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ABSTRACT

Challenge of holistic marketing approach and strategies in artistic projects is based on inclusion of internal marketing, integrated marketing, relationship marketing and social responsible marketing. Challenge of holistic marketing approach in artistic projects is, also based, on inclusion of classical and modern media, as well as in opportunities to get close artistic projects to target audiences, in modern ways. Marketing in arts is specific field of marketing and require sophisticated approach, what is real challenge. Researching needs and wants of target audiences of artistic projects is point for success and good way to present artistic ideas and messages. Goals of artistic projects are to motivate public for thinking and to inspire them for social changes. Art is support for social changes, that's why marketing strategies in artistic projects are challenge in holistic marketing approach. In modern environment, strategies of branding change shape and become adaptive for modern, social media. Today, public has opportunities to get inform about artistic projects, as well, to create their own artistic projects. Very often artistic projects are support by new media communications platforms. Strategies of relationship marketing are good way to communicate with public. Social media give these communication easy ways. Strategies of emotional branding of artistic projects present special challenge for holistic marketing approach. Modern museums, like Louvre, Tate Modern, use social media communication with target audiences, especially for new exhibitions in field of paintings, photography's and sculptures. Artistic projects have innovative approach. Creating innovative strategies to lead artistic projects represent challenge for marketing managers in arts. In the paper is present modern example of artistic project "The Body Language". In the paper is present two focus groups. First focus group include student's opinion about using of Internet and social media in artistic project. The second focus group present opinion of people in Serbia about artistic project "The Body Language". People in different ages groups, with different professions and with different abilities, answered on questions about artistic project "The Body Language", about passion for movement and dance, connection between music and dance and how they prepare and willing to be part of artistic project.

Keywords: Holistic marketing, marketing strategies, artistic projects, strategies of branding, strategies of relationship marketing, strategies of innovation, social media.

Introduction

The subject of paper is theoretical and practical approach in implementation of holistic marketing in artistic projects. Holistic marketing in artistic projects is new field of marketing research in academic institutions and scientific marketing associations. Serbian Marketing Association realized Marketing in Arts and Culture as new field of research. The goal of the paper is to develop holistic marketing approach in arts and culture. Specific goal of the paper is to enlighten strategies of holistic marketing in artistic projects. The paper gives overview of all holistic marketing elements, internal marketing, integrated marketing, social responsible marketing and relationship marketing in leading of artistic projects. Key hypothesis of the paper is that implementation of holistic marketing in artistic projects is modern platform for development of arts and culture. Good examples of implementation of holistic marketing approach in arts projects are present in the paper. The paper present example of Tate Modern museum in London, Louvre museum in Paris and museum of Cycladic Art in Athens. These examples prove that implementation of holistic marketing is important in leading of artistic projects. In the paper is present modern artistic project in Serbia "The Body Language", which raise awareness about importance of movement and dance. The paper present two focus groups. First focus group include student's opinion about using of Internet and social media in artistic project. The second focus group present opinion of people in Serbia about artistic project "The Body Language". People in different ages groups, with different professions and with different abilities, answered on questions about artistic project "The Body Language", about passion for movement and dance, connection between music and dance and how they prepare and willing to be part of artistic project.

Holistic Marketing in Arts Projects

Artistic project has specific period of duration, social responsible goals and modern communications instruments in order to improve communications with target audiences. The process of planning artistic projects can be percept as products. There are so many theoretical approaches in holistic marketing process of planning artistic projects. It is important to implement strategies of relationship marketing, strategies of internal marketing, strategies of integrated marketing, all based on social responsible approach. In process of holistic marketing planning of artistic projects, strategies of branding are crucial.

Holistic marketing approach has challenge in improving planning process of artistic projects. All parts of holistic marketing approaches are important, internal marketing, integrated marketing, relationship marketing and social responsible marketing. Internal marketing strategies improve organizational structures of artistic projects and communications with team workers. Strategies of integrated marketing improve consistent of artistic project's storytelling. Social responsible approach is base for every artistic project. The key message of artistic project is social changes and movement. Strategies of relationship marketing make platforms for clear and direct communications with target audiences of artistic projects. In all these ways holistic marketing approach is base platform for

realization of artistic projects. The elements of holistic marketing approach are present on Figure 1. (Kotler, 2017)

Figure 1. *Elements of Holistic Marketing Approach*



Implementation of holistic marketing approach in artistic projects is challenging, because target audiences are sophisticated, process of planning and organizing artistic projects is requesting, as well as, social responsibility is strong.

