

## Social Responsibility Through Arts

*The paper presents theoretical and practical aspects of social responsibility through arts. The focus of the paper is to point out elements of social responsibility through arts, in the way how arts send messages about social problems and social responsibility, how arts raise awareness about social problems, and in the way how social responsibility is expressed through arts. Goal of the paper is to analyze theoretical and practical aspects of social responsibility through arts and to realize the impact of social responsibility through arts. Social responsibility is based on acting in a good way for society, in acting for solving social problems, in acting to raise health, education processes and other social processes in the world. The special topic of social responsibility is the working process where it is important to take care about work justice. Arts by presenting the working process through history present many social situations and social responsibility statements. The paper will present case studies about arts in raising awareness about social responsibility. The paper will present historical arts paintings and photography, as well as literature through history. Literature has a great impact on raising awareness about social problems and raising awareness about the importance of social responsibility. In the paper there will be present case studies about literature. In the paper will be present in-depth interviews with professors of arts and professors of philosophy. Conclusions of the in-depth interviews will impact on future work on social responsibility through arts. In case studies will present social responsible arts that impact on social movement, raising awareness about social problems and dilemmas, raising awareness about thoughts, ideas, values, that otherwise could be unnoticed. The paper will present books, painting, photography, music, theatre, movies that impact on social movement and solving social problems. Especially important is in-depth interviews by professors and artists. One of the case studies will be the Tate Modern museum that presents social responsibility in action. They ask students to come to the museum and to work their homework, and feel at the museum as at home. Students come to the museum, write homework in the beautiful arts environment that inspires them to write homework, but also to take a walk through the museum and see artistic exhibitions that could inspire them to learn about arts and to make the arts works. Also, the Tate museum asks parents with children to come to the museum and participate in artistic workshops for children, where they paint, make photographs or make sculptures. It is the good way to inspire children to love arts and to think through arts. Also, one case study will be the work of photographers who capture social movements that raise awareness about social dilemmas and social responsibility. Many case studies will be social responsible organizations that work based on arts. Those organizations call people for solving social problems. The key for solving social problems is education and communication with awareness about social responsibility. Education raises awareness about social responsibility and opportunities for solving social problems.*

**Keywords:** *social responsibility, arts, social problems, social movement*

### Introduction

The subject of paper is theoretical and practical approach in social responsibility through arts. Social responsibility through arts 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 social

responsible marketing approach in arts. Specific goal of the paper is to enlighten strategies of experience marketing in arts. The paper gives overview of all experience marketing approach, experiential marketing tools, holistic marketing elements, internal marketing, integrated marketing and relationship marketing in arts. Key hypothesis of the paper is that implementation of social responsibility, experience and holistic marketing in artistic projects is modern platform for development of arts and culture. Good examples of implementation of experience marketing approach in arts are present in the paper. The paper present examples of exhibitons of Vincent van Gogh, Leonardo da Vinci, examples of museum Tate, organization „The House of Beautiful Business“, examples of movies and literature, as good implementation of social responsibility through arts. The paper point out how arts send messages through arts.

## **Social Marketing**

Social marketing is marketing discipline that could change social behavior, solve social problems, and raise awareness about social dilemmas (Kotler, 2016).

Social marketing use all marketing approach, from social marketing research, analysis, definition of social marketing strategies, implementation of social marketing strategies and control of implementation of social marketing strategies (Kotler, 2016).

Social marketing is a dynamic and evolving field of theory, research and application. Like any modern multidisciplinary field of inquiry social marketing is subject to a number of differing schools of thought (Wood, 2012) and dissent (Tapp and Spotswood, 2013).

The overall aim of social marketing is to help people and improve society - the paper argues that social marketing must refocus on its public service role to fulfil its societal function. If it is accepted that social marketing is a branch of marketing – albeit one of considerable and growing importance – by logical extension social marketing must be based on the fundamental principles that define marketing. However, this association with marketing, unlike other sub-disciplines of marketing such as services marketing, seems to sit uneasily with some of the social marketing community (Wood, 2012).

Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviour that benefits individuals and communities for the greater Social good. Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable and sustainable (iSMA, 2013).

Social marketing has its origins in social advertising when the need to use more than education and advertising to elicit behavior change was identified (Kotler and Zaltman 1971). Social advertising focused on the individual to

1 change their behaviors and when social marketing emerged this same focus on  
 2 the individual remained. One of the legacies of this origin is the dominance of  
 3 the downstream marketing approach which focuses on the individual rather  
 4 than the structural or environment factors. The upstream approach in social  
 5 marketing gained traction in the mid-2000s when Andreasen (2005) noted there  
 6 were multiple levels of social marketing practice, with upstream and  
 7 downstream levels at opposite ends of an intervention continuum, the  
 8 midstream level being in the middle. Since then discussion has become more  
 9 pronounced about when each approach should/could be used with advocates  
 10 forming for each level. In particular there has been recent discussion  
 11 surrounding the midstream level, with scholars suggesting the need for social  
 12 marketing interventions to include service strategies as a way of generating  
 13 social change (Russell-Bennett *et al.*, 2013).

