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POLITICAL BRANDING TOOLS
IN POST-SOVIET COUNTRIES
AND ARCHETYPES OF JUNG.
CASE OF GEORGIA

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*All that happens is a symbol, and as it represents itself perfectly,
it points to all the rest.*

Goethe

INTRODUCTION

Archetypes are very powerful tools for building a personal brand for the political market. According to Carl Gustav Jung, archetypes are

“forms or images of a collective nature which occur practically all over the earth as constituents of myths and at the same time as individual products of unconscious origin”¹.

He believed that all people have universal shared unconscious out of which archetypes emerge as forms or images that everyone recognizes.

“‘Best Motion Picture’ all exemplify classic archetypal stories: *Forrest Gump* (1994), the power of the Wise Fool; *Braveheart* (1995), the triumphant Hero; *The English Patient* (1996) and *Titanic* (1997), the transformative Lover; *Shakespeare in Love* (1998),

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¹ C.G. Jung, *On Synchronicity. The Portable Jung*, J. Campbell (ed.), Penguin, New York 1980.

the Creator (writer) transmuting the suffering of lost love into ennobling art; and, finally, *American Beauty* (1999), the Regular Guy as mystic”².

Archetypes are able to make a brand more understandable, hence they simplify the Brand Knowledge process, make it easier. Especially, archetypes can be beneficial in political branding, in some countries where Brand Personalities have excessive power on the political process; hence all things depend on how people learn the brands.

“All definitions typically either implicitly or explicitly rely on brand knowledge structures in the minds of consumers – individuals or organizations – as the source or foundation of brand equity. In other words, the real power of a brand is in the thoughts, feelings, images, beliefs, attitudes, experiences and so on that exist in the mind of consumers. This brand knowledge affects how consumers respond to products, prices, communications, channels and other marketing activity – increasing or decreasing brand value in the process. Along these lines, formally, customer-based brand equity has been defined as the differential effect that consumer brand knowledge has on their response to brand marketing activity”³.

Also it seems to be a great tool for political marketing.

“To get nominated, they (politicians) must connect with voters in a way that offers the meaning promise appropriate to the particular time. John F. Kennedy did this effectively by invoking Camelot”⁴.

This connection to the electorate, by invoking Camelot, could not be effective without archetypes.

Brand knowledge is not the facts about the brand – it is all the thoughts, feelings, perceptions, images, experiences, and so on that become linked to the brand in the minds of consumers.

As we know some

“mental maps can portray well people’s knowledge to brands. Two particularly important components of brand knowledge are brand awareness and brand image. Brand image is defined as consumers associations to brand”⁵.

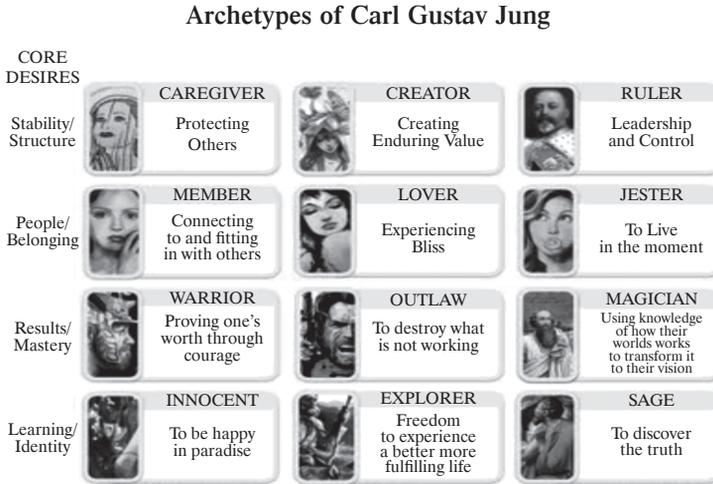
² M. Mark, C.S. Pearson, *The Hero and the Outlaw*, Rutledge, Penguin, London 1993.

³ K.L. Keller, *Understanding Brands, Branding and Brand Equity*, “Interactive Marketing”, 5(1), 2003, pp. 7–20.

