
USE OF ART TYPES AND GENRES IN MARKETING COMMUNICATION OF BOOK PUBLISHING HOUSES

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Abstract

This paper deals with the use of art types and genres in the book publishing houses in Slovakia. The first part of the paper defines specifics of the art in marketing communication, conditions of its use in the marketing practice and impact of the marketing communication on a consumer. The second part analyzes the assumptions of using the art types and genres within separate tools of communication policy of the book publishing houses (advertising, sales support, personal selling, public relations). In the second part of this paper we also deal with a book cover as a promotion tool and artistic work. The aim of this paper is to point out different forms of cooperation of marketing and artistic communication in the specific environment of book publishing houses.

Keywords: marketing, art, publishing house

1. Introduction

Marketing communication which ensures a dialog between a company and a customer and connection of a product with the market is made available by elementary tools, such as advertisement, sales support, personal selling and public relations, and a quite wide space for application of art types and genres within the promotion/communication strategy of the company. However, efficient and effective syncretism of art and marketing assumes perfect knowledge of theoretical level of respective issue, its specific features, offered possibilities, benefits and risks, as well as marketing philosophy of the organization. Moreover, when considering the demand of a customer, clarifying and specifying his/her needs, or when determining goods satisfying these needs, the personal commitment of marketing staff, as well as initiative use of creative and unconventional approaches which respect personality and individuality of a customer are required in order to achieve communication synergy, selection of such technique of sale which is the most suitable and the most effective in the assumed or created situation for a certain customer/customers, product/goods, optimum use of internal and external factors which do not relate only with promotion or selling activities, but also with the total activity of the company, as

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well as optimum use of management approached particularly within connection of strategic, tactic and operative plans with control and implementation decisions. Fulfilment of these conditions can lead to achievement of decisive targets of the promotion strategy. It means the use of personal and impersonal, and direct and indirect communication tools for fulfilment of planned tasks in the field of sale of products, presentation and communication support of the whole offer of the company on the market in required quality and quantity, performance of synthetic and analytical activities connected with market research and building and development of image and reputation of the company in personal and goods structure [1].

Successful synergy of marketing and artistic communication is given by the nature of both communication levels. While marketing communication represents a system of communication methods and tools helpful in influencing purchase behaviour of customers in order to implement goods on the market, artistic communication is based on the transfer of aesthetic information between the author and a recipient through a work of art (literary, musical, fine art, dramatic, etc.), while the aim of such transfer is to evoke aesthetic experience (activation of fantasy, emotions, imagination, and rational elements of recipient's psychic, integration of emotional elements and intellectual, moral, voluntary parts of a human personality, and enrichment of consciousness and existence of an individual). And this elementary point of contact based on the communication itself and addressing of a recipient by a certain impulse in order to achieve a defined target can stimulate synergy of marketing and artistic communication and use of art types and genres in marketing practice. In this connection Štefan Gero states: "Art in marketing (...) becomes a new tool how to form a taste of a consumer, a new chance for art to be accepted by the widest layer of recipients, but also to improve quality of marketing ideas." [2]

On the other hand, effective synergy of both communications is conditioned by fulfilment of necessary assumptions. Only their objective consideration can lead to a responsible decision of a company which art genres will be applied in the process of marketing communication, which promotion tools will be selected and what result can be expected in this connection. These elementary conditions also include the adoption of the issue at both theoretical and practical level. It means thorough knowledge of marketing philosophy of the company and targets which the company wants to achieve on the market, character of offered goods and services, promotion strategy and, of course, target consumer being addressed by separate tools of marketing communication. According to M. Foret, P. Procházka and T. Urbánek the behaviour of people which is connected with consumption of products is one of the most important part of human behaviour as such. It includes reasons why people express their wishes to have products which satisfy their need, methods for their achievement and impact influencing this process. A satisfied customer who regularly buys products from a popular company and refers these products in the environment where he/she lives in positive way represents a key to profitability [3].

Adequate knowledge of requirements, attitudes and behaviour of consumers plays an important role in selection of communication strategy based on addressing of customers by art types and genres. Significant differences among consumers influenced by cultural, social, personal and psychological factors are also reflected in the way of accepting and processing of impulses sent by marketing environment of the company. If the company decides to build its marketing communication on elements of art, it should definitely take into account customer's profile of the target group and on the basis of this profile it should decide which genres, forms and procedures will be the most suitable and the most effective in this case. It means that the initial issue will be the answer to the question how the consumers will react on different communication impulses (they can react differently on the same impulse and different reactions can have the same reason of the impulse).