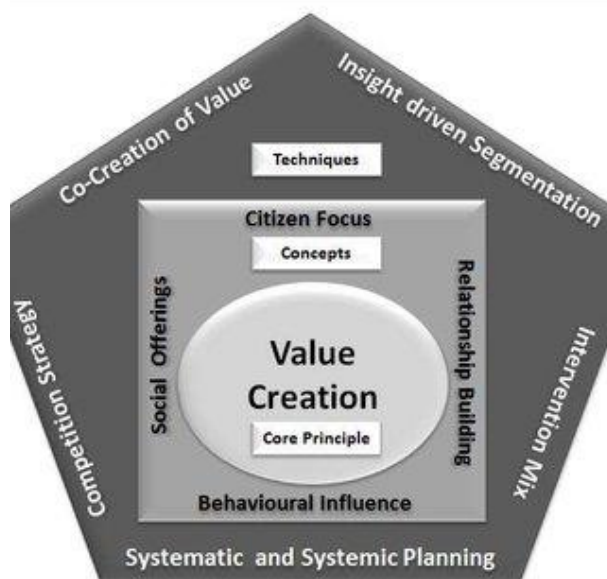
14 To date a number of attempts have been made to codify elements that  
 15 make up social marketing practice or what have been called benchmark  
 16 “criteria”. Whilst the literature related to the theory of social marketing is  
 17 relatively thin (Spotswood *et al.*, 2012; French *et al.* Downloaded by MAHIDOL  
 18 UNIVERSITY At 21:49 15 March 2015 (PT) Page 5 *al.*, 2010), more recent  
 19 text and papers have begun to add weight and depth to the exploration of the  
 20 nature of the field (Wood, 2012). The origins of codifying social marketing  
 21 principles starts with Andreasen’s (2002) delineation of six key principles of  
 22 social marketing followed by French and Blair-Stevens (2005) description of  
 23 eight social marketing benchmark criteria. These attempts to codify social  
 24 marketing have been quoted extensively (Centers for Disease Control, 2005.  
 25 Department of Health, 2008). They have also been used to inform national and  
 26 international policy (Department of Health, 2011; United States Department of  
 27 Health and Human Services, 2010; World Health Organisation, 2012), teaching  
 28 curricular development (Russell-Bennett, 2012) and program design (Merthyr  
 29 Tydfil Unitary Authority Area, 2011). More recently Robinson-Maynard *et al.*  
 30 (2013) have built on French and Blair-Stevens (2005) criteria, setting out what  
 31 they call an “evaluation template grid” that lists 19 “benchmark criteria” that  
 32 can be used to assess if an intervention can be classified as “social marketing”.  
 33 These efforts to codify the core elements of social marketing were driven by a  
 34 need to describe the focus and practice of social marketing but also to provide a  
 35 checklist that could be used to help identify if an intervention or strategy could  
 36 be classified as being a social marketing intervention. Recent work initiated by  
 37 the iSMA with the support of the AASM and ESMA to develop a consensus  
 38 definition of social marketing underpinned by an agreed set of principles  
 39 (AASM, 2013) also demonstrates the desire on the part of practitioners and  
 40 academics across the globe to bring some documented consensus to the field.  
 41 The task of codifying the key elements of what constitute social marketing is  
 42 an important task for at least three reasons: first, there is confusion between  
 43 social marketing and other forms of marketing, such as social media marketing  
 44 (Wood, 2012); second, government agencies and not-for-profit organizations  
 45 do not fully understand how social marketing relates to, contributes to and  
 46 challenges other approaches to social policy delivery (French 2011a); and

third, there is a lack of clarity amongst some practitioners and policymakers about the differences between social marketing and its sub-interventions such as social advertising (McAuley, 2014). One of the central dilemmas when seeking to distinguish social marketing from other forms of social intervention is to decide how many and potentially what types of criteria are essential and which are desirable. There is also a need to be able to classify interventions as fully or partially applying a social marketing approach so they can be included or excluded in reviews of evidence and practice. Finally, there are the twin practical needs to be able to construct education and training programs that give participants a comprehensive understanding of the nature of social marketing and how to apply and evaluate its contribution to the quality, efficiency and effectiveness of social programs.

All of these reasons constitute a call for a more scholarly examination of the criteria that have to date been used to conceptualize the theory and practice of social marketing. This paper attempts to review and further develop our understanding about the nature of each of these criteria and how they relate to each other, and addresses issues of completeness and uniqueness of the core elements that constitute social marketing.

Figure 1 contains a proposed delineation of social marketing criteria showing three different categories of descriptive criteria that can be used to identify social marketing practice.

**Figure 1. Model of three categories of social marketing criteria**



The model depicted in Figure 1 indicates that the central bedrock and defining feature that all social marketing should be able to demonstrate is the clear aim of bringing about social good through a process of exchange and value creation. The exchange may be positive in nature and tangible, such as a payment or some other form of incentive for using a product that, for example, produces less Co2. Exchanges may also be negative, such as fines or

exclusions for negative social behavior where individuals give up rights or in some cases elements of their freedom in exchange for safer and healthier communities, for example by obeying speed limits whilst driving. The balancing of possible trade-offs between individually perceived benefits or losses and social benefits is one that requires interventions that are perceived by a majority of citizens to be fair and proportionate by both beneficiaries and those negatively affected. Exchanges may also be characterized as being rational, involving considered decisions or may alternatively be brought about through appeals to unconscious motivators such as chance of reward or fear (French, (2011b). What all such social exchanges have in common is that they are driven by the aim of bringing about social and individual benefit rather than (or just) economic advantage, are informed by consideration of ethical standards and have the broad popular support of citizens. The core concepts that enable the successful creation of social value are focused on influencing social behavior. Influencing and being able to measure the impact on behavior is a key marker of social marketing practice. Social marketing pursues its goals of creating social value by influencing social behavior through the development, promotion and supply of social offerings in the form of ideas, tangible products, services, experience, systems, policies and environments. To optimize the impact of these social offerings social marketing interventions are based on citizen-centric planning and program building. Such an approach includes a commitment to building meaningful and sustained relationships with citizens and stakeholders who can help foster beneficial social relationships that result in sustained, positive social benefit (French, 2015).

