

Research Article | Araştırma Makalesi

Building the Country's Image with the PESO Model: A Strategy Assessment on the 'Hello Türkiye' Campaign

PESO Modeli ile Ülke İmajı İnşası: 'Hello Türkiye' Kampanyası Üzerine Bir Strateji Değerlendirmesi

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Abstract

Like brands, countries are in competition with each other, and this competition includes efforts to build a reputation and create a positive perception about the country, not only in the political, economic or cultural field. Public relations, marketing and advertising activities in country image campaigns are the primary targets for ensuring media visibility. In this context, the current study focuses on the strategic communication management practices of country administrations, which aim to create country value in country image campaigns, on an international platform. Accordingly, the image campaign in the 'Hello Türkiye' project, in which Turkey changed its name from 'Turkey' to 'Türkiye', where it is internationally known, is evaluated. With such a campaign, Türkiye's image perception abroad is tried to be increased. The planning and implementation stages of the campaign were followed and examined. Project subject, campaign objectives, strategic planning, indicators, messages, target groups, visual identity, and other issues are evaluated within the framework of the PESO model. The model refers to the coordinated use of paid, earned, shared and owned media channels in public relations and marketing campaigns. This model adds value to the communication strategy of campaigns and allows each channel to be implemented very effectively for the announcement of campaign messages. Using the PESO framework, the focus is on the communication tools and media platforms used in Türkiye's 'Hello Türkiye' campaign. The role of campaign planning and strategic communication in campaigns is examined in announcing the country image campaign by integrating communication channels. Research data were collected in June 2024. The data were obtained from the web page and social media accounts of the Presidency of Communication of the Republic of Türkiye and news websites. The collected information is explained by descriptive analysis from qualitative content analysis.

Anahtar Kelimeler: PESO Model, Country Image, Campaign Planning, Communication Strategy, Public Relation, Media Channels.

Öz

Markalar gibi ülkeler de birbiri ile rekabet içindedir ve bu rekabet yalnızca politik, ekonomik ya da kültürel alanda değil bir itibar edinme ve ülke hakkında olumlu algı oluşturma çabalarını da içermektedir. Ülke imajı kampanyalarında halkla ilişkiler, pazarlama, reklam çalışmaları medya görünürlüğün sağlanması için birincil hedeftir. Bu bağlamda mevcut çalışma ülke imajı kampanyalarında ülke değeri oluşturmaya hedefleyen ülke yönetimlerinin uluslararası platformda stratejik iletişim yönetimi uygulamalarını konu edinmektedir. Buna göre Türkiye'nin uluslararası platformda anıldığı 'Turkey' ismini 'Türkiye' olarak değiştirdiği 'Hello Türkiye' projesindeki imaj kampanyası değerlendirilmektedir. Böyle bir kampanya ile Türkiye'nin yurt dışında imaj algısı yükseltilmeye çalışılmaktadır. Kampanyanın planlama ve uygulama aşamaları takip edilerek incelenmiştir. Proje konusu, kampanya hedefleri, stratejik planlama, göstergeler, mesajlar, hedef gruplar, görsel kimlik, ve diğer konular PESO modeli çerçevesinde değerlendirilmektedir. Model halkla ilişkiler ve pazarlama kampanyalarında ücretli, kazanılmış, paylaşılan ve sahip olunan medya kanallarının koordineli olarak kullanılmasını ifade etmektedir. Bu model kampanyaların iletişim stratejisine değer katmakta, her bir kanal kampanya mesajlarının duyurumu için oldukça etkin bir şekilde uygulanabilme imkanı tanımaktadır. PESO çerçevesi kullanılarak Türkiye'nin 'Hello Türkiye' kampanyasında kullanılan iletişim araçlarına ve medya platformlarına odaklanılmaktadır. İletişim kanallarının entegre edilerek ülke imajı kampanyasının duyurulmasında kampanya planlaması ve stratejik iletişimin kampanyalardaki yeri irdelenmektedir. Araştırma verileri 2024 Haziran ayı içerisinde toplanmıştır. Veriler TC İletişim Başkanlığı web sayfası ve sosyal medya hesaplarından, haber sitelerinden elde edilmiştir. Toplanan bilgiler nitel içerik analizlerinden betimsel analiz ile açıklanmaktadır.

Keywords: PESO Modeli, Ülke İmajı, Kampanya Planlama, İletişim Stratejisi, Halkla İlişkiler, Medya Kanalları.



Introduction

Creating a positive image on the international platform is a valuable abstract resource for countries. While the image of the country can affect the role of a country in the commercial, political, economic arena, it can also manage the positive reputation and perception of the country (Çetintemel, 2019; Yalçınkaya, 2006; Zeren & Çelenk, 2020; Vural, 2013; Saniuta, 2020; White, 2012). People's image of the country has the power to influence the perception of quality about a country, purchasing decision processes related to the country's products and services, and its tourism (Nadeau et al., 2008; Wang et al., 2012; Chaulagain et al., 2019; Laroche et al., 2005; Aydın & Biçer, 2023). A Successful country image can be built through long and specialised efforts (Yavuz & Özüpek, 2022, s. 626). There are many factors that are effective in establishing the image of the country (Fan, 2006; Tunca, 2006). One of the most important of these is the media (Hüseyinli, 2020; Abudugayiti, 2016). People obtain a lot of positive or negative information about countries through various media. On the other hand, countries can use the media to strengthen their image by ensuring their visibility in the international arena in a positive way. As the diversity of communication technologies increases and the field of use develops, it becomes easier to convey messages. In addition to traditional media, the internet and especially social media greatly affect this communication, especially in the hearing of voices in the international arena. Today, the efficiency of corporate campaigns, including image campaigns, can have a greater impact by using various channels. Institutions have already adopted internet network and social media strategies in a short time and have already started to implement them. Now, with the adaptation of traditional media to digital media, each media platform affects each other and increases campaign effectiveness and interest in the campaign according to the type and timing of the media used. The primary purpose of these channels is to inform the public about the content. In this context, this study focuses Turkey's strategic communication management practices aiming to create a country's image and country value on an international platform. Accordingly, the image campaign in the 'Hello Türkiye' project, in which Türkiye changed its name from 'Turkey' to 'Türkiye', where it is internationally known, is evaluated. The planning and implementation stages of the campaign were followed and examined. Project subject, campaign objectives, strategic planning, indicators, messages, target groups, visual identity, and other issues are evaluated within the framework of the PESO model. Choosing effective communication strategies in public relations and marketing campaigns and publishing messages on the right channels are important in terms of increasing campaign effectiveness and corporate visibility. In this respect, this study focuses on communication and media strategies targeted to use the PESO Model to help increase country recognition. The model refers to the coordinated use of paid, earned, shared and owned media channels in public relations and marketing campaigns. This model adds value to the communication strategy of campaigns and allows each channel to be implemented very effectively for the announcement of campaign messages. Within the scope of Türkiye's 'Hello Türkiye' campaign with the PESO framework, the research focuses on the communication tools and media platforms used during the campaign. The role of campaign planning and strategic communication in campaigns is examined in announcing the country image campaign by integrating communication channels. In addition, the importance of using integrated communication channels to monitor interest and reactions to the campaign is also emphasized. While the interactions of the communication channels with each other and the collection and analysis of the reactions to the messages provide an image of how the communication channels work together, the

