

Branding in Art Marketing

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Abstract: All the products and services produced are rapidly transforming into commercial commodities in the century we live in. The rapid development of marketing techniques is the most important reason for this process. The fact that art marketing is a sub-discipline within the scope of marketing is a fairly new field. It leads to the complexity of art marketing, the existence of marketing principles in a directly non-profit field such as art. The art market that exists today shows how important brand value can be. When the world market is evaluated, it is observed that the value of big brands increases rapidly. The most important reason for this situation is the decrease in the time of the consumer to evaluate this product with the increase in the product range offered to the market. In this case, the consumer group starts to turn to the market leader without making any evaluation. Nowadays, it is seen that the works of art exhibited in galleries with high brand value gain more material value. In this study, although the subject of marketing in art is broad, it is limited to the way art interprets painting, sculpture and ceramics, and the marketing process and dimensions in art are tried to be examined within the framework of branding and branding strategies in art.

Keywords: Art, Art Marketing, Branding, Brand Strategies

JEL Classification: M31

Introduction

With the rapid change in technology and economy and the jump in size, the habits and lifestyles of individuals also change to a great extent. It is seen that the consumer tends to different expectations with the unlimited ease of access they have. (Karaca, 2019: 3). In addition to being a very important phenomenon for the development of the economy, marketing is a very important concept with its features of creating the right sources of income for companies, being a source for new ideas, creating new employment areas and contributing to the increase of individuals' living standards (Kumar and Tumakuru, n.d.: 5). Art, which is still up-to-date in the developing and changing world, is a very important concept that helps to improve the daily experiences of the individual. While art develops the perspective and perception of everyone it touches, it also contributes to the formation of the cultures of societies. (Baltera, 2019: 1). Art marketing, which stands out in the art world today, is a prominent concept because it can have an impact on potential buyers. Art

marketing practices, primarily through advertising, promotion, social media and word of mouth, create awareness for the work of artists. (Davey, 2020: 1).

The concept of brand, which constitutes a very important part of marketing and emerges in today's dynamics, directly affects the relationship between art and consumer. It can be stated that the consumer sees the brand as a tool that facilitates making choices in daily life and allows her to know herself (Agan, 2019: 1). Along with branding in art, it is ensured that the potential customer gets to know the product, service or company closely. Here, when an artist is evaluated within the scope of the brand, people know which skills make the artist different from other artists in the same field. This awareness carries the artist to a much higher level than its competitors. (Jof, 2020: 1).

Therefore, it is of great importance that the work to be done on the brand is developed with the right strategy in order for the relationship that a brand is establishing with the consumer society to be continuous and sincere. (Agan, 2019: 1). It is observed that labor and aesthetics remain in the background in the formation of the global art market. (Karabacak, 2013: 69).

Before focusing on the branding process and strategies in art marketing, the concepts and periods of art should be mentioned.

Concept of Art and Past Periods of Art

Although the word art in Turkish is of Arabic origin, it is derived from the word "to you". The meaning of the word "You" is craftsmanship, craftsmanship and manufacturing. (Öten, 2018: 1). The concept of art can be perceived in different ways for those dealing with different branches of art. For example, an artist who paints is called a painter, while an artist dealing with sculpture or ceramics defines himself as a craftsman. (Boddy Evans, 2019: 1; Surbhi, 2020: 1). It can be said that the word "Art", which has been translated into many languages from French, derives from the Latin word "art" meaning "skill, craft". Although it is known that the first known use of the word dates back to the 13th century, it is thought that various variants of the word art have been going on since the foundation of Rome. (Marder, 2019: 1). The etymological origin of the word "art", which has passed from French to many languages, is based on "Techne", that is, "Industry" used in Ancient Greece. (Öten, 2018: 1).

The concept of art, which came to the fore at the end of the 19th century, started to be discussed in this period. However, unfortunately, a definite or clear definition of the concept of art has not been revealed in this time period. (Tuzlak, 2004: 27). The works that were put

forward towards the end of the 19th century, the first steps towards art. It has been revealed that it dates back to the 6000s. Many studies conducted today reveal that there are many artifacts from very ancient times. (İpşirlioğlu ve İpşirlioğlu, 2010: 17). Art is visual and auditory activities in which the person who created it reveals her feelings or expresses only the beauty she sees (Brewminate, 2017: 1). From past to present, art has been defined in many different ways. While Plato (1955) defined art as imitation or representation, Tolstoy (1995) defined art as a means to convey emotions. Bell (1914), on the other hand, defined art as a form in which an individual expresses his intuitions (Davies, 2013: 215).