⁴ M. Mark, C.S. Pearson, *The Hero...*, *op. cit.*

⁵ Y. Boivin, *A Free Response Approach to the Measurement of Brand Perceptions*, “International Journal of Research in Marketing”, no. 3, 1986, pp. 11–17.

Picture 1



Source: C.G. Jung, *On Synchronicity...*, *op. cit.*

The success of the implementation of the new idea, new product, and political brand and event depends on the process of its adoption by customers. This adoption process can be easier if the new brand has some great and well-known character, symbol, skill and universally known face titled archetype.

1. THE ANALYSIS OF THE ADOPTION AND NEW POSSIBLE STAGE FOR POLITICAL MARKETING INTO IT

What made Georgian electorate follow a new political leader? Is it possible that non-researched political fashion in Georgia made people follow a fresh made, inexperienced politician and billionaire – Ivanishvili? Was it a new fashion in politics? What is the fashion?

“Fashion is the symbol which describes the subtle and often hidden forces which shape our society – political, economic, psychological... the search for the absolute by man who is only able to create the ephemeral future”⁶.

According to Beaton, who made important observation – the change, the “*Sine qua non*”⁷ fashion, undermines progress towards aesthetic perfection,

⁶ C. Beaton, *The Glass of Fashion*, Weidenfeld and Nicolson, London 1954, p. 32.

⁷ *Ibid.*

which can emerge only after long tradition for the old style. Really on the October elections – political coalition, with ephemeral name – Georgian Dream, and some aesthetic symbols, convinced people that they are savers and supporters of the country.

How does it happen that a new person is important in politics and people learn about him? In some countries Brand personality in political life plays a much bigger role than their or other political parties. Brand personality is “the set of human characteristics associated with a brand”⁸. But how does it work that a newcomer into politics gains a great success fast?

“The communication of ideas between individuals and any resultant adoption of those ideas is a complex mechanism”⁹.

Rogers defined five stages for every individual in an adoption process, which are:

- 1) “Awareness: the individual becomes cognizant of the innovation but lacks information about it.
- 2) Interest: the individual is stimulated to seek information about the innovation.
- 3) Evaluation: the individual considers whether it would make sense to try the innovation.
- 4) Trial: the individual tries the innovation on a small scale to improve his estimate of its utility.
- 5) Adoption: the individual decides to make full and regular use of the innovation”¹⁰.

People generally use the same stages for learning about any Political Leader. But how well do these famous five stages of Rogers work in political marketing? What sharpens the process to move from awareness to interest in the political market? Why does people’s awareness not always turn into the interest? What makes people be more involved into the activities of some political brand? The possible answer is that good archetypes for their owners make easy the success of a political person on the political market.

For political marketing use, between the first and second stages of Rogers’ adoption process, according to the political marketing research undertaken for this article, some new hypotheses about the Archetype Adoption can be implemented. The coinciding of archetypes between customer and branded subject makes easy the continuation of adoption. The research undertaken

⁸ J.L. Aaker, *Dimensions of brand personality*, “Journal of Marketing Research”, Vol. 34 (August), 1997, pp. 347–356.

⁹ G. Wills, D. Midgley, *Fashion Marketing*, Allen & Unwin London 1973.

¹⁰ E.M. Rogers, *Diffusion of Innovations*, Free Press, New York 1962.

for this article shows that the process of new adoption, like adoption of a new thing on the political market, especially adoption of a new person, goes easier, if his/her archetypes seem attractive or the same as the archetypes of the customers.

Rogers has tried to characterize the five groups of adopters in terms of ideational values. They are: innovators, early adopters, early majority, late majority and laggards.

“The dominant value of innovators is venturesomeness; they like to try new ideas, even at some risk, and are cosmopolitan in orientation. The dominant value of early adopter is respect; they enjoy a position in the community as opinion leaders and adopt new ideas early but with discretion. The dominant value of the early majority is deliberativeness; these people like to adopt new ideas, before the average member, of the social system although they rarely are leaders. The dominant value of late majority is skepticism. They don’t adopt an innovation until the weight of majority opinion seems to legitimize its utility. Finally the dominant value of the laggards is tradition; they are suspicious of any changes ...and adopt the innovation only because it has now taken on a measure of tradition itself”¹¹.

