

Festival Branding – Case Study: The Dragačevo Trumpet Festival in Guča

Igor Stamenković*, Tatjana Pivac*, Ivana Blešić*, Snežana Besermenji*

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Abstract

The Dragačevo Trumpet Festival in Guča (The Republic of Serbia) is a unique competition of folk brass bands in the world and one of the most important events of the overall national creativity and cultural amateurism in Serbia. Therefore, Guča represents an event which is used for branding of tourist offer and musical culture of Serbia at regional and international level.

The paper delivers the results of a questionnaire research conducted during the 50th anniversary of The Dragačevo Trumpet Festival in Guča (DTF) in August 2010. The results were based on 300 questionnaires. The questionnaire contained, in one of its parts, questions regarding festival branding and influences, i.e. effects which brands (various advertisements of great sponsors and festival donators) may produce and thus leave an impression on perception of each visitor as well as on a destination itself.

Key words: branding, musical festival, study case, Dragačevo, Guča.

Introduction

Szondi defines the process of country branding as marketing of a country's economic, commercial and political interests both home and abroad. The key activities should therefore be focused on creating a strong country of origin effect, which would attract both investors and highly educated workforce (Szondi, 2007). Furthermore, Anholt (1998) argues that country branding refers to a reliable strategy which should consist of the most realistic, competitive and compelling vision for the country. The strategy should ensure that this vision is supported by any kind of communication between the home country and the rest of the world (Fan, 2006). Kotler and Gertner (2002) suggest that country names help consumers to evaluate products and are responsible for diverse associations. They either attract or avert their purchase decisions. The authors underline that even when countries do not manage their names as brand names, the latter still tend to trigger a certain image of the country. The biggest problem with these images lies in their longevity, since they are difficult to change. Perhaps even more alarmingly, most images are stereotypes and severe simplifications of reality and are generally not consistent with the real situation in the country (Ruzzeir, Konecnik, Petek, 2012).

* University of Novi Sad, Faculty of Sciences, Department of Geography, Tourism and Hotel Management, Trg Dositeja Obradovića 3, 21000 Novi Sad, Serbia; Corresponding author: igorrrrogi@yahoo.com

Kotler and Gertner (2002) define the necessary steps and tools for building a successful country brand:

1. formation of attractive, authentic and unique brand image;
2. defining characteristics that form a basis of a strong brand;
3. developing an umbrella concept to cover different kinds of branding activities;
4. appealing slogan;
5. appealing visual images and symbols;
6. organisation of special events.

The role of local inhabitants or residents is extremely important in the process of country branding (Anholt, 2002; Konecnik, Go, 2008; Morgan, et al., 2002; Morgan, et al., 2003; Pike, 2005; Ryan, 2002). From one point of view, residents can be treated as an internal stakeholder of the country, as this is the largest group that constitutes and lives the brand. Their active participation in the process of formation and especially in the process of brand implementation is precious. In this way, they act as ambassadors of the country brand. On the other hand, residents can also be treated as an external stakeholder (i.e. like domestic tourists, consumers, etc).

Republic of Serbia has two big musical events: Exit festival and Trumpet Festival (Assembly) in Guča. Exit festival is a festival of modern music which actually, on most of its stages, promotes foreign music and musical bands from all over the world. Contrary to this, Trumpet Festival in Guča promotes domestic, traditional and national folk music to the guests from the country and abroad. In recent years, there has been a marked presence of bands i.e. ensembles from other countries such as: France, Italy, Macedonia and others, but not as participants in a competition. These are musicians who perform their music during daytime in local restaurants or in the street.

All in all, Trumpet Festival in Guča, in recent ten years, has promoted and branded Serbia on the map of world and European musical festivals. From an inconspicuous event of a local character, this festival has grown into one of the major cultural, musical and tourist happenings during a calendar year in the region of the West Balkans.

Guča and Dragačevo Festival (Assembly)

Guča is a small town in Lučani municipality, the area known as Dragačevo. Lucani municipality has two urban settlements: Lučani town, as the municipality centre with 4,309 inhabitants (with Lučani village the total is 4,637 inhabitants) and Guča, as the centre of settlement community with 2,022 inhabitants, and Guča village with 4,032 inhabitants (Population, 2004).

