



JOURNAL OF CREATIVE COMMUNICATIONS

Special Issue on “Creative Communications and Interactions among Stakeholders-CCIS” Associated to the track: Stakeholders-brand Relationships: Offline, online and virtual (VR, AR, AI) interactions

The way companies communicate with their stakeholders has moved from a traditional message promoted offline to a much more creative message spread between different types of media and environments. Advertising (ads) is no longer the main tool in the hands of companies to communicate with consumers. A mix between traditional and new media becomes the key to a successful communication plan (e.g., Loureiro & Kaufmann, 2019).

IMC (Integrated Marketing Communication) is a process which the main goal is to align all messages and communications across the channels focusing on stakeholders, where customer is in the main part. Thus, the messages should be designed and tailored to reach all the selected target audience groups (Batra & Keller, 2016). The reason to mix all forms of communication is a consequence of each tool have its own weaknesses and strengths (combining the different ways of communication, the weaknesses can be minimized), conflicting messages from different promotional approaches that can confuse the brand image. The objective is to coordinate all forms of communication in order to transmit a clear, compelling and consistent message about the organization and its products and achieve greater brand coherence.

Companies are now shifting to other ways of promoting their brand and products/service, engaging with their stakeholders and followers and creating relations between all parts, through interactive platforms. Examples of interactive platforms include online networks (e.g., Facebook, LinkedIn), blogs (Blogger, WordPress), microblogs (Twitter, Tumblr), social bookmarking sites (Pinterest, Delicious, Reddit), video/photo sharing platforms (YouTube, Instagram, Flickr), and online brand communities. Many companies manage multiple online platforms with different stakeholder groups. These platforms demand that companies shift their operational processes and adapt resources (dynamic capabilities) to the evolution of the stakeholders' demands and needs. Hence, the so-called the Internet of Things (e.g., social media, 3D virtual reality, artificial intelligence) enables any artefact to become a “smart” device to communicate, store, and interact in partnership with other partners.

In this vein, stakeholders – and particular consumers - are present along the Reality-Virtuality Continuum as described by Milgram et al. (1994) that goes from a real environment (where offline communication takes place), to a digital environment. Such digital environment may go

from a virtual setting over the Internet (social media) to an augmented reality (AR) in which the consumer is exposed to the real environment overlaid with virtual information and end up in a much more immersive reality – virtual reality (VR). VR has been successfully employed in training surgeons, aviation or education skills. Thus, users with disabilities may benefit from using VR. Studies in geographical information systems are also prolific in operating a local government's landscape and urban planning activities via a website and those that use VR to show destinations, hotels and attractions (e.g., museums, festivals) helping consumers/tourists make purchase decisions (e.g., Loureiro et al., 2019). So, more studies are demanding connected to creative communication and long-term relationship among stakeholders in real and virtual worlds. The creative communications among stakeholder may contribute to a dynamic change in the way brand interact, show distinct, unique, authentic, iconic traits and follow their own path rather than mirror other brands, pattern and behaviors, in an expression, a path to become more “cool” (e.g., Warren et al., 2019; Bhatt, 2019).

Some references:

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- Warren, C., Batra, R., Loureiro, S.M.C., & Bagozzi, R.P. (2019). Brand Coolness, *Journal of Marketing*, 1-21 (online 19 of June 2019) doi: 10.1177/0022242919857698
- Loureiro, S.M.C., Guerreiro, J., Eloy, S., Langaro, D., & Panchapakesan, P. (2019). Understanding the use of Virtual Reality in Marketing: A text mining-based Review. *Journal of Business Research*, 100, 514-530 doi: 10.1016/j.jbusres.2018.10.055
- Loureiro, S.M.C. & Kaufmann, H.R. (2019) (Eds). Exploring the Power of Electronic Word-of-Mouth in the Services Industry. Hershey, Pennsylvania: IGI Global doi: 10.4018/978-1-5225-8575-6
- Milgram, P., Takemura, H., Utsumi, A., & Kishino, F. (1994). Augmented reality: A class of displays on the reality-virtuality continuum. *Systems research*. In H. Das (Ed.), *Telem manipulator and telepresence technologies*. vol. 2351. *Telem manipulator and telepresence technologies* (pp. 282–292). Boston: Photonics for Industrial Applications. doi:10.1117/12.197321.

In this special issue, under the broad rubric of **CCIS**, we particularly welcome papers purely theoretical or combining theory and practice to offer new perspectives to help academics and practitioners to better understand and apply **CCIS** research. Suggested topics include but are not limited to:

- How virtual environments may be used for creative communication using co-creation with consumers?
- How artificial intelligence may be used to enhance creative communications among stakeholders?
- How human senses (sight, hearing, touch, smell, taste) may mediate the relationship between creative communications and intention to purchase/consumer engagement?
- How product involvement and mental imagery in virtual/augmented reality could enhance emotions and intentions to purchase?
- How virtual environments may promote inspiration toward a creative communication message?

- How stakeholder can creatively communicate with firms through online platforms (e.g., crowdsourcing, social media)?
- Can stakeholder engagement leverage creative communication among them?
- Can brands regarded as cool be more creative than uncool brands in communicating their identity to stakeholders?
- May the stakeholder engagement lead to more creative interactions and communications?

Submission information

We will give consideration to those manuscripts that are submitted mainly to the following track at 2020 Global Marketing Conference at Seoul.

- **Stakeholders-brand Relationships: Offline, online and virtual (VR, AR, AI) interactions**
Prof. **Sandra Maria Correia Loureiro**

Submission deadline for the 2020 Global Marketing Conference at Seoul is **Jan. 15, 2020**.

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