The first period of art that emerged in Ancient Egypt was experienced between the years 100–1150. In the following period, it is known that an art movement known as Gothic Art was experienced between 1150–1600. Afterwards, the Renaissance period was experienced between 1495–1527, and after the Renaissance, the Baroque period between 1600–1724 and the Rococo period between 1720–1760 followed it. After these periods, it was replaced by the Neoclassicism period between 1770–1840. After the Realism period in 1840–1870, Cubism from 1905 to 1939, Dadaism period in 1912 and 1923 helped art evolve to a different dimension, and between 1956 and 1969, the Pop–Art movement using images of mass culture was experienced. (Artincontext, 2021: 1).

In the current period, art is not only revealed as a mass production, but also reveals a new era that continues to exist in production in a very strong way. In this period, all individuals can easily bring together the video or photo they took with the audience, and in many applications, these photos and videos help to spread to all geographies. This process reveals mass consumption and production (Demirtaş, 2019: 1845).

Fichner Rathus (1998) argues that art has many purposes. The objectives set out here are also considered as features that benefit the consumer. According to him, the dimensions of art; to create beauty, to provide decoration, to reveal reality, to immortalize, to express religious values, to reveal fantasy, to stimulate intelligence, to create order and harmony, to express, record and understand chaos, to reflect social and cultural meaning experience, to change mediocrity, to protest injustice and to meet the needs of the artist's consciousness (Marshall, 2019: 69).

It is known that the beginning of the period of commodification here emerged after the industrial revolution and even started with the experience of capitalism. The increase in production in the industrial revolution, with the transition to industrial life after the agricultural culture, brought about the emergence of the consumption culture and the free

economy market. (Hikmet, 2021: 1808). The commodification process in art has manifested itself especially with the emergence of the concept of mass production and the power of the buyer. The concept of commodification, which is based on the understanding that the work of art can be easily accessed and consumed, comes from the fact that the work of art completely serves the wishes of the buyer. On this axis, it is seen that the artist has become alienated from her work by accepting to create a work of art in accordance with the wishes and expectations of the buyer. The basis of this alienation is acceptance or financial concerns (Tatar, 2020: 1).

Art, which makes human existence valuable, also makes human life more palatable. The biggest reason for this is that art can create the aesthetic phenomenon in the potential buyer and human values can be transferred to the audience in an aesthetic way. (Işık, 2012: 33). Art does not only have the task of creating an aesthetic perception in people. In addition, when the dimensions of art are evaluated, it is seen that it is effective in economic, social, political, cultural and many other areas. Art primarily creates employment for individuals, and also helps to bring different cultures together and create new cultures. When a cultural evaluation is made, it is seen that various works of art reflect the aesthetic elements of cultures. (Borger, 2006: 67–68; Mercin, 2003: 108; Uğurlu, 2006: 417). In addition to all these, art can be described as an ideological propaganda tool. From the emergence of the art movement to the present day, there have been situations where it has often gone beyond being a source of pleasure. Art has a structure that affects life and people. Although art is an imaginary field of struggle, it is seen that art continues its existence in close relations with the power in civilized societies. The effect of art on the power, up to directing, shows that art has had an effect that has governed all societies since ancient times. (Gezer, 2017: 3093). Marketing is used not only for companies or products, but also for ideas and art. Although marketing is an understanding, marketing ideas bring a work of art, an art-related service or a product to people. Thus, marketing persuades people to buy a work of art or an art service. Today, it has become a common practice for art marketing to be supported by brands. At the same time, companies are expected to support their artistic activities. Brand support, especially for the performing arts, also ensures that artistic products meet larger audiences. (Aksoy, 2012: 1).

