

THE ARTISTIC BRAND: A BIBLIOMETRIC ANALYSIS OF VISUAL AND PERFORMING ARTS IN BRANDING STRATEGIES

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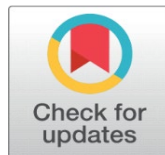
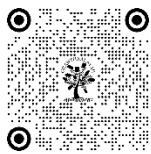
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ABSTRACT

This bibliometric analysis investigates the role of visual and performing arts in branding, focusing on the strategic use of artistic elements such as design, imagery, music, theater, and dance to enhance brand identity, consumer engagement, and value communication. Data for the study were sourced from the Scopus database, covering 149 documents published between 1995 and 2023. Using Biblioshiny and VOSviewer, the analysis provides insights into annual scientific production trends, identifying a steady increase in research output, particularly in recent years. The study highlights the most relevant authors and sources, with contributions from multidisciplinary journals and a balanced distribution of authorship. A Three-Field Plot reveals the interconnected relationships between authors, publication sources, and their countries, demonstrating strong Western representation and emerging global participation. Trend topics such as "branding," "performing arts," and "visual arts" are identified as central themes driving research, while the thematic map categorizes keywords into Motor, Basic, Niche, and Emerging Themes, offering a structured overview of the field. Bibliographic coupling of documents uncovers clusters of influential works and shared references, showcasing the foundational literature and methodological alignments. Additionally, the co-occurrence of keywords highlights six thematic clusters, bridging cultural, artistic, and commercial domains in branding. The findings underscore the interdisciplinary nature of the field and its evolving priorities, emphasizing the potential for cross-cultural and creative innovations. Practical implications suggest that integrating visual and performing arts in branding strategies can foster emotional connections and cultural relevance. Future research should explore underdeveloped themes and expand international collaboration to enrich the discourse further.

Keywords: Visual Arts, Performing Arts, Branding, Bibliometric Analysis, Biblioshiny, VOS viewer

1. INTRODUCTION

In the ever-evolving landscape of marketing, visual and performing arts have emerged as pivotal tools in branding (Lee et al., 2015; Preece & Johnson, 2011). The synergy between art and commerce enables brands to connect emotionally with their audience, fostering loyalty and enhancing recognition (Hagtvedt & Patrick, 2008). Through visual arts, brands leverage colors, shapes, and design aesthetics to craft compelling identities that resonate with their target market. Performing arts, on the other hand, enable dynamic storytelling through mediums like theater, dance, and music, creating memorable experiences that deepen consumer engagement (Wang & Jiang, 2020). These artistic elements play a transformative role in shaping how a brand is perceived in a competitive market (Masè et al., 2020).

Visual arts in branding go beyond the creation of logos and advertisements (van Niekerk & Conradie, 2016). They encompass the strategic use of imagery and design to reflect a brand's values and personality. A well-designed visual identity can evoke emotions, tell stories, and build trust, making a brand instantly recognizable (Bevolo, 2009). For instance, iconic logos like Nike's swoosh or Apple's bitten apple are more than just symbols; they are cultural artifacts that convey specific values, such as innovation and performance. By integrating contemporary artistic trends and visual storytelling, brands can appeal to modern audiences while preserving timeless appeal (Belardi et al., 2020).

The performing arts contribute to branding by adding a human touch to the digital and often impersonal world of marketing (Tuna et al., 2022). From live performances at product launches to branded theater productions, performing arts create immersive experiences that bring a brand's story to life (Lee et al., 2015). These performances often incorporate music, dance, and drama to communicate complex ideas and emotions in ways that traditional advertising cannot (Minissale, 2016). For example, Coca-Cola's musical events and collaborations with artists have fostered a sense of community and joy, reinforcing its brand identity as a purveyor of happiness.

The intersection of visual and performing arts in branding is not merely about aesthetics but about creating a multi-sensory experience (Van Niekerk & Conradie, 2016). When used strategically, these artistic forms can amplify brand messaging, differentiate products, and forge deeper connections with audiences (Vilpponen, 2009). By blending creativity with marketing strategy, brands can transcend conventional communication and establish themselves as cultural icons, demonstrating that the arts are not only a means of expression but also a powerful tool for building and sustaining brand equity (Besana & Clavenna, 2012).

