

Audiences' experiences of the Valletta 2018 brand

Dr Emanuel Said

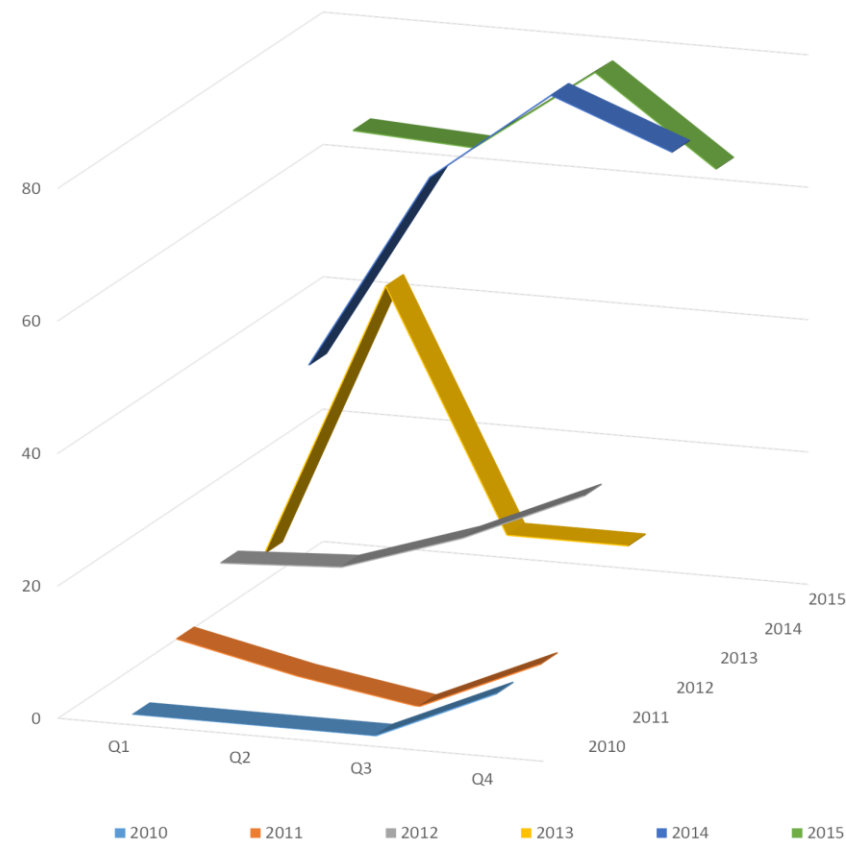
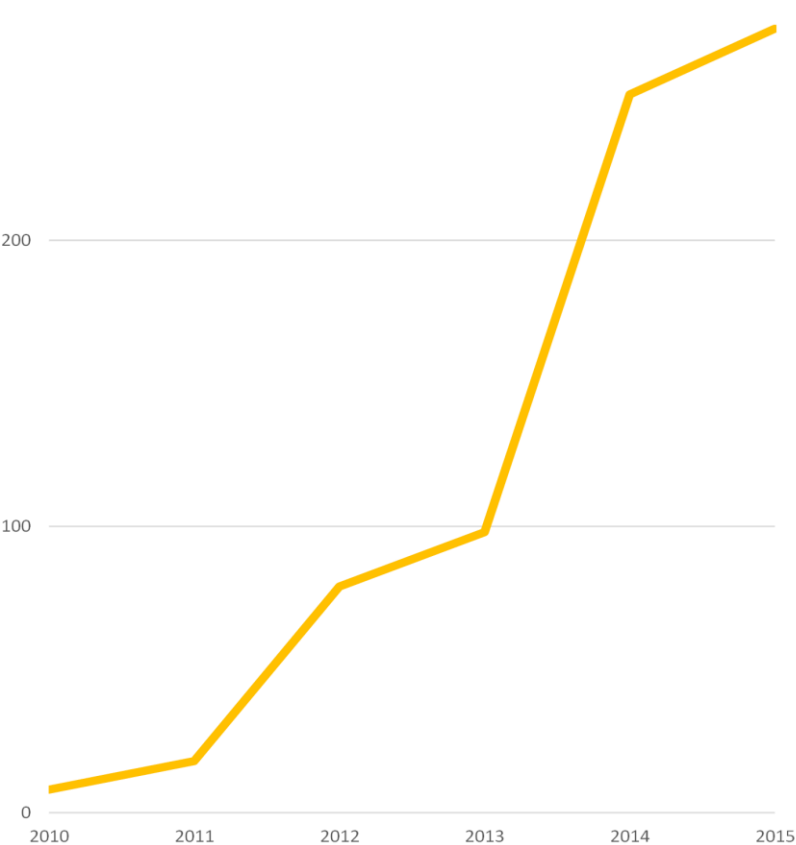