Art Marketing

Marketing reveals the efforts made to make an idea, product or service attractive to a certain audience. When this process is evaluated, it can be said that it starts before production and continues until after sales. (Kara, 2020: 4). The marketing process, which is carried out in a very planned way, consists of many activities and reshapes the perception of the product,

service and idea (Ilker, 2012: 184). It can be said that the commercial value of works of art dates back to the 16th century. This process, which started with the second-hand sellers in Venice presenting the paintings to their customers at affordable prices, developed with the formation of auctions, exhibitions and art organizations in the Netherlands in the 17th century (Marchi ve Miegroet, 2006: 100–101). With all these developments in the Netherlands, the increase in demand for works of art has made the presence of buyers in art inevitable. It is seen that a more democratic art environment emerged as a result of the French Revolution. In the 18th century, a very important art market emerged in London, where exhibitions, collectors and auction houses were opened. After the industrial revolution of the 19th century, there was an art period in which all institutions experienced change and their individuality came to the fore (Demirdöven ve Ödekan 2008: 4).

Art marketing is a systematic process that arouses desire for an artist or work of art, such as communicating with related companies, owning the product in question, or benefiting from services. This process also includes raising awareness for the artist and the artwork. (Nevue, 2020: 1).

The marketing mix in art has a different and unique structure than the known marketing mix (Komarac ve Braslav, 2020: 4). The artwork is created by the artist, not under the control of a marketing manager as in other businesses. Therefore, it can be said that the main subject of marketing management in art is related to the uniqueness of the product (Colbert ve St-James, 2014). The resulting original work leads to an artistic orientation. The right promotion of the artistic orientation is carried out by arts organizations. These organizations undertake the bridge between artistic autonomy and customer expectations (Lee, 2005: 294).

Just like in the marketing mix, price is a prominent element in the art marketing mix. The cost of the art product is not proportional to the cost of the work at the time of its making. The expectation of the consumer and the reputation of the artist are very important at this point. Because the price of the work varies with these two elements. The cost may vary depending on the consumer's perception of the artwork or service (Butler, 2000: 357–358).

Another element of the art marketing mix is publicity. Publicity is considered a useful strategy to promote artists and their works. Today, art organizations carry out promotional activities using personal selling, direct marketing, advertising, sales promotion, public relations and social media. (Komarac ve Braslav, 2020: 4). When the elements in the promotional mix are evaluated, the first of the prominent elements is advertising. Thanks

to a certain sponsor, the promotion and presentation of the artist's work can be realized together with the promotional activities for the mass media. (Gölü, t.y.: 1).

Artist-entrepreneurs need to develop skills such as networking, building and maintaining relationships in order to survive in the market (Fillis, 2010: 97). Finally, the distribution (place) mix is discussed in the art marketing mix. Distribution mix is determined by the way consumers consume the art product or service (Komarac ve Braslav, 2020: 4). New technologies have completely changed the traditional perception of distribution in art. For example, today common works of different cultures such as music are distributed over many channels. Therefore, music listeners can easily access the music they want through many alternatives (Smithson, 2019: 88-89). Distribution in art, on the other hand, has become an online form where all users can both access and publish their own works. The use of social media, especially with the developing technology, allows everyone to create a work of art. In addition, art lovers can also visit museums online and quickly access the works of famous artists.

Research on art marketing shows that this concept is defined quite differently. Art marketing, which is defined as an integrated management process that provides the consumer's wishes in a way to achieve its artistic and institutional purpose, is a concept that exists for both the producer and the consumer. Performing the promotion and marketing activities in art correctly and effectively helps the aforementioned work of art to be sold in the market under favorable conditions (Çildir ve Fettahlıoğlu, 2019: 50; Ünal, 2021: 11). The concept of art marketing, which is formed by the coexistence of art and marketing, has become a very popular topic, especially in the current century. Studies on the art sector state that art marketing is a non-profit sector at its core (Kaya, 2013: 15).

It can be said that the relationship between art and marketing is quite complex. Therefore, it is seen that the strategies preferred in traditional product marketing should be used in a different way. The most important way of art marketing is to first create a unique brand. Secondly, it is of great importance to emphasize the uniqueness of the art and to have an online presence. Art marketing generally refers to a process in which the products produced are brought together with the buyers who are interested in the product. Art marketing is one of the most important strategies for art to reach the value it deserves (Kaya, 2013: 23; Erden Büyükhellaç, 2019: 27).

