
Russia's brand strategy as a factor contributing to securing its national interests

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The article considers the problem of developing a national brand strategy at the time when the information society is evolving and globalization is becoming ubiquitous. The author is convinced that, as the hegemony of the United States of America is going through a crisis, leading to geopolitical and economic instability, Russia could present its own unique development project that will strengthen its image and decrease geopolitical tension. However, the process of developing the strategy of creating and promoting an updated image of Russia should begin with formulating a national idea. This is the foundation that ensures the existence of every state, especially one as large, multinational and multi-confessional as the Russian Federation.

Keywords: *image, brand, brand strategy, soft power, collective consciousness, public diplomacy, symbolic capital*

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