Brand knowledge is made from individual pieces of information (called nodes) that link together in memory to form more complex associative networks^{12,13}. And what kind of role do archetypes play to meet and receive these nodes well? Accordingly, one of the main questions, which can be established in the marketing research undertaken for this article, is how these feelings to some ventures, deliberativeness, skepticism, and tradition generally adopt Archetypes. Taking into consideration the characteristics of adoption and its steps, with cosmopolitanism of innovators, the theory of archetypes of famous Carl Gustav Jung can have excessive use. Because implementation of new things, according to the marketing theory, hangs on the degree of its adoption by innovators and its distribution to other groups, some new stages can be added to the above-mentioned Rogers’ Adoption process. But adoption process of the Innovators can be differentiated from the adoption process of early adopters, or early majority, or late majority and laggards. Because the adoption process of innovators seems to be very different due to their personal differences and due to their independence. Other customer groups, for example early majority or late majority cannot represent such qualities, hence they can be under pressure of others. The problem of social

¹¹ G. Wills, D. Midgley, *Fashion Marketing...*, *op. cit.*

¹² A.M. Collins, E.F. Loftus, *A spreading activation theory of semantic processing*, “Psychological Review”, 82(6), 1975, pp. 407–428.

¹³ R.S. Wyer, T.K. Srull, *Person memory and judgement*, “Psychological Review”, 96(1), 1989, pp. 58–83.

pressure is the main factor, a differentiated adoption process of these groups from each other. Taken into consideration all the above factors, a new stage can be introduced into the adoption process of innovators. This new stage is Archetype Adoption.

So, by such an additional stage into AIETA model of Rogers' Adoption we receive the new AAIETA model.

Figure 1

New adoption process AAIETA– with the additional stage of Archetype Adoption



Source: Own study.

Now let us clarify why the adoption process of different groups is not the same due to the pressure. As Katz postulated,

“in addition to serving as networks of communication, interpersonal relations are also sources of pressure to conform to the group’s way of thinking and acting, as well as sources of social support”¹⁴.

This means that as many innovators choose some innovation as strong they influence and press other groups to insist that they use their findings too. Early majority can be as adoptive as innovators, but it will be logical if we assume that other groups, like early majority, late majority and especially Laggards, will not have the same independence and courage to follow the new idea, or a new person, as it was done by courageous innovators.

Accordingly, the adoption process of early adopters can be different than the adoption process of innovators. As Rogers mentioned and we referred to above, because the dominant value of early adopter is respect for a new idea that can bring him/her to a high social position, archetypes can have less influence. The political adoption process of early majority will be also different.

As Festinger researched into the sources of pressure between groups, he identified two major sources for uniformity:

- “Social reality: an opinion, a belief, an attitude
- Group location: pressure toward uniformity among members of a group”¹⁵.

¹⁴ E. Katz, *The two-step flow of communication: an up to date report on an hypothesis*, “Public Opinion Quarterly”, Spring edition, 5(12), 1967, pp. 12–19.

¹⁵ L. Festinger, *Informal social communication*, “Psychological Review”, 57(5), 1950, pp. 271–282.

2. ARCHETYPE ANALYSIS OF THE RIVALRY BETWEEN GEORGIAN BRAND PERSONALITIES – MARKETING RESEARCH DONE AFTER THE 2012 ELECTIONS

Just after the October 2012 parliamentary elections, at the International Black Sea University, focus group research was started. To analyze Archetype development of Georgian Presidents and their main rivals, 10 focus groups were gathered and more than a hundred people were invited to them. The research methodology was simple and effective. Specially printed cards of different archetypes have been given to focus group members and they arranged archetypes of presidents and their rivals in development, from the beginning of the time of their rivalry to the victory or defeat. The problem was a wide time span of the presidents of Georgia and their rivals. The first president of Georgia was elected in 1991, the second in 1995 and the third in 2004, and a parliamentary election bringing a new leader to the country – Mr. Ivanishvili, was conducted in 2012. The problem was solved because we have invited middle-aged people, who have participated in all political events, meetings and demonstrations of the last 23 years' history of Georgia. The researchers tried to invite the electorate of all different country leaders, trying to keep the balance between them. The readers of serious Georgian newspapers and watchers of political shows, who remembered some political events, were given preference in focus group invitations. The moderators of focus groups, psychologists, were explaining traits of all archetypes and after that allowing focus group members to describe political carrier development of former Presidents of Georgia and their main rivals by archetype, putting archetype pictures on a desk, or painting signs of archetypes on a blackboard. Accordingly, we received several logical flows of political brand development described by archetypes in table 1, table 2 and table 3.