We contend that the features of the suggested hierarchy that are unique to social marketing are the principle and four concepts. The social marketing techniques are not exclusive to social marketing, for instance health promotion uses segmentation when developing interventions (e.g. global health organization PSI's malarial bed nets are segmented on the basis of ability to pay, usage, family life stage, etc.). Therefore we pose that all social marketing programs, regardless of the level of intervention, must have: (French, 2015).

1. Value through exchange
2. Social behavioral influence goals
3. Citizen/customer/civic society-orientation focus)
4. Social offering (idea, product, service experience, policy, etc.)
5. Relationship building

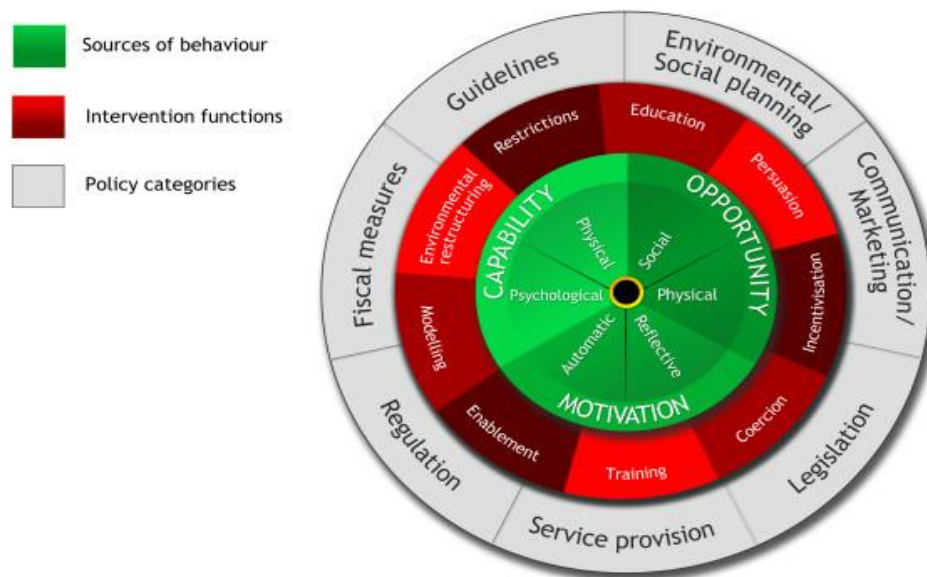
These criteria will vary in importance based on context and thus should be used with caution. It is also possible that, for practitioners especially, these core components of social marketing will be matched in importance to some of the techniques associated with social marketing, such as systematic planning, but such techniques whilst important are not unique to social marketing and so cannot be used as core markers for it (French, 2015).

Social marketing models come in many forms and can be used for variety of purposes – helping explain behaviour, acting as heuristics for simplifying

complex entities, acting as a tool for aiding management decision making and so on. The 4Ps (product, price, place, promotion) model was originally imported from mainstream marketing to social marketing by Kotler and Zaltman (1971) and was used by them to help articulate the conceptual basis of the new discipline. The model is now embedded in the discipline, being probably the most well known model used in the field. Indeed, in conversation with a newcomer to social marketing (Tapp, Spotswood, 2013).

Figure 2 shows a simple illustration of COM, the first building block of our social marketing activity mix model. The COM model has the advantage of a long history of theoretical grounding in behaviour change, and variants are used widely in different fields. For example, security intelligence uses “means, motive and opportunity”, public health has deployed “motive and capability” within a proposed framework (Ruger, 2010), and Michie et al.’s (2011) use of the COM model was as the basis for a general classification of behaviour change. Michie et al. explained the COM model’s central role in US criminal law since the eighteenth century. This historical and cross-disciplinary basis for COM has extended to the conceptual development of social marketing as well: Rothschild (1999) quoted the motive, opportunity, ability (MOA) model, as of use in social marketing.

**Figure 2.** *The basic COM model*



The next step of the development of social marketing is the replacement model of classical 4P to 4Ps. (Figure 3).

1 **Figure 3. 4P to 4P for social marketing**

Promotion, education and nudge techniques

Rewards and exchange

Services and support

Communications, relationships and community

2  
3 Social marketing strategies are based on social responsible approach. For  
4 social marketing strategies it is important to realize social problems, to analyze  
5 all aspects of social problems, then to defining social marketing strategies, to  
6 implement marketing strategies and to control implementation of marketing  
7 strategies. The goals of social marketing strategies are to point on social  
8 problems, to raise awareness about social problems, to choose and defining  
9 social marketing strategies, to defining target audiences, to implement social  
10 marketing strategies, to control social marketing strategies and to evaluate  
11 results of solving social marketing problems (Janicic, 2021).

12 Social marketing strategies, during pandemic, are focus on raising  
13 awareness about appropriate healthcare, careful behavior. From business  
14 aspects, social marketing strategies is focus on giving base for business  
15 companies to continue their business and stay on market place, with strong  
16 social responsible sense for giving help for healthcare institutions, for  
17 educational institutions and cultural institutions. From educational aspects,  
18 social marketing strategies is focus on helping educational institutions to  
19 continue educational process with pupils, students and postgraduate students,  
20 by online platforms for education, such as Microsoft Teams and Zoom. It is  
21 important to keep process of education during pandemic. All Universities in the  
22 world use online platforms for education pupils, students and postgraduate  
23 students. Science, also, keep going during pandemic, by online, virtual  
24 conferences, where scientists improve their scientific fields, as well as, discuss  
25 educational process during pandemic, discuss about changes in the world and  
26 changes in all aspects of life and science. Cultural and arts institutions keep  
27 going by virtual events, exhibiitons, concerts, literature events and theatre  
28 event. Culture and arts are important because they open thoughts, ideas, values,  
29 that otherwise could be unnoticed. Culture and arts are important in historical  
30 hard times, they keep spirit of people and lead world in better changes.