Integrating visual and performing arts in branding has become a growing area of interest for researchers and practitioners alike, reflecting its impact on consumer behavior, brand equity, and cultural identity (Franzen & Moriarty, 2015). A bibliometric analysis provides a systematic and quantitative method to evaluate the body of research on this topic, identifying trends, influential works, and knowledge gaps (Alsharif et al., 2005; Bales et al., 2020; Bota-Avram, 2023). Tools like Biblioshiny and VOSviewer offer powerful capabilities for analyzing and visualizing bibliometric data, enabling researchers to map the intellectual structure of the field and its evolution over time (Aristovnik et al., 2020; Guleria & Kaur, 2021; Radha & Arumugam, 2021). By examining citations, co-authorship networks, and keyword co-occurrences, these tools help uncover the dynamics shaping the discourse on arts in branding (Ali et al., 2022).

Biblioshiny, a web interface for the R-based Bibliometrix package, facilitates interactive analysis and visualization of bibliometric data (Komperda, 2017; Racine, 2012a, 2012b). Its user-friendly interface allows researchers to generate detailed insights into publication trends, authorship patterns, and research collaborations (Huang et al., 2021; Waghmare, 2021). Meanwhile, VOSviewer excels in creating visual maps that highlight relationships among authors, institutions, and thematic areas (Nandiyanto & Al Husaeni, 2022; Van Eck & Waltman, 2010, 2010). Using these tools in tandem provides a comprehensive view of the research landscape, showcasing the interdisciplinary nature of branding studies that involve visual and performing arts, spanning marketing, cultural studies, and consumer psychology (Gupta & Chakravarty, 2021).

This bibliometric analysis aims to contribute to a deeper understanding of how visual and performing arts influence branding by identifying the most influential works, dominant research themes, and emerging trends. By leveraging the capabilities of Biblioshiny and VOSviewer, the study uncovers the connections between theoretical frameworks and practical applications in this domain. These insights are invaluable for both academics seeking to advance the field and practitioners looking to innovate branding strategies through the arts. This exploration also highlights the potential for cross-disciplinary collaborations and underscores the importance of creative arts in shaping modern branding paradigms.

2. MATERIALS AND METHODS

We collected scientific publications related to the investigation from the Scopus database (Archambault et al., 2009; Harzing & Alakangas, 2016; Kawuki et al., 2020). We retrieve bibliographic data using a search query such as (TITLE-ABS-KEY ("visual arts") OR TITLE-ABS-KEY ("performing arts") OR TITLE-ABS-KEY ("creative arts") OR TITLE-ABS-KEY ("Fine arts") AND TITLE-ABS-KEY (brand) OR TITLE-ABS-KEY (branding)). The search was not restricted to any particular language, and the data included articles from peer-reviewed journals, books, book chapters, and conference papers. We collected 149 articles from 132 different sources, spanning 1995 to 2023. To ensure accuracy, we screened the Scopus records to remove any duplicates. The results were saved as a "CSV" file, and we performed bibliometric analysis on the data using VOSviewer and Bibloshiny software.

3. RESULTS AND FINDINGS

3.1. Main Information of the investigation

Table 1 provides an extensive overview of the bibliometric investigation covering the timespan 1995 to 2023, including 149 documents sourced from 132 journals, books, and other mediums, with an annual growth rate of 9.59%. The average age of the documents is 6.63 years, and they receive an average of 7.886 citations per document, indicating moderate academic influence, supported by 6,349 references. The analysis identifies 372 Keywords Plus and 551 Author's Keywords, highlighting the diversity of topics in the field. Contributions come from 269 authors, including 72 who authored single-authored works, with a total of 74 single-authored documents. Collaborative efforts are notable, with a co-authorship rate of 1.89 authors per document and 8.054% international co-authorship. Regarding document types, the majority are articles (88), followed by book chapters (23), conference papers (22), and books (16), showcasing a balanced mix of publication formats.

Table 1. Main information of the investigation

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	1995:2023
Sources (Journals, Books, etc)	132
Documents	149
Annual Growth Rate %	9.59
Document Average Age	6.63
Average citations per doc	7.886
References	6349
DOCUMENT CONTENTS	
Keywords Plus (ID)	372
Author's Keywords (DE)	551
AUTHORS	
Authors	269
Authors of single-authored docs	72
AUTHORS COLLABORATION	
Single-authored docs	74
Co-Authors per Doc	1.89
International co-authorships %	8.054
DOCUMENT TYPES	
article	88
book	16
book chapter	23
conference paper	22

3.2. Annual Scientific Productions

Figure 1 highlights the annual scientific production chart reflecting a growing trend in research output over the observed period from 1995 to 2023. The initial years show minimal activity, with only one article published in 1995 and no publications published from 1996 to 2002. A gradual increase begins in the mid-2000s, with slight fluctuations until 2010, when a more consistent rise is observed. From 2010 onward, the number of articles grew steadily, peaking in 2020 with 21 articles, followed by high outputs in 2021 (17 articles), 2022 (18 articles), and a slight decline in 2023 (13 articles). This pattern indicates an increasing interest in the research domain over the years, particularly during the last decade, which could reflect the rising relevance and interdisciplinary nature of the topic. The spike in 2020 might suggest external factors, such as global events or shifts in academic priorities, driving enhanced scholarly attention.