elements of the campaign process are explained within the framework of the model. In this study, which aims to analyse Türkiye's image strategy, descriptive from qualitative content analysis was used. This analysis is the summarisation and interpretation of the data obtained according to the determined themes. The themes of this study are the media channels in PESO model. Research data were collected in June 2024. The data were obtained from the web page and social media accounts of the Presidency of Communication of the Republic of Türkiye and news websites.

1. Country Image and Planning

Images, which are simplified versions of complex ideas, represent the sum of the beliefs, attitudes and impressions that a person or group has about an object. It can be an institution, product, brand, place, person, country or event/situation that is meant as an object. The impressions created by images can be right or wrong, real or imaginary; however, each image has the effect of directing and shaping human behavior (Nadeau et al., 2008, p. 85). Country image, on the other hand, is the mental representation of a country and its people, including cognitive beliefs about the economic and technological development stages of the country, as well as emotional evaluations of social and political systems or perspectives (Wang et al., 2012, p. 1941). The image of the country is conceptualized to consist of four different but interrelated dimensions: functional, normative, aesthetic and emotional (Buhmann, 2016, s. 44). Buhmann (2016, s. 44) explains the four dimensions of the country's image functional, aesthetic, normative and emotional context. The functional dimension is specific beliefs about a country's competencies and competitiveness, political and economic effectiveness, and performance. The aesthetic dimension is specific beliefs about the aesthetic qualities, beauty and attractiveness of a country as a cultural and geographical place. The normative dimension is specific beliefs about the integrity, norms and values of a country. The emotional dimension is the general feelings of love and admiration about a country. Laroche et al. (2005, p. 98), on the other hand, in their study examining the effect of country image on consumer evaluations of foreign products, revealed that country image is a three-dimensional concept consisting of cognitive, affective and conditional components and affects product evaluations. Functional, normative and aesthetic dimensions constitute the cognitive component and emotional dimension constitutes the affective component of the country image.

Cognitive component: It consists of consumers' beliefs about the industrial development of countries and technological developments.

Affective component: It defines the reaction of consumers to the people of the country.

Conditional component: Consists of the desired level of interaction of consumers with a country.

In cases where the country's image and socio-economic and cultural affinity are positive, the country has high standards and their opinions towards its people are decisive on the perception of the country's products by consumers (Yaraş, 2009, s. 95). According to Olins (1999), countries always carry out image management studies strategically in order to create reputation capital in economic, political and social ways as well as branding. For this reason, there are six basic stages of creating a country image (Andreja, 2018, s. 50):

- To form a working group consisting of government, industry, art, education and media representatives,
- To determine how the country is perceived both inside and outside with qualitative and quantitative research tools,

- Identifying the country's strengths and weaknesses and comparing them with other similar research data originating from within or outside the country,
- The creation of a strong and simple central idea on which the strategy is based and which captures the unique qualities of the nation,
- To ensure message coordination especially regarding tourism, domestic investment and export,
- Establish a liaison system within the working group to implement the programme and promote supportive actions by appropriate organisations in the areas of commerce, industry, arts, media, etc.

While a single piece of information may not always be the determinant of images, different elements can often affect the image of the country. Many factors such as unfavorable climatic conditions, economy, security problems such as terrorism, epidemics, natural disasters, management style, media coverage, art, literature, music, and sports are factors that may be effective in perceiving the country's image. These factors can be determinants of attitudes about countries and everything they are related to. Familiarity with a country plays a role in attitudes (Min Han, 1994, s. 107). In the study conducted on the effect of political conflicts on the image of the country and the perception of intention to visit, it was concluded that a political conflict between the two countries significantly damaged the image of the country through the emotional component and increased the previous negative perception (Alvarez & Campo, 2014, s. 70). In another study researching consumer perceptions of artistic and cultural products in the context of the country's image, it is considered that the image of the country plays an important role in the consumption of cultural and artistic products (D'Astous et al., 2008, p. 396). In addition, researches on the fact that the image of the country indirectly affects exports (Sun et al., 2016); the COVID-19 epidemic that started in China affects the image of the country with the influence of the media (Chen et al., 2021, p. 90); that foreign aid has a positive effect on the image of the country and the travel intentions of tourists (Gohary et al., 2022); and that visits to the country for educational purposes can provide an advantage in terms of getting to know the country closely (Mazıcı & Kodal, 2015, s. 972) and evaluating it positively show that the image of the country can be determined by different variables.

Replacing stereotyped images is not an easy process. In particular, the development of correct or incorrect information production and communication technologies that cause the rapid spread of this information is seen as a mandatory task to be considered in managing perceptions about a country (Özer, 2018, s. 148). On the other hand, a successful country image and positioning can be achieved by adopting an integrated approach with media tools and communication studies such as public relations, marketing and advertising.

