

Abstract (EN)

Event branding

The Peninsula Festival's brand (Târgu Mureș, 2003-2012; Cluj-Napoca, 2013)

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Trough the detailed investigation Peninsula Festival, in my doctoral thesis the objective was to draw conclusions about an emblematic brand of event-organizing domain in Romania. The statements about the case study presented can be considered valid a wider circle; furthermore the results of this research can be applied to any research about similar events in the country.

In the context of Romanian festivals, the Peninsula Festival is differentiated by its history, typology, structure, size, basic concept, insight, and its values. Peninsula Festival is the oldest and largest festival in Romania and the first event of its kind, and thereby, occupies an important place in this area and has a significant influence on the emergence and development of this industry in our country.

In the thesis are investigated the Peninsula Festival brand's values, both in terms of consumers and of its owners perceptions. After analyzing the communication of the festival on the official Facebook page, which can be considered representative in promoting the event, there are highlighted the values that prevail it's communication: the music theme, information closely related to the festival line-up and the messages that contain information about the atmosphere of the event.

The issues discussed in this paper and the defined trends that influence the industry in our country (the impact of the sponsors, the international influences, the public's expectations) provide a benchmark for possible future research about other events of this kind in Romania, offering also the possibility of a scientific comparison .

The defined key components of a festival's brand and the research method developed to investigate these types of events' brand, represent an important contribution in terms of the scientific domain, furthermore this method could be applied to similar research in the future.

Key words: image, brand, festival, demographic profile, event organization, brand values, insight, target group, online communication