

Implementation of Marketing Communication Strategy in Building Brand Awareness Talkshow Program

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Abstract.

The development of digital media has changed people's information consumption patterns, thus requiring conventional media to adapt marketing communication strategies. This study aims to analyze the implementation of Metro TV's marketing communication strategy in increasing brand awareness of Q&A talk show programs. Data were collected through in-depth interviews, observations, and documentation, and analyzed using Miles and Huberman's interactive model which included data reduction, data presentation, and conclusion drawn. The results of the study show that Metro TV has implemented several elements of the marketing communication mix, especially advertising, public relations, and digital marketing, but it has not been optimally integrated within the framework of Integrated Marketing Communication (IMC). The use of digital media, especially YouTube and TikTok, is the most effective strategy in reaching and increasing audience engagement. However, the brand awareness level of the Q&A program is still at the brand recognition stage, which indicates that the program has been recognized but has not yet reached the top of mind. This study also found challenges in the form of changes in audience behavior, competition with digital content creators, and fluctuations in program performance. These findings indicate that increasing brand awareness does not only depend on digital media exposure, but also requires the integration of communication strategies, message consistency, and content innovation that matches the characteristics of digital audiences.

Keywords: Marketing communication strategies; brand awareness; digital media and talk shows.

I. INTRODUCTION

The development of digital technology in the last five years (2020–2025) has driven significant changes in the media consumption patterns of global people, including Indonesia. Recent reports show that audiences are increasingly shifting to digital platforms based on short videos and social media that offer fast, personalized, and interactive access (Appel et al., 2020; Dwivedi et al., 2021). This shift reflects the transformation of communication culture, particularly among younger generations who prefer visual, concise, and easily accessible content through mobile devices. This phenomenon has an impact on the decline in consumption of conventional media such as television, which is considered less flexible in meeting the needs of digital audiences (Cunningham & Craig, 2021). The migration of audiences from television to digital platforms is getting stronger in line with the advantages of digital media in terms of flexibility, content diversity, and a more personalized and minimal distraction user experience (Voorveld, 2019; Li & Kang, 2021). In this context, the television industry is required to innovate and adapt communication strategies to remain relevant in the midst of digital disruption. Metro TV as one of the national news televisions also faces these challenges, especially in maintaining the existence of a Q&A talk show program that carries in-depth discussions on political, social, and economic issues.

Despite having advantages in terms of credibility and content quality, the program still faces difficulties in reaching the younger generation who are more accustomed to dynamic digital content formats. In addition, audience fragmentation is an important issue in the modern media ecosystem. Audiences are currently distributed on various platforms with increasingly diverse preferences, leading to increasingly sharp segmentation (Napoli, 2021). Young people tend to trust alternative sources of information on social media more than mainstream media, because they are considered faster, authentic, and relevant to their needs (Newman et al., 2023). This requires conventional media to not only improve the quality of content, but also rebuild public trust through a more participatory and digital engagement-based communication approach. The competition of the media industry has also undergone a significant transformation with the presence of independent content creators who utilize platforms such as YouTube, TikTok, and podcasts. These creators

are able to present content with a more personalized, authentic, and interactive communication style, making it easier for young audiences to accept (Abidin, 2021; Kaye et al., 2022). This condition expands the competitive landscape, where television no longer only competes with fellow television stations, but also with individuals or groups of creators who have high flexibility in the production and distribution of content.

From a marketing communication perspective, brand awareness is a crucial element in maintaining the existence of a media program. Brand awareness refers to the ability of the audience to recognize and remember a brand in various situations (Keller, 2020). A high level of brand awareness will increase the probability of a program being chosen by the audience and strengthen the positioning in the minds of consumers. In the context of television media, brand awareness is not only related to the number of viewers, but also includes the perception of the credibility, quality, and relevance of the content (Romaniuk & Sharp, 2021). However, limitations in the implementation of marketing communication strategies are one of the obstacles in increasing brand awareness in the digital era. Many conventional media still use a one-way communication approach that is less in line with the characteristics of digital audiences who want active interaction and engagement (Dwivedi et al., 2021). Therefore, this study is important to analyze the implementation of Metro TV's marketing communication strategy in increasing brand awareness of Q&A talk show programs, as well as identify the challenges faced in facing the increasingly complex dynamics of media competition.