The most significant event, not only for Guča and Dragačevo, but also for Serbia, Dragačevo Festival occurred at the celebration of the Protection of the Holy Mother of God (Pokrov) on 14th October, 1961, in the churchyard of the Church of St. Archangel Gabriel. In fifty years of existence, this cultural and tourism event was visited by about eight million visitors, not only from Serbia, but also from all over the world. Thus, this small town during the festival becomes the second largest town in Serbia (right after Belgrade) and the world's capital of trumpet (Babić, 2004; Marinković, et al., 2006).

Trumpet players from all over Serbia compete for the titles of the best orchestra and soloists in three categories: cadet, junior and senior. There are about a hundred orchestra in qual-

ifications held in eastern, western, southern and central Serbia and Vojvodina, whereas the participation in the finals is granted for about forty orchestra. The winning titles at Dragačevo Festival may open many doors for performances in famous world metropolises, at domestic and foreign festivals, music programmes, television and films.

In five decades, together with festival competitors, the guests started to arrive to the Festival: orchestras, cultural societies, singing groups, soloists, painters etc., from various parts of Serbia, former Yugoslav republics, and since the mid-eighties also from around the world. The number of participants in all Festival programmes ranges to over twelve hundred, while the number of Festival visitors is hundreds of thousands – including tens of thousands of foreigners (visitors from European countries: France, Spain, Greece, Denmark, Italy, and from USA, Mexico, China and many other distant countries).

Festival is the overall review of national spirituality including art exhibitions, literary meetings, competition of toast-proposers, all-round national sport tournaments, competition for the most beautiful national costumes, performances of folk customs (for instance: Dragačevo's wedding ceremony from the 19th century) and numerous concerts. The Dragačevo Trumpet Festival in Guča continues to grow year after year: today, this musical feast of recognizable national skills is growing more popular, more diverse and bigger than ever before (Tadić, et al., 2010).

Festival is followed by numerous print and electronic media from the country and abroad, books and publications about this event are written, films are recorded, there are also television and audio recordings (Marinković, et al., 2006; Babić, 2004; Tadić, et al., 2010)

The significance of the DTF in Guča is highlighted in the following data: in Belgrade on 16th April 2007 the Dragačevo Trumpet Festival in Guča received a diploma and status of a Serbian super-brand for the year 2006. The Superbrands institution was established more than ten years ago in the UK (Tsomokos Group International) and until now has been successfully accepted in 60 countries around the world. It aims at promoting “brands” as a specific marketing sector, as well as awarding qualitative brands, both national and international. This was the first brand competition held in Serbia where the votes of the consumers were added to the results of the jury of experts according to the following criteria: recognisability, reputation, quality, reliability, consistency and tradition (Marinković, et al., 2007). This is also a contribution to prove the quality of the event, regarding its presentation and preservation of traditional features altogether.

In addition, the prestigious music magazine Rolling Stone listed the Dragačevo Trumpet Festival in Guča, Serbia, among top 15 European festivals (<http://www.Gucasabor.com/en/zanimljivosti/>). In the new issue of its French edition, the Guča Festival was listed along with the most famous rock festivals such as Rock-en-Seine and Rock Werchter in Paris and Brussels respectively. The assessment of one of the most prestigious world music magazines is yet another proof of exquisite reputation the Guča Festival enjoys in West Europe.

World Music Museum, on 9th August 2012, proclaimed Trumpet Festival in Guča the biggest world musical festival in 2012. “World Music Museum has suggested that Guča Trumpet Festival should be under protection of the UNESCO list of non-material heritage.” (http://www.b92.net/kultura/vesti.php?nav_category=271&yyyy=2012&mm=08&dd=09&nav_id=633568).

According to the data of the festival organizers, the DTF in Guča has been visited by 15 million domestic and foreign visitors from 83 countries and about 10,000 trumpeters have participated to this point. The 50th anniversary of the festival was visited by 900, 000 people (Jovanović, Delić, 2010).

Methodology of the research

In the research of visitors' attitudes towards significance and recognisability of the brand The Dragačevo Trumpet Festival in Guča there was used a questionnaire containing eight questions. Interviewees assessed a degree of their agreement with the presented statements on Likert's 5-degree scale ranging from: **1** (I completely disagree), **2** (I partially disagree), **3** (Unspecified), **4** (I partially agree), to **5** (I fully agree). The data were analyzed in program SPSS.17.

