

# Research on the image of the theatre brand using imagination

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## ABSTRACT

This article is of a methodological and epistemological nature. Its purpose is to identify and analyse how to conduct marketing research on the image of the theatre brand of a cultural institution, which is the theatre, using creative techniques that are based on human imagination and creativity. This analysis was made using the example of the Stary Theatre (Old Theatre) in Krakow, in relation to five techniques: photography, drawing, storytelling, spectacle, and collage. In the article, the author also discusses how these techniques fit into the area of aesthetic current in the sciences of management and organization, and also presents the epistemological assumptions of this current. He points out that marketing research conducted within the aesthetic current focuses on three areas: 1) at the level of identification of creative manifestations of human activities; 2) in the use of creativity by the respondents; and 3) in the use of creativity by the researcher.

## KEY WORDS

Aesthetic current in management, aesthetics in research, brand image research, image of cultural institutions, a brand of cultural institutions

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