II. LITERATURE REVIEW

1. Strategy Concepts in the Media Industry

Strategy is an integrated set of decisions and actions designed to achieve a competitive advantage in a dynamic environment. Teece (2020) emphasized that strategy is not only related to planning, but also organizational adaptability through dynamic capabilities in responding to environmental changes. In the context of the media industry, these changes are greatly influenced by the development of digital technology that drives the transformation of business models, content distribution, and interaction with audiences. Kaplan and Norton (2021) state that an effective strategy must be able to integrate organizational goals with changes in market behavior. This is relevant to the broadcasting industry which currently no longer relies on conventional approaches, but instead adopts a multiplatform strategy. Cunningham and Craig (2021) add that the success of modern media is largely determined by its ability to build audience engagement through digital platforms. Thus, strategies in the media industry are not only oriented towards the delivery of information, but also on the creation of experiences and relationships with the audience.

2. Marketing Communication Strategy

Marketing communication strategy is the process of planning and implementing communication that aims to convey brand value to the target audience effectively. Kotler and Keller (2021) explain that this strategy includes message management, communication channel selection, and evaluation of communication effectiveness in achieving marketing goals. In its development, this concept is known as Integrated Marketing Communication (IMC) which emphasizes the consistency of messages across various platforms. In the digital era, marketing communication strategies have undergone a significant transformation. Dwivedi et al. (2021) state that modern marketing communication must integrate traditional and digital media with a more interactive, participatory, and experience-based approach. The audience no longer acts as passive receivers, but rather as active participants who can produce and disseminate content. Therefore, the success of a marketing communication strategy is largely determined by the organization's ability to create engagement and message relevance. The implementation of marketing communication strategies is realized through a marketing communication mix consisting of several key elements (Kotler & Keller, 2021; Keller, 2020):

a. Advertising

Advertising is a paid non-personal communication that aims to build brand awareness and image. Tellis (2019) emphasized that advertising is effective in increasing brand awareness through repeated and planned exposure, especially when supported by data-driven digital media.

b. Sales Promotion

Sales promotion provides a short-term incentive to drive audience response. Chandon et al. (2020) stated that this strategy is effective in increasing attention and experimentation with products, especially if integrated with other communications.

c. Public Relations

Public relations plays a role in building an organization's reputation and credibility. Kim and Ferguson (2018) show that PR-based communication tends to be more trustworthy because it is considered more objective than advertising.

d. Digital Marketing

Digital marketing leverages digital platforms to reach a wide and interactive audience. Chaffey and Ellis-Chadwick (2022) emphasize that the main advantage of digital marketing lies in the ability to personalize, interactivity, and measure performance in real-time.

e. Events & Experiences

Experiential-based activities allow audiences to interact directly with brands. Schmitt (2019) explains that the emotional experiences created can strengthen memories and attachment to the brand.

f. Personal Selling

Personal selling is direct communication that aims to build relationships and trust. Moncrief and Marshall (2020) emphasize the importance of a relational approach in increasing audience loyalty.

g. Direct Marketing

Direct marketing allows for personalized communication and a direct response from the audience. Stone and Woodcock (2021) state that this strategy is effective in building long-term relationships based on customer data.

h. Word of Mouth

Word of mouth is informal communication between individuals who have a high level of trust. Berger (2020) mentioned that WOM is one of the main factors in shaping audience perception and decision-making.

3. Brand Awareness

Brand awareness is the ability of the audience to recognize and remember a brand in various situations (Keller, 2020). This concept is fundamental in the formation of brand equity because it determines whether a brand will be considered in the decision-making process. Romaniuk and Sharp (2021) emphasized that brand awareness plays an important role in increasing the probability of brand selection by consumers.

The level of brand awareness can be explained through a pyramid consisting of four levels (Aaker, 2020; Keller, 2020):

a. Unaware of Brand

The audience is unaware of the brand's existence.

b. Brand Recognition

Audiences are able to recognize brands when given a certain stimulus.

c. Brand Recall

Audiences are able to remember brands without assistance.

d. Top of Mind

A brand is the first to appear in the audience's memory in a category.

In the media context, brand awareness is not only related to the recognition of the program's name, but also the perception of the quality of the content, credibility, and relevance of the program (Romaniuk & Sharp, 2021).