1.1. Media and Communication Planning for Country Image

The way a country portrayed in the media affects the way the country is perceived. However, the country's advertising, marketing and public relations activities for foreigners in their own country and other countries affect the country's image (Özer, 2018, s. 147). There are many reasons to manage and control country images. In order to design the country's marketing strategies, aware country branding contents are created for target groups.

One of the practices used in the successful positioning of the country's image is the right relations studies. Relationship building is the field of public relations, and public relations is necessary to realize integrated marketing (Harris & Whalen, 2009). Public relations

are communication efforts aimed at mutual benefit between the institution and its public. Public relations activities are important in terms of “determining an appropriate promotional policy for the institutions to have a reputable image and acting in the light of these policies and ensuring sufficient information flow with the institutions and people in the field of interest” (Aydınalp, 2014, s. 36). When countries and cities are considered as products, they are seen as brands that convey integrated messages with rights relations and marketing practices and accurate message designs (Koçak, 2015, s. 92). Among the public relations practices that can be done in order to create a positive country image, studies such as “preparing press releases and declarations, organizing press conferences, ensuring the publication of accurate information about the country, following the news about the country in the world press, warning the relevant units if false and distorted news are made, preparing press photos and ensuring that they take place in the foreign press, keeping relations with the foreign press close, inviting them to the country, hosting international events, meetings and organizations” are shown (Özer, 2018, s. 151). In addition, it is emphasized that the most effective and successful activities among public relations activities are sponsorship, media studies, lobbying, social responsibility, corporate advertisements and thus effective in creating a country’s image (Özdemirci & Önder, 2018, s. 94).

Advertising is shown as one of the important factors that affect the visit of countries and ensure its continuity. Advertising messages are determined by using many factors such as the determination of target audiences, the unique lifestyles of the countries, cultural elements, geography, traditions; and it contributes to country image studies with integrated marketing communication aimed at promotion, differentiation and creating a positive image (Batum et al., 2012, p. 348). It aims to leave a positive impression in advertising country positioning studies and to create positive changes on the attitudes of the target audience.

Digital media plays an important role in shaping and promoting the country’s image. Media and content such as social media, websites, video content, social media ads, digital stories and blogs, crisis management, education and research can contribute to the image of the country to convey certain messages and goals. Social media platforms are a powerful tool for creating the image of the country. A well-designed website is an important resource for target audiences. The website and social media are a common means of communication by creating visually impressive and powerful stories and advertisements. Blogs are effective in creating realistic images where experiences are shared. In times of crisis, digital media channels are the first places where up-to-date and reliable information is shared and visited.

With the expansion of the diversity of marketing communication media channels by digital media, the boundaries between tools have become unclear. For this reason, an integrated communication and media planning is needed (Benedek, 2022, s. 34). It has long been accepted that social media has quickly become a widespread marketing tool with the strong and unlimited use it gives to users (Lariscy et al., 2009, p. 2; Xie et al., 2018). The coordinated use of these channels in public relations, advertising and marketing campaigns adds value to the communication strategy. Each channel provides the opportunity to be implemented very effectively for every situation.

2. The PESO Model in Public Relations and Marketing

The use of advertising, marketing and public relations in each other's fields reveals efficiency in media applications. Xie et al. (2018) demonstrated that the integration of advertising and public relations is a useful and necessary move to provide effective strategies and tactics, and they also confirmed that traditional command and control structures should be replaced by a rapid response model. PESO, which shows the scope and diversity of public relations practices and channels, converges with each other using the channels of communication disciplines. In other words, pragmatically bringing the channels together seems logical for the effectiveness of the campaign (Gregory & Willis, 2023, s. 18). The model connects the areas of communication activity. In digital environments, all content can appear on multiple platforms, but media formats can be organized in a variety of ways and continue to be influenced by older institutionalized formats, as well as values, goals, professional governance, market regulations, and user expectations and commitments (Hardy, 2022, s. 35). Today, the efficiency of communication campaigns also lies in the use of synergy between various channels, and since campaigns are characterized by the integrated use of tools, their effects and information levels are also triggers in terms of media type and timing (Kadar & Benedek, 2009, s. 39).

Since the mid-2000s, a new type of approach, known as the POE model, has been introduced, which basically distinguishes between three types of media interfaces. An updated version of the POE model, which describes three types of media as paid, owned, and earned media, has been converted to the PESO model with the addition of the shared media channel. The updated PESO model reveals a study that requires the coexistence of advertising, marketing, and public relations communication activities in the digital age (Benedek, 2022, s. 33). The model was first described by Don Bartholomew in a 2010 paper. Bartholomew states that public relations covers a broad and integrated communication plan, and digitalization drives and accelerates this change (Özer, 2022, s. 117). In 2014, Dietrich acquired the copyrights after creating the model for the Spin Sucks website, which was developed as a public relations and marketing tool. The basis of the model is a model that is effectively used in marketing approaches based on public relations and offers a wide communication framework to campaigns (Dietrich, 2016). Media tactics for each channel of the PESO model are shown in Table 1. Accordingly, a strategy is created that plans the integration of four media types in order to offer integrated marketing programs, expand access to messages and increase visibility by using the tools of media channels.

Paid media; Messages are distributed in a controlled manner by purchasing space and time with paid media, which is the equivalent of advertising. It is effective when used together with other media types. For example, site traffic increases when the commercial film is shared on the corporate site or corporate social media accounts (Dietrich, 2016, s. 67). Paid areas in digital media such as print media, radio, television, banner ads in paid media, sponsored ads in search engines and social media are included (Benedek, 2022, s. 34). Paid media is less reliable than earned media, but it is more controlled.

Earned media; Earned media channels are used in return for public relations and media relations. Newsletters, press releases, corporate stories presented by third parties to their own followers (Dietrich, 2016, s. 70). These are the areas where the institution provides promotion to an institution without buying space in the media. Blog posts, online users, creators, influencers are earned media. Reactions to communication initiated by the

institution are also mentioned in this category (Benedek, 2022, s. 34). Earned media also has the perception of reliability, which is one of the basic principles of public relations. Therefore, its effect is considered high, but its controllability is lower.