31  
32  
33 **Experience Marketing, Experiantal Tools and Holistic Marketing Approach**  
34 **in Arts**

35  
36 Artistic projects have impact on social movement, as well as, improve  
37 social awareness about social problems. History facts prove that arts develop  
38 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 (Janičić, 2018). Artistical projects are independant and present attitude of artist, whose present their views of world (Kolber, 2010).

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 (Kotler, 2017).

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 attitude, 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 between artistic projects and target audiences (Pelsmacker, 2007).

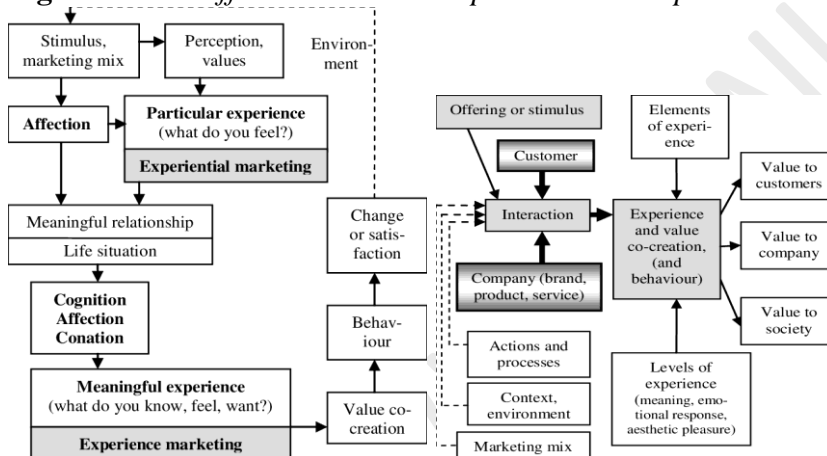
Strategies of relationship marketing develop and improve communications between cultural institutions and their target audiences. Social responsible approach gives platform for artistic projects, as well as, purpose and message to target audiences. Strategies of relationship marketing have specific impact 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 future development (Kotler, 2008).



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

The experiences are regarded as key concepts in marketing today, there are different views and interpretations about the content of terms. There are two connected concepts of experience and experiential marketing. Based on the literature review the authors found that experience marketing is a strategic and a broader term than experiential marketing (Figure 4). Definition of experience marketing is that it is a strategic and holistic marketing of relevant and meaningful experiences, and experiential marketing as a tactical tool that helps to do marketing experientially (Experience Marketing Association).

**Figure 4.** *The difference between experience and experiential marketing*



Source: Same, S., Larimo, J., 2012

Experiential marketing is a marketing technique that creates experiences between brands and consumers. Experiential campaigns use an activation (for example product sampling, immersive experiences, stunts, events, etc.) to bring brands to life and interact directly with the target audience. (American Marketing Association)

## The Examples of Social Responsibility Through Arts

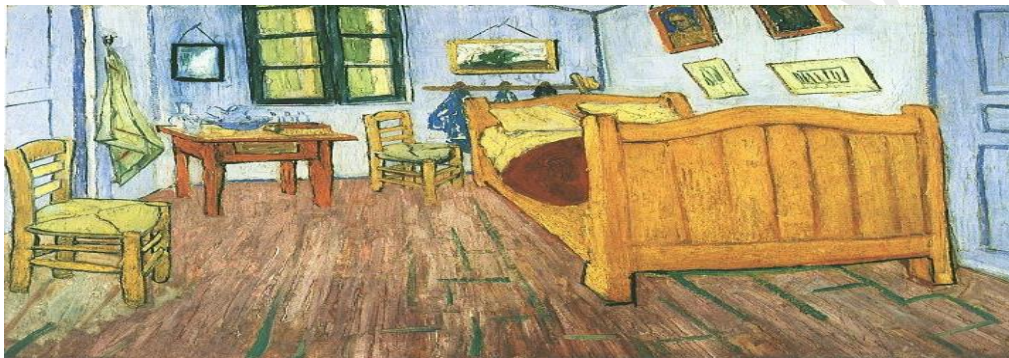
### *Exhibition "Loving Vincent"*

The examples of experience marketing in arts are exhibition "Loving Vincent", about work and life of Vincent van Gogh and "500 years of genius", about work and life of Leonardo da Vinci. Author of paper had opportunity to visit exhibitions in Athens Center of Culture, in organization of Arts Centre "Why Athens". Methodology of analyzing these exhibitions are quantitative methods, observations, experiments, focus groups with arts managers and interviews with visitors.