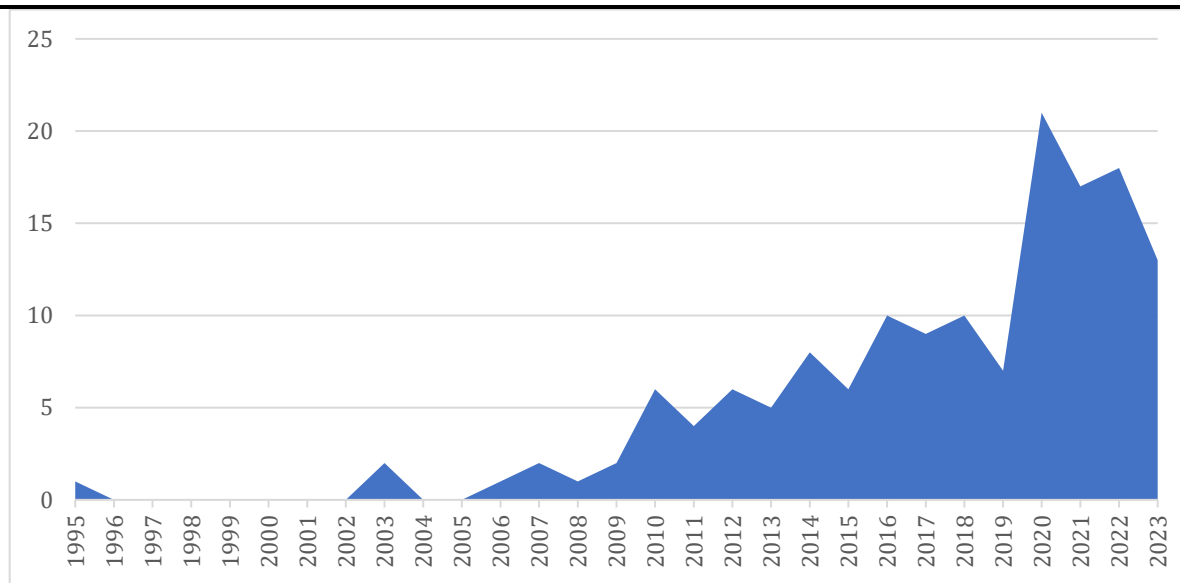


Figure 1. Annual scientific production

3.3. Most Relevant Authors

Figure 3 highlights the most relevant authors contributing to the field, with each author having authored two documents. This consistent contribution across multiple authors, such as Chang Hua, Hall Emma, Kerrigan Finola, and Kim Pielah, suggests a relatively distributed authorship pattern rather than a field dominated by a few prolific researchers. The even representation emphasizes the collaborative and interdisciplinary nature of research in visual and performing arts in branding. These authors likely bring diverse perspectives and methodologies, enriching the body of knowledge. While no single author has a significantly larger volume of publications, this balance could indicate a developing research domain where many contributors are actively shaping the discourse. Future research could examine the influence and impact of these authors by analyzing citation counts or co-authorship networks.