Shared media; Social media is referred to as shared media channel. The rapid rise of social media and its increasing role in communication is an important area in maintaining communication with target audiences and following what is said about the institution. Shared media is about user-generated and social media content and reviews. Platforms such as Facebook, Instagram, Twitter (X), LinkedIn, which provide these opportunities for organizations in the digital field, are classified in this channel (Benedek, 2022, s. 35). In this type of media of an institution, media control is moderate. With the addition of paid media, message effectiveness and dissemination are increased. It is located at the intersection of shared and earned media (Özer, 2022, s. 119). The circulation of shared media marketing communications in social media and online environments ensures that messages are promoted among users (Hardy, 2022, s. 9).

Owned media; includes digital areas such as sales, direct marketing, customer relationship management, information-based publications published by the institution, website, social media presence and mobile applications (Benedek, 2022, s. 35). Where the content is located and how it is distributed belongs to the institution. Content is produced in this media channel, the website is published on the blog, distributed by e-mail and networks, and the target audiences are attracted to these areas (Dietrich, 2016, s. 76).

Owned media is the starting point of PESO. Because it is not possible to create an effective paid, earned and shared media presence without good content (Benedek, 2022, s. 41). Owned media and earned media are at the forefront and important for institutions. Because it grows the brand and creates trust and ensures that the message is heard. Paid media is more tangible than the media opportunities and earned media owned by the brand, so it leads the organization's marketing decisions. Its results are easier to measure. With shared media, the distinction between the four media is reduced by providing an integrated message strategy as a result of target audiences finding and sharing corporate messages regardless of which media they use (Dietrich, 2016, s. 174).

PESO's multi-channel communication approach becomes more effective by integrating. In addition to distributing these consistent messages, it also enables the budget to be allocated to advertising, marketing and public relations studies for institutions to be used more efficiently. At the same time, there are common areas where four channels intersect. Users who like a content in paid media turn into shared media when they share the content on their own platforms, or while the content on Facebook is shared media, the price of sponsored Facebook ads is evaluated in the media category.

MacNamara et al. (2016) concluding that the PESO model has actually turned into a SOEP model, it emphasizes that the shared and owned media stands out; it shows that the earned and paid media are pushed into the background. As a result of the examination of the studies on POE and PESO models, the fact that PESO is one of the most studied models suggests that new channels can be added to this model in the future based on the rapid change in the field; it is said that the effect of the different media types used on the target audiences will increase if they support each other (Hanımoğlu & Öztürk, 2022, s. 57).

Table 1. PESO Model Media Tactics

Paid media (Paid) *	Earned media (Earned)*	Shared media (Shared)**	Owned media (owned) *
<p>Print Advertising Media</p> <ul style="list-style-type: none"> • Magazine ads. • Newspaper ads. • Series ads. • Corporate ads. <p>Electronic Media Advertising</p> <ul style="list-style-type: none"> • Television ads. (spot, commercial ads.) • Cable TV ads. • Radio ads. • Digital media ads. <p>External Advertising</p> <ul style="list-style-type: none"> • Outdoor poster (digital/billboard) • Signpost • External video, • Bus signs and cards, mobile billboard, • Aerial Ads. <p>Promotion</p> <ul style="list-style-type: none"> • Garment • Costume • Office accessories • Corporate tools 	<p>Direct News Support</p> <ul style="list-style-type: none"> • News info page • Miscellaneous writings (event list and interview notes) • Newsletter • Futurerelease • Real or audio newsletter • Social media feed • Transmedia journalism • Media kit Online newsroom <p>Indirect News Support</p> <ul style="list-style-type: none"> • Media consultant • Story idea note • Inquiry letter <p>Opinion Support</p> <ul style="list-style-type: none"> • Position status • Letter to the Editor • Guest editor <p>Interactive Media</p> <ul style="list-style-type: none"> • News interview • News conf. • Studio interview • Editorial conf. 	<p>Social Media</p> <ul style="list-style-type: none"> • Facebook • Twitter (X) • Instagram • LinkedIn • YouTube • SEO <p>Visitors</p> <ul style="list-style-type: none"> • User-generated content • Opinions • Complaints <p>Other</p> <ul style="list-style-type: none"> • Dialogue development • Community-building • Content Development • Influencers • Reviews • Retweets • Reposts 	<p>General Publications</p> <ul style="list-style-type: none"> • Serial publications (newsletter, journal) • Independent publication (brochure, flyer, folder, file, info form, FAQ) • Progress report (annual/quarterly/research report) • User kit, Printed Media <p>Direct Mail</p> <ul style="list-style-type: none"> • Memorandum, catalogue • Letter (marketing letter) • Postcard, Invitation, <p>Electronic Media</p> <ul style="list-style-type: none"> • Audio media (telephone, recorded information, voice mail, toll-free lines, demo CD, podcast, etc.). • Video (unreleased videos, videoconferencing, teleconferencing, videocassette, slideshow) • Digital media (presentation software, e-mail, internet, newsgroup, websites, web-based tv and radio, mobile phone and computer) • Electronic publishing <p>Social Media</p> <ul style="list-style-type: none"> • Blog, microblogging • Collaboration (Wiki) • Social network (Facebook) • Form of news gathering (Reddit, DIGG) • Media sharing (YouTube, Flickr, Vimeo, Slideshare) • Customer reviews (TripAdvisor etc.)

* Issued (Smith, 2017) from the source.

** Issued (Dietrich, 2016) from source.

THE PESO Model is a framework that defines the methods of planning and measuring media strategies in the field of public relations and marketing. This model allows them to reach the target audience more effectively while guiding them to manage their communication efforts in a more balanced way and measure their results. In this context, the PESO model is important in terms of public relations and marketing as follows:

Creating an integrated communication strategy: the PESO shows the way to create a holistic communication strategy by combining four types of media.