2. Conditions of use of the art communication in the environment of publishing houses

In case of book publishing houses the art types and genres present in separate tools of marketing communication are based on elementary functions which fulfil a promotional message within a specific environment, product (verbal artefact as a holder of thoughts of the author and a symbol of spiritual heritage of a nation), communication channel and recipient (target group with inclination to genre-heterogeneous literature).

In the publishing environment the task of the marketing communication, which represents a tool of interactive dialogue between a company, organization and its customer, is based on different stages before sale, during the sale, using of a product and after completion of its using, creation of positive image of the institution, informing, persuading and motivating of a customer to buy the product [4]. In order to achieve the abovementioned targets, publishing houses choose information channels (press, radio, television, show-window of bookstores, book covers, etc.) which will support their communication efforts and help them to succeed in a competitive environment in the most effective way. At the same time they also search for new possibilities of application of effective and original ways of presentation of their products and the company itself within separate tools of marketing communication, which will be dealt in the second part of this paper.

2.1. Use of art types and genres in promotion of products of book publishing houses

Before deciding on selection and way of application of art types and genres in the promotion, the publishing house shall choose communication channel for which the promotion message of the publishing house is designated. If a publisher decides to use intermediation of its promotion message by press, it should take into account the specifics of this media (similarly as in case of other

media). It means positive and negative aspects connected with such media. As far as promotion message in newspapers and magazines is most often based on connection of visual (photos, graphic, painting) and textual part (slogan, promotion text), the content and formal side of the printing advertisement is particularly affected by photographic, fine and literary art. Elements of literary and dramatic art increase effectiveness of promotion communication channels spread by electronic media.

To attract attention and generate interest of a potential customer in a book product in auditory and audio-visual media, the publishers often use thematically oriented TV and radio programs which bring information on the latest book titles from production of Slovak and foreign publishing houses, on books that incurred on the book market for the first time years ago and which are still published in re-editions, on national and foreign authors and publishing houses.

In Slovakia function of promoters of book culture is particularly fulfilled by public broadcasters, which is Radio and Television of Slovakia (RTVS). It means that among auditory media individual circuits of the Slovak radio provide the widest space for promotion of activities of book publishing houses (particularly Radio Slovensko, Radio Devín, and Radio Litera). Promotion message is usually included into the scenario of literary shows and it is interpreted in the form of interviews, radio adaptations or dramatic reading under active participation of actors, stage directors, dramaturges, scenario writers, and other people who are also inextricably connected with theatre and film art. Separate teams led by chief dramaturges support philosophy of mutual effect of advertising by their activities and personal support (promotion of book titles) and art (elements of literary and theatre art). They prepare artistic radio genres for the broadcasting (monological tales, radio fairy-tale plays, radio tales for children, youth and adults) and they also prepare for the listeners dramatization of Slovak and world literary works and translations of world's radio drama production beside the original Slovak radio drama production. These broadcast programs (e.g. *Literárne okienko*, *Čítanie na pokračovanie*, *Parnas*, *Slovenská poézia*, *Slovenská próza*, *Literárna revue*, *Literárny zápisník* (*Literary windows*, *To continue reading*, *Parnas*, *Slovak poetry*, *Slovak prose*, *Literary Revue*, *Literary diary*) focus not only on promotion of new books, but they also deal with older Slovak and world's literary books belonging to classics of the literature which are permanently present on the book market thanks to their re-editions.