Observation of the exhibitions is described, including specific moments of visitor's expressions. Interviews with visitors are include in description. Focus group with art's managers of exhibitions was especially interesting, scientifically and practically, because managers gave focus on importance of arts in development of society in one way, and, also, importance of development of culture in the world, emphasizes that education and arts are the most powerful strength in development of the World. The world exhibition about work and life of Vincent van Gogh, named "Loving Vincent" has shown in the European cities, London, Paris, Rome, and Athens. Visitors of exhibition had opportunity to see artist pictures and descriptions about time, place when pictures made, about Vincent's life moments in that time, about his thoughts, connection with brother and sister, about letters that he write to his brother Teo, about his physical condition, about his beliefs, attitudes on social problems. Experience in exhibition, in that way, was visual, as well as, emotional. On one table was sentences "Vincent had desire for life!", "His favorite color was yellow!", "He was deeply connected with his brother Teo, who, also, suffer of same disease as Vincent." Visitors had opportunities to introduce work, life and thoughts of Vincent van Gogh. Especially touchable was room where he lived and work. The room was installed, just as real room, and visitors made pictures behind room. On down floor was multimedia story about Vincent's life and work. People could sit on the floor and look multimedia, animated movie. After projection, visitors could write comment in the yellow book in gallery, or online, on web site of exhibition, on Instagram, Facebook or Twitter pages. The comment was that visitors see beloved artist's work, but also introduced some biographical moments of his life. The exhibition had attention of media, televisions, radio stations, as well as, social media. The exhibition bring artistic experience to visitors, who felt work and life of Vincent van Gogh. From holistic marketing approach exhibition gave to visitors experience, by experiential instruments, whose made whole experience of this beautiful exhibition. Internal communications between employees gave excellent experience, relationship between exhibition's managers and visitors was crystal artistically. Integrated marketing communication was brilliant, with one sentence in behalf "Loving Vincent".

Whole experience gave to public messages, knowledge and inspirations for their work, as well as, inspiration to follow arts. This is beautiful example of implementation of sophisticate experience marketing (Figure 5).

1 **Figure 5.** World exhibition "Loving Vincent"



Source: theguardian.com, accessed: 22.09.2019., <https://www.theguardian.com/us>

#### Exhibition "Leonardo de Vinci - 500 Years of Genius"

Another example of implementation of experience marketing is exhibition "Leonardo da Vinci - 500 years of genius. The exhibition was present in London, Rome, Venice, Paris and Athens. Example is based on author's observations and discussion with managers of exhibitions in form of focus group. The exhibition gave whole view of Leonardo da Vinci work, life and thoughts. The first room presented Leonardo's machine works. Second room presented Leonardo's medical research of human body, which is shown on Figure 6. Third room presented different views on Leonardo's favorite paintings "Mona Lisa". Families with children, young people, middle age people and retired people was visitors. They enjoyed in look on Leonardo's paintings. Special room presented Leonardo's painting "Secret dinner". In middle of exhibition was room where was presented multimedia artist's work, with his philosophical thoughts, such as "Nothing can be loved or hated unless it is first understood", "In time and with water, everything changes", "Water is the driving force in nature". Comments on social media was that exhibition is brilliant as Leonardo da Vinci deserve. Specially young people was interested on his work, thoughts and life. This exhibition gave inspiration for loving arts to young people. From holistic marketing approach, this exhibition, also, used experience marketing, base on experiential tools. Internal communications was good. Relationship marketing was sophisticate. Integrated marketing

communications was sophisticate, too. Whole exhibition was sophisticate, and, also, strong experience, according to visitors comments.

**Figure 6.** World exhibition "500 years of genius"



Source: whyathens.com, accessed: 26.09.2019., <https://whyathens.com/>

As, visitor, author of this paper had opportunity to make focus group with art's managers in art's society "Why Athens", the creators of exhibition, about experience marketing. Art's managers of this society conclude that experience marketing, base on experiential tools and care about consumers of arts is key for connection with audiences and send social responsible messages. They emphasized that all aspects of holistic marketing approach is important, internal marketing, integrated marketing, relationship marketing, based on social responsible approach. Interesting is that they enlighten role of care about audiences, in the way that people, visitors feel that artists and art's institutions care about them and their experience, that art's institutions care about history, tradition, about past. They emphasize that in implementation of marketing in arts, it is important to be passionate about arts works, respectful and sophisticate.

### *Museum Louvre*

One of the good examples of holistic marketing implementation in artistic projects is the *Louvre Museum*, one of the most important and most popular museums in the world. The *Louvre Museum* is located in Paris, near the Siena River. The museum has 35.000 presentations ranging from the prehistory period to the 20th century. The total number of the presentations is 380.000. The *Louvre Museum* is the most visited museum in the world with 15.000 visits from all over the world during the work days.

The section including the description of the good examples of artistic projects focuses on the focus group with the students' opinion on artistic projects. The discussion between the students is of a major importance. Their opinions are invaluable, modern and interesting. Criteria for choosing examples was student's real experiences in these arts institutions. Focus group was lead, but, also, student's had opportunities to choose and present good examples.

The *Louvre Museum* has pages on all social media, including Facebook, Twitter and Instagram. The professional marketing team manages these pages



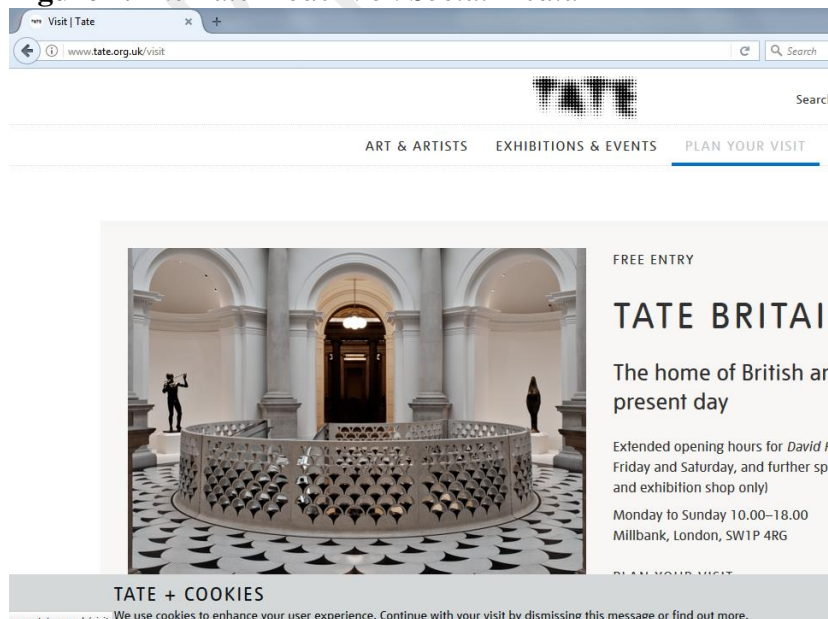
so as to present cultural, historical and artistic values of the museum to the wide audience from all over the world, especially to the young people. The *Louvre Museum* applies a modern communication process. There are many virtual platforms that present the values of the *Louvre Museum*. People can discuss, ask questions and become a part of the interactive conversation about arts and culture, about messages by arts. Today, the *Louvre Museum* is open for everyone in a traditional and modern way.

