



**Unit 2:**  
**Entrepreneurial Practice**

**Theme 2.3.**

**Market, Competition,  
Consumption and  
Branding in CCI**

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The training contents at a glance:

## **FENICE Programm**

### **Unit 1: Understanding Entrepreneurship in the CCI**

Theme 1.1. Creativity, Innovation and Cross-Sectoral Collaborations. Intellectual Property.

Theme 1.2. Entrepreneurship, Management and Leadership in the CCI

### **Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise**

Theme 2.1. Designing a business for the CCI: preparing a business plan and pitching business ideas

Theme 2.2. Towards value: Economic, Market and Cultural valuation of products and services in the CCI.

### **Theme 2.3. Market, Competition, Consumption and Branding in CCI**

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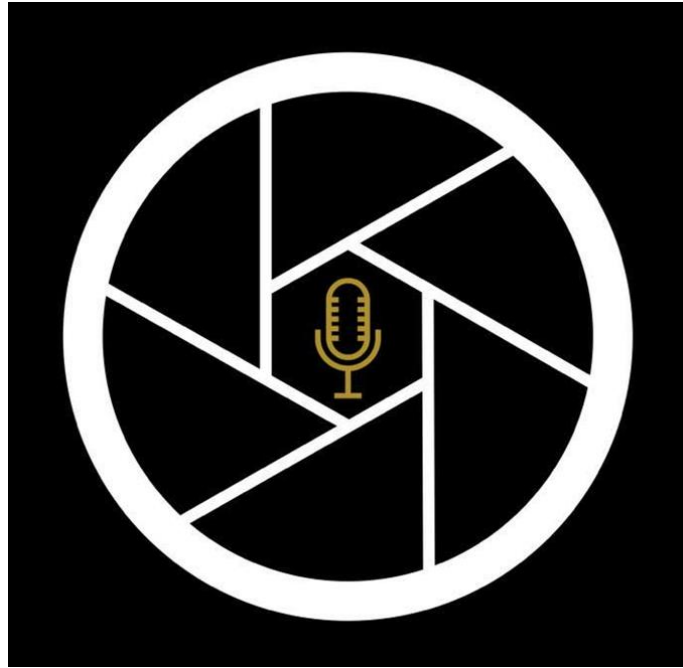
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## Case study

Find your market: Discover the right target for your product by Salomé Produções, Professional video and audio recordings (Elisa Carvalho)





## 1 Description

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Elisa Carvalho and Pedro Carvalho are the founders of Salomé Productions, a company dedicated to recording concerts, shows and music videos, especially the ones of classical/erudite music. In the first person, Elisa gives us her testimony on the creation of this very distinctive business concept.

It was during the pandemic that Elisa and her brother Pedro decided to venture into a very specific market niche. This idea came up after they realised that many orchestras, or classical music ensembles, made use of social networks to promote their work and perform live and remote concerts.

In this context of uncertainty and novelty that the Covid-19 pandemic provided, they saw an opportunity to produce and record these concerts with better image and sound quality. Like any entrepreneurs, they took a risk and invested part of their savings in quality equipment and in building a team of professionals, to support them, and who have as an essential characteristic the fact that, at some point in their lives, they have studied music, with some preference for classical music.

Their success has been backed up by some of their most recent work, which includes video clips for music groups, advertising videos or even a production for a very famous Portuguese soprano.

It is perceptible that Elisa and Pedro, besides having taken a risk as any entrepreneur, managed to find a segment where there were and still are consumers with the same type of

needs (production of events related to classical music), inserting a new product/service, with added value, and whose promotion strategy is based on the production of contents for classical music, by artists and/or individuals with some connection to classical music. These actions end up meeting what Kotler (2000) stipulates as relevant for organizations, in order to understand the needs of consumers.

Therefore, its branding focuses on an initiative based on the quality of audiovisual production. Within this context and considering that this is an activity of a cultural and creative industry, its promotion is geared towards social marketing, forming customer acknowledgements of the social and inventive substance through intercession within the typical structure. Consumers' discernment of these products/services or their inventive benefit is formed by their elucidation of the significance within the inventive substance, which is the result of the complicated interplay between esteem, intrigue, affection, involvement, conviction, and their social environment. Exposure and branding exercises make esteem by investing the social articles or administrations with meaning (Chang, 2021).

## 2 Source/link

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[https://www.instagram.com/salome\\_producoes/](https://www.instagram.com/salome_producoes/)



<https://www.facebook.com/Salom%C3%A9-Produ%C3%A7%C3%B5es-103069775260711>



[https://www.youtube.com/channel/UCOe6OkRotqICc7V\\_y7aMjeQ/featured](https://www.youtube.com/channel/UCOe6OkRotqICc7V_y7aMjeQ/featured)

Chang, Y. Y., Potts, J. & Shih, H. Y. (2021). The market for meaning: A new entrepreneurial approach to creative industries dynamics. *Journal of Cultural Economics*, 45, 491–511. <https://doi.org/10.1007/s10824-021-09416-5>

Kotler, P. (2000). *Administração de Marketing*. São Paulo: Pretince Hall.

## 3 Country

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Portugal