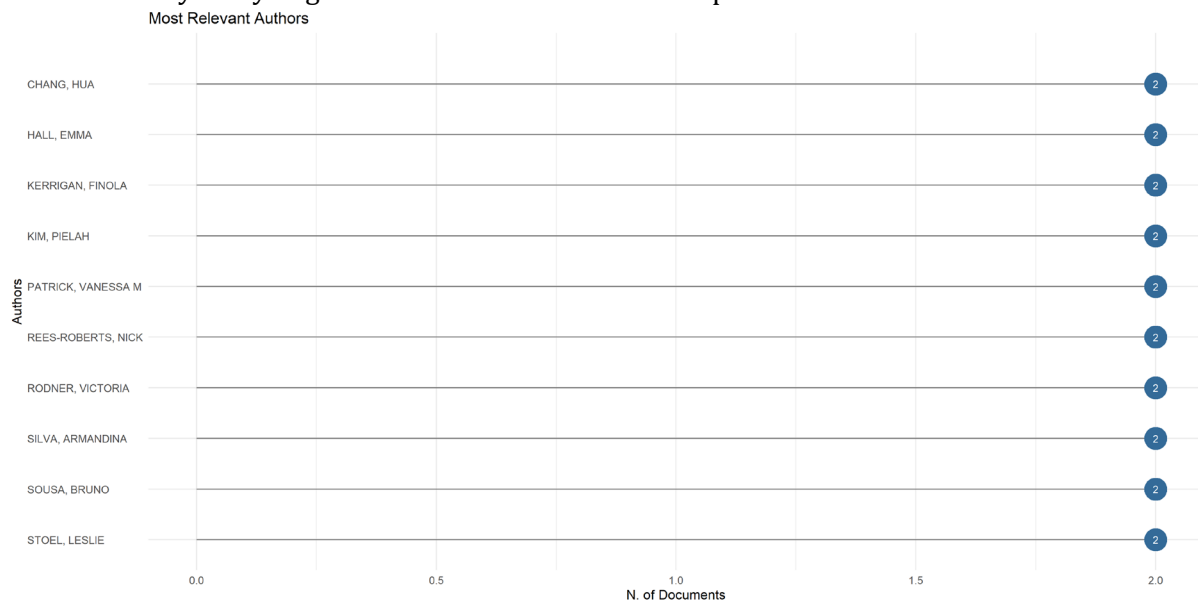


Figure 2. Most relevant authors

3.4. Most relevant sources

Table 2 lists the most relevant sources for research on visual and performing arts in branding. The International Journal of Arts Management is the most prominent source, with six articles, indicating its significant role in the dissemination of research in this field. Following closely, Smart Innovation, Systems and Technologies contributes five articles, showcasing its relevance to innovation and interdisciplinary studies. Several journals, including Arts and the Market,

Developments in Marketing Science, Fashion Theory, Journal of Arts Management Law and Society, Journal of Business Research, Journal of Place Management and Development, Journal of Product and Brand Management, and Management for Professionals, each contribute two articles. This distribution reflects a diverse range of perspectives, spanning arts management, marketing, branding, and interdisciplinary innovation. The variety of sources demonstrates that the topic intersects multiple fields, from arts and culture to marketing and management. The prominence of journals like the International Journal of Arts Management highlights the importance of arts-specific management strategies in branding, while the presence of marketing and business journals underscores the commercial relevance of integrating visual and performing arts into branding strategies. This diverse representation suggests that the field is dynamic and multidisciplinary, offering opportunities for further exploration and collaboration across these domains.

Table 2. Most relevant sources

Sources	Articles
INTERNATIONAL JOURNAL OF ARTS MANAGEMENT	6
SMART INNOVATION, SYSTEMS AND TECHNOLOGIES	5
ARTS AND THE MARKET	2
DEVELOPMENTS IN MARKETING SCIENCE: PROCEEDINGS OF THE ACADEMY OF MARKETING SCIENCE	2
FASHION THEORY - JOURNAL OF DRESS BODY AND CULTURE	2
JOURNAL OF ARTS MANAGEMENT LAW AND SOCIETY	2
JOURNAL OF BUSINESS RESEARCH	2
JOURNAL OF PLACE MANAGEMENT AND DEVELOPMENT	2
JOURNAL OF PRODUCT AND BRAND MANAGEMENT	2
MANAGEMENT FOR PROFESSIONALS	2

3.5. Three-Field Plot

Figure 3, a Three-Field Plot, illustrates the relationships among publication sources (SO), authors (AU), and their respective countries (AU_CO). On the left side, key journals such as Journal of Business Research, Journal of Product and Brand Management, and Arts and the Market stand out as significant sources for publications in this domain. These journals are linked to prominent authors, such as Vaidyanathan Rajiv, Emma Hall, and Bruno Sousa, positioned in the center column, highlighting their contributions to the literature. The authors, in turn, are connected to their countries of affiliation, shown on the right. For example, Vaidyanathan Rajiv is associated with the USA, while Emma Hall links to the United Kingdom, and Bruno Sousa to Portugal. This demonstrates a strong representation of research from Western countries, particularly the USA and the UK, with additional contributions from Portugal, Indonesia, and Australia. Emerging researchers from regions such as Malaysia, Cyprus, and India also appear, indicating growing global participation in this field. Overall, this visualization effectively captures the interplay between scholarly output, key contributors, and the geographical distribution of research efforts. It highlights the central role of a few high-impact journals, the diverse yet concentrated pool of active researchers, and the international collaboration underpinning studies in visual and performing arts in branding.