4. Digital Media and Audience Behavior Change

The development of digital technology has changed the way audiences access and consume information. Appel et al. (2020) stated that social media has become the main channel in marketing communication because it is able to create more personalized and real-time interactions. In addition, Cunningham and Craig (2021) highlight the emergence of a creator economy that is changing the media industry landscape to be more decentralized. These changes also affect audience behavior, especially younger

generations who prefer visual, short, and interactive content. Dwivedi et al. (2021) affirm that modern audiences tend to choose platforms that allow them to actively participate in the communication process.

5. Talkshow Program as a Media Product

Talk show is a television program format that relies on interactive discussions to convey information and public opinion. According to Timberg and Erler (2020), talk shows have the power to build public opinion through narratives that are packaged communicatively. In the digital era, the talk show format has adapted by utilizing digital platforms for wider and more flexible content distribution. This allows talk show programs to reach a more diverse audience and increase relevance among the younger generation.

III. METHODS

This study uses a qualitative approach with a descriptive method to deeply understand the implementation of Metro TV's marketing communication strategy in increasing brand awareness of Q&A talk show programs. The object of the research is PT Media Televisi Indonesia (Metro TV) with a focus on Q&A talk show programs that discuss political, social, and economic issues and face challenges in attracting audience interest in the digital era. The data used consisted of primary data obtained through interviews and observations, as well as secondary data sourced from literature, scientific journals, and company documentation to strengthen the research analysis. The informants in this study were determined using the purposive sampling technique, which is the selection of informants based on certain considerations that are relevant to the purpose of the research. The informants are selected from parties directly involved in the planning and implementation of the marketing communication strategy of the Q&A program.

b) Producer or creative team of Q&A program; c) Metro TV's social media/digital content manager; d) Audiences (especially the younger generation) as supporting informants. This technique was chosen because it is considered to be able to produce in-depth and relevant data (Etikan & Bala, 2020). Data collection techniques are carried out through in-depth interviews, observations, and documentation. The interview was conducted in a semi-structured manner with interview guidelines prepared based on indicators of marketing communication strategy and brand awareness. Observations were made on promotional activities on television media and digital platforms such as Instagram, TikTok, and YouTube, while documentation was used to complete data in the form of archives and publication materials. Data analysis uses content analysis and thematic interpretation with stages of data reduction, data presentation, and conclusion drawing (Miles, Huberman, & Saldaña, 2019). To maintain the validity of the data, this study applies triangulation of sources and techniques, so that the results of the analysis can be more valid and credible in explaining the marketing communication strategies applied.

IV. RESULT AND DISCUSSION

Result

1. Overview of Research Findings

This study aims to analyze the implementation of Metro TV's marketing communication strategy in increasing brand awareness of the Q&A talk show program. In general, the results of the study show that Metro TV has implemented a marketing communication strategy in promoting the Q&A program, but has not fully optimized all elements in the marketing communication mix. The implementation of the strategy is still focused on several main aspects, namely advertising, public relations, and digital marketing, while other elements such as events, direct marketing, and personal selling have not been utilized to the fullest. This condition shows the tendency of strategies that are selective and have not been fully integrated.

2. Implementation of Marketing Communication Strategy Program Q&A

a. Advertising

The results of the study show that Metro TV utilizes advertising as the main strategy in increasing the exposure of Q&A talk show programs. These findings indicate that advertising serves to increase audience attention to the program, especially in certain episodes that raise actual issues. Some informants stated that promotions in the form of video footage are able to attract interest to watch, especially when featuring speakers who are relevant to emerging issues. Advertising content generally highlights current

issues, credible sources, and program airtime. This strategy has proven to be able to attract the attention of the audience, especially when the topic raised is relevant to the issues that are developing in society. Based on the interviews, some informants stated that their interest in Q&A programs was often sparked by short snippets featuring interesting discussion snippets. Visually, the implementation of this strategy is shown through the distribution of promotional content on the Instagram platform through @metrotv accounts and advertisements through television media, which serves to increase audience exposure and awareness of Q&A programs.

b. Public Relations

The public relations strategy in the Q&A program is implemented through the involvement of public figures who have high credibility, such as politicians, academics, and social activists. The presence of these resource persons not only serves as a source of information, but also as an important element in building the program's image. The results of the interviews show that the credibility of the sources is an important factor in attracting the attention of the audience, especially for the audience who are looking for in-depth and trustworthy information. In addition, the publication of activities and coverage related to the program also strengthens the program's reputation in the eyes of the public. The results of the study show that the credibility of the speakers is the dominant factor in shaping the audience's perception of the quality of the program. Informants tend to consider Q&A programs to be informative and reliable because they present competent figures in their fields.