Research areas within Valletta 2018 programme

Sec 2.3 “The Valletta Brand” or audiences’ engagement with the brand and associated success of the Valletta 2018 communications strategy



Context – Valletta 2018 print media mentions



Research questions

- How do audiences engage with the Valletta 2018 brand?
 - What touchpoints feature in an individual's engagement with the Valletta 2018 brand?
 - What are the sequences of encounters that individuals experience in their engagement with the Valletta 2018 brand?
 - What effects do these encounters produce on individuals experiencing the Valletta 2018 brand?
- Retroductive study (Blaikie 2007, 2009)
- No research indicators (qualitative nature)



Likely outcomes

- Audiences experience holistic engagement with brand across multiple
 - *points of contact* (Grewal et al, 2009),
 - *touchpoints* (Gentile et al., 2007) or
 - *discrete encounters* (Meyer & Schwager, 2007)as audiences progress in their journey with the brand (Payne et al., 2008)
- Longitudinal insight into the process of audience engagement and brand evolution as perceived by audience members
 - Communications (direct, indirect)
 - Events (direct participation, indirect engagement)



Rationale

- Brands are dynamic, continuous social processes (Muñiz and O'Guinn, 2001)
 - Individuals (audiences), performers, producers, creators and other stakeholders constitute a network of resources (or *brand communities*)
(Ballantyne and Aitken, 2007; Ind and Bjerke, 2007; Jones, 2005; McAlexander et al., 2002; Muñiz Jr. and Schau, 2005)
 - *Co-create* brand value
(Vargo and Lusch, 2004, 2008)
 - Value emerges from stakeholders' experiences
 - sustained negotiations
 - symbolic interpretations of brand related information
(Muñiz and O'Guinn, 2001)



Rationale

- Brands are dynamic, continuous social processes (Muñiz and O'Guinn, 2001)
 - 4 themes of value creation practices (total of 12 types) (Schau et al., 2009)
 - Community engagement
 - Social networking
 - Impression management
 - Brand use

Community dimension (Keller 2001)
Most important themes for Valletta 2018

Loyalty dimension (Keller 2001)



Rationale

- Implications on methodology
 - Processual view to Valletta 2018 brand
 - Network of actors in a process
 - Multiple touchpoints throughout the process
 - Variety of individuals involved in a collective consumption context



Methodology

- Two phases
 - Exploratory
 - Focus group discussions with sample of audience individuals
 - Interviews with producers/creators and Valletta 2018 project members
 - Real time experience tracking
 - Macdonald, Wilson and Konus (2012) [Harvard Business Review]
 - Pilot wave
 - 3 full field-waves