Finally, it seems logical that the first president, Gamsakhurdia, who did not lose any elections, but was dismissed by a military coup and finally died in 1993 in the region of Samegrelo, once again tried to regain his power over the country and defeat his rivals who occupied the country violently.

It seems clear that Shevardnadze gathered very bad archetypes, except Sage, and he also lost in numbers of archetypes against his rival. Rivals of Shevardnadze collected very good and clear archetypes to win. According to this research, it seems obviously logical that the presidency of the second President, Shevardnadze, ended by the peaceful Rose Revolution, when in 2003 the people of Georgia altogether protested in the streets and squares against the bad ruler, and he was suppressed to resign.

Table 1

First President of Georgia and his rival

Time periods	Archetype development of the first President Zviad Gamsakhurdia	Archetype development of Eduard Shevardnadze, the rival of the first President
Until the president election of Gamsakhurdia 1988–1991	Heroic Warrior for the independence, Caregiver	Ruler, Outlaw, Sage
After the presidential elections where Gamsakhurdia won until his death in west Georgia, 1991–1993	Heroic Warrior, Ruler, Caregiver	Sage, Magician, Explorer, Outlaw

Source: Own study.

Table 2

Second President of Georgia and his rival

Time periods	Archetype development of the second President Eduard Shevardnadze	Archetype development of Misha Saakashvili, the rival of the second President
Until the 1 st president election of Shevardnadze 1991–1995	Warrior, Outlaw, Sage	Member, Lover, Jester
After the presidential election to the “Rose Revolution”, 1995–2003	Outlaw (corrupt), Destroyer, Ruler, Sage (but for his clan)	Hero, Warrior, Creator, Member, Jester, Explorer, Lover, Caregiver, Sage

Source: Own study.

At the end of his presidency, before the 2012 elections, when his party needed president’s great image, unfortunately but logically, Misha Saakashvili had collected very risky archetypes. We know that at the beginning of his presidential term, Saakashvili possessed the image of Hero. The Hero acts courageously to improve a situation. Having defeated the corruption and bribery and trying to establish incorruptible society, Saakashvili was really great. But high costs of society management increased taxes, tariffs and especially penalties. The social base of Misha Saakashvili was the rural part and the urban middle class of the population which was poor and been highly

Table 3

Third President of Georgia and his rival

Time periods	Archetype development of the third President Misha Saakashvili	Archetype development of Bidzina Ivanishvili, the rival of the third President
Until the 1 st president election of Misha Saakashvili 2000–2004	Hero, Warrior, Creator, Member, Jester, Explorer, Lover, Caregiver, Outlaw	Caregiver, Magician
Between the 1 st and the second president election 2004–2008	Ruler, Jester, Outlaw, Lover, Member, Caregiver, Creator	Caregiver, Sage, Magician, Innocent
From the second president election to the 2012 parliamentary elections in Georgia, October 2008–2012	Outlaw, Ruler, Creator	Warrior – Hero, Sage, Explorer, Caregiver, Magician, Innocent, Member, Creator, Jester

Source: Own study.