The participants of the first focus group say that the *Louvre Museum* applies modern holistic marketing strategies and that it is open to applying modern technology platforms based on the innovation and adaptation strategies. The young people think that nothing can replace the traditional visit to the museum, but the new technology gives opportunities to visit the museum virtually.

### *Museum Tate Modern*

Another good example is the *Tate Modern Museum* in London. Not only does this museum combine modern and traditional art elements, but it also combines traditional and modern generations through artistic projects. There are no limitations in the *Tate Modern Museum*. The students also say that the *Tate Modern* is extremely innovative and inspiring. They especially like the installations, as well as the digital exhibitions. The young people also say they can go to the *Tate Modern* and spend a great time thinking about art, taking part in artistic projects, discussing artistic projects, listening to music, playing with art and attending the digital exhibitions from all over the world. The students highlight they are also inspired to present their own artwork and to become a part of artistic cosmopolitan world. A digital presentation of the *Tate Modern* is shown in Figure 7.

**Figure 7. The Tate Modern on Social Media**



The young people highlight that the *Tate Modern* is the most modern museum in the world. The museum has pages on Facebook, Twitter and Instagram. The students underline that the *Tate Modern* offers them opportunities to take part in the interactive communication with the other young people.

Here, we can see that modern technology gives opportunities for the development. We should raise awareness about new approaches and technology, as well as motivate people to use new technology in their own way. Modern technology enables artistic projects to share opinions, new experience, new approaches, new inspirations and new ways of education.

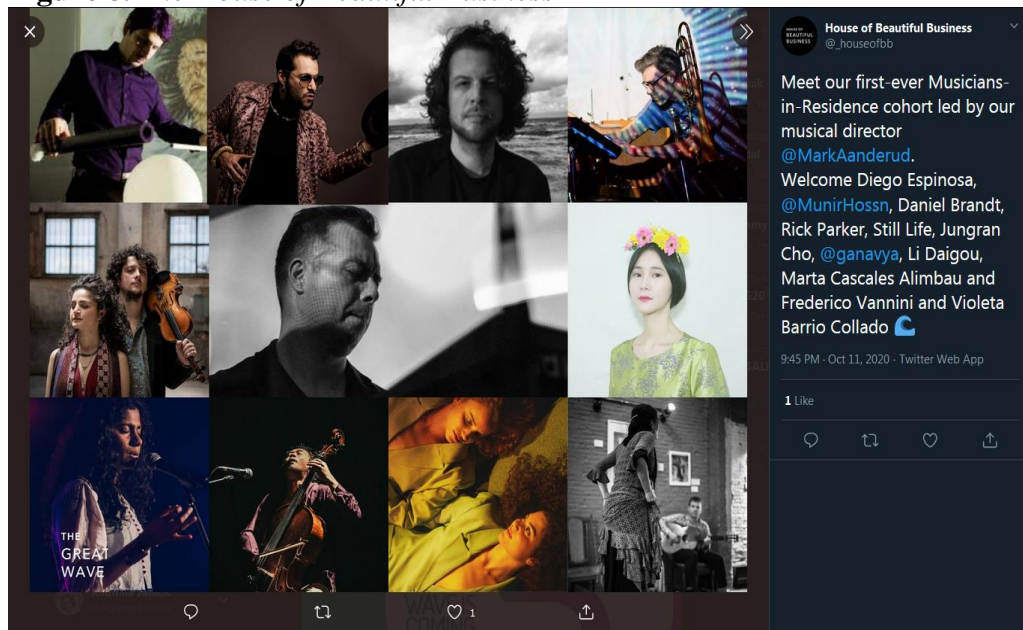
### *The House of Beautiful Business*

The House of Beautiful Business is educational, cultural and art organization with goal slogan to make human more human and business more beautiful. Before pandemic, company work and has center in every capital city in the world, where they have organized workshops, conferences and festivals. When pandemic start company went to digital environment, made Internet portal, Zoom platform place for meeting, new way for organization of conferences, events, workshops and festivals. Company has profile on Facebook, Twitter, Instagram, as media to share their thoughts, ideas and values.

During pandemic The House of Beautiful Business organizes every week talk event on different topic, like world changed by pandemic, new normal, new way to make a business, digital environment for business, as well as, cultural and artistic topic, like how literature impact on attitude, how movement impact on good health, how to enjoy virtual artistic events. Also, they have organized artistic festival, where artists talk about their work, new digital approach, how they feel during pandemic. Every events follow beautiful live music, where audience sit like in concert center and enjoy the music.

Social responsible approach of The House of Beautiful Business is recognize through important topics about pandemic, about ways to protect ourselves, about ways to overcome hard time during pandemic, about education, cultural and arts events that public audience could visit during lockdown and quarantine. The House of Beautiful Business is present in Figure 8.