A wide spectrum of art types and genres can be found also in advertising messages of audio-visual media, but the book publishing houses choose a form of traditional TV promotion spots only very rarely, also despite the fact that TV owns the largest number of means affecting people. A reason of this fact is particularly financial and time demanding of their production. Therefore, also in this case promotion message of book publishing houses is spread mostly by TV programs about literature, culture and art broadcasted by public broadcast television. Technical and personal components which are typical also for film and theatre art participate on the process of preparation of these programs

(dramaturgy, production, direction, editing, camera, sound, etc.). This also includes application of scenographic procedures reflected into designs of a scene - TV studio, interior furnishing, lightening, or costumes of speakers. Several programs about literature and book culture have been part of a program structure of the public broadcaster - Slovenská televízia in the previous years (particularly of its second channel). Nowadays, particularly a cultural program *Umenie (Art)* focuses on situation in art and its aim is to provide its spectators a various look at cultural and art life in Slovakia. It deals with actual events of dance, visual, musical, theatre and literary world by its separate parts. Promotion messages connected with publishing production form organic part of the final audio-visual piece of work. They are included in the form of interviews, reports, artistic and author readings, etc., which require the application of film, theatre and literary practices. An integral part of most radio and television programs as tools of auditory and audiovisual promotion of book publishing houses is live or recorded music. Classical and jazz music are the most significantly used in this kind of programs; while their most frequent use at the literary level is given by a specific character of a target group with inclination to spiritual values.

However, the art types and genres can be found out not only in advertising communication means broadcasted by press, radio, and television, but also by a new media - Internet. Most publishing houses use Internet for presentation of books in the form of their own Internet web-pages or pages of Internet bookstores working with elements of animation (animated banner) and graphic design.

2.2. Use of art types and genres in sales support and personal sale of products of book publishing houses

Within the environment of publishing houses, art is reflected into the tools of sales support in several forms and at several levels (banners, presentation of products at the points of sale, competitions with awards, presents, trade and contracting fairs), while each of them provides other possibilities of processing and addressing of a target group. In order to achieve higher efficiency, the marketing staff often chooses a principle of combination and parallel cooperation of several tools, which provides a wide space for application of creative approach (such as trade fairs - banners - competitions, presentations at the points of sale - banners - competitions, promotion subjects - competitions, trade fairs - banners - presentation at the point of sale - competitions - promotion subjects).

The primary aim of the banners is to attract attention of a potential client and to evoke interest in a product being offered, while they should intermediate a promotion message with imagination, but respecting certain aesthetic criteria. Their final visual design depends on presented literary genre, thematic focus of a book and a target group to attract. The abovementioned factors also affect final visual composition (e.g. in case of detective genre books, used colours are darker, more dramatic shades are used, while the colours are brighter with

positive emotional affect used for children literature). In most cases a dominant element of a banner is the cover of the book, it means art genres are made present directly by using it. Besides promoting of a specific title (titles), banners are used for promotion of an author publishing his/her current work in a certain publishing house. This intention is most often carried out by using a photo - artistically processed portrait.

Sales promotions in mega stores and hypermarkets, which prefer occasional promotions, are the most profitable for the publishing houses (Christmas, beginning and end of a school year, etc.). They are organized in the form of different competitions, discount vouchers, free copies or awards. Their aim is to make decision of a customer about buying a book more quickly and to use emotions under which a customer usually buys. However, this method has no contribution in building stable and loyal customers. Also in this case the connection between promotion and art sphere is carried out by covers of books as awards in competitions, or free copies, as well as elements of literary and theatre art.

We can mention the project *Anasoft litera* organized by the civic association *ars_litera* since 2006 as an example of use of artistically oriented competition for marketing purposes. Literary award *Anasoft litera* is awarded once per year for the best original Slovak prosaic literary work or for a translation of the original prosaic literary work of authors who are not citizens of the Slovak Republic and whose works were published in form of a book in the previous calendar year. Voting takes place in two rounds: in the first round a professional committee chooses ten best books - finalists of the literary price from whom a winner will be chosen in the second round by voting (author or collective of authors of a winning title); the winner is awarded with a sum of 10,000 euro [*Štatút Anasoft litera*, 2015, <http://www.anasoftlitera.sk/sk/onas/statut/>, accessed 03.07.2015]. Despite the fact that the competition does not form an organic part of marketing communication strategy of any specific publishing house, it supports selling of books of several publishing houses by using literary art. The award ceremony visited by authors, representatives of publishing houses, media and public are accompanied by musical performances, dramatized reading from nominated books by actors and writers, film projections (film portraits of nominated authors), etc. Together with the award the abovementioned civic association also organizes literary festival *Anasoft litera fest* which includes author's reading of nominated finalists, meeting with writers, concerts, theatre performances, fairs and film projections contribution to sales support of selected authors and books, as well as to promotion of book culture as such.