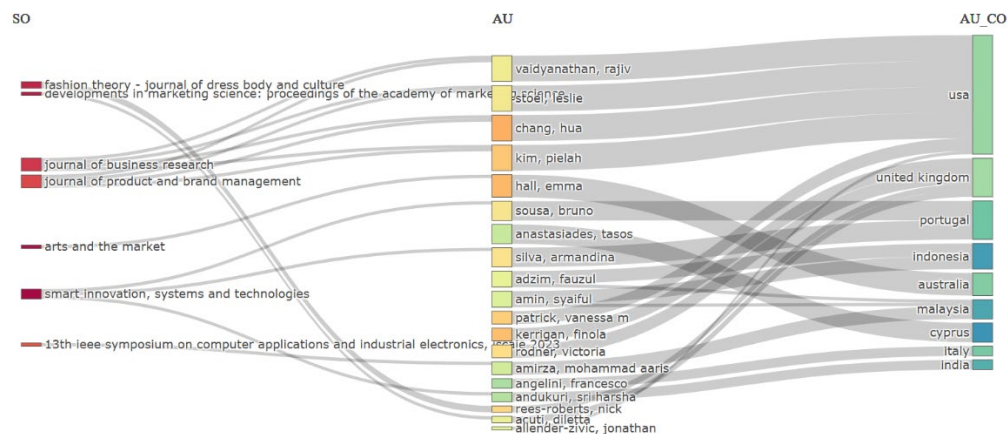


Figure 3. Three-Field Plot highlighting the relationships between authors, publication sources, and countries.

3.6. Trend Topics

Figure 4 depicts the evolution of trend topics in visual and performing arts in branding, with the timeline and term frequencies highlighting shifts in research focus. "Branding" stands out as the most consistently used term, with increasing prominence in recent years, reflecting its centrality to the field. "Performing arts" gains noticeable attention around 2016, maintaining consistent relevance, while "visual arts" emerges later, indicating a growing interest in its role in branding strategies. The generic term "art" has a steady but lower frequency, signifying its broad application across contexts, whereas "fashion" appears sporadically, peaking briefly around 2015, suggesting niche research linking branding with the fashion industry. These trends underscore the interdisciplinary nature of the field, with a growing emphasis on artistic elements as critical tools in shaping brand identity and engagement.

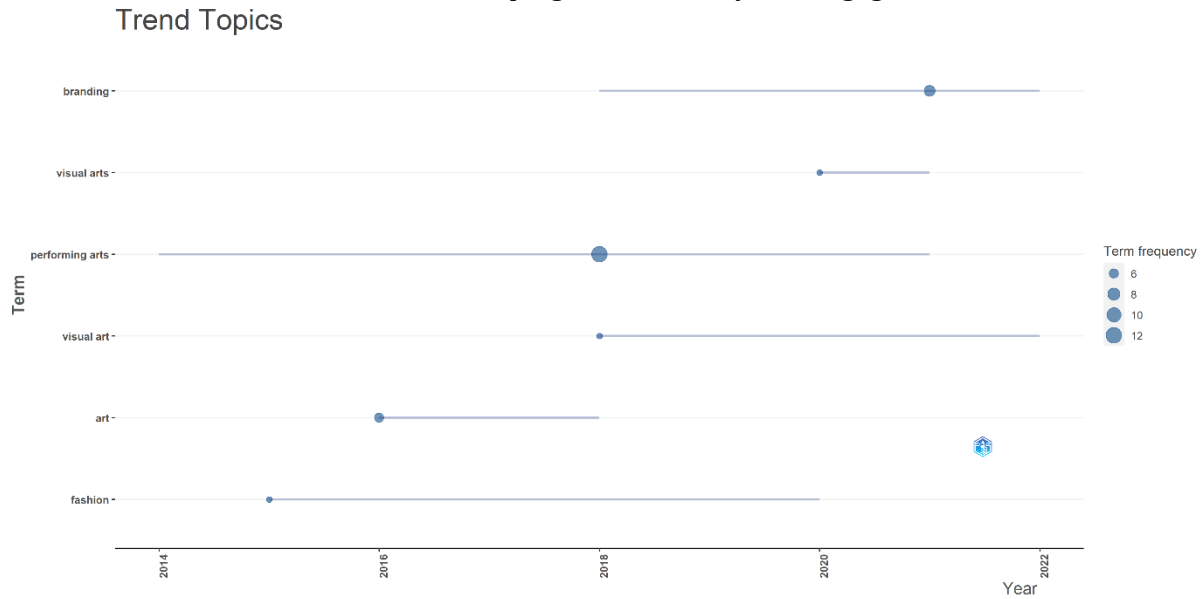


Figure 4. Trending topics in the realm of research

3.7. Thematic Map

Figure 5 illustrates a thematic map of keywords, categorizing them into four quadrants: Motor Themes, Basic Themes, Niche Themes, and Emerging or Declining Themes. Motor Themes, located in the top-right quadrant, include keywords such as performing arts, branding, art, advertising, and brand image. These themes are both highly central and well-developed, indicating their critical role in shaping the research field. Their position suggests that these topics are driving the majority of studies on visual and performing arts in branding, reflecting their importance in the practical and theoretical dimensions of the field.

