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This paper explores the brand management of the Eurovision Song Contest (ESC) through three objectives: The importance of history, the development of identity and the implications for brand growth. While significant bodies of work exist regarding the ESC regarding identity and national branding, very little exists regarding brand management. This study aims to fill that lacuna. As the longest-running pan-European media event. This study sets the scene by using historical data and selecting key moments in the contest's history which have driven the brand identity, to illustrate how the ESC has maintained its original brand values, while simultaneously changing against a transient socio and geopolitical backdrop. In addition, this study will consider how the brand impacts both individual and collective identity, and the implications of this for future expansion. Brand management theory, including the brand image transfer and Hofstede's Cultural Dimensions, have both been used to add contextual depth to this study. Semi-structured interviews were conducted with employees of the ESC, fans, and academics to consider the implications for brand growth and whether change is managed strategically or allowed to develop organically. Recurrent themes of nostalgia, diversity and authenticity were prevalent in the findings, with cultural implications to the importance to all of these characteristics of the brand. Findings suggested that the ESC strategy is often born out of an organic audience shift and that the directions of power are complex and the stakeholder relationship more important than initially imagined.

Biography

Anna is an Events Assistant working at York St John university in York Uk. I moved to this city from Kent in 2018 to attend university as a mature student. It was here that I focused on the studies of night cultures and developing cities through events. Following this, I studied my MA in the Management in the Creative and Cultural Industries at the University of York and was able to fuse my interest in the night, with my love of Eurovision.