damaged by increasing fees, taxes and penalties. Just several days before the October elections when the multiple videos of revolting prisoner abuse was shown in different TV programs and uploaded to the Internet, Saakashvili's image was transformed into the image of Outlaw, and exactly at that time Bidzina Ivanishvili was able to gain the image of Warrior, Caregiver and Hero. The above-mentioned Adoption theory with a new stage that we titled Archetype Adoption was also proved during the research undertaken for this article. Tired of dirty rumors about the acting President – Saakashvili, people having awareness of a new political person Ivanishvili, accepted him, because the majority of the population immediately liked his archetypes. Especially for Georgia, the Caregiver archetype of Ivanishvili became a very attractive one. As it is known, Caregiver archetype is altruistic – motivated by a desire to help others and protect them from harm. Examples include Mother Teresa. The brand such as a Caregiver is Motivation, stability and control, desire to feel safe and in control, care for others, and the Motto represents – Love your neighbors as yourself. Another archetype – Warrior or Hero, combined with interesting archetype of Innocent person, backed also by archetype of Magician and Sage can build vanguard of archetypes combined in Ivanishvili's victorious brand.

It can be assumed that generally political brands fail because they do not sustain Archetypes. Archetypal development of the brands of the presidents of Georgia and their rivals shows that, long before defeat, they lose best archetypes. Why it happens and how to manage archetypes is a very challenging question.

3. HOW TO MANAGE ARCHETYPE DEVELOPMENT AND MAKE POLITICAL BRANDS MORE SUSTAINABLE

From the point of view of Customer Based Brand Equity model, it is seen that brand knowledge is the key to creating brand equity; hence brand knowledge establishes difference between products, services, ideas, and persons. The Brand Knowledge is standing on two legs, or two main components: Brand Awareness and Brand Image. Brand Awareness is

“related to the strength of the brand node or trace in memory, which we can measure as the consumer’s ability to identify the brand under different conditions”¹⁶.

Archetypes of Carl Gustav Jung, not only explain the development of different brands but, in connection with other marketing approaches, can be very beneficial for brand sustainability, too. Having partly involved objectives of desired positioning at the level of brand awareness, archetypes build interesting solutions. Because all political brands have their life cycles, archetypes can be used wisely. Brand awareness of customers, in relation to the time that these political subjects spent in politics, builds some interesting sources for evaluation and use, represented by the Matrix of Brand Awareness and a Positive Image – MBAPI¹⁷.

Let us describe the archetype of rivalry between President Saakashvili and Ivanishvili, using the above-mentioned matrix. According to the above-mentioned matrix, Ivanishvili was a drowsy tiger for the political market, and a politician should know that drowsy tigers make unexpected motions. In such a case, the president should retain or return to his old successful archetypes to be prepared for the attack. Why did people love him? Just for his archetypes of: Hero, Warrior, Creator, Member, Jester, Explorer and

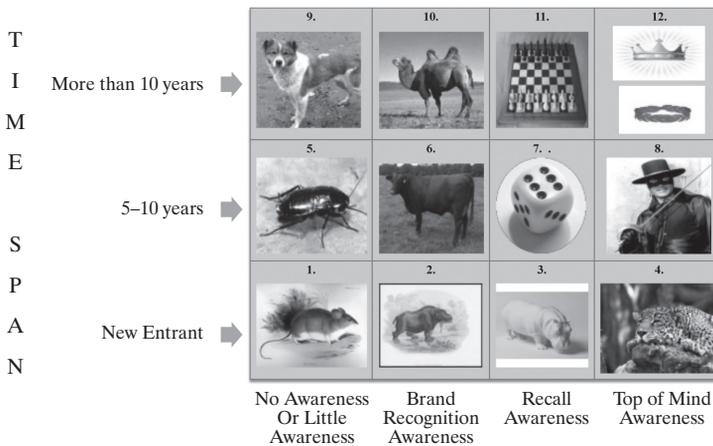
¹⁶ J. Rossiter, L. Percy, *Advertising and Promotion Management*, Mc Graw-Hill, New York 1978.

¹⁷ K. Djakeli, *Matrix of Brand Awareness and a Positive Image as a Success Factor in Political PR*, “Scientific Journal in Humanities”, 1(1), 2012, pp. 37–39.

Caregiver. But after some period of presidency he became only an arrogant ruler, whose government became unpopular due to some reforms. In such a situation the President who, according to the above matrix, has one possible way should choose a laurel crown. But as rumors destroy the presidential brand, people think that the president is Outlaw, hence he started to change Georgian constitution at the final phase of his presidency, for one selfish objective, to make the position of Prime Minister of the country much stronger, and become prime minister himself.