When the process of art marketing is evaluated, it is seen that art includes both marketing and promotion concepts. Efforts to create a meaningful art marketing express a post-modern approach shaped on the axis of critical thoughts (Beteş, 2016: 9; İzmir, 2017: 36).

Marketing strategies related to the work of art actually cause the work of art in question to become a commodity. The studies on this subject caused great controversy at first. (Eti ve Erdiren, 2021: 31). In the current time period, it can be said that people who develop strategies for art marketing face quite a lot of difficulties. Especially with the changing world order, differentiating experiences also change purchasing behaviors. Therefore, it is foreseen that organizations trying to survive should change their business and communication models. (Kaya, 2013: 23).

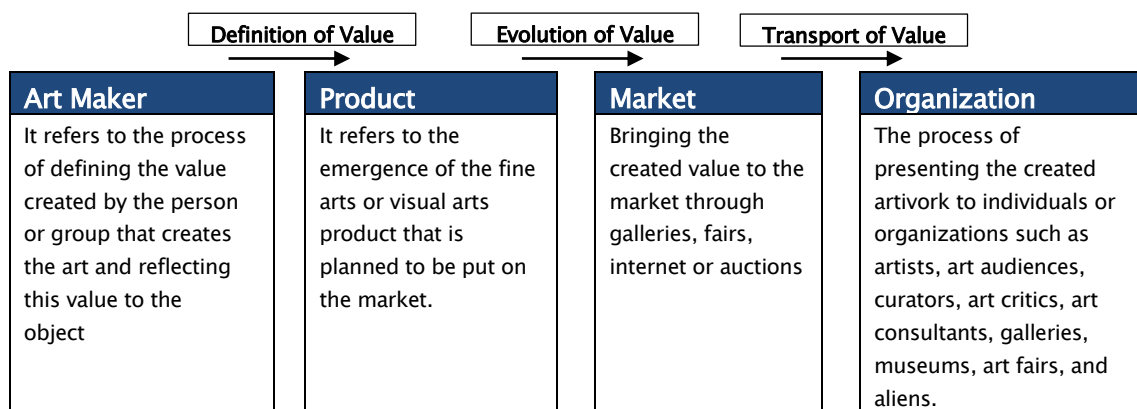


Figure 1. The Art Marketing Process

(Source: Adapted from Eti and Erdiren, 2021: 46)

When the art marketing process diagram above is examined, it is seen that the biggest task of the artist is the process of creating the artistic product. Afterwards, the value of the object presented by the artist must be determined and the object that determines the value must be presented to the market. In this respect, the importance of intermediaries who will carry the work of art to the market is great. At the last stage, the process of introducing the product to the market with these intermediaries can be mentioned. Here, the people to whom the artwork is presented can be art audiences, collectors, art critics, art consultants or artists. With the art reaching the consumer and becoming desirable, the art lover, that is, the consumer, will purchase the work with the desire to own it (Kuzu ve Kaptan, 2021: 487–488).

Branding in Art Marketing

When the purchasing behavior of consumers is evaluated, it is seen that they try to meet not only their concrete but also their intangible needs. Therefore, the desire of the person who buys the product to have a different experience should also be taken into consideration. Especially in the 21st century, memorable experiences are of great importance for

consumers. In addition, the correct grouping of the experiences desired by the consumers is of great importance for determining a more effective target audience (Agan ve Altuna, 2021: 218; Agan, 2019: 34). The importance of marketing and promotional activities in art has increased as time progressed. Especially the development of technology and digitalized environments have led to the development of marketing tools (Beteş, 2016: 22). At its core, while brands are considered as a means of differentiation, today they have begun to be seen as a symbolic tool for consumers to express themselves (Walmsley, 2011; 348'den akt., Agan ve Altuna, 2021: 209). In addition to this, the values of the brands have various features that liberate the brand, along with the differences that distinguish the mentioned brand from the others. Consumers are looking for ways to adapt the brands they choose more easily to their lives (Agan ve Altuna, 2021: 218).

Art marketing tries to properly channel the reactions from the potential buyer. First, visual art marketing practices are implemented with promotion, social media, advertising and background stories, and then word of mouth marketing takes place through word of mouth communication. As a result of all these activities, the artist's work creates awareness at least in the potential buyer (Devey, 2020: 1). When the marketing and promotion practices carried out in art are evaluated, it is seen that the desired ground, especially in the current time period, is prepared by traditional marketing practices (Beteş, 2016: 22). The characteristics of the art-related market structure determine the value of the art, the ways of financing and the brand value of the art (Agan, 2019: 34). Art marketing provides two-way benefits for both the advertiser and the consumer. Therefore, it should not be forgotten why brand value is important in today's art markets (Campaing, 2017: 1; Akhan, 2019: 44).