Strategies of relationship marketing and modern media give opportunities for direct communication with target audiences. It is important to make good connections with audiences of artistic projects, as well as, trust, based on truth and openness of artists. The key strategies in artistic projects are strategies of innovations, strategies of adaptation, strategies of relationship marketing, social responsible strategies and strategies of communications with target audiences.

Many artistic projects include audience in organization and performance of artistic projects, using volunteer work, focus group discussion, and social media discussion and in the way of interactive communications with management of artistic projects. Mostly, artistic projects have social responsible impact on social problems, through history. Artistic projects have impact on social movement, as well as, improve social awareness about social problems. History facts prove that arts develop awareness about future movement. Arts and educations are the base for development of modern society.

In that way holistic marketing approach present base for improve artistic projects. Modern society needs interactive communications through modern media. Artistic projects send messages to audiences and, also, listen needs and

wants of target audiences. Specific opportunities of social media are that artistic projects can impact on awareness and attitude of public audiences.

Modern Communications in Artistical Projects

Modern term of arts theoretical is describe in second part of 18. and first part of 19. century. Modern theoretical approach established intellectual society, againsts previous aristocrates approach. In previous approach arts were symbol od status. New approach gives arts opportunities to be challenge of human's souls. In the first period art included literature, music and painting. New era include art as holistic project that impact on human's souls and thoughts. Nowadays art are not revolutionar, as it was in past. Today arts stimulate human's atitude, souls and thoughts by mesaages and storytelling. (Books of modern culture, 2012)

Artistical projects are independant and present atittude of artist, whose present their views of world. (Kolber, 2010)

Holistic marketing approach has integrated marketing communication with target audiences, which present opportunities for research needs and wants of public, as well as, social movements. It is very important that integrated marketing communications have consistent storytelling with target audiences. Artistic projects send social impulses to public and call people to think about social problems, ways, social attitude, educations, young people, future, modern civilizations, life, life stories, history, sociology. In that way artistic projects drive people to react, to have atittude, to communicate with other people and to create better world. Artistic projects are creative and drive public to think and feel. (Pelsmacker, 2007)

The creative idea motivate public, as well as, creative idea is original approach, base on imagination. Creative idea has to be clear, simple and inspire. (Reid, 2008)

Strategies of public relations are very important in process of planning of artistic projects. These strategies improve communications and connections betweenartistic projects and target audiences. (Pelsmacker, 2007)

Strategies of public relations develop and imprpove communications between cultural institutions and their target audiences. Social responsible approach gives platform for artistic projects, as well as, purpose and message to target audiences. Strategies of relationship marketing have specific impact in leading of artistic projects. They give opportunities of interactive communications with public, through traditional ways of communication and modern, social media. Two way communications give opportunities for listening of wants and needs of public, that shows ways for furture development. (Kotler, 2008)

Media communications are part of artistic projects. Media culture is also culture of high technology. This nee technology gives opportunities for better communications and gives to artistic projects global dimension. (Kelner, 2004)

In the paper is present modern example of artistic project "The Body Language". In the paper is present two focus groups. First focus group included student's opinion about using of Internet and social media in artistic project. The second focus group present opinion of people in Serbia about artistic project "The Body Language". People in different ages groups, with different professions and

with different abilities, answered on questions about artistic project “The Body Language”, about passion for movement and dance, connection between music and dance and how they prepare and willing to be part of artistic project.

Good Example of Holistic Marketing Approach Inartistic Projects

Good example of holistic marketing implementation on artistic projects is museum Louvre, whose is one of the most important museums in the world. Museum Louvre is in Paris, near river Siena. Museum has 35.000 presentations from prehistory period to 20 Century. Total number of presentations is 380.000. Museum Louvre is the most visited museum in the world. In work day museum visit 15.000 people, from all over the world.