These findings show that public relations strategies not only function as a communication tool, but also as a means of building trust (trust building) for Q&A talk show programs.

c. Digital Marketing

The use of digital media is the most dominant strategy in the implementation of Q&A program marketing communication. Metro TV uses various platforms such as YouTube, Instagram, TikTok, and official websites to distribute program content in various formats, such as short clips, quotes, and promotional posters. The results of observations show that video-based platforms such as YouTube and TikTok have a higher level of audience engagement than other platforms. This can be seen from the number of impressions, comments, and interactions generated from the uploaded content. Meanwhile, official websites tend to be informative and have a lower level of interaction. Instagram is also used as an interaction medium through the question and answer feature, although the intensity of its use is not optimal compared to other platforms. Thus, it can be concluded that Metro TV's digital marketing strategy is more effective on platforms that rely on audiovisual and interactive content.

3. Brand Awareness Level Talkshow Program Q&A

The level of brand awareness of the Q&A talk show program is measured based on the brand awareness pyramid model which consists of four levels, namely unaware of brand, brand recognition, brand recall, and top of mind. The results of interviews with 12 informants which are the audiences of the Q&A program, showed the following variations in the level of brand awareness: Most informants are already at the brand recognition stage, where they are able to recognize the Q&A program after seeing a logo, screenshot, or promotion on social media. As many as 10 out of 12 informants showed the ability to recognize the program, while the other 2 informants were still unfamiliar with the program. At the brand recall level, as many as 8 informants were able to remember the name and slogan of the program without visual assistance, while the other 4 informants still needed stimulus to remember the program. Meanwhile, at the top of mind level, only 5 informants mentioned Q&A as the talk show program that was first remembered, while most of the informants still remembered other programs more or depending on the topic being discussed. These findings show that overall brand awareness of Q&A talk show programs is still in the brand recognition stage, which indicates that the program has been recognized by the audience, but has not yet become the top choice in the talk show program category.

4. Challenges in the Implementation of Marketing Communication Strategies

The results of the study identified some of the key challenges faced by Metro TV in implementing the Q&A program marketing communication strategy. First, there are difficulties in reaching younger generation audiences who are more likely to consume digital content with short durations. The relatively

long format of talk show programs has become less in line with current media consumption preferences, leading to audience fragmentation. Second, competition with independent content creators on digital platforms such as YouTube and TikTok is a significant challenge. The creator offers a more relaxed, personalized, and relatable style for young audiences, thus increasing competition in attracting audiences' attention. Third, fluctuations in program ratings show that program performance is not stable. Weekly rating data for the period January to March 2025 shows an average Television Viewer Ratings (TVR) of 0.2 and a share of 2.3. This indicates that the program is still in the introductory stage and has not yet reached a strong position in audience preferences. Overall, these challenges show that although Metro TV has adopted a digital-based marketing communication strategy, its implementation still requires optimization, particularly in terms of strategy integration and adjustment to digital audience characteristics.

Discussion

1. Implementation of Marketing Communication Strategy in IMC Perspective

The results show that Metro TV has implemented a marketing communication strategy in promoting Q&A talk show programs, but it has not been fully integrated optimally. The strategy implemented is still partial with dominance in the aspects of advertising, public relations, and digital marketing. These findings show that the implementation of Metro TV's marketing communication strategy has not fully reflected the concept of Integrated Marketing Communication (IMC) which emphasizes message integration and communication consistency across multiple channels (Kotler & Keller, 2021). In the context of modern marketing, IMC focuses not only on delivering the message, but also on creating a consistent experience for the audience across touchpoints. In line with that, Dwivedi et al. (2021) emphasized that marketing communication strategies in the digital era must be integrated and engagement-based, where organizations not only convey information, but also build continuous interaction with the audience. The disintegration in the implementation of strategies found in this study has the potential to hinder the effectiveness of communication in building brand awareness optimally.