Description of the research sample – The research was conducted in Guča, the largest settlement in Lučani municipality, the western part of the Republic of Serbia where was held from 13th to 22nd August 2010. The research was conducted in restaurants, accommodation facilities and camping sites from 11 a.m. to 6 p.m. daily. In total, 450 questionnaires were distributed and 300 (66.67%) usable questionnaires were obtained.

Results

Results of descriptive statistical analysis

Based on the results presented in Table 1, a conclusion can be drawn that, according to visitors' attitudes, this event has the greatest importance for the industrial development of the place and municipality, meaning that there are strong effects of multiplication on other areas of industry as well. Then, according to their attitudes, event has great importance for promotion and development of other tourist products and services available, i.e. a sale to visitors during their stay (food services, accommodation services, souvenirs, day trips, domestic gastronomic products and other). Interviewees gave the lowest mark to the statement referring to promotion of event (the existence of posters) by local government and departmen-

Table1. Descriptive statistical analysis for questions concerning effects which event produces on tourist destination

| | | N | Minimum | Maximum | Mean | Std. deviation |
|----|---|-----|---------|---------|--------|----------------|
| 1. | Festival branding is very good (there are enough advertisements and good brands which are recognizable). | 300 | 1.00 | 5.00 | 3.9700 | 1.00954 |
| 2. | Event has a strong effect on recognizing Serbia as an organized tourist country. | 300 | 1.00 | 5.00 | 3.8433 | .91006 |
| 3. | There are posters which suggest that the event has been supported by the national and local tourist organizations. | 300 | 1.00 | 5.00 | 3.5800 | 1.07430 |
| 4. | There are posters which suggest that the event has been supported by local government and departmental ministries. | 300 | 1.00 | 5.00 | 3.3967 | 1.06917 |
| 5. | Such event has a strong effect on the industrial development of the place and municipality. | 300 | 1.00 | 5.00 | 4.1267 | 1.05245 |
| 6. | Such event has a strong effect on promotion and development of other tourist products and services at local and regional level. | 300 | 1.00 | 5.00 | 4.1400 | 1.01843 |
| 7. | Such event has a strong effect on improving the quality of life of local residents. | 300 | 1.00 | 5.00 | 3.8367 | 1.14937 |
| 8. | Such event has a strong effect on promoting other lesser-known, specific events at regional and national level. | 300 | 1.00 | 5.00 | 3.5767 | 1.29733 |

tal ministries because the biggest sponsors are breweries, the media and other commercial institutions. Yet, it would be completely expected, even though it is a musical event above all, that there are visibly highlighted logos of state institutions which helped to hold this event (ministries, cultural institutions, various local governments etc). Also, interviewed visitors give low marks to the statement referring to a strong promotional effect of this manifestation on other lesser-known, but also specific events at regional and national level. This festival simply represents the main event which is eagerly anticipated throughout the whole year, so other regional events are probably little neglected. According to results of analysis of variance ANOVA, younger interviewees up to 20 years old give statistically significant lower marks than interviewees of other age groups. Standard deviation of all questions, except for the second one, is over 1, which means that there is a great variation between marks.

Results of ANOVA

Results of analysis of variance ANOVA (in Table 2) regarding interviewees' age group show existence of statistically significant difference in interviewees' attitudes concerning the first, second, fifth and eight question. Based on results of post hoc Scheffe test, it is analyzed among which age groups there are significant differences. Post hoc Scheffe test neglected the existence of significance concerning the fifth question. At the first question, regarding the festival brand, interviewees under 20 years give considerably lower marks comparing to interviewees of other age groups, while the highest marks give people over 61.

Since it is about a typical branding where the central stadium (where competition concerts are held) and all streets, restaurant gardens are covered with the same or similar banners, tents, billboards and posters, and there always appear the same i.e. the biggest sponsors as well, it has probably produced a lesser effect on the group of the young, who usually notice such details and probably recognize the importance of branding, but are still engrossed with other values of the festival (such as entertainment, meetings, socializing, taking photographs etc). Interviewees belonging to the age group of 61 years and more gave the third question (There are posters which suggest that the festival has been supported by the national and local tourist organizations.) significantly higher marks, assuming that they are guests from local places and their attention has been drawn by a different perception of the very festival and everything happening during those days. That is completely clear because elderly