Fairs provide a space for using of all art types and genres and it depends of the character, focus and scope of creative approach of a specific publishing house, which one it will choose. Fairs are also an excellent support for advertising and other promotional techniques. Their most important aspect is the direct contact with readers who have a chance to look at the particular book and see its content after being addressed by a print or radio advertisement. The

biggest book fairs include International Book Fair in Frankfurt am Main (organized since 1948), in Leipzig, Paris, London, Budapest, Turin, Buenos Aires or International Book Fair for Children and Youth in Bologna. Promotional effect of the fair is strengthened by elements of literary (active presence of a speaker, interviews with writers), theatre (dramatized reading from books, improvisations), musical (musical performances), action (performance art, body art), dance (scenic dance), film (promotion film about a publishing house, documentary film about an author), fine and photographic arts (exhibitions). The Slovak publishing houses introduce themselves by their own booths in some world's fairs. In some fairs they present their publications in national expositions prepared by Literárne informačné centrum (Literary Information Centre - LIC) in Bratislava. LIC, which serves as a conceptual documentary workplace in the field of original literary production in the Slovak Republic and Slovak literary production abroad, ensures participation of subjects of Slovak literary culture in national expositions with the most important international book fairs and exhibitions abroad, and it is authorized to do so by the Ministry of Culture of the Slovak Republic. Fairs schedule is prepared by choosing fairs from 76 existing international book fairs all around the world on the basis of a research among publishing houses and other subjects of working within book culture. Cultural-artistic events, public readings, musical performances, exhibitions and meetings attended by important personalities of Slovak cultural and literary life are organized within the national expositions [*Literárne informačné centrum – informácie zo súčasnej slovenskej literatúry. Medzinárodné knižné veľtrhy*, 2015, http://www.litcentrum.sk/knizne_veltrhy/, accessed 03.07.2015].

The International Book Fair Bibliotéka is organized each year in the Slovak Republic and it offers a possibility to writers, translators, publishers, book printers, distributors, library staff, and readers to meet discuss. The professional guarantee is assured by The Association of Publishers and Booksellers of the Slovak Republic that as independent voluntary organization represents interests of its members, protects their publishing and sales activities, supports their general development and executes consulting and informative services [*Združenie vydavateľov a kníhkupcov Slovenskej republiky*, 2015, <http://www.zvks.sk/>, accessed 03.07.2015]. The trade fair Bibliotéka also includes the exhibition Pedagogika which present professional literature, dictionaries, schoolbooks, teaching aids, educational programs and offers to study at universities. Rich accompanying program of several days event use more types and genres of art in order strengthen attractiveness and visit rate of the fair. This program also includes presentations of new books, autograph signings with authors, literary debates, competitions for awards, poetry shows, performances of literary clubs, concerts, public readings of books by authors or famous actors, or film performances.

Presentation at the point of sale is a popular tool of its support in the environment of a publishing house. They are organized in bookstores and in addition to literary art (reading of extracts from the books, literary shows,

interviews with writers). They also use elements of fine art (exhibitions, interviews with illustrators), photography (exhibitions of photos), music (performances of musicians), theatre, dancing and action art (performance art, short theatre entries, public reading by actors, dancing performances). Nowadays the presentations are organized in the networks of several Slovak bookstores (e.g. Martinus, Artforum, Panta Rhei).

Personal sale in the publishing environment is often carried out in cooperation with other tools of marketing communication. Therefore, it uses art types and genres which can be applied within the advertising, sales support or public relations (personal sale in the book fairs, at the points of sale, etc.). However if we see the personal sale in narrow scope and we base on its definition of a tool of promotion goods and services based in personal communication of sales representatives of the company with a potential customers, presence of art elements is limited by type and genre (when compared to other tools of marketing communication). Also in this case a key role is played by the cover of the book, which represents one of the most important communication tools of a publishing house. Possibilities of application of painting genres, photography or body art create a space for application of creative approach of an author. As far as personal sale is based on personal communication, verbal art is made present in work with language, in selection of suitable combination of words, collocations, in the way of wording the sentences and selection of language means. Depending on a specific situation, place and character of a customer, it is also possible to use elements of verbal, musical, fine art, theatre art or art of action. A specific example is the organization of meeting with students of elementary schools and kindergartens and their parents, where a sales representative of a publishing house (alone or in cooperation with other persons) uses theatre improvisation connected with the use of music and visual art (props, puppets, etc.) in order to involve the present people into the event, while the sales representative also uses tools of advertising (leaflets, posters) and sales support (banners, competitions, presentation of a product, presents, trade fairs) which contribute to successful progress of marketing activity.