2. The Effectiveness of Marketing Communication Mix in Increasing Awareness

a. Advertising as a Trigger for Awareness

The results of the study show that advertising carried out by Metro TV through television and social media is able to increase audience attention, especially when displaying actual issues and relevant sources. However, its effectiveness is still short-term and depends on the strength of the content. This is in line with the findings of Tellis (2019) who stated that advertising is effective in building brand awareness through repeated exposure, but requires consistency to produce long-term impact. In the digital context, Appel et al. (2020) also emphasized that the effectiveness of advertising is greatly influenced by the relevance of content to the needs of the audience.

b. Public Relations in Building Credibility

Public relations strategies through the involvement of credible figures have been proven to contribute to building the program's image as a reliable source of information. The credibility of the speakers is the main factor that affects the audience's perception of the quality of the program. These findings are supported by research by Kim and Ferguson (2018) which shows that public relations-based communication has a higher level of trust than advertising, because it is considered more objective and informative. In the context of media, credibility is an important element in maintaining audience loyalty (Newman et al., 2023).

c. The Dominance of Digital Marketing in the New Media Era

The use of digital platforms such as YouTube and TikTok is the most effective strategy in reaching audiences, especially the younger generation. Short video content has been proven to increase engagement and expand audience reach. This is in line with Dwivedi et al. (2021) who stated that digital media allows for more intensive two-way interaction than conventional media. In addition, Cunningham and Craig (2021) explain that the phenomenon of creator culture has changed the way audiences consume content, where short, visual, and personal content is more in demand. Thus, the dominance of digital marketing in the findings of this study shows a shift in marketing communication strategies towards a more adaptive approach to digital audience behavior.

3. Brand Awareness Program Q&A Analysis

The results show that the brand awareness level of the Q&A talk show program is still at the brand recognition stage, where the audience is able to recognize the program, but has not made it the top of mind. From a theoretical perspective, this condition shows that the process of forming brand awareness has not reached the optimal stage. According to Keller (2020), brand recognition is the initial stage in brand awareness that still needs to be strengthened through consistent and repeated communication. Meanwhile, Aaker (2020) emphasizes that to achieve the top of mind, brands must have strong differentiation and a high frequency of exposure. These findings also show a gap between high digital exposure and the audience's memory power to the program. This indicates that although Q&A content has become widespread in digital media, it has not been fully able to create a strong association in the minds of the audience.

4. Media Convergence as an Adaptation Strategy

The results show that Metro TV has adopted a media convergence strategy by distributing content through various digital platforms. However, the implementation of this convergence is still not fully strategically integrated. Napoli (2021) explains that media convergence is an important strategy in dealing with audience fragmentation, where content must be accessible through various platforms to reach different segments. Li and Kang (2021) also emphasized that the integration of conventional and digital media can increase the effectiveness of marketing communication if done consistently and in a targeted manner. In this study, although Metro TV has leveraged various platforms, there has not been a strong integration in terms of messaging, distribution strategy, and audience interaction. This causes the potential for media convergence to be utilized to the fullest.

5. Strategic Challenges in the Digital Age

The findings of the study show that Metro TV faces several key challenges, namely changing audience behavior, competition with digital content creators, and fluctuations in program ratings. Changes in audience behavior, particularly younger generations, indicate a tendency to consume faster, shorter, and more interactive content. This is in line with Appel et al. (2020) who stated that social media has changed the audience's expectations of content to be more dynamic and participatory. In addition, competition with independent content creators suggests that the media industry today is no longer linear, but increasingly competitive and decentralized (Cunningham & Craig, 2021). Digital creators are able to offer more flexible and personalized content, making it a serious competitor to conventional media. Program rating fluctuations also indicate that audience loyalty has not stabilized. This indicates that the marketing communication strategy implemented is not yet fully able to maintain audience engagement in a sustainable manner.

V. CONCLUSION

This study shows that the implementation of Metro TV's marketing communication strategy in the Q&A talk show program has not been fully integrated optimally. The strategy is still focused on advertising, public relations, and digital marketing aspects, while other elements in the marketing communication mix have not been fully utilized. This indicates that the Integrated Marketing Communication (IMC) approach has not been applied comprehensively. The use of digital media, especially YouTube and TikTok, has proven to be the most effective strategy in reaching and engaging audiences, especially the younger generation. However, the high digital exposure has not been able to significantly push Q&A programs to the top of mind. The level of brand awareness of the program is still at the brand recognition stage, which indicates that the program is known, but it is not yet the main choice of the audience. In addition, this study also found that there are main challenges in the form of changes in media consumption behavior, increased competition with digital content creators, and fluctuations in program performance. Overall, these findings confirm that the success of marketing communication strategies is not only determined by the use of digital media, but also by the level of strategy integration, consistency of messages, and adaptability to audience characteristics in the digital age.

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