

The Importance of Cultural Marketing in Evaluating Creative Personnel

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Abstract

Culture is known as the product of human activities and thinking, therefore culture consist into various numbers of concepts containing science, beliefs, arts, customs, etc. Thus unlike any other domains, culture needs a specific type of marketing that is adapted to its special cultural products and services. In the cultural businesses the most important role goes to the creative personal, therefore this special type of personal will require special means of evaluation. The present article aims to demonstrate the importance cultural marketing in evaluating creative personal, because creative personal acts like both productive personal and marketing personal at the same time. Thus evaluating creative personal should take into consideration their ability of promoting culture.

Key words: culture, cultural marketing, creative personnel, evaluating creative personnel, creative mindset.

J.E.L. classification: Z1

1. Introduction

The term culture refers to a complex concept that leaved through the ages due to various interpretations that gave different opportunities of growth. Ever since Cicero and later on Voltaire, the term culture was perceived as “valorization specific to the human spirit”, but also as a term referred to as something that describes “cultivating” or “growing”. (Durkheim, 1938)

The definitions of culture widely refer to this word as being the result of products and services given by human thinking. A first definition of culture would have to recognize both the abstract and material elements of culture. Culture influences attitudes, values and personalities around the world, religious preferences sets borders between individuals and between they will act, think. We can therefore refer to these aspects as being cultural rules. (Gauntlett, 2011)

The need of engaging people into cultural activities becomes the basis of human development, and it comes as a package deal with the need of correctly evaluating them once they become part of the cultural process.

This article will begin by presenting the importance of culture as science-chapter 2.1, the importance of marketing as science - Chapter 2.2, chapters that are included in the theoretical backound, in chapter 3 we presented the importance of creative staff and in chapter 4 the importance of the evaluation of creative personnel, these being included in the results and discussions section. The method of research used is the fundamental one.

2. Theoretical background

2.1. The Importance of Culture as Science -

As previously discussed culture can be understood as a learning process, in which individuals voluntarily take part and one that gives perceptions, preferences and behaviors’ either through different groups (e.g.: dance crews) or social institutions (e.g.: museums).

Culture is passed away from one generation to another, it's adaptive, it can be tangible or intangible, and it's usually transforming as it evolves.

The content of culture will materialize under the form of either material culture creations (usually tangible creations) or immaterial culture creations (abstract creations such as: ideas, knowledge, opinions, values, rules, symbols, etc.). (Hawkins et al, 1983)

Culture can be understood from two different perspectives:

- a) One perspective that refers to culture as a service delivered to society
- b) Culture can be understood as complex system with variables as the ones shown above, a system that encourages creative activities and their promotion to a public through an organization, making it a cultural product

Figure no. 1: A model of culture



Source: adapted from Sørensen et al. (2010)

<http://davidgauntlett.com/wp-content/uploads/2014/03/Gauntlett-LEGO-tool-for-thinking-chapter.pdf>

From a legal point of view these cultural institutions are to be understood as “a public or nonprofit organization that is engaged into cultural enriching, intellectual, scientific, environmental, educational or artistic enriching within communities. Cultural institutions also can consist into aquatic organizations, botanical, historical, preserving patrimony, public libraries, museums, artistically associations or zooidal ones.” (Oregon juridical dictionary)

Cultural institutions can be classified from various perspectives depending the context or their activities, however understanding the way human resources function within this type of organizations means understanding both the definition of the term culture and the way human resources management works (by the importance of the creative personal).

2.2. The Importance of Cultural Marketing

Cultural marketing is a widely referred to as a special domain of marketing that has emerged due to the extensive development of culture and in order to promote the cultural products and services.