2.3. Use of art types and genres within public relations (PR) of book publishing houses

Thanks to their character and tasks fulfilled in the marketing communication of a publishing house, public relations require a special attention when choosing and applying tools and their original image by an artificial language. PR represents the art of building of trust and sympathies between a publishing house and its environment (readers, authors, suppliers of services, sales distributors, banks, and media) and of positive image of the publishing house and its products in the eyes of potential consumers. It means that main functions of PR are based in formation of opinions about the publishing house, stimulating of interest by its publishing activities and in protection of reputation

of the publishing house in a moment of crisis. Image of the publishing house must be presented to customers in simple and clear way. It is necessary to focus on a theme, to be consequent when using a chosen image and to keep this image unchanged during longer time period. The most important tools of publishing PR are carried out in the form of charitable events, sponsoring, corporate magazines, promotional banquets and events, information for media, press conferences, lobbying, occasional publications, reports, development of relations with the local public and the environment, seminars, interviews with authors, awards or competitions. The role of PR in the publishing houses becomes still more and more important due to increasing of costs for paid advertising, low budgets for promotion in the publishing environment, advertising chaos, decrease of interest and trust of customers to advertising, relatively high number of possibilities to attract media by a product, existence of a group of people living on informing about books, continuous trust of costumers to certain reviewers or inclusion of books among cultural and scientific values. PR results are reflected in exposition of books in the bookstores, identification of logo of a publishing house or publishing series, change of awareness of customers, increase of sale and profit [4, p. 11-130].

Photograph and genres of fine art are widely used in printed tools of PR (catalogues, bulletins, brochures, posters, edition plans). Literary interviews with writers, extracts from their books and portrait photos are part of press or electronic edition programs defining basic information about books that will be launched to the market in near future (mostly within three or six months), but also about books that have been already published. Inseparable part of all PR press tools are covers of the books, which by using of a photo, painting, drawing, graphics and other types and genres of fine art contribute to effective use of art in favour of creating a positive image of the company.

Most often, press conferences take place in cultural institutions, bookstores or coffee-bars, but are also organized as a part of programs taking place in book fairs. Beside the author, also representatives of a publishing house (director, PR manager, etc.), or illustrators and translators are present on such press conferences. A speaker asks questions of present representatives of media and provides answers by involved persons. Press conferences are usually organized by publishing houses when publishing socially significant book or author, publications which are extraordinary for their theme or treatment (e.g. books published in cooperation with other institutions or persons of cultural or social and political life), but also in case of an interesting project initiated by a book publishing house. Art genres participate on the press conferences in the form of musical performances, dramatization, public reading of actors or writers, exhibitions of illustration or photos from the presented book, film projections, artistically processed covers of the book, etc.

Social and informal events being organized by the publishing houses contribute to creation of positive image of the company and maintenance of good reputation in the eyes of public, supporting of other communication activities and influencing of a specific group of customers. For example, they

include concerts, premiers of theatre plays or films, literary events, dancing performances or exhibition openings which usually correspond with production of a publishing house in a certain way or they are connected with a specific book title. Beside other things, a wide spectrum of applicable art types and genres result from a characteristic feature of a target group - from its positive relation to literature and literary art.

One of the huge literary projects which also takes place in Slovakia is the event Literature Night - Through Europe between the Lines organized by European Union National Institutes for Culture (EUNIC). Thanks to the cooperation of foreign cultural institutions in Slovakia, famous actors read extracts from actual translations of works of current European authors on atypical places in the centre of Bratislava and in other places, while public can visit separate places by using a special map.

Sponsorship activities of the publishing houses are mainly focused on supporting projects connected with art and culture. They help to create immediate interconnection of a specific PR tool with literary genres (reading from books, literary competitions, interviews with writers, awards in the form of books as literary artefacts), fine art (competitions in drawing, exhibitions, illustration of books for children), film art (film projections) or theatre art (dramatization of tales, theatre performances).