Diversity and comprehensiveness: the PESO model is useful for attracting different audiences and building a wider audience using different types of media.

Effectiveness and efficiency: The PESO model provides concrete measures to measure the effectiveness and efficiency of communication efforts. It helps institutions evaluate the return on their investments and improve their strategies.

Shaping the behavior and perception of the target audience: Given that each type of media has a different influence, the model helps to understand which type of media to use to shape the behavior and perception of the target audience.

Crisis management and communication planning: The PESO model facilitates the processes of planning and implementing communication strategies in crisis situations. Earned media and shared media provide an opportunity to respond quickly and manage negative situations.

Following the media environment: The ever-changing media environment and new communication channels encourage monitoring and adaptation by the PESO model.

Strategic decision making: The PESO model helps organizations plan their communication strategies more and allocate resources more effectively.

A comprehensive media strategy helps to achieve the targeted results. As can be seen, the PESO Model provides the framework. The model offers multiple perspectives and is suitable for managing an effective communication process.

3. “Hello Türkiye” Campaign from the Perspective of the PESO Model

3.1. Purpose of the Study

Choosing effective communication strategies in public relations and marketing campaigns and publishing messages on the right channels are important in terms of increasing campaign effectiveness and corporate visibility. Digital media, which plays an important role in shaping and promoting the country's image, are powerful tools for maintaining and distributing its positive image. It can be used effectively to create a positive image by comprehensively combining a long-term effort. In this respect, this research, which aims to examine the campaign aimed at increasing country recognition with the PESO Model, focuses on the communication and media strategies used. Project subject, campaign objectives, strategic planning, indicators, messages, target groups, visual identity, and other issues are evaluated within the framework of the PESO model.

This study is designed as a qualitative research that aims to examine the forms of communication of paid, earned, shared and owned media in the PESO model in the construction of country image. Case study, one of the qualitative research designs, is used in the study. The case design is a qualitative research design based on the examination of an event in its own context by making it a unit of analysis. By collecting data about a situation, it is tried to understand how the situation proceeds (Tutar, 2023, s. 342). Case studies can be conducted with a qualitative or quantitative approach. In both approaches, the aim is to produce results related to a specific situation. The most basic feature of qualitative case study is the investigation of one or several situation (Yıldırım & Şimşek, 2006, s. 77). The data collected in qualitative research are not reduced to numbers as in quantitative research. Numerical analyses can also be made in qualitative data; however, this is not the main purpose. The main purpose is to present a descriptive and realistic picture to the reader about the researched subject (Yıldırım & Şimşek, 2006, s. 48.). The subject of content analysis, which is classified among qualitative research techniques, is verbal, written and non-verbal works or text constructed with language (Türkdoğan & Gökçe, 2012, s. 319). Content analysis aims to bring an interpretation based on the observed and described items. For this reason, content analysis includes techniques that are located at different points on a line between objectivity and subjectivity. While quantitative content analysis takes the frequency of some characteristic of the content as data, qualitative analysis focuses on the presence or absence of some elements (Bilgin, 2014, s. 1-4). In this study, descriptive analysis was applied as one of the content analyses. The analysis is the summarisation and interpretation of the data obtained according to the determined themes. In this approach, it can be organised according to the themes revealed by the research questions, as well as the questions and dimensions used in the interview and observation processes. The aim of this approach is to present the information obtained in an organised and interpreted form (Yıldırım & Şimşek, 2006, s. 224). Descriptive analysis describes what a situation is and deals with the characteristics

of this situation. In addition, this analysis does not focus on general relationships or test hypotheses. It gives information about variables and makes groupings according to similar characteristic. Thus, it provides basic information about the characteristics of certain variables (Erdoğan, 2007, s. 138). Whether the four media types in the PESO model are used within the campaign is determined in this study. The comparison of various communication tools is usually done by comparing the ways in which a message is processed and reflected in these tools (Bilgin, 2014, s. 150). This approach provides a suitable framework for analysing the use of different media types and their distribution. In the present study, the stages and procedures for data collection in descriptive content analysis were adapted from Köse's study (Köse, 2023, s. 101):

The aim; is to analyse the media types in the PESO model within the context of country image through the campaign example by descriptive content analysis method.

Concept; PESO model and media types

Database; web page, social media accounts and press releases, of Turkish Ministry of Communications, news websites.

Criteria included; searching using keywords related to the 'Hello Türkiye' campaign.

3.2. Research Questions

What are the paid media channels of the campaign? How can the effectiveness of these channels in reaching the target audience be evaluated?

To what extent and how was the campaign communicated by media organizations and social media users?

How was the campaign disseminated on social media and shared by users? What is the process of the campaign going viral and the nature of the shares?

How have Türkiye's digital and traditional media been used within the scope of the campaign?

What are the strategic objectives of the campaign? What communication strategies and tactics have been used to achieve these goals?

What is the content and theme of the campaign message? How does this content and theme aim to shape the perception of the country image of the target audience?

What metrics can be used to measure campaign success?

3.3. Basics and Planning of the Project

Developing the perception and image of the country at the international level with the understanding of Türkiye's name and Türkiye's brand is the basis of this project. The name of a country can cause people to have positive or negative perceptions about that country. While some countries are associated with concepts such as touristic attraction, rich culture, security, technology, others are identified with concepts such as economic difficulties, insecurity, political instability. In another respect, the name of the country may create a different perception. For example, the use of the word "Turkey" as "turkey" in English may also affect perceptions. In these respects, the name of the country is considered among the basic elements in terms of the brand identity and promotion of the country. In this context, campaign studies have been initiated to use the name "Türkiye" instead of the name of the country used in foreign languages.

The project process was initiated in 2019 in order to strengthen the Turkish brand as a result of the President's request to correct the "Made in Turkey" text as "Made in

Türkiye” at the ceremony where Türkiye’s domestic automobile was introduced (<https://turkiyeyuzyili.com/>, n.d). As of 2021, it has been emphasized that “Türkiye” will be used instead of expressions such as “Turkey”, “Turkei” and “Turquie” in correspondence with other states and international institutions and organizations as well as exported products with the Presidential Circular (<https://turkiyeyuzyili.com/>, n.d).