1 **Figure 8.** *The House of Beautiful Business*



2  
3  
4 *Publishing Organization “Booka Store”*

5  
6 The good example of implementation of holistic marketing and experience  
7 marketing in development of literature arts, is the *Booka Store*. Every day in  
8 center of Belgrade, book's public have opportunity to buy books, enjoy  
9 literature events, exhibitions of books, philosophical discussions, or just sit in  
10 the store and read books.

11 The *Book Store* is surround by old part of Belgrade, where readers could  
12 buy books and enjoy in beautiful literature events. The *Booka Store* presents  
13 old book, but core of business is publishing new book's titles written by  
14 popular authors in Serbian the region and the world. Public in Serbia is  
15 introduces, for the first time, some of the brilliant authors by from the world.  
16 Some literature projects and events are traditional, but some other literature  
17 projects are interactive, so visitors can take part in events.

18 The *Booka Store* is brand in opinion of public audience in Serbia and  
19 region. Brand of *Booka Store* is based on excellent book's names, writers, and  
20 brilliant artistic environment. Internal marketing in *Booka Store* is based on  
21 educated, young people that work in store, with brilliant communication skills.  
22 Atmosphere in store is peacefully, artistically and literature. Integrated  
23 marketing is based on clear message that *Booka Store* send to public audience,  
24 as place where people enjoy in literature.

25 The *Booka Store* has communication with public audience on social  
26 media, such as Instagram and Facebook, as well as web page. On the social  
27 media readers have opportunities to be informed about old and new book's title,  
28 about literature events, about open discussion forums. The readers have  
29 opportunities to write about their opinions about books and, also, create  
30 communities on some topics.

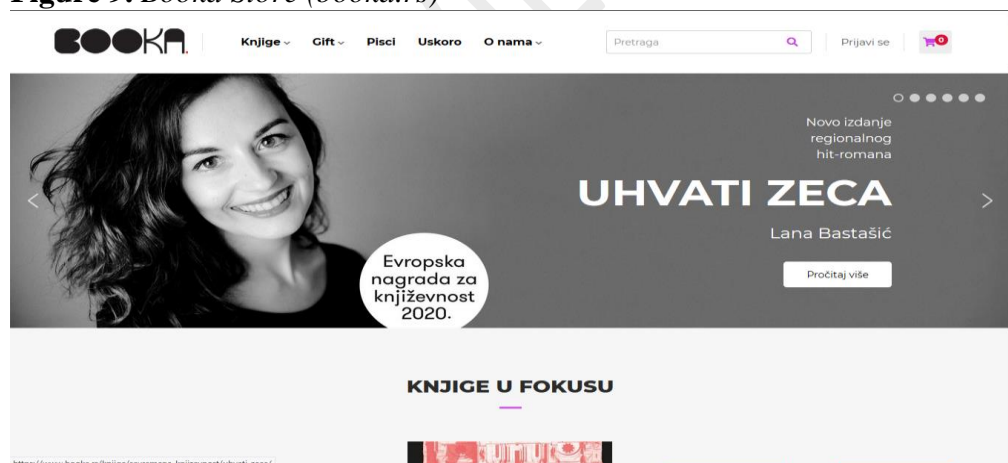
The storytelling of the *Booka Store* is based on open, free, cosmopolitan and artistically approach and stories, where in the focus is book and written words. The image that they create is that they are book community. Implementation of relationship marketing gives opportunities to be in connection and communication with all public audience and stakeholders that surround *Booka Store*. When someone buy book in store or by online book store, there is opportunity to give e-mail address, so *Booka Store*, continually could inform about new book's titles, literature events, literature projects, or social responsible campaigns.

Public had opportunity to enjoy in literature services in *Booka Store*, as well as, to enjoy in literature events. Especially touchable is literature events with brilliant writers, present in Figure 9.

After literature events, visitors could write comments in the yellow book in *Booka Store*, or online, on web site, on Instagram, or Facebook pages. The comments are that visitors enjoy in beautiful written words, books, stories and literature events. The literature events had attention of media, televisions, radio stations, as well as, social media. The number of people in Serbia and region that love books from *Booka Store* rise every year and *Booka Store* become regional brand.

Artistic literature projects and artistic environment have impact on literature experiences. History facts prove that literature arts improve culture of the world. Modern society needs cultural and arts content (Janičić, 2018)

**Figure 9.** *Booka Store (booka.rs)*



Writer Haruki Murakami wrote: “And once the storm is over you won’t remember how you made it through, how you managed to survive. You won’t even be sure, in fact, whether the storm is really over. But one thing is certain. When you come out of the storm you won’t be the same person who walked in.” This is strong message by literature art.

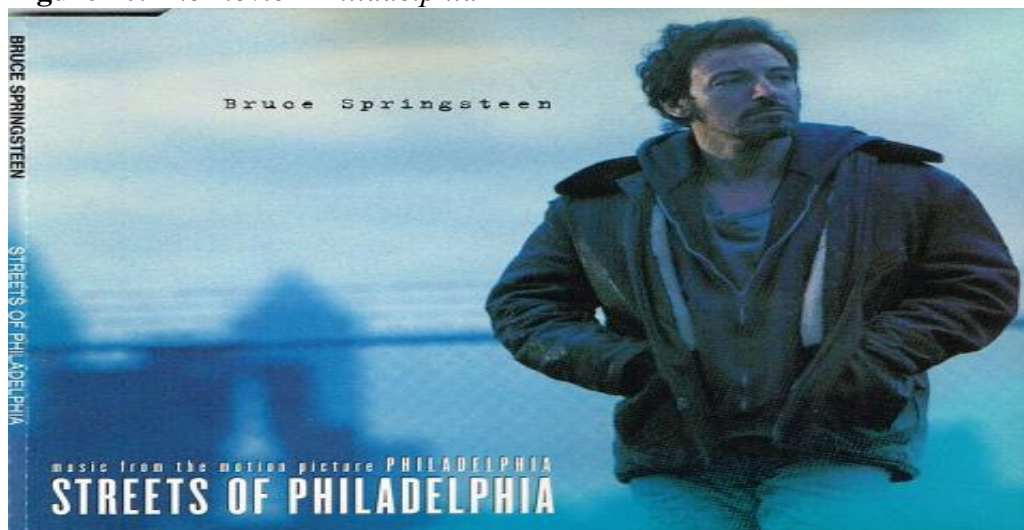
Aristotle wrote: “Educating the mind without educating the heart is no education at all.” This is strong message.

