



# L'utopia della “Gorizia, Nizza austriaca”: processi di brand meaning di una destinazione turistica

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# Agenda

- Oggetto e obiettivi
- Quadro teorico
- Contesto empirico e materiale di ricerca
- Video tratto da “Il Capitale” di Philippe Daverio
- Conclusioni

# Oggetto e obiettivi

- I processi di branding di una destinazione turistica
  - Territorio come concetto analitico (Rullani, 2004)
  - Destinazione come astrazione del territorio indirizzata allo sviluppo economico dello stesso tramite il turismo
  - Brand come contenitore di significati (Sherry, 2005)
- Proporre uno schema “diagnostico” e “di controllo” per il brand management di una destinazione turistica

# Quadro teorico

- Nel filone della CCT (Arnould e Thompson, 2005):
  - rapporto “critico” tra marketing esperienziale ed esperienze di consumo (Cova, Dalli 2009a, 2009b; Carù, Cova in Peñaloza *et al.* 2012);
  - idea di *practice approach to markets* (Araujo, Kjellberg in Maclaran *et al.* 2009; Araujo, Finch, Kjellberg 2010) e di mercato come “costruzione collettiva” (Peñaloza, Venkatesh 2006);
  - formule alternative o complementari al mercato per *governare* lo spazio sociale entro cui si concretizza la relazione tra produzione e consumo in termini di co-creazione del valore (Zwick *et al.* 2008; Cova, Dalli 2009a);
  - *linking value* in opposizione al valore di scambio o al concetto stesso di valore d’uso (Cova *et al.* 2007; Zwick *et al.* 2008);
  - ruolo della *dimensione collettiva* dei consumi in termini di psicologia sociale ed etno-sociologici (Cova *et al.* 2007; Cova, Shankar in Peñaloza *et al.* 2012).
- Evoluzione del concetto di branding (tabella successiva)
  - «*The brand is a principal repository of meaning in consumer culture, in both a residential and generative sense. It is both a storehouse and a powerhouse of meaning*» (Sherry, 2005, p. 40).

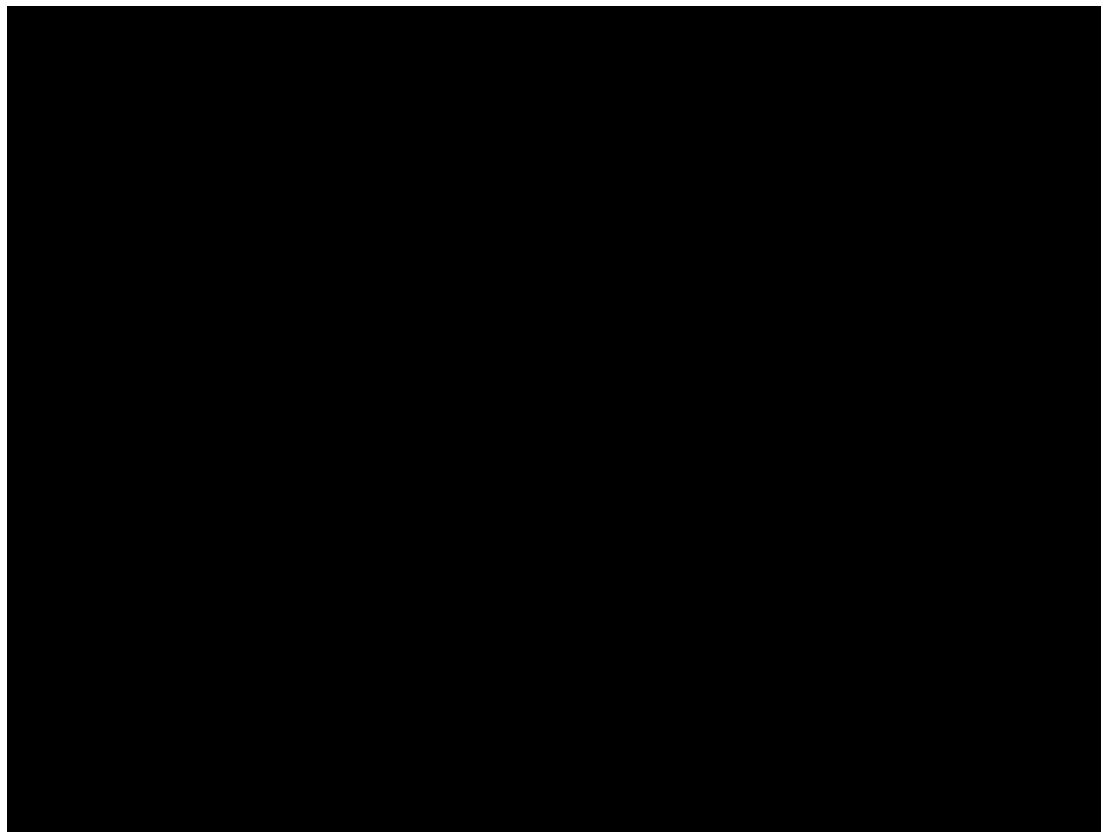
Dal brand ai processi di branding	Received View	Emergent Paradigm
Brands	Informational vehicles that support choice processes; Risk reduction tools	Meaning rich tools that help people live their lives
Guiding Metaphor	Information	Meaning
Role of Context in Research	Context is noise	Context is everything
Central Constructs of Interest	Knowledge-based cognitions and attitudes	Experiential and symbolic aspects of consumption
Focal Research Domain	Purchase	Consumption
Guiding Tenets	Simplification and control	Co-creation and complexity
Marketer's Role	Owner and creator of brand assets	One of several brand meaning makers
Brand Positioning Assumptions	Consistency, constancy, simplicity	Complexity, mutability
Primary Units of Analysis	Individual consumers	Individual, people in groups, consumers in cultures, cultural production
Consumer's Role	Passive recipient of marketer information	Action contributor to brand meaning making
Consumer's Central Activity	Realizing functional and emotional benefits	Meaning making

