

TRADITIONAL CULTURAL CAPITAL ELEMENTS IN ADVERTISING – CASE STUDY: NAPOLACT AND COVALACT

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Introduction

The usage of traditional cultural capital elements has become a common practice in the domains of advertising and marketing in Romania, especially in fields such as dairy and other aliment products. The entirety of traditional cultural capital includes traditional motifs, people, places, songs, buildings and even people. To better understand the essence of the traditional message, it is necessary to mention that the traditional values, motifs, myths, songs and stories have had their birthplace in the Romanian village.

While there are many factors pertaining to the traditional cultural capital that can be used in product branding, I have chosen the communication strategy of two dairy local brands with history on the Romanian market, Napolact and Covalact. These two brands will be compared in names of their social media activity and their popularity among consumers.

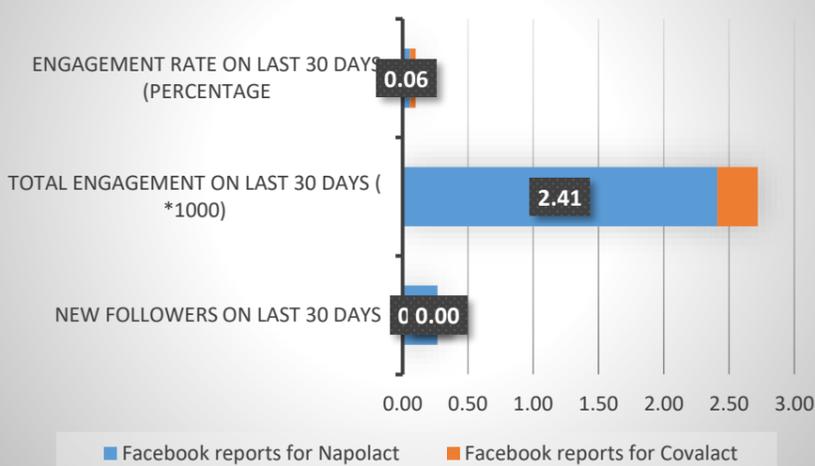
The main purpose of the paper is to show how the usage of traditional messages influences the consumer behavior.

Results

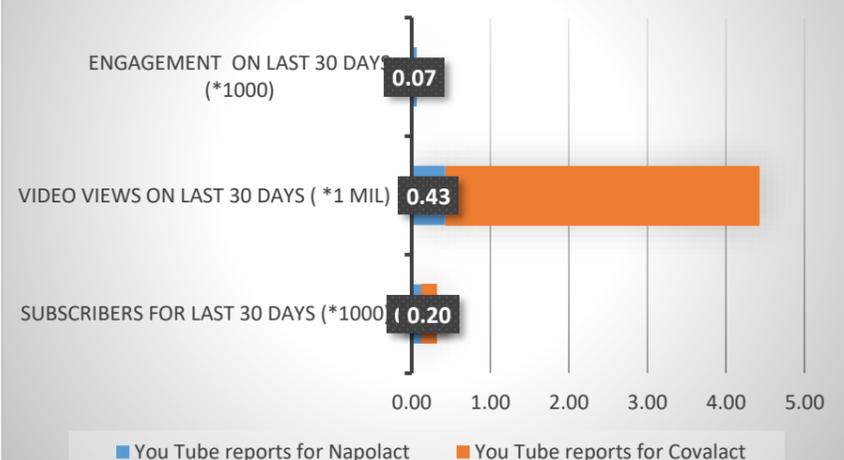
After analyzing and comparing the activity of the two brands on social media activity, one can understand the importance of using traditional messages in the communication campaign, as well as the importance of traditional branding in building the image of a brand. While analyzing the interactions and reactions of the pool of followers or subscribers, it can be understood how a traditional message is prone to gain the trust of the consumers. In the article I have show how elements such as rural planes, traditional symbols or peasants and the actual positioning of the brand close to the origins can gain the trust of the consumers.

But if there is discordance between the message/ stated intentions and their actual actions, consumers tend to punish the brand. Even if the traditional is a good selling point, consumers pay a lot of attention to the coherence between the actions and the statements of a brand.

Facebook reports for Napolacts and Covalact



You Tube reports for Napolacts and Covalact



Facebook vs. You Tube

After an analysis the two social media pages, I found that the same video content has higher appreciation on Facebook compared to You Tube. That might be because the information structured in Facebook groups is more diverse than that found on You Tube.

Note: By comparing the two social media pages, one can conclude that Covalact has a higher engagement on You Tube than the Coana Chiva brand character, which makes use of humor, while Napolact has a higher engagement on Facebook thanks to its message centered on the naturalness and local source of its milk – milk from the heart of Ardeal.

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