Cultural marketing will assist any cultural organization into achieving its mission. Cultural marketing is also known as “marketing of arts”. This process need to be adapted from one organization to another, from one type culture to another. Therefore the main organizations which this process can be applied to are (Pride & Ferrell, 1985): a) religious organization; b) research and education organizations (cultural ones, which different from the specific educational

organizations); c) NGO's specialized in promoting cultures (foundations which have special purpose into promoting culture); d)museums, memorial houses, libraries, archives, publishing houses; e) theatres and operas; f) cinemas; g) expositions and special institutions organizing cultural events; h) arts manufactures and traditional arts associations; i) individual artists or special artists associations; j) bands and other forms of artist groups

In the new modern times we live in, culture has been given an important commercial meaning. This means that in order to survive a cultural organization of any kind needs to address itself to a specific type of consumer and needs to adapt itself to a very complex process that involves a high number of variables. For instance cultural organizations need to be perceived as being contributors to (Miyata, 2013):

- Education – by transmitting the main instruments for understanding and appreciating culture
- The institutionalization of the ways for spending free time – this means that nowadays people are very selective when it comes to spending their free time, because of the various ways of doing it. Culture plays a huge part in this process because it can both influence it, or give options to individuals acting therefore as a supplier of products and services.
- Technical support for the mass distribution of the cultural products and services

Cultural marketing operates thus into various fields with a large number of opportunities regarding the satisfying client needs. (Pride & Ferrel, 1985)

Regarding client needs it is very important to understand the concept of being a culture client, which means being either a spectator or directly involved in the cultural process.

The creative personal involved into cultural process has also double role, being both creators of arts, and, at the same time, being the main ambassadors for this process.

Creative personal, being involved into the marketing process need to take into consideration the consumer needs and motivations regarding culture such as: renowned creators or band or artistic company, the pleasure of listening to music, the desire to relax, advertising made for the show, recommendations made by parents and friends, favorable art criticism, the desire to go out with your parents and friends to the show.

All cultural organizations are faced with the difficult task generating new marketing strategies due to the change of the environment in which organizations prosper: the consumer has diminished his leisure time, expanding options for consumer diversification, the wider global exposure of cultural products worldwide, changing public funding methods, the distinction between popular and supreme culture is increasingly blurred, organizations are at the end of their lifecycle.

3. The Importance of Creative Personnel

The importance of creative personal in culture can be specially defined by the importance of organizational culture in arts. Being able to build an organizational culture for a cultural institution consists into creating a cultural product or service. This process has a specific original nature when it comes to culture. The cultural product or services are designed into a special environment which has its own history, values, boundries and ultimately affects the way the organization understands and appropriates a specific system of values. (Runco, 2013)

In the center of this processes, the one of creating value and the one of creating an identity for an organization, stands a specific type of personal. It is easily to be understood why this type of personal is a creative one, made of people with a high level of cultural understanding. Creative personal has difficult tasks of: understanding client needs, anticipating client needs, creating products and services, understanding the environment in which their organization operates and creating added value, promoting cultural products and services, evaluating themselves in order to either improve what can be improved, or dispose what is disposable.

Creative personal thus have to manage a difficult process between the needs of being an artist, and the expectations of the general public, (consisting into public actors – trustees; consumers).(Donald, 2013)

Managers of creative personal have the difficult task of being leaders of this complex cultural process and specific type of personal. Their work consists into being able to give stimulants and performance bonuses to their personal, a work that is generally not easy because it needs to satisfy both financial and nonfinancial rewards that creative personal need.

Leadership into cultural organizations needs to address the main goals that each creative individual has which can be defined as Maslow states into five basic needs: psychological needs, security needs, social need of belonging to a group, steem needs of respect and trust, personal development.

4. The Importance of Evaluating Creative Personnel

The necessity of a creative mindset especially when it comes to culture is undoubtedly high. The creative mindset has been during ages the main thing that has made the human race evolve or even survive. Therefore stimulating a creative mindset especially to cultural activities, is a luxury that human race must entertain. (Runco, 2013)

This comes with a package deal of certain level of ease when it comes to the pressure of generating results. A creative mindset only prospers in certain environment where all its need and desires are fulfilled and where the level of pressure is relatively low.

Managers cannot force creative mindsets into generating products and services especially when it comes to cultural ones thus evaluating the creative personal requires first and fore most evaluating their needs, the way in which the cultural organization can fulfill them and only then the results generated can be submitted to evaluation.

