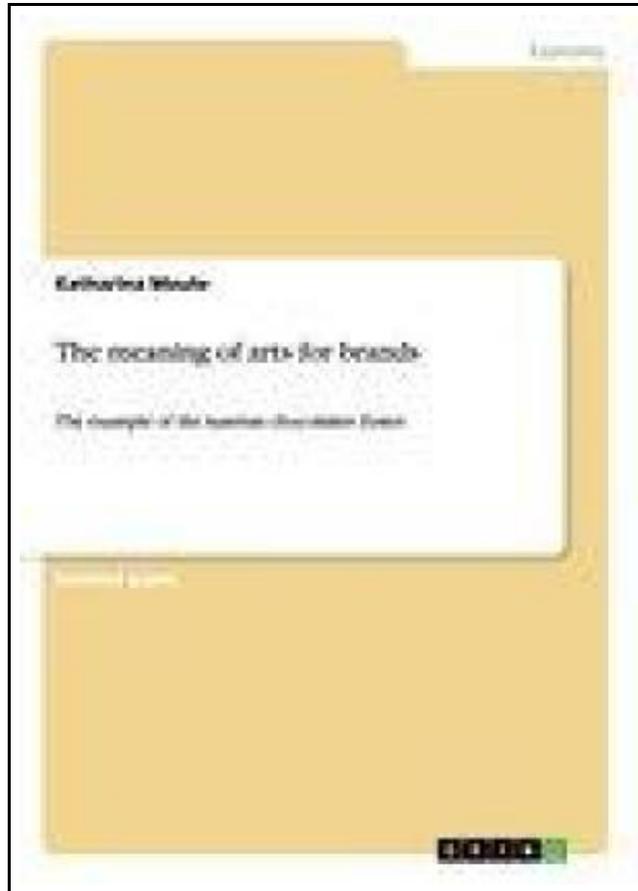


The meaning of arts for brands



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THE MEANING OF ARTS FOR BRANDS



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GRIN Verlag Mrz 2013, 2013. Taschenbuch. Book Condition: Neu. 211x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, University of Southern Denmark (Marketing & Management), language: English, abstract: The aim of this case study is to carve out the multilayer role of art for creating zotter chocolate and zotter package design, and accordingly for the brand zotter. Therewith I would like to deepen our understanding of the diverse use/ commitment art can have for every day products like chocolate. To do so, I will handle zotter products as art-works. That means I will not consider art to transport a message, to copy reality or in other words to be an instrument for branding (as the classical branding literature does (cf. Lüddemann, 2007, p. 9 sqq.)), but as an 'independent, [autonomous] creative meaning producer' (Lüddemann, 2007, p. 9). Thus I will undertake a thought-experiment by applying a cultural studies perspective to an everyday commodity. I will proceed as follows. Firstly I will define art with an eye to zotter products. The third chapter deals with the question what art means for zotter products. The first sub chapter is about art awarding its own characteristics to a product, namely innovation and prestige. In the second subchapter I discuss art which communicates meaning- and sense offers. This includes the assumptions that art could be a method to stimulate the customer's reflection, that art could constructs the customer's perception of reality, that art could connect contradictions and that art could create a multi-sensory experience. Subsequently I summarize what my findings mean for the brands image and the brand per se. Finally I close the paper with a...



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