The Basic Themes, found in the bottom-right quadrant, include terms like visual arts, fashion, contemporary menswear, and tourism. These themes are highly central but less developed, indicating that they form the foundation of the research field. While these topics are widely recognized as significant, they require further in-depth exploration and development to enhance their academic impact. For instance, visual arts and fashion have substantial potential to be integrated more thoroughly with branding strategies, offering new insights and applications.

In the top-left quadrant, the Niche Themes include art gallery, painting, and social media, which are well-developed but less central to the broader research field. These themes may be relevant in specific contexts or subfields within branding but do not currently form the core focus of the field. Finally, the bottom-left quadrant, representing Emerging or Declining Themes, includes art market and artist, which are less developed and less central. These topics could either represent emerging research areas with future potential or declining topics that are losing relevance in contemporary studies. Overall, the thematic map provides a comprehensive view of the evolving priorities and opportunities in research on visual and performing arts in branding.

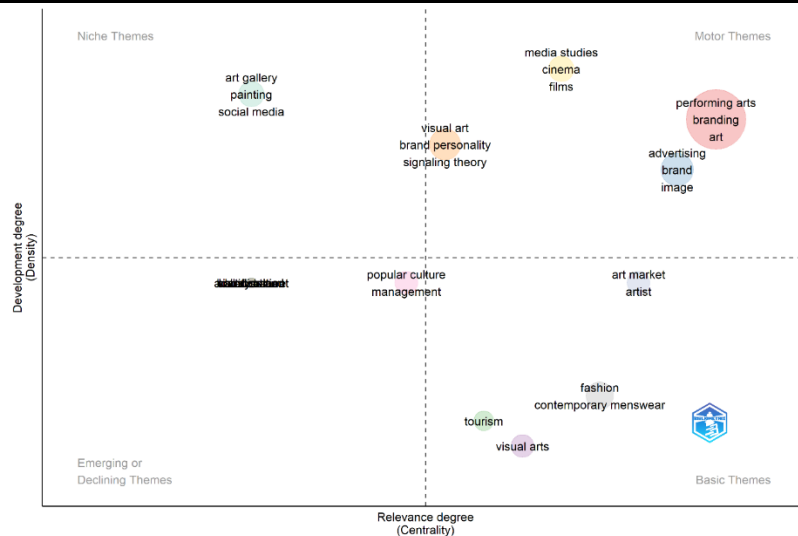


Figure 5. Thematic visualisation of author keywords

3.8. Bibliographic Coupling of Documents

Figure 6 illustrates the bibliographic coupling of documents, highlighting connections between works based on shared references. The analysis applies a minimum citation threshold of 10, resulting in 48 documents meeting the criteria out of the 149 analyzed. The network visualization consists of 32 items grouped into five distinct clusters, representing thematic or methodological similarities among the documents.

The clusters reflect key areas of focus within the field. For instance, the central red cluster prominently features works by Mueser (2018) and Flinn (2014), indicating their significant influence and interconnectedness with other documents. Similarly, the purple cluster centers around Moulard (2014), suggesting a different thematic or methodological approach, while the green cluster, dominated by Hagtvedt (2014), emphasizes its distinct scholarly impact. Each cluster represents a group of documents that cite overlapping sources, pointing to shared research foundations or disciplinary alignments.

This visualization demonstrates a robust scholarly discourse, with a strong network of references indicating active engagement within the research community. The coupling highlights influential studies and emerging research nodes, providing a roadmap for scholars to identify foundational works and explore less central but potentially innovative contributions. The division into clusters also suggests the presence of diverse subfields within the broader domain of visual and performing arts in branding.