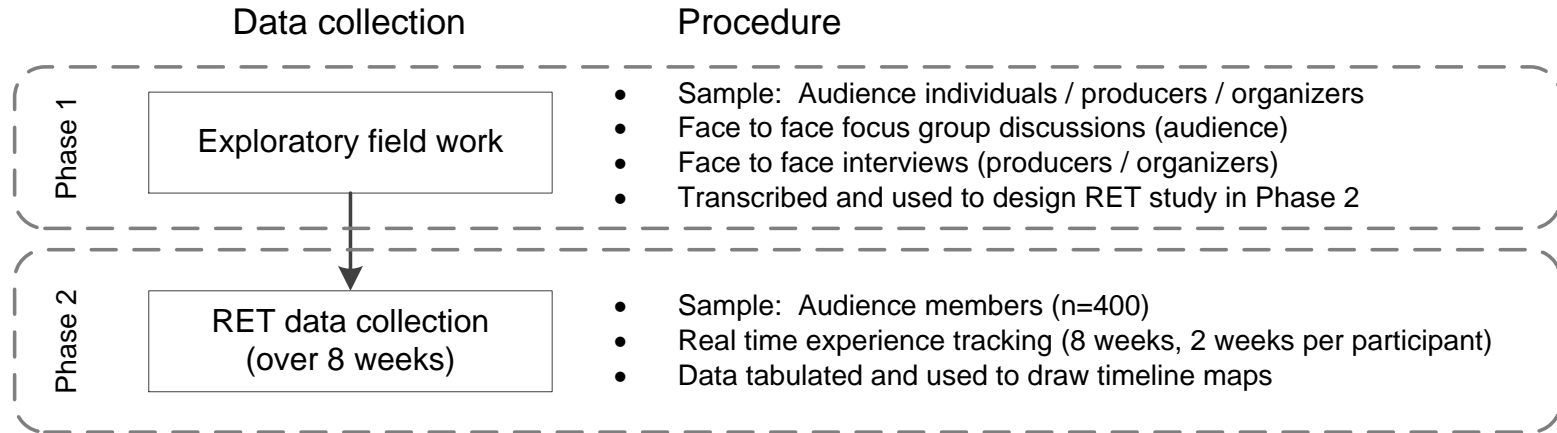
Better Customer
Insight—in Real Time

A new tool radically improves marketing research.

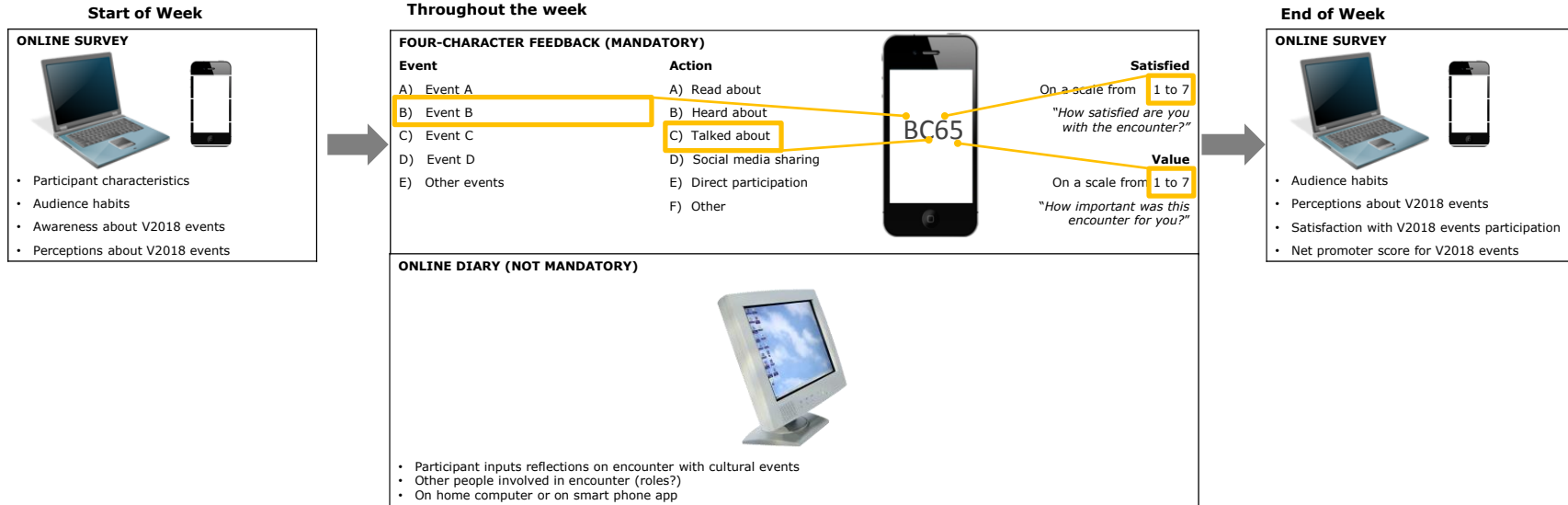
*by Emma K. Macdonald, Hugh N. Wilson, and
Umut Konuş*



Methodology



Methodology: Conventional RET explained



1

Fills out a survey

Answer questions about participants' own characteristics, audience habits, awareness/perceptions about different V2018 events.

