

Film Marketing: the Case of the New Horizons Association

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ABSTRACT

Approaches to marketing actions in culture are exhibiting rising significance in the modern dynamically changing environment. This paper is focused on the identification of possible applications of marketing in the sphere of culture, with particular reference to the film industry, field of operations of the New Horizons Association. The author's research was based on a literature study, participant observation, and an online questionnaire, enabling creation of a case study on the New Horizons Association. Empirical research allowed for exploration of the perception of marketing actions of this organization, as well as identifying possible directions for its development. Changes in the needs of modern consumers are related to ongoing virtualization and globalization of culture, and allow for academic discussion about the future of innovative cultural institutions and audio-visual ventures, including within the context of the current global coronavirus/COVID-19 pandemic.

KEY WORDS

Marketing of culture, film marketing, brand, VOD, The New Horizons Association, coronavirus pandemic

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