Figure 2

Matrix of Brand Awareness and a Positive Image



Source: K. Djakeli, *Matrix of Brand Awareness...*, *op. cit.*, pp. 31-35.

If a president, making others believe in democracy, changes the constitution, he will not be able to convince his people that he was right. The rival of the President, this drowsy tiger, turning into Zorro according to the above-mentioned Matrix, has collected the archetypes of Caregiver, Magician, Innocent, became fierce Warrior, establishing well organized political alliance – Georgian Dream. The prison scandal in Georgia started 3 weeks before the elections, and made the country fall into chaos¹⁸. The wave of the angry population voted against President Saakashvili, and his entire Party lost the elections. Any scandal linked

¹⁸ H.Ch. Fairbanks Jr., *Georgia's Prison Rape Scandal – and What It Says About the Rose Revolution*, “The Atlantic”, 24.09.2012, <https://www.theatlantic.com/international/archive/2012/09/georgias-prison-rape-scandal-and-what-it-says-about-the-rose-revolution/262720/>, accessed 30.01.2020.

to violations is always a very influential thing, especially in the final stage of elections when the time for recovery is lost.

On the Gold Crowned political position, a person should gather only archetypes of Member and Sage and try to retain the old ones. Historical parallels and people's expectations invoke such archetype developments in all countries and nations.

CONCLUSIONS

It seems obvious that archetypes, as a universal language, can be a very effective tool for Political Marketing and Branding. Especially in developing countries with a messianic tradition of life coming from the culture, Political Branding like Invoking Camelot can be very effective, in the beginning phase of a political battle for any politically active subject or object. At the same time, political branding needs great sustainability of archetype development in the process of brand building. Especially, in the final phase of the elections, scandals seem to be very painful and unexpected, like the Georgian prison rape crisis destroying a powerful brand – United National Movement and his leader, the President of the country. Against such scandals and activities, political brands should prepare their Risk Management Programs, wisely explaining or describing ways to regain their archetypes, which are valuable for success.

The research undertaken at the International Black Sea University, comparing different politicians of Georgia and their archetypes, shows that a Political Person's brand is more sustainable if archetypes are retained well.

The example of the first President of Georgia, Zviad Gamsakhurdia and his brand shows the longest sustainability in the history of Georgia, because his ideals and archetypes were not changed in his lifetime and did not die by his tragic end. The other examples show that presidents who lost their archetypes were defeated easily.

This also shows that political brands, in the process of brand building development, should choose archetypes and, according to all marketing instruments, establish strategy of archetype development and archetype risk management.

For the continuation of the research, an interesting objective is chosen. What can be the role of archetypes and archetype development of political brands in the process of Brand Building Blocks, especially in the East European political markets, where political branding turns into dramatic duel between brand personalities and their followers?

Perhaps one of the lessons of this paper may be that for political marketing researchers, at least, there is a new Archetypal Adoption stage in the process of adoption and Archetypal Analysis of rivalry between brand personalities and possible archetypal explanation of the success of some political brands and some failures. The research will be continued to find the Archetype Adoption's universal character, in political markets, between the first and second stages of Rogers's adoption process.

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POLITICAL BRANDING TOOLS IN POST-SOVIET COUNTRIES AND ARCHETYPES OF JUNG. CASE OF GEORGIA

Abstract

Archetypes of Carl Gustav Jung can be an interesting tool for Political Branding. Archetypes can work well as a desired positioning for many brands in political markets. By archetype development we can discuss success and failure of some political brands. This concept is linked to brand equity, too. To make brand strong, marketers have the famous Customer Based Brand Equity model (CBBE). In this model, everything is seen from the point of view of consumers.

From the point of view of CBBE model, it is seen that brand knowledge is the key for creating brand equity; hence brand knowledge establishes the difference between products, services, ideas, and persons. The Brand Knowledge is standing on two legs, or two main components: Brand Awareness and Brand Image.