Table 2. Results of analysis of variance ANOVA

| Item | Means | | | | | | F-value | Sig. |
|------|---------------------|------------------------|------------------------|------------------------|------------------------|---------------------|---------|---------|
| | age group 1 ≤ 20 | age group 2 21 - 30 | age group 3 31 - 40 | age group 4 41 - 50 | age group 5 51 - 60 | age group 6 61 ≥ | | |
| 1. | 3.4800 | 4.0565 | 4.2222 | 4.0690 | 3.5741 | 4.4286 | 4.588 | 0.000* |
| 2. | 3.4000 | 3.7500 | 4.1481 | 3.7931 | 3.8704 | 4.2857 | 3.487 | 0.508 |
| 3. | 3.8800 | 3.5000 | 3.7963 | 3.6207 | 3.2778 | 4.0000 | 2.306 | 0.004* |
| 4. | 3.4400 | 3.2581 | 3.4259 | 3.5517 | 3.4630 | 3.8571 | 1.118 | 0.948 |
| 5. | 4.1600 | 4.2419 | 3.9815 | 4.1724 | 3.9444 | 4.2143 | 0.860 | 0.045** |
| 6. | 4.2000 | 4.0645 | 4.1852 | 4.2069 | 4.1852 | 4.2143 | 0.233 | 0.351 |
| 7. | 3.6800 | 3.7903 | 4.0370 | 3.8966 | 3.8148 | 3.7143 | 0.509 | 0.770 |
| 8. | 3.8400 | 3.2419 | 4.0556 | 3.8621 | 3.5926 | 3.5714 | 3.779 | 0.002* |

* $p < 0,01$; ** $p < 0,05$ - post hoc Scheffe test discharges significance;

Table 3. Descriptive statistical analysis for question concerning uploading comments, video clips and/or photographs from the journey after visiting festival

| Page | Frequency | Percent | Valid percent | Cumulative percent |
|-----------|-----------|---------|---------------|--------------------|
| Face book | 246 | 82.0 | 82.0 | 82.0 |
| Twitter | 17 | 5.7 | 5.7 | 87.7 |
| Flicker | 2 | 0.7 | 0.7 | 88.3 |
| YouTube | 33 | 11.0 | 11.0 | 99.3 |
| None | 2 | 0.7 | 0.7 | 100.0 |
| Total: | 300 | 100.0 | 100.0 | |

population has no particular knowledge about work of tourist organizations and their role in promoting events, so they probably answered this question without any great understanding and thinking.

With the statement that festival has a strong effect on promoting other lesser-known events at regional and national level, least agreed interviewees from the age group 21-30 years who gave this question statistically significant less marks comparing to other interviewees.

Based on the results presented in Table 3, a conclusion is drawn that, according to visitors' attitudes, this festival will be highly promoted on its completion on Face book social network, then on You Tube Channel portal where can be uploaded video clips and recordings of various events which a guest has recorded. This is certainly good because all these ways of promotion are free and contribute to popularization of such and similar events and happenings and give possibility to potential visitors of Facebook and other social networks to get to know the presented material and maybe next year decide to visit the festival. Unfortunately, the smallest number of visitors will present and perpetuate their visual impressions of this journey on Flickr portal which is used for exchange of professional photographs between photo-amateurs and professional photographers (assuming that this is lesser-known portal). And it is commendable that only a small number of visitors will not upload any photo or video souvenir on World Wide Web Internet network.

Based on the results presented in Table 4, a conclusion is drawn that from the total number of visitors who will upload comments, video clips and/of photographs from this journey on the Internet most of them will be from the age group 21-30 years. Then, there is the same number of those who will also do it in the age groups of 31-40 and 51-60 years. It is rather

Table 4. Cross tabulation Age /Pages

| | | I intend to upload a comment, video clips and/or photographs made during my visit on the following pages | | | | | Total |
|-------|-------------|--|---------|---------|---------|------|-------|
| | | Facebook | Twitter | Flicker | YouTube | None | |
| Age | Under 20 | 21 | 2 | 0 | 2 | 0 | 25 |
| | 21-30 | 95 | 13 | 1 | 14 | 1 | 124 |
| | 31-40 | 48 | 0 | 0 | 5 | 1 | 54 |
| | 41-50 | 21 | 1 | 0 | 7 | 0 | 29 |
| | 51-60 | 47 | 1 | 1 | 5 | 0 | 54 |
| | 61 and more | 14 | 0 | 0 | 0 | 0 | 14 |
| Total | | 246 | 17 | 2 | 33 | 2 | 300 |