On January 12, 2022, with the press release published by the Presidency Communication Directorate, the name of the campaign, which aims to use the national and international name of the country as “Türkiye” and to be remembered more effectively in the international arena, was announced as “Hello Türkiye”. The campaign aims to prevent the use of the name Türkiye in different languages and to strengthen its identity in language and communication.

The “Hello Türkiye” campaign has been prepared as a social media study planned to be carried out with the commercial film and global influencers prepared in order to strengthen the Türkiye brand and to increase the unity, awareness, use and prevalence of discourse in world languages. Tools such as press releases, videos, and hashtags were used in the campaign.

3.4. Messages & Targeting

The aims of the campaign, which was prepared with the aim of strengthening the brand of Türkiye and announcing the name of the country more effectively in international channels, can be listed as follows:

- Preventing the use of the name “Türkiye” in different languages
- Ensuring unity of discourse
- Strengthening country identity
- Strengthening the Türkiye brand
- To increase the image and reputation of the country positively

The decision to change the name of Türkiye from its international name “Turkey” to “Türkiye” was officially communicated to organizations such as the United Nations, the World Trade Organization, and NATO, and the necessary changes were notified (<https://tr.euronews.com>, n.d). In addition to using the name “Türkiye” in the official correspondence of international institutions and organizations, the campaign aims to convey their messages from a wide perspective so that each target group is familiar with this name. In press releases, public institutions, universities, non-governmental organizations, writers, social media users were included in the communication campaign to increase the country’s reputation by using the expression “Türkiye” in the correspondence made in internationally produced publications (<https://www.iletisim.gov.tr>, n.d). The campaign also aims to expand its sphere of influence by targeting everyone who visits and will visit the country as well as official institutions.

3.5. Using the PESO Strategy

Each of the owned, earned, paid and shared media to manage and improve the country’s image can play an important role in terms of strategic communication management. The evaluation of these media types in terms of the image of the country is discussed within the framework of the “Hello Türkiye” campaign.

Paid media; Paid media is a way to attract attention not only in newspaper and television advertisements, but also through social channels. Within the scope of the country’s

image, paid media; touristic promotional campaigns, paid advertising campaigns to attract tourists and support the tourism sector, international cooperation and trade promotions, paid advertisements including the country's economic opportunities and investment potentials are used to attract foreign investments to the country. The image of the country can often be inadequate to effectively convey a country's message in a 30-60 second time frame in traditional –paid- media. For this reason, the paid/sponsored dissemination of messages on digital channels strengthens this goal. Paid media directs the target audiences to the owned media and increases the number of organic followers. Within the scope of the study, the paid advertisements of the “Hello Türkiye” campaign in traditional and digital media were investigated. Since the campaign is planned as a social media study, it has been published on social media channels such as Facebook, Instagram, Twitter, YouTube, TikTok and in international digital areas (<https://turkiyeyuzuyili.com/>, n.d).



Figure 1. Advertising film images

As the beginning of the campaign, the creative advertising film, which is shared with #helloTürkiye hastags and expressed as “Türkiye” instead of the discourses of foreign tourists in their own languages, has been prepared to be broadcast in various channels. This commercial film link has been shared with the press release. This video shared by public institutions in Turkey with the hashtag #helloTürkiye has been re-shared by many people in Türkiye and around the world. This label continued to be used especially by tourists coming to Türkiye after the campaign. Thus, the communication studies of the campaign have evolved from paid media applications to earned media studies.

Research question 1: What are the paid media channels of the campaign? How can the effectiveness of these channels in reaching the target audience be evaluated?

Paid media is an important first step in terms of reaching target audiences who do not yet have news and sufficient information about the campaign. It ensures that the campaign reaches the right people. It can be limited and long-lasting in the initial stage on social media to provide an organic reach. It is more effective in terms of increasing the potential of paid media access and creating earned media. It also provides data and tools to monitor and analyze the performance of the campaign. This facilitates the optimization of strategic communication in real time. Television ads, digital ads, influencer collaborations, printing and radio ads make it easier for the campaign to reach large audiences, as well as socio-demographic and geographical targeting.

In the campaign, there is only a commercial film as paid media. This is because the campaign aims to utilise the impact of earned and shared media. This approach ensures organic sharing and facilitates reaching a wider audience. While the advertisement is shared for a limited period of time, earned and shared media covers a longer period time. This situation is explained in the following sections of the study.

Earned media; The campaign, which is planned as a social media campaign, mostly includes earned media examples. The campaign was first announced in a press release. Press releases sent to private, foundation and public institutions and media organizations were reported and published in the press. Thus, the campaign was promoted and disseminated organically, and the ground was prepared for public, press and social media users to talk about it. Press news and interviews, social media shares, influencer and celebrity participation, blog posts and forums, user-generated content constitute the earned media groups used during the campaign. The campaign announcement continued especially through official press releases sent abroad, statements of foreign representatives and Türkiye's broadcast channels abroad. The campaign was reported by media organizations with the initiatives of official institutions and foreign representatives. The subject was mentioned on the digital pages of the press organs, and it was announced to the public of the countries where the name "Türkiye" will be used in the official correspondence of the countries.



Figure 2. Press Release

Source: <https://www.iletisim.gov.tr/turkce/haberler/detay/iletisim-baskani-altundan-hello-turkiye-kampanyasina-iliskin-aciklama>



Figure 3. Examples of news in the press in Türkiye and abroad

Research question 2: To what extent and how was the campaign reported by media organizations?

The press release was used in a strategic manner to announce the messages and objectives of the campaign to a wide audience within the scope of the acquired media. It was published at the beginning of the campaign and the campaign was announced. The press release was sent to media organizations, public and private institutions, and foreign representatives, explaining the purpose, objectives, and main message of the campaign. This allowed media outlets to cover the campaign and announce it to a wide audience. The campaign has been reported on digital news sites of many countries in the world.