Branding is often associated with products, services, companies and businesses. However, with the great competition in the art industry, works of art are also evaluated in the field of branding. Fairs, auctions, internet, galleries or private sales deliver artistic value to the addressee in the market. All of the mentioned organizations have to perceive the wishes and needs of the consumer correctly and develop various strategies in this direction. At this point, it is necessary to mention a unique point that connects the artist with the buyer. For example, saying that you are the best illustrator living in America will not make you a brand. But if you say that the artworks are made using 100% recycled materials, then you are talking about something that attracts the consumer. Even giving a lifetime warranty on your work is an important branding strategy, as it creates the impression that you are useful to buyers (Jof, 2020: 1). All organizations that do not have any power or role in terms of presenting the product become active in the meeting of the product with the consumer, that is, in the service leg. While organizations are an important tool in delivering the artistic product to the market, they also create the market itself. The field, which is expressed as the art market,

is a platform where many players are together, and within this platform, each player has a separate role in reaching the consumer for art (İzmir, 2017: 40). In line with the aforementioned strategies, various suggestions should be followed in order to become a brand in art.

Branding Recommendation Chart in Art Marketing

Branding in art goes much deeper than simply creating aesthetic appeal using vibrant colors or bold graphics. Being able to market the brand means making the approaches applied to reach a selected market or segment strategically. However, the basics of creating a more attractive brand image here are realized by making use of current tools (Henderson, 2016: 1). The success of art marketing starts with determining the goals, strengths of the work and the right resources. A highly strategic approach to continuous development, testing and improvement of methods should be planned (Devey, t.y.: 1).

From the point of view of galleries, the selection criteria of an artist are summarized by Mayer and Even (1998) as personal, subjective opinion, style, background of the artist, salability of the work, fee charged by the artist, artistic talent. In order to create a successful brand strategy, first of all, it is necessary to determine the customer group addressed by the artist. Afterwards, it is necessary to plan an effective phrase that describes the works of the artist. This phrase, which will be formed around her core competence, will also ensure that the artist is often remembered. Designing a logo for the brand to be visually remembered and strengthened will be effective in order to have a visual identity (Peters, 2009: 1).

Conclusion and Recommendations

Art has existed with people and has continued to develop in parallel with the political, economic and social changes and transformations of societies. When the historical process is evaluated, it can be said that all periods are the visual transfer of the period in which the artwork is located. The aforementioned visual transfers helped to create the currents of the period. Along with various art movements, rules were challenged or new rules were constructed. The emergence of today's understanding of art was made possible by the destruction of various rules. The freedom to create works freely in the field of art has also led to the shaping of the culture of the society.

The modernization process of art has taken its share from the consumption culture and has led to art becoming a commodity. Various factors have contributed to the growth of the art world with the change in the demographic structures of societies and the increase in the education rate. In this respect, the concept of art marketing has emerged on issues

such as which strategies should be used in the competitive environment around the arts and how to reach the target market and visitors. Issues such as how the brand can be positioned or how to create demand for the product are among the subjects evaluated within the scope of art marketing. When the marketing strategies are evaluated, the concept of brand can be expressed as symbols or symbols that help in distinguishing the product or product in general terms. The most defining features of brands are to make the product or service offered different from others and to reach a more advantageous position in the minds of consumers.

Organizations and people trying to become a brand are aware of the fact that they will gain competitive advantage when the product or service becomes a brand. Here, the consumer group thinks that when they choose the product or service that has the brand, they make a safer choice and believe that their consumer rights are protected. In addition, choosing a well-known brand here helps the consumer feel safe in terms of quality. A well-known artist can announce all of her works in a much more practical way over time and is often preferred by the collectors and traders she works with. This situation allows the artist to increase her income and thus to produce more products. The correct use of personal branding in art marketing is only possible with the application of the right strategies. In this, people who have a goal for personal branding should definitely get help from professionals.

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