Abstract

The study about marketing The best of Brazil is the Brazilian, Marketing of Government Institutional Motivation, shows the intentions of the government campaigns, how they are elaborated, which are the transmission means, how the companies and the public are complacent, how campaigns are used to transmit ideas to the population and which are the real intentions. This campaign tried to promote larger acceptance of the population in relation to their rulers and to generate positive public opinion. The government campaigns didn't develop with the modernization of the communication means and nor with the anterior changings of governments. They only seek the government interests in waking up the population for something or some idea with the purpose of reaching the objectives presupposed during the electoral campaigns. The support of media and companies was very important in the issue of the slogan. Opinion Ibopes National research registered 84% of approval. Therefore it doesn't point that could have been a change.

Keywords

Institutional motivation, Self-esteem, Citizenship.