2.4. Book cover as a promotion tool and a piece of art

Book covers as elementary promotion tools of publishing houses act not only in position of autonomous 'units' (for example in bookstores), but they also form the core of advertising in print, audiovisual and online media in its most diverse forms (advertisements in the press, billboards, leaflets, posters, TV commercials and programs about books, websites, etc.).

We can speak about a book cover as a basic point also in connection with the overall communication strategy of a publishing house, or within all marketing communication tools (advertising, sales support, personal selling, public relations). It is necessary to point out in this connection that while suitable selected visual effect can direct attention of a potential reader and strengthen the testimony value of a book product. Wrong selection can significantly weaken promotional effect of a book cover.

Shift into new meaning contexts is also interesting, which was caused by the presence of artistic artefacts on the book covers. While its (original) primary mission was based in artistic, aesthetic and spiritual level, the current form of application leading to commercialization gives the book covers promotional and informative function. Depending on the genre and content of separate book titles, also different types and techniques of visual art (painting, drawing, graphics, caricature, and sculpture), action art (body art) and photos in different forms and contexts are used. The photo underlines a plot line of a story or it stands in the position of an autonomous artistic artefact the aim of which is 'only' to attract attention of a recipient.

In order to strengthen the promotional effect of a book cover, its authors often use elements of film and theatre art because of close connection with literature - many literary artefacts become the base for making of a cinematographic or theatre masterpiece (and vice versa).

Book illustration has a specific place within a book and its cover, which is oriented on a child and adult recipient, and which depicts thoughts of a literary artefact by using of 'painting' language, and so simplifies texts and parts of the text which are more difficult to describe. It helps with orientation in the book and increases the effectiveness of communication between the author and a reader. Illustrators who are mostly engaged in free fine art use their own author's manuscript which is easy to identify after a certain time and more book titles. It penetrates into awareness of recipients and particularly in case of famous and internationally accepted illustrators it increases the prestige of a publishing house and contributes to the formation of a good reputation of the publishing house in the eyes of public. Positive effect is multiplied if a book is awarded in some important foreign and national competitions and fairs of children's illustration.

Beside technical innovation of the time, cover of a book holds a key role of a parallel 'broadcaster' of marketing and art information, while it offers a wide spectrum of possibilities of its artistic treatment.

3. Conclusions

Environment of publishing houses create optimum conditions for application of art types and genres. They are given by focus of activities of publishing houses (spreading of literary works). It means by work with literary artefacts, as well as by the character of a target group of consumers with inclination to literature. Scope and extent of use of art types and genres in the publishing environment mostly depends on the size of a publishing house and the character of its production (e.g. occurrence of artistic elements in marketing communication of a publishing house focusing on technical and specialized literature is significantly lower than in case of a publishing house dealing with imaginative or fine arts literature).

Artistic communication used within marketing communication tools is presented particularly in advertising and public relations. However, it is also widely used in sales support and personal sale. In connection with advertising it is necessary to point out that advertising is not carried out in the form of traditional audio or audio-visual spots in the publishing environment, which are common in case of other products and services, but mainly in the form of radio and TV programs focusing on literature and art, or reviews and notations in the printing media. The main reason is particularly financial and time demanding of their production.

The most important tool of promotion used in the publishing environment is still the cover of a book which is depicted in all tools of marketing communication. Beside its informative function, also its aesthetic dimension is

very important, which is strengthened particularly by elements of fine art (painting, drawing, graphics, sculpture, caricature, etc.), by a photo or elements of art of action (particularly body art).

In order to use the promotion power of artistic artefacts in the marketing practice most effectively, more creative and braver approach of marketers and advertising creators, customers and sponsors of promotion messages, as well as target groups of consumers is necessary. A process of overcoming of common stereotypes is quite long, but it can be supported by progressive changes in the field of high quality education of future marketing experts, establishment of studying programs oriented on use of art in marketing (and marketing in art) and searching of new effective ways of their integration and application in order to achieve set goals. Education of future generations of consumers, forming and development of their critical way of thinking, as well as the abilities to formulate and address clear concepts and requirements from the position of a receiver of promotion message are also very important. And exactly the increased demand of a target group on the quality and level of aesthetic presentation of communication messages represents one of the key moments which can affect further direction and form of marketing strategies of companies, and so the extent of application of art genres within them.

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