SPECIAL ISSUE on Arts & Branding: Collaboration, Co-Creation and Inspiration of Brands by Arts

GUEST EDITORS

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Etude (Music) (40 x 50 cm, 2014), Michael Albert (USA) (http://www.michaelalbert.com)

INFORMATION

Arts and (commercial) brand management seem to belong to separate worlds. But a closer look shows how brand management can learn from the arts world and benefit from collaborations with artists. Following studies on the use of branding principles and brand management in the cultural and arts world (e.g. Baumgarth & O'Reilly, 2014), in

this special issue we now focus on the integration of arts into the management of conventional brands.

Collaboration with the arts is not new to brand management. One of the pioneers of corporate design and corporate identity was the Bauhaus artist Peter Behrens in his work for AEG. Poster artists like Jules Chéret or Henri Toulouse-Lautrec worked in the context of brand communication, and artists served as testimonials for brands (e.g. Maria Callas or John Lennon in Apple's world-renowned 'Think different' campaign). However, the discourse on and practice of integrating arts into brand management has become more diverse. Artists are now involved in extending brands through special arts editions (e.g. Louis Vuitton & Yayoi Kusama or Hennessy V.S. Limited Edition by Shepard Fairey, viz. "art infusion hypothesis" propagated by Hagtvedt & Patrick 2008, Baumgarth, Lohrisch & Kastner, 2014; Fuchs, Prandelli, Schreier & Dahl, 2013). They create mass communications (e.g., Tracey Emin photographed by Annie Leibowitz for Marks & Spencer; e.g. Hetsroni & Tukachinsky, 2005; Huettl & Gierl, 2012) as well as live communications (e.g., Swarowski crystal worlds, e.g. Joy, Wang, Chan, Sherry & Cui, 2014) and developing branding elements (e.g. Chupa Chups logo by Dali). Moreover, brands are collaborating with the arts in order to promote CSR (e.g. the Würth collection with ca. 17,000 works; BMW arts car collection; e.g. Kottasz, Bennett, Savani & Ali-Choudhury 2008), to (re)position the brand (e.g. Lee, Chen & Wang 2014) or to anchor the brand in the company (e.g. Berthoin Antal & Strauß 2013; Darsø, 2004). In addition, brand management can consider using arts and artists to identify "weak signals" (e.g. Dornbracht) as well as applying artistic techniques like drawing or making collages for arts-based brand research (e.g. Barone & Eisner 2012, Leavy 2009). Finally, arts can be used as a metaphor for brand management and organization (e.g. Anderson, Reckhenrich & Kupp 2010).

In addition, many contemporary artists discuss mass communication and (global) brands independently in their art works. The brand debate in the arts is characterized by both positive (e.g., Andy Warhol with Campbell's) and negative attitudes (e.g., Ron English against McDonald's or ZEVS against Google) toward brands. Here the brand owner and the artist engage in an act of co-creation in giving value to the meaning of the brand.

Despite the diverse range of examples, types and ideas, scientific brand research on this topic is still in its infancy. This special issue therefore sets out to present an integrated overview of the research so far and to provide an update on the, ideas and results of fresh, new studies.

We invite submissions on a broad range of issues, and welcome historical, conceptual and empirical contributions. We encourage studies that examine innovative and inspirational ideas, but demonstrate methodological rigor and provide credible empirical evidence. We encourage papers taking a management and/or a stakeholder view (e.g. consumers, artists). Some suggestions for broad themes include:

- Anti-branding and brand hacking by artists

- Arts and brand evolution
- Arts as "weak signals" for further brand development
- Arts as a metaphor of brand management
- Arts collaboration as a type of CSR activity for brands
- Arts in brand communication (e.g., mass communication)
- Arts sponsoring by brands
- Arts-based brand research (e.g., brand collages, Multi-sensory-sculpting)
- Arts-based brand spaces (e.g., flagship and pop-up-stores, brand museums)
- Arts-Brand-Collaboration in different sectors (e.g., luxury brands, FMCG brands, life-style brands, b-to-b brands)
- Brand extensions like special editions by artists (e.g., fine art, street art)
- Integration of arts in brand frameworks and theories
- Integration of arts in the education of prospective brand managers
- Internal branding and change management by artists (e.g., artistic interventions)
- Management of Arts-Brand-Collaborations (e.g. barriers, necessary management capabilities and skills)
- Replication and extensions of the arts-infusion hypothesis

SUBMISSION

Manuscripts should be between 4000 and 12000 words in length. This includes all text including references and appendices. Prospective authors should ensure their papers meet the Special Issue scope and must follow to JP&BM author guidelines (see: http://emeraldgrouppublishing.com/products/journals/author_guidelines.htm?id=jpbm).

Deadline for submissions: 31th January, 2017.

All papers need to be submitted online to the Special Issue on "Arts & Branding: Collaboration, Co-Creation and Inspiration of Brands by Arts" through the ScholarOne System (http://mc.manuscriptcentral.com/jpbm) after 30st November 2016. For informal enquiries you can contact the guest editor (carsten.baumgarth@hwr-berlin.de).

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