2

Short Feedback through App

Reporting participants' encounters with V2018 touchpoints through mobile phone. Three/four character response relating to the event, the action involved in the encounter and satisfaction with the encounter

3

Describes Encounters

Elaborate on' encounters with V2018 events reported in the text messages. Pull-down menus allow participants to specify which event they encountered, what form of encounter, who else was involved in the encounter and the perceived value created through the encounter, as well as participants' own reflections on the encounter

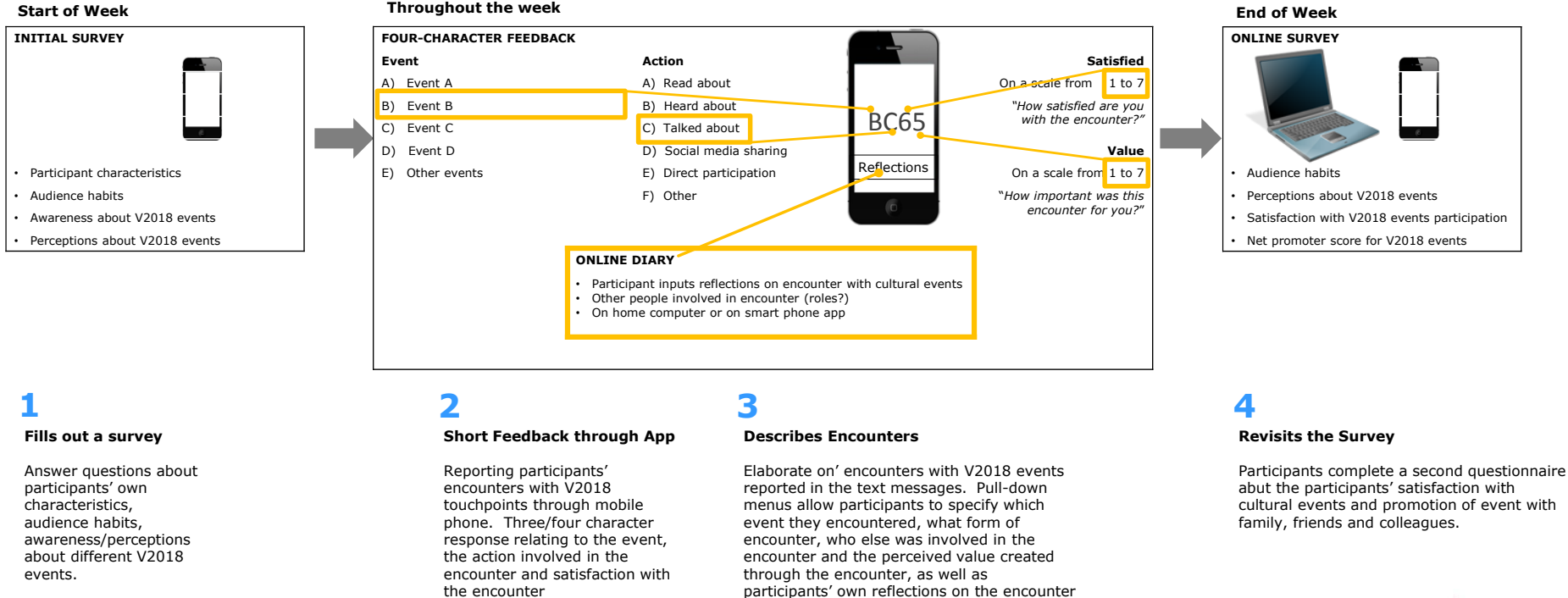
4

Revisits the Survey

Participants complete a second questionnaire about the participants' satisfaction with cultural events and promotion of event with family, friends and colleagues.



