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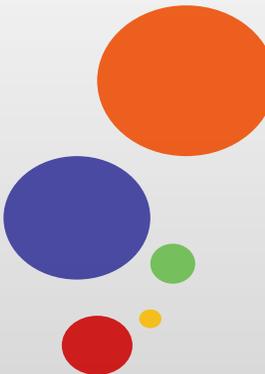
Market, Competition, Consumption and Branding in CCI



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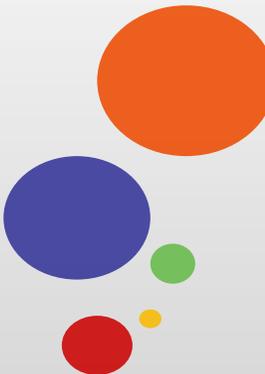
Summary of contents

- Consumer behavior
- Digital and content marketing
- Branding in a digital context



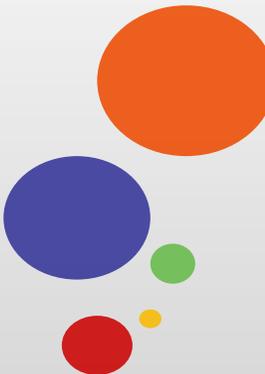
Consumer behavior definition

- The area that studies how individuals, groups and organizations select, purchase, use and dispose of goods, services, ideas or experiences to satisfy their needs and desires (KOTLER,1998, p.161)
- What is the consumer buying decision process?
 - 5 stages:
 - Problem Recognition
 - Information search
 - Evaluation of alternatives
 - Purchase Decision; and
 - Post-purchase behavior:



Digital marketing and consumer behavior

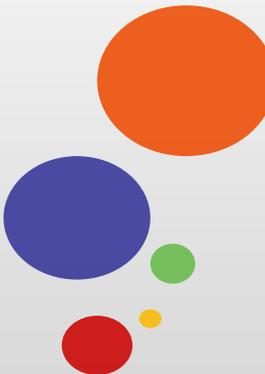
- The art of exploring, creating and delivering value to people through digital, satisfying their needs or desires, and ensuring a high ROI (Return Of Investment) for brands. (Gouveia, 2020)
- It allows the directions of the adopted strategy to be corrected/optimized easily, with little time and limited resources.
- Ideal for the characteristics of the CCI





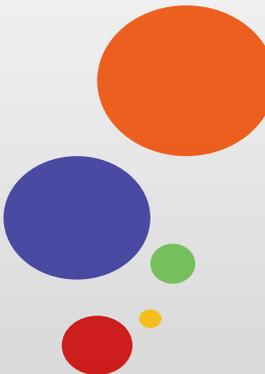
Digital marketing

- Advantages:
 1. Measurable results
 2. Low investment
 3. Reach the right audience
 4. Fast results



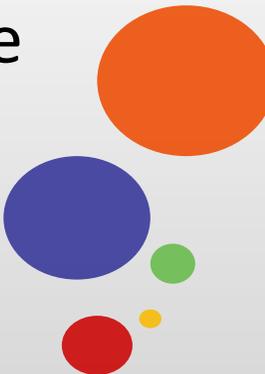
Content marketing

- Directly related to Digital Marketing
- The contents share similar objectives to the brand values and the values of the audience(s):
 - to address concepts
 - arouse feelings
 - motivate actions that match potential consumers' desires
 - retain consumers' attention with sufficient pertinence to ensure their involvement and participation.
- All of them related to the CCIs consumer behavior and characteristics



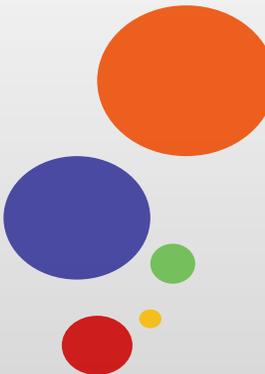
From Content Marketing to Branding

- A good content marketing strategy has the power to create a positive brand image:
 - Consequence – attract, engage and retain the desired audience, leading to long-term relationships (Baltes, 2015).
- Content marketing is a process that aids the communication of a brand identity, and when carried out effectively, can position it in the desired context.



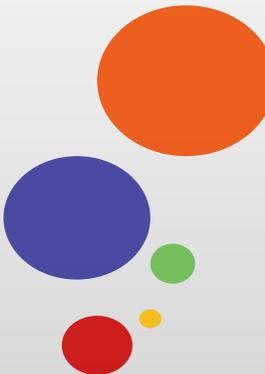
Branding: Definition

- Promotes the creation of mental structures to help consumers organise their knowledge about products and services in a way that makes their decision making more enlightened, generating value for the company at the same time;



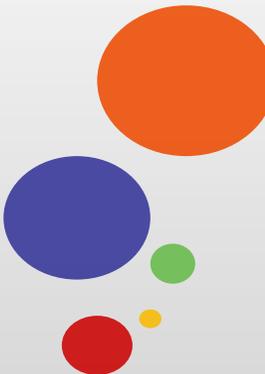
The importance of branding in the CCIs

- Marketing and branding allow the construction of preferred conceptions for specific groups of consumers.
- Brands → Significant symbolic value (Beverland 2005).
- Branding – consumer perception of products and services, in a specific cultural and social context (Peterson & Anand, 2004).
- Marketing activities - shape consumer perceptions of cultural and creative contents



The importance of branding in the CCIs

- Creative product or service depends on:
 - Interaction of the individual with the creative content;
 - Individuals values, interests, experiences, beliefs, and social, economic and cultural background
- To shape symbolic meanings of the creative content.
- Importance of intellectual property rights (trademarks and copyrights) – protecting the cultural meanings' legal entity.





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