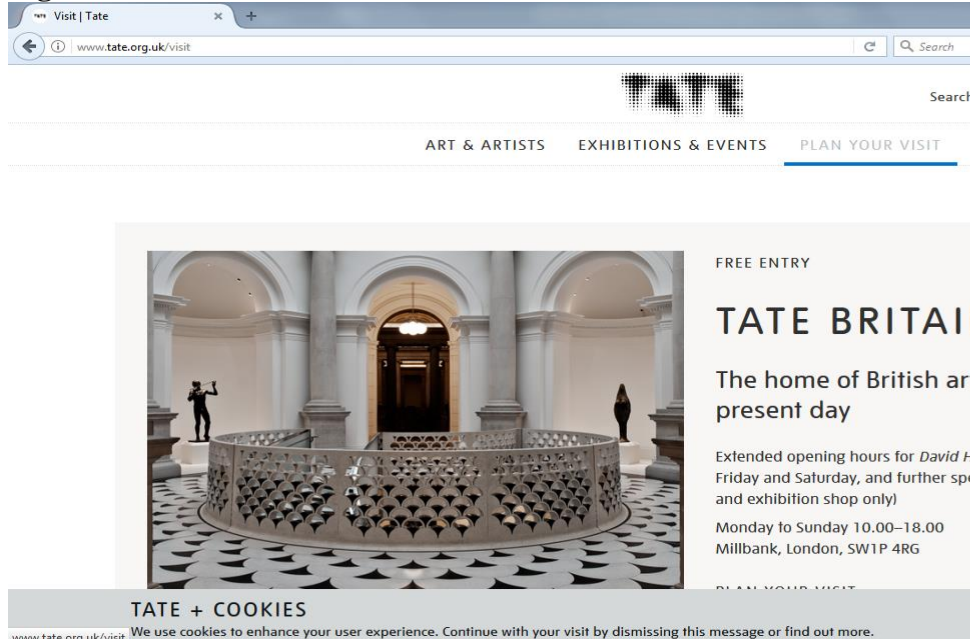
In description of good examples of artistic projects, this paper gives focus group with students and their opinions about artistic projects. In the paper their opinions are so valuable, modern and interesting.

Museum Louvre has profile on all social media, Facebook, Twitter, and Instagram. Professional marketing team lead these pages, in order to present cultural, historical, artistic values of museum to wide audiences, all over the world, especially to young people. Museum Louvre is in modern communications process. There are many virtual platform that present values of museum Louvre. People can discuss, ask and be part of interactive conversation about art and culture. Today, museum Louvre is open in traditional and modern way for all people.

In focus group, students told that museum Louvre has modern strategies of holistic marketing and that museum Louvre is open for modern technology platform, based on strategies of innovations and adaptations. Young people think that nothing can replace traditional visit of museum, but new technology gives opportunities to visit museum in virtual way.

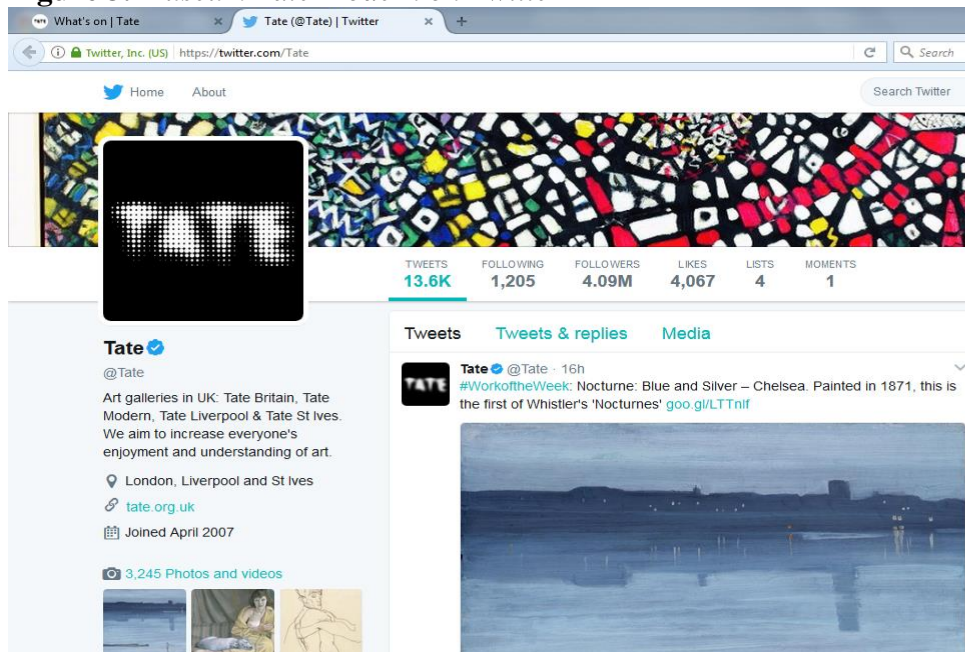
Good example is museum Tate Modern in London. This museum get together modern and traditional ways in arts, as well as, get together traditional and modern generations, though artistic projects. In museum Tate Modern border does not exist. In focus group students told that museum Tate Modern is so innovative and inspirational. Students especially like installations as way of artistic projects, as well as, digital exhibitions. Young people told in focus group that they can go in Tate Modern and spend beautiful time thinking about arts, be a part of artistic projects, discuss about artistic projects, be inspire to present their own art’s work, listen music, play with arts, watch digital exhibitions all around world and be a part of artistic, cosmopolitan planet. Digital presentation of museum Tate Modern is present on Figure 2 and Figure 3.

