Marketing strategies for international and ethnic diverse audiences

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Research project in cooperation with Prof. Dr. Martin Lücke (Macromedia University of applied science)

The implementation of cultural marketing in Germany in the 1990s[1]

Financial aims:
- Legitimation for public cultural funding by reaching the public
- A higher self-financing rate

Political aims:
- Activating policy of "cultural empowerment"
- Making cultural institutions more accessible
- Implementing "audience development" as a holistic approach
- Audiences as a mirror of the population

Current trends in cultural marketing in Germany since the turn of the century

1. Ethnic Diversity
- Changing self-image of Germany, politically accepted fact that it is an "immigration country" since 2000[2]
- Germany's society is becoming increasingly ethnically pluralized, most attractive country for immigrants among OECD states in 2014, 2015[3]
- The cultural sector has not had this "group" on the radar (e.g. "ethno-marketing")[4]

2. Tourism
- Changing image of Germany in the rest of the world since 2006 World Cup[5]
- The country as a tourist destination is more popular today than ever before[6]

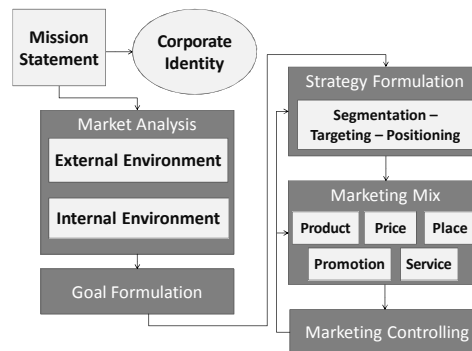## Currently three main target „groups" in cultural marketing

1. Since before 2000 up to now in the majority of cases: traditional target group(s) (implicit focus on German origin)[7]

   Since approx. 2000 additional and/or with intensified attention:

2. Population with migration background/ethnic groups (since appr. 2005)[8]

3. Culturally interested tourists (since appr. 1999)[9]

How does cultural marketing deal with target groups?

Model acc. to Klein 2011[10]

Traditional method to deal with target groups:
- Geographic Segmentation (e.g. country, town, district)
- Demographic Segmentation (e.g. sex, age, income)
- Behavioral Segmentation (e.g. visitors, non-visitors, not-yet-visitors)
- Cultural Segmentation (e.g. cultural origin)
- Psychographic Segmentation (e.g. social milieus, life style)

➡ The whole process for each target group?

➡ An "atomization" of target groups?

Research question

How do you carry out segmentation, targeting and positioning for target groups successfully who are difficult to define and/or overlapping and/or with conflicting wishes and needs?

A new way of segmentation, targeting and positioning?

Three factors that predict the wishes and needs of target groups the most:
- (Cultural) education (formal/informal) = do you know historical, cultural, philosophical aspects/related artists?
- Cultural interest in = are you interested in cultural offerings or can you be motivated to visit them?
- Familiarity with cultural sphere = do you know norms and values, customs, traditions, speak the language, understand/share local narratives

➡ Matrix developed based on three predicting factors for globalized target groups and eight theoretical possibilities of combination (types)[11]

Current status of the research project

➡ Search for empirical data to prove the eight theoretical types

Contact

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