Chapter 64
The Role of Movies/TV Series in Building Country/City/Destination Brands

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ABSTRACT

TV series and movies which have become one of the most effective media tools, has a fairly determinative power on perceptions, opinions, reactions, and behaviours. The effect of movies and TV series on destination advertising can be appeared as informing, offering a perspective for the spectator, creating an image and directing the image. The places where the film is located in or the places that are told in the film take place relatedly in the spectators' minds. Accordingly, a destination can obtain an image and become a brand by presenting in a film or locating in a film. In that sense, this part is important in terms of analysing the role of TV series and movies on promotion of country and building a destination image, stressing that the power should be used to create an image about the region where is located or told in the film or to change the current image in individuals' minds by destinations efficiently. This part mainly inclines on these points and the subject will be analysed profoundly.

BRAND AND IMAGE NOTION

Brand Notion

Brand notion can provide great profits to establishments if it is coordinated accurately, though it is a process hard to build up (Karabıyık, 2008, p. 2). It is obvious that a powerful brand means a higher market share, higher sales and profit. The basic point in order to reach the targeted benefits is to create a strong brand (Uztuğ, 2003, p. 21).

Brand is a sign put on the products by the establishment exposed put in order for the particular services to be recognized during advertising (Meral, 2011, p. 51). American Marketing Association (2014) defines the brand as name, symbol, term, sign, figure or combination of these used for describing products or services and to be recognized among rivals.

Born in 20th century, brand notion which appeared as a result of mass production in packaging the products such as rice, flour, soap sold in bulk by local shops. In the second half of the 1900's, businesses began to announce their new inventions in mass markets through advertisements. These advertising efforts made the individuals recognize the brand as a new notion as well as offering them a new lifestyle. Thereafter, individuals began to recognize the products with their brands while meeting their needs. The products sold in local shops created their brand image through celebrities' typecastings in order to put forth their differences (Naomi, 2002, p. 29). Brand has begun to have a role for both the producers and the consumers. While the brand plays significant roles for determining the source of product, evaluating the responsibility of producers, risk&cost minimization and the relationship between consumer and producer from the point of consumer, it also plays a part as a means of tracing, picking up and protecting the originality of products, a quality indicator for satisfied costumer, a tool for presenting the product and a source for financial returns from the point of producer (Keller, 2008, p. 7).

When it is considered as a point that affects the elements of brand marketing mix, it can be seen that brand management process is a much bigger component of activities that include the process of improving new product and service as well. Designing a new product or service, improving and creating a brand is a very important process that provides firms to keep afloat. Accordingly, the process has to be managed effectively in order to gain and keep the customer (Selvi, 2007, p. 83).

Image Notion

Image notion can be defined as personal judgements created as mental description of individual's general impression, emotion, belief and the knowledge about an object or destination (Baloglu and McCleary, 1999, p. 870). In a simpler expression, image is the knowledge, impression, prejudice or opinion of a person or a group about a place or a product (Tolungüç, 1999, p. 62).

The experiences people had in the past, their education, psychological states at that moment and the cultures in which they live cause an object, an event or a person to be evaluated and perceived in a different way. Within this framework, image is evaluated as the reflection of something real in a person's mind. The reflection that cannot be controlled completely, can be estimated and it is possible to generalize this estimation. For this reason, producers spend a considerable effort to control the image (Yıldız, 2002, p. 7).

Brand Image Notion

Activities held for persuasion and introduction of new products were performed in advertising until the mid-20th century. Also, by bringing the monotype production in mass production, businesses needed to differentiate their products and they strived to create a brand image besides introducing new products through advertising. Brand image has been associated with consumers' psychological satisfaction through the abstract benefits. Accordingly, brand image covers the satisfaction and loyalty of costumers' as well (Corstijens & Lal, 2000, p. 287).

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