Figure 2. Museum Tate Modern on Social Media



Young people told that Tate Modern is the most modern museum in the world. Museum has profile on Facebook, Twitter and Instagram. Students told us that it is excellent opportunities to interactive communicate with other young people.

Figure 3. Museum Tate Modern on Twitter



Modern technology gives opportunities for development. People have to raise awareness about new approaches and new technology, as well as, to use new technology in their ways. For artistic projects, new technology gives opportunities

for share opinions, for new experiences, for new approaches, for new inspirations, for new ways of educations.

Museum of Cycladic Art in Athens gives opportunities to visitors to see digital, interactive movies about sculpture reconstruction, as well as, archeological researches in ancient Greece. In museum, visitors can use media, interactive players, where they can learn about history, archeology, sociology, philosophy, culture and art. Museum has profile on all Internet platforms.

Modern way of development of artistic projects is combination of digital media and arts. Last modern exhibition in the world was digital, interactive exhibition about life of Vincent Van Gogh, which includes traditional exhibition of paintings, as well as, digital, multimedia, interactive movies about Vincent Van Gogh life, thoughts, dilemmas and family life. Social media followed exhibition with good comments and expressions. This project is the whole digital implementation of artistic projects.

Example of Holistic Marketing Approach in Positioning of Brand “The Body Language”

Strategies and tactics of holistic marketing approach in positioning of brand “The Body Language” in Belgrade, include integration of all holistic marketing strategies in order to develop of brand. In developing artistic project “The Body Language”, it was important to raise awareness about beauty of dance. The brand team of project “The Body Language” used strategies of social marketing, strategies relationship marketing, as well as, strategies of internal and integrated marketing. The social responsible strategies were part of project, because the target audiences were all generations, pupils, students, adult people, who want to dance. Strategies of social marketing improve awareness about importance of body movement. First target audience, young people, had opportunity to dance professional. Other target groups have opportunity to dance for enjoy.

In order to research what project “The Body Language” mean to target audiences, this paper give the results of focus group, their opinion about project “The Body Language”. The members of focus group was Simona Sudarov, pupil, Gorana Nikočev, student, Tanja Markov, actress, Theatre in Kikinda, Branko Čipčić, computer specialist, Bus Computers, Danica Vujičić, pharmaceuticals specialist, Milena Krkotić, ballet player, Serbian National Theatre. The questions and answers are present in Table 1.