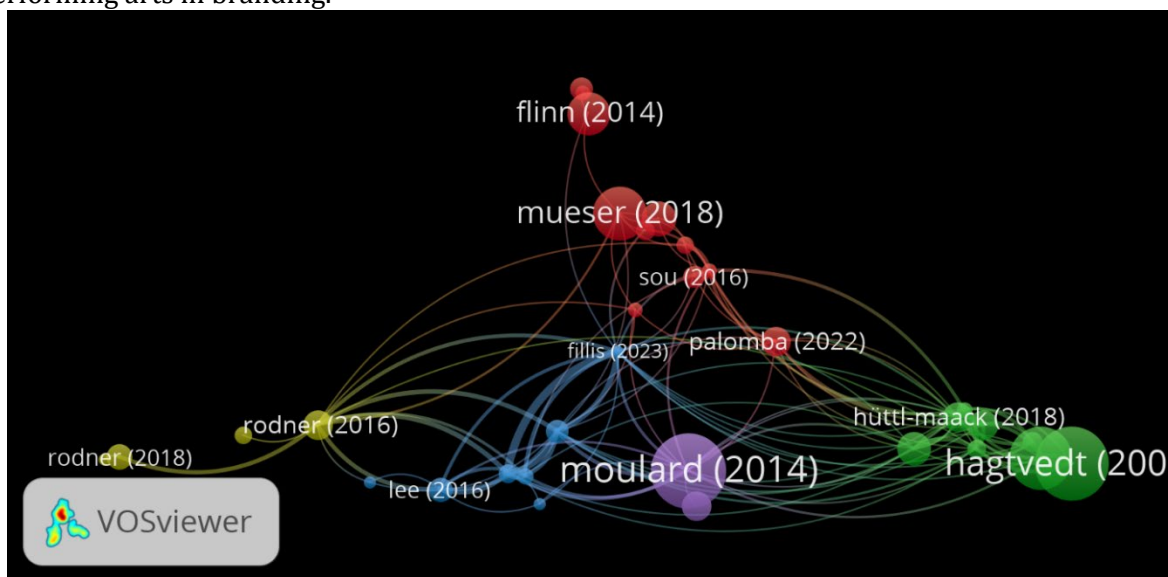


Figure 6. Bibliographic coupling of documents

3.9. Co-occurrence of Author keywords

Figure 7 depicts the co-occurrence network of author keywords, illustrating the thematic interrelations within the field of visual and performing arts in branding. A total of 48 keywords meeting the minimum occurrence threshold of 2 are grouped into six clusters, each representing distinct yet interconnected research themes. Cluster 1 (green, 10 items) emphasizes cultural and artistic elements such as visual arts, art gallery, art market, and heritage, focusing on how these elements enhance brand identity. Cluster 2 (blue, 9 items) revolves around commercial aspects, including branding, advertising, and product, showcasing the application of visual and performing arts to create impactful marketing strategies. Cluster 3 (red, 8 items) centers on performing arts, culture, and creative economy, highlighting the contribution of performance-based arts to cultural branding and economic growth.

The remaining clusters delve into more specific areas. Cluster 4 (yellow, 7 items) focuses on fashion, aesthetics, and policy, connecting visual trends and creative governance with branding innovation. Cluster 5 (purple, 4 items) explores the narrative potential of film and cinema, showcasing the role of storytelling in creating strong brand associations. Cluster 6 (turquoise, 4 items) highlights tourism and China, examining how location-based branding leverages visual and performing arts to promote cultural identity. This network demonstrates the multidisciplinary and evolving nature of the field, bridging cultural, artistic, and commercial domains to offer a comprehensive perspective on branding strategies. The clusters underscore both foundational and emerging areas of interest, providing a roadmap for future research.

