms, encompassing traditional formats like newspapers and television and modern digital platforms such as social media networks and the internet, demands careful consideration for territory positioning. Additionally, the tailored approach to reach distinct target audiences has been underscored, encompassing factors such as age, gender, social standing, and psychographics. Moreover, advertising, operating as a potent instrument within the realm of public marketing, transcends its traditional role of product promotion. It acts as an ideological influence, molding perceptions and attitudes, i.e., crafting informative and captivating content not only attracts tourists and investors but also enhances a territory's image.

The interplay between advertising, public perception, and loyalty cultivation has also emerged as an important focal point, revealing their interconnected dynamics.

The chapter delved into the significance of proactive engagement with media entities, fostering relationships that transcend the superficial. Through collaborative efforts, media can effectively disseminate accurate and resonant messages, bridging the gap between governing bodies and the population. In conclusion, the strategic implementation of public marketing strategies is recommended for postwar Ukraine to enhance its territory positioning. By crafting informative narratives, shaping content for diverse audiences, and navigating the intricate dynamics of media interaction, Ukraine can chart a more informed course for its development. In this era of dynamic communication, the symbiotic fusion of public administration and media engagement emerges as a cornerstone of success. In all, the lessons learned from this chapter can serve as guiding principles for Ukraine's future development within the evolving landscape of strategic communication.

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