We can then easily pick different ways of evaluating creative personal by their success, or more exactly by the way their work is being perceived and understood:

- On one hand we'll have a scenario where evaluating creative mindsets is done by the perspective of success triggered by their results
- On the other hand we'll have a scenario where creative personal hasn't been generating the results which the interested parties were looking for

This also means that the marketing aspect of the creative work plays a huge part because maybe a cultural product or service has been created properly, but, from a various numbers of reasons, hasn't been transmitted properly to the clients. Cultural marketing therefore offers an alternative to cultural managers into evaluating creative personal, because it operates as "the last stand" between successful cultural personal and unsuccessful. Sometimes a good marketer can hide its lack of creativity when it comes to their products or services under their great ability of communicating and promoting something that doesn't necessarily added value. (Miyata, 2013)

It is thus that cultural marketing can make the difference between the success or the failure of a cultural institution.

Evaluating the creative mindset should focus on (Gauntlett & Thomsen, 2013):

- a) Seeing whether the individual's attitude towards the world is defined by curiosity, essential questions desires to share, to produce, or to play. Children usually have these attributes, therefore a creative mindset should be able to sustain them, to constantly nurture, or keep the flame of the "inner child" active.
- b) Seeing whether the creative mindset is stillactive. This means that a creative individual never loses interest in their creative subject, it can reduce its intensity towards it, but lose it. This is why evaluating creative personal should focus on seeing if the curiosity level is only at a low point or whether it has disappeared.
- c) Seeing if the creative mindset has a high level of a playful behavior. This means that creative individuals are usually tempted to spend their free time into the same world creativeness regarding their designated subject. They tend to find different approaches towards the designated subject and approach them with a playful behavior.
- d) Seeing if the creative personal is able to fuel their desire to learn with expert help or by self-education. This means that even though creativeness might be understood as an individual process, nevertheless it is far from being so. Creativeness must have a knowledge basis which is defined by expert help, thus one cannot be creative regarding

culture unless he/she has a certain knowledge and understanding about their designated cultural process.

- e) Seeing if the creative personal works in an environment that promotes creativeness, risk taking and also collaborative activities. This means that a creative mindset will usually look for an environment (space or a group of people) which stimulates its creativity knowledge regarding their subject and thus has an open mindset. This also can be translated through the idea that culture rarely was born from a cave, but from an open mindset that prospered into a rich (full of potential) environment.
- f) Seeing if the creative personal has generated more than one scenario where their idea might prosper. This means that in order to be successful a creative mindset must be open to the idea of trying, even with risk of failing, therefore creative personal should be evaluated by their ability of trying more than once.
- g) Seeing if the creative mindset is able to accept diversity. This means that creative personal can prosper only when they are able to identify their consumers and in order to do so they must first cope with the challenge of understanding diversity, accepting it and knowing who to address and how to do it. Thus creative personal should have a high level of acceptance regarding society.

All the aspects explained above could be evaluated from the different quantitative and qualitative approaches. Nevertheless the results should be the same, in other words each of the points shown above should have high levels among creative personal. If the levels are low in either of the cases shown above, there is a risk that the creative personal is not as efficient as should be and therefore immediate action is required, if not the cultural institution risks failure.

However as shown above cultural marketing plays a huge role and comes as a helping tool for those (either staff or managers) who can or want to hide their lack of creativity behind a well-constructed process. Or on the other hand, cultural marketing can be an obstacle for a creative cultural mindset that is not able to communicate its work. (Durkheim, 1938)

Thus cultural marketing should also be considered as an attribute of creative cultural personal and included in the process of evaluating the creative mindset of the cultural personal. (Gauntlett, 2011)

5. Conclusions

Culture is an abstract term used to define a number of values and contributed to the evolution of mankind.

Marketing plays a huge role in promoting culture. Cultural marketing is based on the ability to promote but also to understand the needs of artists and expectations of the public.

When it comes to culture, creative personal plays a huge part in developing new products and services of culture. Creative personal has certain needs in order to offer results. Creative personal is defining for cultural institutions, but this does not mean that the creative process works into an absolute free environment.

Evaluating the work and the abilities of the creative personal is a difficult task which should be made regarding certain key points, one of them being the ability of the creative personal to promote, to present their work. The way the evaluation is made, ultimately affects the way creative personal works and generates results.

The future will give us more and more ways of spending our free time. This means that cultural institutions will be working into environments more and more in a hostile environment, thus, the abilities of creative personal become highly important because the quality of cultural products and services need to be better and better in order to compete with other ways of spending free time. Evaluating the creative personal and cultural marketing become two imperative aspects that cultural managers must not ignore.

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