## Contesto empirico e materiale di ricerca (work in progress)

- L'utopia di “Gorizia, la Nizza austriaca”
- La Provincia Isontina, Anno 2, numero 2, Dicembre 1997
  - *Impressioni di un viaggiatore dell'Ottocento*
  - *Così diventò la Nizza austriaca*
  - *L'Omaggio all'Imperatore rivela la strategia turistica dell'epoca barocca*
- Carl von Czoernig (1873), *Gorizia, la Nizza austriaca*, ristampa del 1987 ad opera della Cassa di Risparmio di Gorizia
- Antonio dall'Agata (1728), *Gorizia in giubilo per l'aspettato arrivo dell'augustissimo imperator Carlo VI*, editore Finazzi, Venezia



Video tratto da “Il Capitale”, di Philippe Daverio,  
puntata del 22/04/2012, “Save Italy”.



# Conclusioni

- Discussione
  - Struttura dello schema d'analisi
- Implicazioni manageriali:
  - Schema diagnostico e di controllo in grado di:
    - guidare la ricerca delle fonti di significazione in un processo di branding
    - delineare la struttura di un possibile destination brand come costruzione collettiva



Meaning strategy	Source of meaning	Description
Cosmologize	Archetypal Mythography	This is the ultimate source of meaning. [We] must learn to coax an implied spider - those foundational experiences all humans share and which storytellers have, from time immemorial, used as the very stuff of myth-making - to spin filaments that wire the brand into our way of apprehending reality
Historicize	Cultural Biography	It is the local source of meaning in a global marketplace, a diachronic account of the brand as it evolves in concert with the forces of social life. It is a life history narrative. The guiding principle is simply that temporal ethos affects profoundly the way a brand is interpreted
Contextualize	Everyday Ethnography	It is the phenomenological source of brand meaning, a synchronic account of the brand as it figures in the quotidian life of the customer. Here meaning arises in the course of day-to-day living, and it is here that the lived experience of the brand is revealed
Prophesize	Utopian Cartography	This is an aspirational source of brand meaning, a projective account of the brand as it attempts to colonize the future. It is arcadian in character, and represents a fantastic ideal [...] to which the brand acts as a portal [to give consumers what they really want]
Tangibilize	Brand Iconography	It is an immediate source of meaning. It is the affecting presence of the brand, as manifested in the totality of design dimensions that render the marketer's offering as it is. [...] The experience of the brand must be palpable for the consumer; the virtual must become actual
Customerize	Semiotic Choreography	It is the an intimate source of meaning, arising from and tailored to the experience of individuals in a segment. [...] The brand must resonate with authenticity, with the abiding rightness of its fit with a customer's lifestyles
Evangelize	Moral Geography	It is the tribal dimension of authority. [We] must harness the collaborative and consultative potential of brand co-creation and -production, to facilitate the emergence of proselytes among customers, and to abet the flourishing of brand communities and sub-cultures on the ground and in the ether



	<b>Equity dimension</b>	<b>Functional dimension</b>	<b>Design dimension</b>
<b>Audit item</b>	<ul style="list-style-type: none"><li>- Loyalty</li><li>- Awareness</li><li>- Perceived quality</li><li>- Associations</li><li>- Proprietary assets</li></ul>	<ul style="list-style-type: none"><li>- Information</li><li>- Differentiation</li><li>- Seduction</li></ul>	<ul style="list-style-type: none"><li>- Functions</li><li>- Behaviors</li><li>- Aesthetics</li></ul>
<b>Cosmologize</b>			
<b>Historicize</b>			
<b>Contextualize</b>			
<b>Prophesize</b>			
<b>Tangibilize</b>			
<b>Customerize</b>			
<b>Evangelize</b>			



# Grazie per l'attenzione!

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