Methodology: Modified RET (used in Valletta 2018)

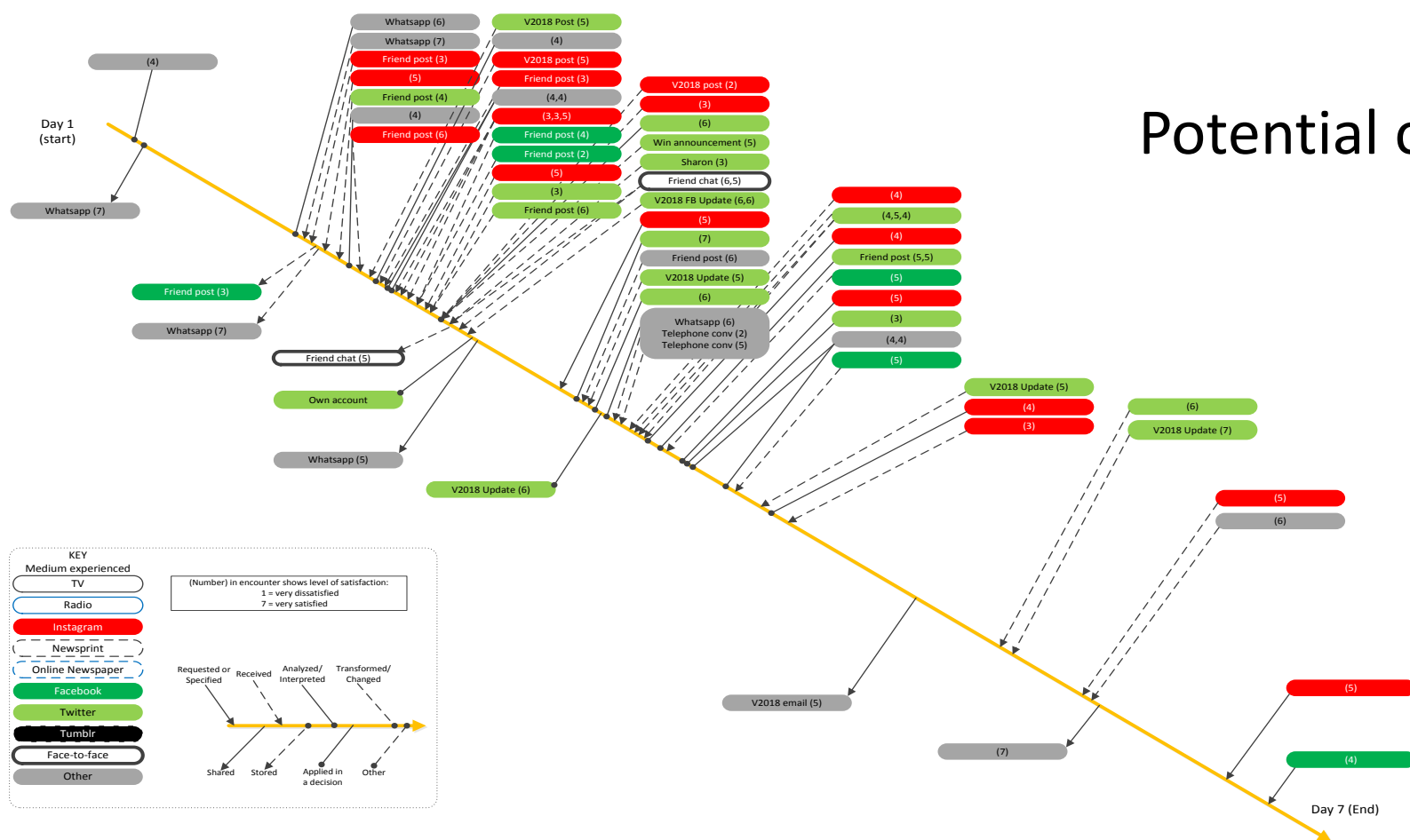


Potential output

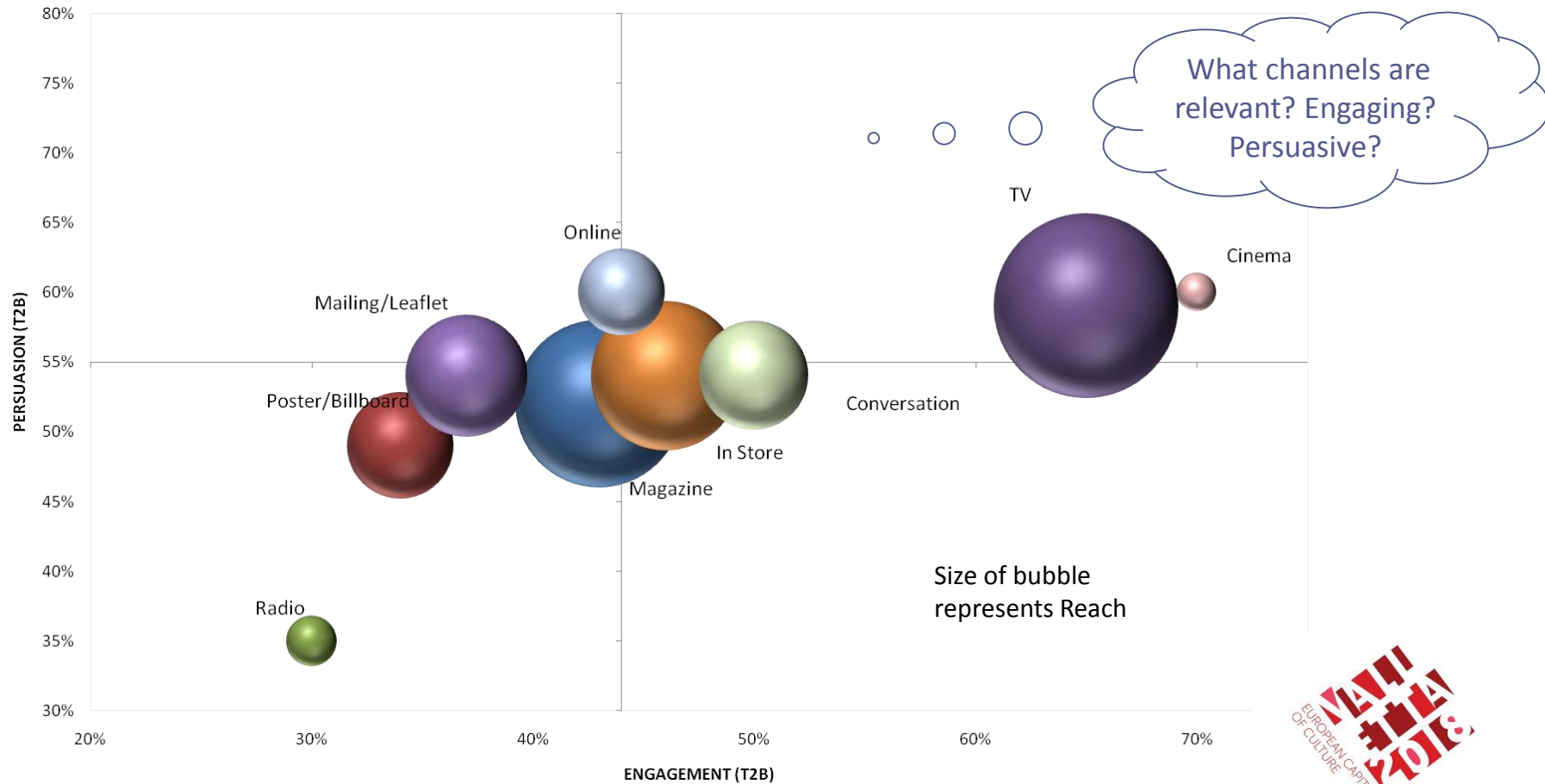
- Levels of analysis
 - The individual
 - The audience segment (post-cluster analysis)
 - The event level



Potential output



Potential output



Actions to date

- Extensive sourcing of potential app developers
- Evaluation of six proposals leading to selection and engagement of one (local) software firm
 - (Just Some Coding Ltd)
- Completion of app for use on iOS and Android operating systems
 - Currently undergoing in-house trials
- Development of qualitative approach as an initial seeding to the field work



Upcoming actions

- Exploratory
 - Focus group discussions with sample of audience individuals (March 2016)
 - Interviews with producers/creators and Valletta 2018 project members (March to April 2016)
- RET
 - Pilot wave (March / April 2016)
 - First wave of field work (May / June 2016)





www.facebook.com/valletta2018

www.twitter.com/valletta_2018

www.instagram.com/valletta_2018