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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)



Consumer behavior

- What is the consumer buying decision process?
 - 5 stages:
 - Problem Recognition
 - Information search
 - Evaluation of alternatives
 - Purchase Decision; and
 - Post-purchase behavior:



Consumer behavior

- To understand consumer needs, organizations should (KOTLER, 2000):
 - identify segments where consumers have the same needs;
 - insert new products and/or services or reposition them;
 - develop marketing communication strategies and fulfill the benefits of products and/or services;
 - evaluate the strategies with respect to their effectiveness; and
 - ensure that such strategies do not mislead consumers or cause harm to society.



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

- Digital marketing is the application of the philosophy and concepts of marketing in the digital environment - Marketing 4.0
- Targets at creating and articulating the best offer for your target audience
- Promotes the selection of the most appropriate investments that allow better results to your digital channels (Martins, 2010).





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Digital marketing

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



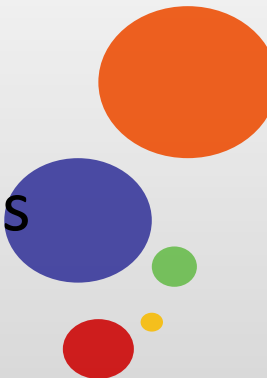
Content marketing

- A marketing process aimed at creating and distributing relevant and valuable content, on a consistent basis, in order to attract and retain a target segment, and consequently make a profit through their participation.
- Directly related to Digital Marketing
- The aim is to strengthen the ties between the consumer and the brands, going beyond the merely commercial condition and becoming emotional.



Content 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: Context

- Branding means endowing products and services with the power of a brand;
- Brand:
 - A name, term, sign, symbol or design, or a combination there of intended to identify the products or services of a supplier or group of suppliers to differentiate them from those of other competitors;
 - It presents tangible properties (related to the performance of the product) and intangible properties (related to what the brand represents);



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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FENICE: Fostering Entrepreneurship and Innovation in Cultural and Creative Industries through Interdisciplinary Education is co-funded by the Erasmus+ Programme of the European Union.

The project is an initiative of 5 academic and research institutions:



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