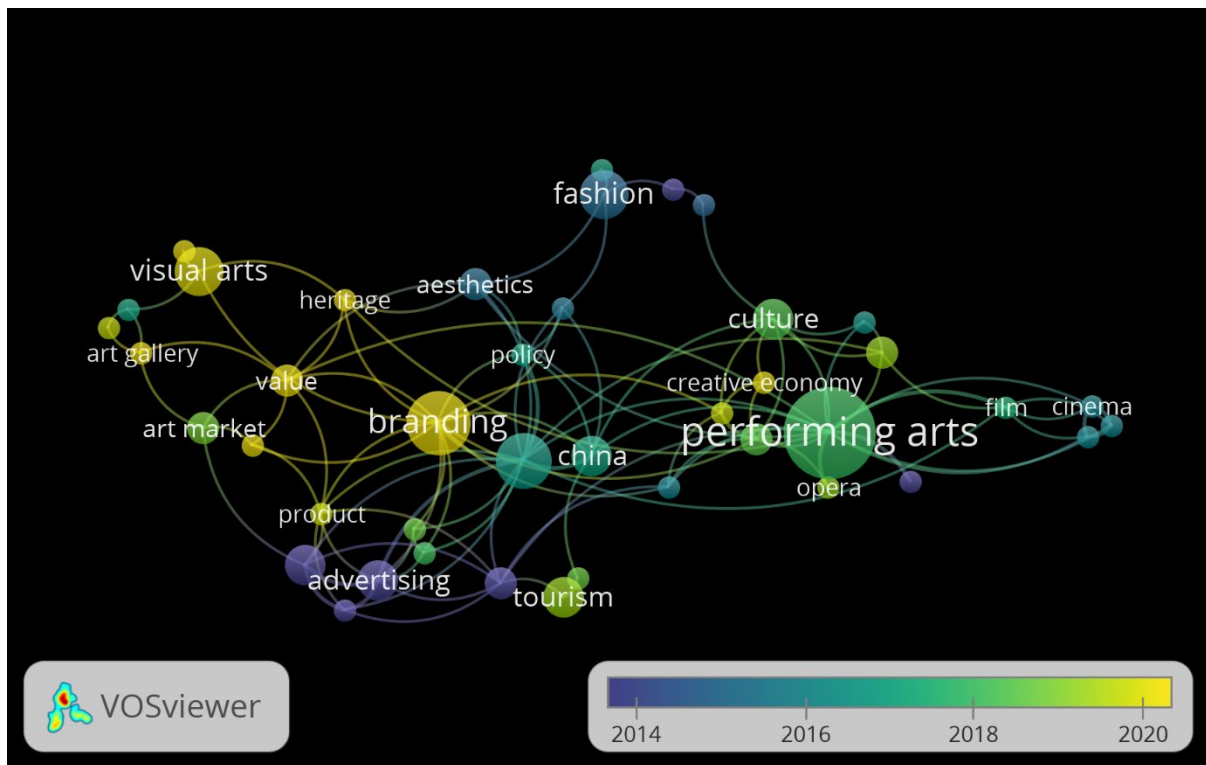


Figure 7. Co-occurrence of author keywords

4. DISCUSSIONS

The findings from the bibliometric analysis reveal critical insights into the evolving research landscape of visual and performing arts in branding, highlighting significant trends, thematic focal points, and collaborative patterns. The annual production of scientific literature shows a steady increase over the last two decades, with a notable peak in 2020, reflecting heightened interest and interdisciplinary collaboration in this domain. While the field has seen balanced contributions from various authors and sources, the relatively even distribution of works across multiple journals and contributors suggests that the research is broad and inclusive, though no single contributor or source dominates the discourse. This highlights a collaborative and diversified scholarly environment.

The thematic map further categorizes research topics into Motor Themes, Basic Themes, Niche Themes, and Emerging or Declining Themes, providing a nuanced understanding of the field's structure. Themes such as branding, performing arts, and advertising are identified as both central and well-developed, suggesting their pivotal role in driving research. In contrast, topics like visual arts, fashion, and tourism, while central, are less developed, indicating the need for further exploration to uncover their full potential. Niche themes like art gallery and social media highlight specialized but less central areas of research, whereas topics like art market and artist appear to be either emerging or declining, signaling opportunities for revitalization or reevaluation in future studies.

The co-occurrence of keywords and bibliographic coupling analyses reveal the interconnectedness of the research. Six clusters of keywords highlight the interplay between cultural, commercial, and creative domains, with topics such as visual arts, branding, and performing arts linking artistic elements with economic and cultural branding strategies. Similarly, bibliographic coupling demonstrates a robust scholarly discourse, with significant works by authors like Mueser (2018) and Flinn (2014) shaping foundational frameworks. However, the relatively modest number of internationally co-authored works (8.054%) points to the need for enhanced global collaboration to broaden the field's perspectives.

Despite the progress, research gaps persist. The limited development of themes like visual arts and fashion in branding highlights an opportunity for deeper exploration into their potential. Furthermore, the thematic and geographic concentration of studies indicates a need to integrate diverse cultural contexts and innovative methodologies. Practically, this research underscores the importance of integrating arts into branding strategies to foster emotional connections and cultural relevance, offering a roadmap for businesses to leverage creative arts for competitive advantage. Future studies could benefit from exploring underrepresented areas, such as the role of digital and social media platforms in bridging visual and performing arts with branding in a globalized world.

5. CONCLUSION

This bibliometric analysis highlights the growing significance of visual and performing arts in branding, demonstrating their role in shaping brand identity, consumer engagement, and value communication. The analysis reveals key trends, influential authors, and diverse research themes, emphasizing the interdisciplinary and dynamic nature of the field. While topics like branding and performing arts are well-developed, areas such as visual arts and fashion require further exploration to unlock their full potential. To advance the field, researchers should focus on (1) expanding international collaboration to integrate diverse cultural perspectives, (2) exploring the impact of digital and social media platforms in bridging arts and branding, and (3) developing deeper insights into the role of emerging artistic mediums in global branding strategies. Practically, businesses can benefit from embedding creative arts into branding efforts to create meaningful and culturally relevant connections with audiences. This study underscores the need for continued exploration and innovation, providing a roadmap for both scholars and practitioners to enhance the integration of arts in branding. Future research should build on these findings to address gaps and leverage the evolving interplay between arts, culture, and commerce.

Conflicts of Interest

None.

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None.

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