

## UNIT 12

### MARKETING OF ORGANIZATIONS, INDIVIDUALS, PLACES AND IDEAS

This unit explores how marketing principles—traditionally applied to products and services—are utilized to promote non-traditional entities such as organizations, individuals, geographical locations, and concepts.

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To understand how these distinct areas of marketing overlap, we will use a consistent example: *The Solstice Music and Arts Festival (The Solstice Festival)*. This annual, large-scale event is managed by the Global Arts Foundation (GAF), championed by its famous curator, Dr. Elara Vance, and hosted by the emerging cultural destination, The City of Harmony. The entire strategic effort is unified under the core theme of promoting "Local, Sustainable Art and Community Well-being."

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#### 1. ORGANIZATION MARKETING

Organization Marketing consists of activities undertaken to create, maintain, or change attitudes and behavior of target audiences toward an organization. The goal is to build a strong, favorable, and unique brand identity (image) for the entire entity.

**Example:** We are marketing the Global Arts Foundation (GAF). The GAF is the non-profit organization responsible for organizing and funding The Solstice Festival and related cultural initiatives.

##### 1.1 Image Assessment

This is the process of measuring the organization's current public perception and identifying gaps between the desired image and the actual image.

**Example:** The GAF conducts surveys of key stakeholders (corporate sponsors, artists, local government).

- *Finding:* Sponsors currently view the GAF as **too focused on local, small-scale projects** (Actual Image).
- *Desired Image:* A **global, professional, and financially stable curator of international cultural excellence**.

##### 1.2 Image Planning and Control

Based on the assessment, the organization develops a strategic plan to bridge the image gap and consistently reinforces the desired image through its actions, communications, and people.

- **Planning:** The GAF decides to secure a major international touring exhibition (Action). It updates its mission statement and website to use formal, global language emphasizing its international reach (Communication).
- **Control:** Regularly monitoring media sentiment and tracking sponsor retention rates to ensure the "Global Curator" image is being successfully communicated and delivered.

##### 1.3 Image Assessment by Philip Kotler and Gary Armstrong

Kotler and Armstrong suggest that organizations should focus on managing their image through three types of identity:

1. **Actual Identity:** What the organization *actually is* (its capabilities, structure, culture).
  - *GAF Example:* The GAF's actual identity might be a passionate, locally-rooted team with limited international financial resources.
2. **Communicated Identity:** How the organization *attempts to position itself* through its communication and symbols (PR, advertising, logos).
  - *GAF Example:* Advertising the GAF's strong board of international advisors, showcasing prestigious awards, and emphasizing professional partnerships.
3. **Perceived Identity:** How the organization is *seen* by its stakeholders.
  - *GAF Example:* The goal is for sponsors and artists to perceive the GAF as a highly credible and globally impactful non-profit that is worth supporting. Successful marketing ensures the Communicated Identity aligns with and shapes the Perceived Identity.

## 2. IDEA MARKETING

Idea Marketing involves marketing social, political, or public interest causes and concepts to change attitudes and behavior for the benefit of the community or society.

**Example:** The core idea being marketed by The Solstice Festival and the GAF is "**The promotion of local, sustainable art and mental well-being.**"

**Goal:** *To encourage festival-goers and residents to support local artists, practice eco-friendly behaviors, and utilize community mental health resources.*

- **Product:** The societal benefit (a culturally richer, healthier, and more connected community).
- **Price:** The cost of adoption (e.g., the extra time spent using public transit to the festival, or the mental effort required to seek counseling).
- **Promotion:** Integrating educational workshops on mental health into the festival schedule; using only recycled materials for event signage; and promoting the "Buy Local Art" movement.
- **Place:** Making the services available where the target audience needs them (e.g., setting up designated "Quiet Zones" and free mental health information booths at the festival site).

## 3. PERSON MARKETING

Person Marketing consists of activities designed to create, maintain, or change attitudes or behavior toward particular people (e.g., politicians, celebrities, athletes).

**Example:** We are marketing **Dr. Elara Vance**, the renowned curator and co-founder of The Solstice Festival.

- **Positioning:** Dr. Vance is positioned as the **Cultural Thought Leader and Advocate for Artisan Sustainability**.
- **Offer:** Her "product" is her influence, vision, and stamp of quality, which validates the festival and the GAF.
- **Differentiation:** Highlighting her scholarly background in ecological art and her history of fighting for artist rights (differentiation).
- **Channels:** Publishing op-eds in major art journals, giving TED talks on the connection between art and mental health, and personally leading highly-exclusive "curator tours" at the festival. Her personal brand drives ticket sales and donor interest, directly supporting the **Organization Marketing** effort.

#### 4. PLACE MARKETING

Place Marketing involves activities undertaken to create, maintain, or change attitudes and behavior toward particular places (e.g., cities, states, regions, or even commercial areas). It is crucial for attracting residents, businesses, tourists, and investment.

**Example:** Marketing **The City of Harmony** as the permanent home and destination for The Solstice Festival.

1. **Segmentation:** Identifying key target groups (e.g., Affluent Cultural Tourists, Mid-sized Arts-focused Businesses, and Creative Professionals).
2. **Positioning:** Positioning the City of Harmony as the "**Authentic Hub of Sustainable Culture and Creative Living.**"
3. **Marketing Mix (The 7 Ps for a Place):**
  - **Product:** The city's amenities (e.g., preserved historical districts, numerous independent galleries, low traffic, and a large concentration of high-end, locally sourced restaurants).
  - **Price:** Incentives offered (e.g., tax breaks for creative businesses relocating, grant programs for local artists, competitive hotel tax rates during off-peak seasons).
  - **Promotion:** Digital campaigns that blend images of the festival with the city's unique architecture; partnerships with global travel bloggers; and "Art Immersion" tour packages.
  - **Place/Distribution:** Ensuring direct transport links (new high-speed rail connection) and offering highly curated digital maps for self-guided cultural tours.

By consistently linking the marketing of the Global Arts Foundation (Organization), Dr. Vance (Person), the sustainability mission (Idea), and the City of Harmony (Place), the entire ecosystem creates a robust and unique cultural brand.