Since the earned media includes public relations efforts, its reliability is higher and plays an important role in increasing the impact of the campaign. The fact that the press releases sent to the media organizations were included in the national and international press and the news sites made news and interviews about the campaign enabled the campaign to spread organically. Türkiye used the term "Türkiye" instead of "Turkey" in later foreign promotional films. Communication studies in the acquired media start with public relations tools. Information sources related to the campaign have been created on official websites. Campaign messages and content have been shared on official social media accounts. Their low cost compared to paid media, their wide and long reach, and the fact that they are created by independent and impartial sources and therefore can be trusted, all contribute to the success of the campaign. The effective use of earned media increases the effect of the campaign, attracts the attention of the public, conveys the right information from the primary source, and ensures that the campaign remains up-to-date.

Shared media includes the most important channels that enable earned media campaign content to reach a wide audience. These audiences reproduce these posts themselves on social media and ensure that the campaign goes viral from their own networks. Shares

using the #helloTürkiye hashtag of the campaign aim to spread the main message of the campaign on social media and to create a community around the campaign. Hashtag studies enable sharing about the campaign and increasing the visibility of the campaign. Tourists who came to Türkiye made posts with the same tag on their social media accounts, and travel blogs, tourism sites and other relevant platforms increased the organic reach of the campaign by sharing their campaign messages with their followers.

One of the most important steps of the current campaign is the hashtag campaign (#helloTürkiye). This label is also particularly emphasized in the commercial film. With this hashtag, social media users shared Türkiye's cultural, natural and touristic riches, shared their own experiences and contributed to the campaign. This hashtag has helped spread the campaign by providing wide visibility on social media platforms. In addition, the campaign encouraged users to create campaign-related content on their own social media accounts.

Research question 3: Is the campaign spread on social media and shared by users?

The hashtag continues to be used after the end of the campaign, especially by tourists visiting Türkiye and Turkish users. Even if the communication efforts of the campaign are over, it continues to have an effect with the shared media. After using the word "Turkey" on social media accounts sharing about Türkiye, which was discussed on the world agenda with its success in the 2024 Paris Olympic Games, the label "#not Turkey" was opened and the campaign was continued by social media users. Shared media actively provides interaction and participation and encourages sharing, the continuation of the campaign by large communities, low cost, high reliability, authentic sharing of users affect the success of your campaign.

Owned media; Owned media studies include the studies in which the campaign spreads its messages by using media assets and platforms under its control. Official website, social media accounts, blog and content platforms, e-mail newsletters, mobile applications, multimedia contents are used in the media studies. The owned media provides full control over how and when the messages of the campaign will be transmitted. Shared content is accessible for a long time and can be used as a source of information even after the campaign.

Research question 4: Owned media: How were Türkiye's digital and traditional media used within the scope of the campaign?

Information about the campaign is available on the public Communication Directorate website. This site contains the objectives, messages, videos, photos, press releases and other content of the campaign. Campaign messages and content are shared on official corporate social media accounts. Other users included the shared media in the campaign by reposting from official accounts. Thus, social media accounts were used to increase the interaction of the campaign and to communicate directly with the users. The campaign, which directs users to the owned media, offers more information about the country, including promotions and content.

Research question 5: Strategic objectives: What are the strategic communication objectives of the campaign? What communication strategies and tactics have been used to achieve these goals?

The strategic communication objectives of the campaign are to strengthen Türkiye's international image, to ensure that it is perceived as a positive, reliable and attractive destination, and to make the country a global brand. For this, a holistic approach was adopted by using integrated communication strategies in the campaign, and it was ensured that different communication channels were used in a harmonious and coordinated manner. A social media campaign has been launched with digital marketing strategies. Press releases and media collaborations have been prepared with public relations strategies. An agreement has been reached to use the name "Türkiye" in cooperation with official and private institutions in Türkiye and in the world. Users are encouraged to share their own experiences and content. These goals helped the campaign achieve its goals by using multi-channel communication.

Research question 6: What metrics can be used to measure campaign success?

The planning of a campaign includes the objectives set to achieve the campaign goal. These goals show the paths followed to achieve the goal. These ways to measure the success of the current country image campaign are measured with certain metrics. The use of metrics provides information about the success level of the campaign. Digital tools and social media provide fast and reliable results in terms of evaluating campaign results. Useful results can be obtained with the metrics to be used to measure the effectiveness of the campaign and expand the scope of this study.

Digital and social media metrics provide access and visibility. While the number of views of the posts (reach) shows how many people the campaign has reached, the number of impressions shows how many times the content has been viewed. Interaction metrics are measured as likes, comments, and shares. The use of hashtags helps to determine how many times the hashtag is used; how many times and how much of the video metrics are watched; the number of web traffic visitors, the number of pages visited, and the duration of stay on the site. Public relations metrics measure the number of media appearances, media access, media impressions, positive-negative approaches to news about the campaign, social media comments and feedback, and thoughts and satisfaction through surveys.

4. Conclusion

With the framework it offers in public relations and strategic communication studies, the PESO model enables a stronger and consistent message to be conveyed by using the advantages of each media type and ensures that the campaign has a wide coverage. Paid media makes it possible to reach large masses quickly, earned media creates reliability, shared media increases social media interaction, and owned media provides media control and continuous access. The model is also ideal for running campaigns with lower budgets. If the paid media is costly, effective communication studies can be carried out with the acquired, shared and owned media. It provides a detailed analysis of the impact and feedback of the campaign with digital media and social media metrics to measure the success of the campaign and monitor performance. These advantages of the PESO model make communication strategies more effective, efficient and successful. Because the presence of institutions on social media is important. Digital media provides the opportunity to communicate in real time. In order to increase the image and reputation of the country, intensifying communication processes and producing content can be carried out more effectively with the PESO model.

In this study, how the PESO model is used in the construction of the country image of the #helloTürkiye campaign and the effectiveness of this strategy were evaluated. THE PESO model is a framework that expresses the integration of paid, earned, shared and owned media in public relations and communication campaigns. This model aims to use different types of media simultaneously to ensure that communication strategies are more effective and comprehensive. It can be said that the PESO model has been successfully implemented in line with strategic goals such as preventing the use of the name "Türkiye" in different languages, ensuring unity of discourse, strengthening the country's identity, strengthening the Türkiye brand and positively increasing the country's image and reputation.

