

30 years ago, in the epoch of the so-called communism, people in Bulgaria were to a large extent isolated from the material goods of technological, communicative and distributional progress of the West. When my mother was in her twenties, she had limited choices between a Visotski and an Alla Pugachava (famous singers from USSR) vinyl records, beer in green bottle or beer in brown bottle and as for the chocolate, there was only one brand in the store. As I didn't witness this period, I am not able to make judgments whether "communism" was a positive period or not. But I am sure that when you cannot make choices your freedom suffers.

Nowadays various colorful products glut the market. Every day Bulgarians face so many choices. They live in the era of malls and hypermarkets. Bulgarian companies gain confidence and various trade locations and they extend their product portfolio. That is the reason marketing and advertising are becoming more and more influential in the current Bulgarian reality. But there's still lack of specialists, creative and smart campaigns. As people in my country get used to consuming and making choices, they feel pretty confused. And sometimes companies take advantage of it, which is opposite to common business ethics.

To me, marketing is adding extra value to banal side of life, when goods become a way to express yourself. Marketing is knowledge about the psychology of a particular nation, of its history, desires, fears and hopes. I want to learn more about the consumer behaviour, market analysis and market needs, about how a product overcomes its material characteristics and brings irrational joy to people. How a brand becomes a legend and a symbol of the right to choose, a.k.a freedom.

Thanks to my BA degree in the field of public relations and advertising I gained communication skills and a basis for understanding main marketing principles. Particularly I was interested in brand-management. That is the reason I chose *The influencing power of cartoon characters in brand building* as a topic for my course graduation paper. For sure I cannot be satisfied with basic skills and I would like to broaden my horizons. I believe that the Marketing MSc match my personality and interests so that I could show the best of me.

I was also attracted by the practical side and I have worked in several advertising agencies, such as *Saatchi & Saatchi*. Although I worked in the client service department, I had the chance to take part in copywriting. My work experience inspired me to develop my strategic and creative thinking. As well as, it helped me to get used to working under pressure and meeting deadlines.

However, just being keen is not enough to be a professional. You must be able to offer a solid background too. And when it comes to higher education, UK is an excellent destination. Graduating MA in Marketing in the University of Portsmouth will give me the chance to understand people's psychology and to offer them professional marketing campaigns. Furthermore, I will meet the western culture and its positive examples for smart, witty campaigns. And then I could contribute to making life better in Bulgaria by creating positive, intelligent and honest communication. I believe, it will make goods and services a bit more interesting and people in Bulgaria a bit happier. As for me, I will have the employment, which will provoke me to be more understanding, more thinking and yes, a bit happier.