In the market of politics of post-soviet, transformational countries, everything hangs on the level of some Charisma of political persons and their ability to attract hearts and minds of the general public. Having undertaken focus group marketing research, it is clear that political persons, if they look like classical archetypes: Heroes or Caregivers, Jesters or even Outlaws, attract more attention of people than when they cannot be identified with any archetypes.

The article aims to explain political branding and brand failure mechanisms in some post-soviet countries through the Georgian case, showing the surprising defeat of western oriented United National Movement of the President of Georgia, Misha Saakashvili, against a fresh made coalition of Georgian Dream.

Key words: archetypes, political brands, political marketing

NARZĘDZIA MARKI POLITYCZNEJ W KRAJACH POSTSOWIECKICH ORAZ ARCHETYPY JUNGA. PRZYPADEK GRUZJI

Streszczenie

Archetypy Carla Gustawa Junga mogą być interesującym narzędziem w budowie świadomości marki politycznej. Archetypy mogą sprawdzać się jako pożądane pozycjonowanie wielu marek na rynku politycznym. Poprzez rozwój archetypów możemy dyskutować o sukcesach i niepowodzeniach marek politycznych. Koncepcja ta wiąże się również z wartością marki. Aby uczynić markę silną, marketingowcy stosują słynny model budowania wartości marki w oparciu o klienta (Customer Based Brand Equity – CBBE). W modelu tym wszystko jest widziane z perspektywy klientów.

Z perspektywy modelu budowania wartości marki w oparciu o klienta, wszystko zależy od poziomu charyzmy polityków oraz ich zdolności zjednanie sobie serc i umysłów społeczeństwa. Po podjęciu badania marketingowego na podstawie zogniskowanego wywiadu grupowego jest oczywiste, że politycy przyciągają większą uwagę ludzi, jeśli wyglądają jak klasyczne archetypy: Bohaterowie lub Opiekunowie, Błazni lub nawet Banici, niż kiedy nie można ich utożsamić z żadnymi archetypami.

Artykuł ma na celu wyjaśnić mechanizmy budowania marki politycznej oraz upadku marki w niektórych krajach postsowieckich z wykorzystaniem przypadku Gruzji, pokazującego porażkę prozachodniego Zjednoczonego Ruchu Narodowego prezydenta Micheila Shaakaszwiliiego wobec nowo utworzonej koalicji Gruzińskie Marzenie.

Słowa kluczowe: archetypy, marki polityczne, marketing polityczny

ИНСТРУМЕНТЫ ПОЛИТИЧЕСКОГО БРЕНДИНГА В ПОСТСОВЕТСКИХ ГОСУДАРСТВАХ И АРХЕТИПЫ ЮНГА. ПРИМЕР ГРУЗИИ

Резюме

Архетипы Карла Густава Юнга могут служить эффективным инструментом для формирования политического брендинга. Архетипы могут проявлять себя в качестве востребованного позиционирования многих брендов на политическом рынке. Благодаря разработке архетипов можно говорить об

успехах и неудачах политических брендов. Данная концепция связана также со значимостью бренда. Чтобы повысить значимость бренда, маркетологи используют известную модель формирования бренда с учётом потребительского спроса (Customer Based Brand Equity – CBBE). В данной модели всё рассматривается с точки зрения потребителя.

С точки зрения модели построения ценности бренда, основанной на потребительском спросе, все зависит от уровня харизмы политиков и их способности завоевывать сердца и умы членов социума. После проведения маркетингового исследования, основанного на интервью с фокус-группой, можно со всей вероятностью утверждать, что медиаобразы политиков становятся более привлекательными для людей, если они ассоциируются с классическими архетипами: героями или опекунами, шутами или даже преступниками, в отличие от ситуаций, когда нет возможности отождествить их с какими-либо архетипами.

Целью статьи является выявление механизмов создания политического бренда и падения ценности бренда в некоторых постсоветских государствах на примере Грузии. Данный пример демонстрирует поражение прозападного Единого национального движения президента Михаила Саакашвили перед лицом недавно сформированной коалиции «Грузинская мечта».

Ключевые слова: архетипы, политические бренды, политический маркетинг

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