It can be emphasized that the communication activities of the campaign, which was initiated based on the idea that the negative connotations of the word "Türkiye" in the dictionary can also reveal negative perceptions about the country, are effective. Accordingly, the use of the word "Türkiye" instead of "Turkey" has become widespread in national and international texts, the #helloTürkiye hashtag has been used in the social media accounts of foreign and domestic tourists coming to Türkiye, and a reminder hashtag (#not Turkey Türkiye) has been created for people who deliberately or indeliberately use the expression "Turkey" in social media. Even after the end of the campaign, the use of labels and reminding the discourse of "Türkiye" is another dimension that shows the effectiveness of the campaign. One of the important situations that brought about this result is the planned and strategic execution of the communication activities of the campaign. First of all, it can be said that the name "Türkiye" is now accepted internationally in the campaign launched through official channels. The expression "Türkiye" approved by the United Nations entered into force and its internationally recognized name was officially changed. The official letters sent to the institutions in Türkiye are to adopt an attitude towards the use of the name "Türkiye" in correspondence. The campaign communication process, which started at first with official steps, was announced with a press release. It has been ensured that the campaign is reported with earned media studies such as public relations tools and media relations. The campaign, which was reported in the media, was announced to a wider audience outside the institutions. Earned media has contributed to the organic dissemination of the campaign and the increase in the interest of users in the campaign. After digital media users were encouraged to campaign, campaign activities started on social media with shared media strategies. Content produced by third parties is perceived as more reliable. Therefore, it constitutes an important step of the campaign. By using the hashtag of the campaign, the content was shared and the level of interaction was increased. As a result of the communication studies such as the advertisement film of the campaign, the hashtag campaign, the statements of the country spokespersons on the subject, and the news in the press, it can increase the curiosity about the country. This increases the traffic to corporate web pages and social media accounts to get more information about Türkiye for the target audiences.

As a result, it can be said that the campaign, which was initiated as an international image and reputation study of the country, has largely achieved its purpose. However, it is open to new research with different methods and techniques in order to expand the scope and perspective of the study. For this reason, analyzing newspaper news related to the subject of the study, content analysis of social media posts using hashtags, interviews with the target audience, and surveys will allow a more comprehensive examination of the country's image.

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Building the Country's Image with the PESO Model: A Strategy Assessment on the 'Hello Türkiye' Campaign

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Extended Abstract

Managing the images of countries in international communication and building them with a strategic approach are part of public relations. Today, countries are evaluated not only with their economic and political power, but also with their image. They need communication strategies to strengthen the country's image and increase global awareness. In this study, the #helloTürkiye campaign launched by Türkiye to strengthen the country's image in the international arena is evaluated within the framework of the PESO model. THE PESO model refers to the integration of paid, earned, shared and owned media elements in public relations and marketing communication strategies. This model enables communication campaigns to reach a wider audience, gain reliability and increase interaction. It is important to plan communication strategies effectively in public relations and marketing campaigns and to increase visibility by taking part in the right channels. Today, digital media increases its communication power together with traditional media in order to increase this effect. In this regard, this research, which aims to examine the campaign aimed at increasing country recognition with the PESO Model, focuses on the communication and media strategies used. The campaign was started based on the idea that the negative connotations of the word "Turkey" in the dictionary can also reveal negative perceptions about the country. In this context, this study deals with Türkiye's strategic communication management practices aiming to create a country's image and country value on an international platform. Accordingly, the image campaign in the "Hello Türkiye" project, in which Türkiye changed its name from "Turkey" to "Türkiye", where it is internationally known, is evaluated.

The study seeks answers to the following questions: What are the paid media channels of the campaign? How can the effectiveness of these channels in reaching the target audience be evaluated? To what extent and how was the campaign reported by media organizations? Is the campaign spread on social media and shared by users? How have Türkiye's digital and traditional media been used within the scope of the campaign? What are the strategic communication objectives of the campaign? What communication strategies and tactics have been used to achieve these goals? What metrics can be used to measure campaign success? In response to these questions, it was emphasized that the communication activities of the campaign were effective, and the use of the word "Türkiye" instead of "Turkey" in national and international texts was provided through official channels, the # helloTürkiye tag was started to be used in the accounts of social media users, and a reminder hashtag (#not Turkey) was created for people who deliberately or indeliberately used the word "Turkey" on social media even after the campaign ended. The campaign is planned as a social media campaign. For this reason, the focus is on earned, owned and especially shared media rather than paid media. The campaign, which was first announced with a press release, was ensured to take place in the press through public relations studies and media relations. It has been communicated in media organizations and media organs and announced to a wider audience. As targeted by the earned media that affect the organic dissemination of the campaign, users have now started to support the campaign. Digital media users were encouraged to support

the campaign, and content was produced by third parties. Content produced by earned media is considered more reliable because it is produced independently and by people who share their own experiences and experiences. Thus, the campaign message was delivered to a wider audience with a viral effect. By using the hashtag of the campaign, the content was shared and the level of interaction was increased. Therefore, they constitute the most important stakeholder group of the campaign. It has also made people curious about the country as a result of communication studies such as advertising films, hashtags, statements of country spokespersons on the subject, and news in the press. This increases the traffic to corporate web pages and social media accounts to get more information about Türkiye for the target audiences. As a result, it is possible to say that the PESO model has been used effectively in the campaign, the negative perception about the name of the country has started to disappear, and in this context, its international image has been renewed and the discourse of “# helloTürkiye” has been adopted by the users.

Anahtar Kelimeler: PESO Model, Country Image, Campaign Planning, Communication Strategy, Public Relation, Media Channels.

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In this study, the rules stated in the “**Higher Education Institutions Scientific Research and Publication Ethics Directive**” were followed.

Araştırma tek bir yazar tarafından yürütülmüştür.

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