Table 5. Crosstabulation Country / Pages

| | | I intend to upload a comment, video clips and/or photographs made during my visit on the following pages | | | | | Total |
|-----------|--------------------|--|---------|--------|---------|------|-------|
| | | Facebook | Twitter | Flickr | YouTube | None | |
| Country | Serbia | 174 | 16 | 0 | 20 | 2 | 212 |
| | France | 11 | 0 | 0 | 0 | 0 | 11 |
| | B&H | 9 | 0 | 2 | 3 | 0 | 14 |
| | Republic of Srpska | 13 | 0 | 0 | 3 | 0 | 16 |
| | Croatia | 2 | 0 | 0 | 0 | 0 | 2 |
| | Slovenia | 19 | 0 | 0 | 4 | 0 | 23 |
| | Germany | 2 | 1 | 0 | 1 | 0 | 4 |
| | Hungary | 2 | 0 | 0 | 0 | 0 | 2 |
| | Montenegro | 2 | 0 | 0 | 0 | 0 | 2 |
| | Spain | 2 | 0 | 0 | 0 | 0 | 2 |
| | Sweden | 2 | 0 | 0 | 0 | 0 | 2 |
| | Italy | 4 | 0 | 0 | 1 | 0 | 5 |
| | Bulgaria | 2 | 0 | 0 | 1 | 0 | 3 |
| | Belgium | 1 | 0 | 0 | 0 | 0 | 1 |
| Macedonia | 1 | 0 | 0 | 0 | 0 | 1 | |
| Total | | 246 | 17 | 2 | 33 | 2 | 300 |

unusual that there are more of those in the oldest age group than in the youngest, under 20 years, who will do the same, but on Facebook social network. It is certainly commendable that older population uses this way of releasing information from their journeys, which contributes to its presentation and being available to the masses.

Based on the results presented in Table 5, a conclusion is drawn that, among the interviewees from 15 different countries, most used social network is Facebook. Based on the results from Tables 3, 4 and 5 it is clear that Guča as a festival should be promoted precisely and widely through this social network in different ways: creating an official profile and special group for supporters. On those pages, it is necessary to update information and data regularly and upload throughout the whole calendar year news letters, press releases, various musical clips and performers' official spots. Certainly, there could be advertised many sponsors of this festival and also invited users and members to point out, on their own profiles, certain information which is important especially in the period of announcing the event of the new festival. Doubtless, the research also indicated that You Tube portal is very useful and important channel of promotion and distribution of information to the present as well as future potential visitors of this festival.

Conclusion

The Dragačevo Trumpet Festival in Guča (The Republic of Serbia) is a unique competition of folk brass bands in the world and one of the most important events of the overall national creativity and cultural amateurism in Serbia. Therefore, Guča represents an event which is used for branding of tourist offer and musical culture of Serbia at regional and international level.

Branding process of events refers to managerial processes that endow any given event with a unique identity and image, presents event with a possibility of being clearly and positively identified and thus different and recognizable from competitors.

Compared to classical products and services, branding geographical areas and tourist destinations (cities, regions, countries, events etc) is a process whereby a region actively creates its identity with the objective of as quality as possible positioning in the domestic and international market as desirable destinations for tourism, trade, investments, and similar. Naturally, stakeholders choose both with their emotions, their hearts, but also with their minds (Paliara, et al., 2010).

From the conducted research there could be concluded that it is necessary to make a better concept and branding strategy of this event. It is also necessary to thoroughly deal with logistic and organizational problems before and during Trumpet Festival. This would improve the effect of this musical event on attracting new tourists as well as the effect on quality of other products and services in Guča. Trumpet Festival should have a stronger effect on industrial development of the place and municipality, then on better promotion and development of other tourist products and services at local and regional level and certainly on improving the quality of life of local residents. It is necessary to promote event more during a whole year on different social networks and portals. Apart from Facebook, which is the most popular and where the event is the most represented, a profile and fan page should be created on Tweeter and my Space as well and many promo video teasers uploaded on You Tube Channel and photographs on Flicker portal.

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