Table 1. Results of Focus Group about Project “The Body Language”

QUESTIONS:	ANSWERS:
Do you think that the realization of project „The Body Language“ is good idea?	The questioners think that the project „The Body Language“ is good, exciting, brilliant idea. The project will bring new movement, free dance, good feelings, good emotions, creativity and wellness.
What are your associations on the name of project „The Body Language“?	All questioners agree that the first association is free movement, which can express emotions, feelings and body language.
What dance mean to you? Does dance mean recreation to you or you think that dance has impact on mental and whole body health?	All questioners agree that dance mean for them combination of recreation, enjoy with music, which have impact on whole body health. They think that dance with music relax and inspire them.
Do you think that the concept of dance classes with great groups with different ages and body abilities is good idea?	Some questioners think that dance classes in different age’s groups are interesting, dynamic and inspire. Mostly questioners think that it is important to make small groups with same ages, because young people love modern music. Conclusion is that the project has to plan groups by ages and musical approach. Some questioners love classical dance, others love modern, free dance.
What you think about connection between music and dance and do it important to you?	All focus group’s participants think that there is absolutely connection between music and dance. All participants said that music is part of their lives. Some of participants said that they cannot work without music. Young participants need music through all day, at home, at work, at dance classes, in bus, cars.
What do you feel when hear music, does your body wish to move and dance?	All participants said that they want to move when they hear music. Even, people with disability in movement said that they would like to dance, to move, to participate in some way in dance classes.
Does music on dance classes have to be play live or from music devices?	Half of participants want to hear live music and other half wish music from music devices.
Does the art is important aspect of your life and in which way?	All participants said that the art is important aspect of their life. The answer is expected, because all participants are part of project „The Body Language“.
Which media do you use? Do you think that project have to be promote on some traditional media, or on modern media?	Young participants of focus group prefer social media campaign to raise awareness about importance of body movement and dance. Traditional participants would like to use combination of classical and

	modern media, social networks.
What kind of billboard or social media presentation would you like?	Traditional participants wish billboard in the city, radio and television advertisement, but young participants use social media exclusively.
Do you think that people love to dance or would like to dance?	All participants love to dance. Older participants also love to dance, even in small movement. Conclusion is that movement and dance are deep human desire.
How many people do you know that love to dance or would like to dance? What they explain as apologize for non dance?	All participants love to dance. Excuse for non dance very often is feeling that they are old for dance that is only for young people.
Do you like to dance without techniques, just to follow music?	Participants mostly love to free dance, just to follow music. There was professional dancer that love to dance in particular choreography.
What is your profession? Do you seat at your work place? Do you have inspiration for move at your work place?	Participants are ballet professional, computer specialist, actress, student, pupil and pharmaceutical specialist. They use free dance to enjoy in movement and music, to raise emotions, creativity. Some of them love to dance as kind of meditation.
Do you like to dance in ballet halls or you like to dance in any places?	Professional ballet player loves ballet halls with mirrors, but other participants enjoy music and dance in any spaces.
Idea of project has time plan. What do you think how long will take time for implementation of project „The body language“?	Participants think that project „The Body Language“ will start in one year. All of them will be part of project and they will dance free.
When did you hear about modern dance and what do you think about this kind of modern, free dance? What is impact of this kind of dance on body and soul?	Participants love to free dance. This kind of dance improves emotions, creativity and feelings. Participants think that this free kind of dance has impact on body and soul.

“The Body Language” project start this year in Belgrade. The project involves all kind of people, with different ages, different profession, and different ability. All of them love to dance. All of them feel that dance impact on their expressions, emotions and feelings.

The project is highly positioning on art’s events platforms. Key strategies are social marketing strategies, relationship marketing and branding strategies.

This is good example how artistic projects have to be led by holistic marketing approach.

Conclusion

Theoretical analysis, comparative analysis, examples from practice and focus group with students about challenges of holistic marketing implementation in artistic projects, give conclusion that it is necessary to innovated marketing strategies in the field of leading of artistic projects. Conclusion is that it is necessary to improve support of society about artistic projects. Conclusion is that holistic marketing approach has impact on social movement.

Young people, as part of focus group, emphasize that it is important to improve knowledge in fields of history, sociology, culture and arts, through modern media, multimedia and digital, interactive movies. Young people emphasize that it is necessary to make connection between artistic projects and target audiences.

Modern museums and galleries accept multimedia, digital approach, as well as, holistic marketing approach. Conclusion is that good traditional ways of marketing planning of artistic projects have to stay, but it should be improve with modern, multimedia, digital approach.

The paper present how holistic marketing approach impacted on project “The Body Language”. Through strategies of internal marketing, integrated marketing, social responsible marketing, social marketing and relationship marketing, project is the one of the best artistic project in Serbia.

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