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SOFT POWER AS A DRIVER OF MACROECONOMIC GROWTH: THE EXPERIENCE OF THE GREAT BRITAIN CAMPAIGN IN THE UNITED KINGDOM (2011–2025)

The article substantiates the transformation of soft power from a foreign policy tool into a driver of macroeconomic growth. Using the GREAT Britain campaign (2011–2025) as an example, mechanisms for monetizing the national brand through culture, education, tourism, and creative industries are analyzed. The research aim is to quantitatively assess the campaign's impact on key UK economic indicators and develop practical recommendations for Ukraine in the context of post-war recovery. The methodological basis includes a systemic-analytical approach, comparative analysis of statistical data from VisitBritain, DCMS, Brand Finance, and case studies. It is established that over the 2011–2025 period, the GREAT campaign provided over £8.4 billion in direct economic returns. In 2024, the total impact of tourism amounted to £147 billion (5% of the national economy), with the sector supporting 2.43 million jobs. Creative industries demonstrate steady growth: contribution to GVA reached £145.8 billion (5.5%), which is 60.3% higher in real terms compared to 2010. Education exports generate £37.4 billion in net economic effect. In 2025, the UK ranks 3rd in the Global Soft Power Index, confirming the strategy's effectiveness despite Brexit and pandemic challenges. Meanwhile, Ukraine ranks 46th, requiring urgent systemic changes. Key success factors of the British model are identified: interagency coordination, clear KPIs, focus on digitalization. For Ukraine, the following are proposed: development of a unified national soft power strategy with economic goals; creation of a coordination body within the government; integration of soft power tools into investment attraction strategies; promotion of creative industries and IT sector brands. It is proven that investments in soft power have a high multiplicative effect even under geopolitical instability. The research results can be used by Ukrainian authorities to formulate recovery policies and euro-integration processes. Further research should focus on quantitative assessment of the potential economic effect of the Ukrainian strategy in the 2026–2030 perspective during recovery and European integration.

Keywords: soft power, GREAT Britain Campaign, macroeconomic growth, nation branding, tourism, foreign direct investment, creative industries, economic diplomacy, Ukraine.