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New Influential Report Places Culture at the Heart of Commercial Practice

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Arts & Business' new publication Beyond

Experience: *culture, consumer & brand* features

**consumer gurus Pine and Gilmour's showing how
to use art to render authenticity in business**

Arts & Business commissioned Joseph Pine & James Gilmore, the influential authors of 'The Experience Economy' and 'Authenticity' to explore the driving changes in cultural consumption and prove how businesses can work with the arts to rebuild relationships with their markets. The new report Beyond Experience focuses on the ever shifting needs of consumers, trying to understand better the relationship with the product or service they are consuming. It promotes these as transformational experiences which can be created through businesses' dynamic and innovative association with the arts.

Throughout these difficult economic times, appetite for cultural consumption remains strong, attendance levels are being maintained or increased for the majority (70%) of cultural organisations.

The influential report shows that businesses still want to invest in the arts, but are looking for new ways to engage. The Arts & Business publication goes on to track the move away from contracts of pure

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sponsorship and towards more sustained and collaborative partnerships.

Joseph Pine and James Gilmore (the influential US authors of **Experience Economy** from which the term experiential marketing comes) write in **Beyond Experience: culture, consumer & brand** how culture can be placed at the heart of commercial practice. The consumer gurus go onto explore the changing nature of consumers, and their increasing need for *authentic* experiences and *meaningful* transformations. They also explore how brands and businesses can work with the arts to rebuild relationships with their markets.

Colin Tweedy, Chief Executive of Arts & Business, chaired the discussion and commented: “Arts & Business’s mission is to spark new partnerships between commerce and culture. There is a clear trend which shows that the businesses which place culture in the driving seat have more meaningful and direct relationships with their consumers. We commissioned established thought-leaders Pine & Gilmore to write a provocation paper to explore and define the role of culture in emerging commercial practice. I invite you to read it and share your views.”

One of the panel members Mat Hunter adds: “The commercial creativity of designers that is valuable in business – it is the cultural insight and capital of the arts that matters too. In a world now supplied with high quality, well priced goods, how can we better meet consumers’ needs? The arts have much to offer.”

Beyond Experience: culture, consumer & brand was launched on 8 December with a free panel discussion at Cass Business School, including contributions from The Sunday Times and Frieze Art Fair.

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Notes to editors:

- To download the report please go to:
- To comment on the report please go to www.culturalbranding.co.uk
- Joe Pine is a writer and veteran consultant to entrepreneurs and executives alike, Joseph Pine's books and workshops help businesses create what modern consumers really want: authentic experiences.
- Joseph Pine's career as a business coach began at IBM when he did something truly unorthodox: he brought business partners and customers into the development process of a new computer. Taking from this the lesson that every customer is unique, he wrote a book called *Mass Customization* on businesses that serve customers' unique needs. Later he discovered what he would coin the "Experience Economy" -- consumers buying experiences rather than goods or commodities -- and wrote a book of the same name.
- Pine and his friend James Gilmore have since turned their focus to authenticity, which they argue is the main criterion people use when deciding what to buy. (The idea was featured in *TIME*'s "10 Ideas That Are Changing the World," and also became a book.) They joke that their company, Strategic Horizons, ought to be called "Frameworks 'R' Us," after their specialty in helping others see business differently.
- "Once I began to think like [Jim] Gilmore and [Joseph] Pine, I found myself coming up with seemingly authentic experiences for even the most insipid products." *John Cloud, TIME*
- http://www.ted.com/index.php/talks/joseph_pine_on_what_consumers_want.html
- <http://www.strategichorizons.com/joePine.html>
- Mat Hunter is a consultant with 15 years' experience in design driven innovation. Formerly a Partner at the widely respected, international consultancy IDEO, Mat now works independently to bring a consumer perspective to both commercial and public sector businesses. His experience spans automotive, computing, consumer products, food, healthcare, media and energy industries. Mat also has a particular interest in the use of design as a thinking and problem-solving tool to generate innovation in business and government policy. He has received several awards for his designs in the US, UK, Germany, and Japan, and has appeared on television programs on design and innovation for the BBC, Discovery, and Bloomberg Television.
- Professor Vincent-Wayne Mitchell - Before joining Cass as as head of the marketing group in 2004, Professor Vincent-Wayne Mitchell studied for his MSc and PhD in Marketing at UMIST where he was UMIST's youngest Professor. His main research interests are in consumer-behaviour

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including: Theory of Perceived Risk; customer complaining, retail branding, consumer ethics and consumer confusion. He has published over 200 articles and papers and has won 8 Best Paper Awards, including the prestigious Stanley Hollander Prize, as well as being a regular presenter at international conferences. His publications include Journal of Business Research, Journal of Consumer Affairs, British Journal of Management, Journal of Services Marketing, Journal of Economic Psychology, Services Industries Journal, International Journal of Marketing Research, Journal of Consumer Marketing, European Journal of Marketing, Journal of Product and Brand Management, Journal of Marketing Management.

- Vince's research has been extensively reported in the Financial Times, Times, Guardian, THES, Radios 1 and 4, Granada TV, BBC Northwest and Channel 5. He has done work for the DTI, Tesco, Coca Cola, Boots, Safeway, Co-operative Bank, Early Learning Centre, Viatel, Visa and is an expert adviser for the OFT.
- Charlie Newbery, Marketing Manager for The Sunday Times - Charlie has worked in agencies including Mediacom and Universal McCann. He now oversees the new brand proposition for the Sunday Times and leads on activation through groundbreaking products such as Times+.
- Dr Anne Thidemann, General Manager, Frieze Anne has a PhD in the history and development of the modern art market looking at the French art market in the 19th and 20th centuries. Anne has been with Frieze since 2006. Previous to Frieze she was the project manager for a publishing company in Cambridge and for projects at the Imperial War Museum and The Fitzwilliam Museum.
- Arts & Business sparks new partnerships between commerce and culture. We connect companies and individuals to cultural organisations and provide the expertise and insight for them to prosper together.
- Arts & Business' total figure for private sector investment in culture reached a record high in 07/08, climbing 12% to £686 million in the UK. However, investment from business declined falling 7% from the previous year to now stand at £163 million and accounts for 24% of the overall contribution from the private sector.

Arts & Business (A&B) is a registered charity in England (274040) and in Scotland (SC039470).