Nelson Mandela wrote: “Education is the most powerful weapon which you can use to change the world.” This is strong message.



1 Mahatma Gandhi wrote: "Be the change you want to see in the world."  
 2 In the movie "Philadelphia", public get clear message about people in the  
 3 margin of the world. In this movie, key role is brilliant advocate that become  
 4 without home and start to live on the street, because he is ill, with aids. The  
 5 song that follow movie send message about humanities and solidarity with  
 6 people (Figure 10).

7  
 8 **Figure 10.** *The movie "Philadelphia"*



9  
 10  
 11  
 12 **Focus Group and in-Depth Interviews**

13  
 14 In-depth interviews realized with five artists, one photographer, one writer  
 15 and three musicians, and one professor of philosophy at University of  
 16 Belgrade. In-depth interviews artists concluded that arts send strong messages  
 17 about social responsibilities, social problems. They emphasized that arts  
 18 lightening unnoticed social problems. In-depth interview with writer concluded  
 19 that written stories pointed some life situations that could be covert by social  
 20 responsibility, like injustice, violence behavior, asocial behavior, ordinary life  
 21 obstacles. In-depth interview with professor of philosophy said that philosophy  
 22 follow social movement and that philosophy teach people.

23 The members of focus group, 6 managers of the cultural and arts  
 24 institutions emphasized that it is important to improve social responsible  
 25 strategies based on messages send by arts and using the arts. Conclusion is that  
 26 arts send messages about social problems and that strategies of social  
 27 responsibility could solve social problems.

28 The paper emphasizes that it is important to raise awareness about social  
 29 responsibility through modern media, traditional media and to listen arts.

30 The focus group with managers in the publishing institution Booka.  
 31 Managers of the publishing institutions conclude that social responsible  
 32 approach and experience marketing have impact on development on literature  
 33 arts and in sending message through arts. They emphasized that all aspects of

marketing approach is important, internal marketing, integrated marketing, relationship marketing, based on social responsible approach in development of literature arts. Interesting is that they enlighten role of care about readers needs and wishes. The key is to research reader's needs and wishes and to focus on publishing good book's titles, according to their wishes.

The publishing institutions care about history of literature, tradition of literature, and, in that way, give brilliant excellent experiences to readers. They emphasize that in implementation of marketing in development of literature arts, it is important to be passionate about literature, be respectful and sophisticate in communication with public.

The members of focus group, managers of the publishing institution emphasized that it is important that offline and online media write in good way about publishing institutions, book's titles, writers and literature events. They concluded that media contents about publishing institutions, culture and art's events have impact on development of publishing institutions brand.

The members of focus group proved that holistic marketing approach in literature arts is synergy of all element, internal marketing, integrated marketing, relationship marketing and social responsible marketing. They emphasized that employees present culture of publishing institutions. It is important that they have skills for good communications with readers. Good atmosphere between employees is create element for brand building. Integrated marketing have to send consistent message for public about literature arts, is proved by opinion of the members of focus group. Also, the members of focus group, proved that readers are the best advocate for literature arts, when they connect with publishing institutions books and writers, as well as, that literature events, as holistic relationship marketing tool, make atmosphere of connection, opportunity for conversation and discussion. All members of focus group proved importance of social media in communication with readers.

In the focus group, managers emphasized that in implementation of marketing in literature arts, it is important to be passionate about literature, respectful and sophisticate. Literature arts open hearts and it is way to connect people and share messages.

## Conclusion

Theoretical analysis, comparative analysis, examples from practice, in-depth interviews and focus groups with managers in arts about implementation of social responsible approach in arts, 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 experience marketing approach has impact on social behavior and social movement. The paper emphasize that it is important to improve knowledge in fields of history, sociology, culture and arts, through modern media, multimedia and digital, interactive movies. Also, it is necessary to make connection between artistic projects and target audiences and improve

artistic experience. Modern museums and galleries accept multimedia, digital approach, as well as, experience and holistic marketing approach. Art's managers emphasize that in implementation of marketing in arts, it is important to be passionate about arts works, respectful and sophisticate. It is interesting that they enlighten role of care about audiences, in the way that people, visitors feel that artists and art's institutions care about them and their experience, that art's institutions care about history, tradition, about past.

The paper proved that media contents about arts, have impact on development of artistic institutions brand. Social media gives opportunities to share experiences about arts, to write comments and create groups to describe beloved arts events. Specialized journals for arts write about arts important facts, but it is, also, important that daily newspaper write about arts information and art's events. Social media have the most important impact, because many vloggers have stories about experiences about arts. Synergy of all these elements impact on development of arts experience and on sending messages through arts.

The obstacle for research in the paper was little number of answers on quantitative analysis, which is send by social media. In future work, author of the paper will focus on quantitative research about experience marketing in arts. The future theoretical and empirical research will be focus on experiential tools that can improve experience in arts. The future research will have goals to research impact of instruments of marketing mix in development of experience in arts.

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