**Open questions with answers**

**6 Events and Branding**

**Question 1**

Read the case description below and answer the following questions.

**Glow Light and Architecture**

Eindhoven, technology and light are inextricably bound together. It is a combination that reflects the character of the city and its residents. Light stands for ideas, design, innovation and technology, which fits perfectly with Eindhoven, the city of inventions and innovations – in the past, present and future – from televisions and radios to design solutions that allow people to live independently for longer. It is not for nothing that Eindhoven belongs to the world’s technology players, and ‘light’ symbolizes that. It illustrates that Eindhoven is evolving and growing. It fits the character of the past and belongs to the character of the future. The name of ‘Glow’ refers to all that. For eight days, the city centre of Eindhoven is in the spotlight. Light is displayed by light artists in various creative ways. One of the main sponsors of Glow is Philips. After all, Eindhoven has had the image of ‘city of light’ for many years now, and this is, of course, because the international company of Philips is rooted and still located here.

Source: www.gloweindhoven.nl, adapted by the authors

a Explain in what way the Glow event may lead to an image transfer for the city of Eindhoven.

***Answer to question1a***

When visitors to Glow get associations of light technology and design and these are transferred to the image they have of the city of Eindhoven, it is a case of image transfer. The source is the light festival and the target is formed by the visitor and the image of the city of Eindhoven.

b Is Glow an internal branding event, a sponsored event, an ingredient branding event or a co-branding event? Explain why.

***Answer to question 1b***

A co-branding event, because it involves the linking of two brands (Glow and the city of Eindhoven) which is supposed to evoke joint associations. The host – in this case, Eindhoven – is the host of an event that fits its image, i.e. associations with light, design, technology, and so on.

**Question 2**

Carefully read the case description below. Can Groove Festival be considered as a brand? Substantiate your answer.

**Groove Garden Festival**

Groove Garden is a three-day festival that is organized every year in Sittard. The festival always takes place in the month of May, which makes it perfectly suited as the opening of the festival season. During the weekend, there are about sixty different artists on three stages. Over the years, the visitor number has grown from a modest five hundred to no less than fifteen thousand. The event features various styles of music, such as club, deep house, disco, eclectic, electro, groove, house, minimal, progressive, tech house and techno. The line-up consists of several national and international DJs. For example, DJs from Belgium, the UK, Sweden, Spain and the US have already played at the festival. The event takes place during daytime. It is organized by Fun Sensation, an event agency in Sittard.

On 5 May 2005, Groove Garden was held for the first time within the context of the Liberation Festival in Sittard. It was a small-scale party with only three DJs. The event was held in the ‘Kloostertuinen’, a beautiful city garden situated behind the Markt. From 2006 to 2009, this was the regular location of the event, but in 2007 it had grown into a two-day festival. Meanwhile, the organizes have had to relocate the festival to a bigger location: the former CIOS grounds in Sittard. Apart from the outdoor Groove Garden Festival, an annual indoor edition is hosted every year too (since 2009). This indoor party only lasts one day and doesn’t have a fixed location. It took place for the first time in ‘Katsbek’ in Susteren, the year after that in ‘Mondial’ in Beek and in 2011 in ‘Philipshal’ in Sittard. A new indoor concept was launched onto the market in 2015: My House Is Your House, aimed at making the indoor event smaller in scale and more intimate. The minimum age of the visitors is 21 years. Finally, a Beach Edition was organized in Maaseik, Belgium in 2009. Unfortunately, this was a one-off event.

Source: www.groovegarden.nu, adapted by the authors

***Answer to question 2***

Groove Festival can be regarded as a brand. It is comparable to the Black Cross from chapter 6. A brand is a product, service, person or place to which, with the buyer or consumer in mind, relevant, unique, symbolic values have been added that are closely related to the needs of the consumer. It has a number of characteristics which apparently represent added values. The question is how strong the brand is in relation to the Black Cross event.

**Question 3**

Choose a brand that regularly deploys events strategically, such as a well-known car make, an insurance company or a telecom business. Brands are given meaning and events can contribute to this. Explain how the identification function, the assurance function and the symbolic function of the brand are given substance to and what the role of events is in this process.

***Answer to question 3***

This does not involve an event as a brand, but a brand that uses an event for the purpose of loading a brand. Have the students come up with an example themselves. The identification function, the assurance function and symbolic function are explained in section 6.3.1 of the book.

**Question 4**

An event sometimes has the potential to become a brand, such as the Black Cross event. Choose an event that may be considered as a brand.

a Conduct a means-end analysis for this event, in which you translate the specific attributes of the event into brand values.

b Carry out a meaning structure analysis for this event, as was done in the book for the Black Cross event in figure 6.5.

c Describe the components of Kapferer’s identity prism (figure 6.8 in the book).

***Answer to question 4***

Differs per student.

**Question 5**

Image transfer is the transfer of valuable associations on the part of the consumer (or visitor) from one brand to another brand, product or activity. From the impressions and experiences that people have with a brand, they create an image for themselves. At least two parties are required for an image transfer: a source and a target. The target (the audience) of the event must have certain associations with a source, because otherwise there is nothing to transfer. Choose an event and explain which associations it evokes in the area of content, polarity and power.

***Answer to question 5***

This is explained in section 6.5.1.

**Question 6**

Read the newspaper article below and answer the questions.

**Adrenaline rush energy drink *and* marketing efforts**

Red Bull’s latest stunt was sponsoring a free fall performed by a stuntman (Felix Baumgartner) from a hot-air balloon at an altitude of 39 kilometres. Millions of people around the world watched the stunt – and the drink’s logo - live via YouTube. ‘Red Bull is marketing.’ Red Bull associated itself with extreme sports from the very outset. (…) But the manufacturer has also created new sports, such as Red Bull Crashed Ice, with skaters racing down a steep downhill ice track filled with drops, hairpin turns and gaps, and Red Bull Cliff Diving, with divers jumping off cliff faces at heights of up to 27 metres, or from a 26-metre high platform in the old sea port, as in 2009 in Rotterdam. Rotterdam was the backdrop of two editions of the Red Bull Air Races, involving racing pilots navigating a low-level slalom track marked by air-filled pylons at breakneck speed. (…)

‘Tell me and I forget. Teach me and I remember. Involve me and I learn.’ (…) ‘The strength is that the company does not bring the product to the people, but the people to the product – through surprising and unique events that are sensationally executed.’ (…) All Red Bull events are adrenaline-packed.

a Red Bull uses events as a strategic marketing tool. Do you think that this involves sponsoring? Substantiate your answer.

***Answer to question 6a***

a. It involves sponsoring. It is about internal branding events (see section 6.6.1). Red bull is the financier and has overall control. Valuable and desired associations are transferred to the consumer.

b Which of the four perspectives of the EVENTS model (relationship marketing, marketing communication, internal or external branding, and city marketing) applies to the example of the stuntman and why?

***Answer to question 6b***

Marketing communication, because knowledge, attitude and behaviour are influenced by the brand’s association with extreme sports. In the end, the aim is for consumers to buy Red Bull.

External branding is also a correct answer, if properly explained: it’s about creating valuable associations of visitors / spectators with the Red Bull brand.