



The meaning of arts for brands

By Katharina Maute

GRIN Verlag Mrz 2013, 2013. Taschenbuch. Book Condition: Neu. 211x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, University of Southern Denmark (Marketing & Management), language: English, abstract: The aim of this case study is to carve out the multilayer role of art for creating zotter chocolate and zotter package design, and accordingly for the brand zotter. Therewith I would like to deepen our understanding of the diverse use/ commitment art can have for every day products like chocolate. To do so, I will handle zotter products as art-works. That means I will not consider art to transport a message, to copy reality or in other words to be an instrument for branding (as the classical branding literature does (cf. Lüddemann, 2007, p. 9 sqq.)), but as an 'independent, [autonomous] creative meaning producer' (Lüddemann, 2007, p. 9). Thus I will undertake a thought-experiment by applying a cultural studies perspective to an everyday commodity. I will proceed as follows. Firstly I will define art with an eye to zotter products. The third chapter deals...



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