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Модели и методы разработки PR-стратегии формирования имиджа исполнителя

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Аннотация. Статья посвящена теоретическим моделям и практическим методам разработки PR-стратегии формирования имиджа музыкального исполнителя. Проанализированы ключевые подходы к построению образа артистов (образ-миф, индивидуальный имидж, нарративный брендинг), методология разработки стратегии (анализ текущей ситуации, целевая аудитория, концепция, коммуникационные каналы), а также инструментарий PR и маркетинговых коммуникаций (социальные сети, СМИ, live-мероприятия, креативные активности). Сделаны практические выводы и рекомендации, включая критерии оценки эффективности (KPI).

Ключевые слова: имидж исполнителя, PR-стратегия, брендинг, шоу-бизнес, коммуникационные технологии, KPI, музыкальный маркетинг

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Research article

Models and methods of developing a PR strategy for the formation of an artist's image

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Abstract. The article is devoted to theoretical models and practical methods of developing a PR strategy for shaping the image of a musical performer. The key approaches to building the image of artists (image-myth, individual image, narrative branding), strategy development methodology (analysis of the current situation, target audience, concept, communication channels), as well as PR and marketing communication tools (social networks, mass media, live events, creative activities) are analyzed. Practical conclusions and recommendations are made, including performance evaluation criteria (KPIs).

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Keywords: performer's image, PR strategy, branding, show business, communication technologies, KPI, music marketing

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Introduction. In modern show business, an artist's personal image determines the perception of their work and influences their competitiveness in the entertainment market. A performer's image is a combination of visual, behavioral, and communication characteristics that shape the audience's overall impression of the performer. According to P.D. Kravchenko, in the age of digital communications, image "is one of the main competitive advantages of a media personality striving for public fame" [2, p. 42]. Creating a strong image requires consideration of modern show business trends - audience activity online, rapid content consumption, and increased demands for subscriber engagement.

Without a clearly formulated strategy, it's impossible to fully develop a brand, which will lead to decreased effectiveness in engaging with the target audience. Therefore, a systematic approach to PR promotion is essential. This article aims to examine image formation models and methods for developing a PR strategy for a music artist, drawing on domestic and international research, as well as industry case studies. The structure of the paper includes an analysis of theoretical foundations (image models), a description of PR planning methodology, an overview of promotion tools and tactics, and performance evaluation criteria (KPIs).

Materials and methods. The study utilizes methods of analyzing and synthesizing scientific and industry literature, as well as open data. Original research on the PR image of media personalities, music industry reports, and PR agency publications were analyzed. The methodological framework utilizes a competency-based approach (analyzing the artist's potential and the environment), questionnaires and target audience surveys, and monitoring of search queries and social media metrics. Practical recommendations from PR experts (such as the Scan-Interfax checklist) were utilized to systematize strategy development methods. The data was combined and summarized into a PR strategy framework that includes goals, audience, image, channels, and evaluation metrics.

Results and discussion. In scientific literature, an artist's image is examined from two perspectives: as a created image and as a result of communication. O. S. Nikiforova suggests distinguishing between social (group) and individual image [5, p. 560].

An image myth (social image) is an artificially constructed "phantom" separated from the performer's actual personality. It is used to deliberately influence a mass audience through media, blogs, and advertising. The image carrier itself is not altered; only the appearance of certain qualities is created. This approach is often used to quickly spread a brand and achieve the desired public reaction.

A personal image is an artist's actual qualities and their public behavior, which is consistent with their image. This is essential to maintaining a coherent perception. In this case, it's important to emphasize strengths, while downplaying negative aspects to make them less noticeable. With this approach, the bearer of the image undergoes personal changes: developing their appearance, communication style, and stage presence, as these influence the performer's self-presentation.

The narrative-mythological approach creates a consistent narrative around the artist. It includes fictional or artistically crafted biographical details and is presented as a coherent narrative. Researchers note that such a legend allows for the construction of a performer's

biography within a commercially advantageous framework [6, p. 62]. Thus, emotional associations are formed through the "myth" or legend, which maintains image recognition.

In practice, strategies can combine elements of mythologization and the development of a real image. Image creators can first build a compelling "myth" in the media (the initial phase), and then, over time, emphasize and develop the artist's real qualities to ensure long-term brand sustainability. The main goal is to ensure image consistency across all channels and the artist's actions.

As noted earlier, developing a PR strategy is an essential element in brand building. It involves sequentially planning communications activities aimed at achieving the artist's stated goals. In practice, this process is often viewed as an algorithm consisting of eight stages. In the first stage, the campaign's goals and objectives are formulated. Based on the artist's career goals, the desired outcome of the PR campaign is determined. For example, increasing awareness, increasing listenership, and strengthening the artist's image. Goals should be specific, measurable, and correlated with overall business metrics (e.g., increased ticket sales or streaming). Next, an analysis of the current situation is conducted. At this stage, the artist's existing image, strengths and weaknesses, reputation in the media and social media, and brand history are assessed. At the same time, the market, current show business trends, and competitor behavior are studied.

After this, a target audience profile is formed. It's important to understand who exactly listens to the artist: age, gender, social status, media habits, and preferences. This step is critical, as it determines the choice of channels. For example, young people aged 16-25 respond to TikTok and YouTube, while older audiences more often watch TV and listen to the radio. Next comes the branding stage—developing the artist's image concept. Here, the artist's core values and key messages are defined, and a visual and verbal style is developed: name, logo, slogan, ideology, and, if necessary, a "legend." It's important to make the image unique, easily recognizable, and seamlessly aligned with the genre. Then, promotion channels and tools are selected based on the target audience profile and the objectives. For example, a young pop artist typically requires active social media marketing and streaming promotion, while a rock band will focus on concerts and festivals. Budget and available resources are always taken into account.

Following this, a detailed content plan and event calendar are developed for the next 3-6 months, including release dates, tours, promotions, interviews, and other activities with specific deadlines. A crisis management plan is developed in parallel, outlining potential risks (scandals, information leaks, negative publicity) and rapid response scenarios. Finally, the entire process is completed by ongoing monitoring and evaluation of results. Baseline metrics (reach, reputational tone, and social metrics) are recorded, and their dynamics are then regularly tracked throughout the campaign. The effectiveness of each activity is determined based on KPIs, and the strategy is adjusted.

Each artist's promotional tools are unique and depend heavily on the genre, audience age, and budget. They can be roughly divided into five broad groups.

1. Social media and digital platforms. Musicians are now promoting their image through VK, Instagram, TikTok, and YouTube. These platforms provide quick contact with the audience. You share personal content, interact in the comments, and launch activities that people pick up on their own. These could be challenges, streams, or contests. Karmishina notes: "Social media today is the main tool for promoting young artists" [1, p. 58]. Memes and provocative newsworthy moments are often used to increase virality. Gamification is also added, such as chatbots and quests. They also create closed content for subscribers to retain a core fan base. Digital advertising is also a separate activity. Targeting and integration with influencers provide significant reach at a relatively low cost. And streaming is also crucial: carefully uploading and designing your release, including it in playlists, and collaborating with music blogs. This quickly increases awareness and leads to increased listening.

2. Traditional media and offline activities. Radio, television, print and online magazines remain important channels, especially for general audiences and retro genres. Participation in television and radio programs (interviews, talk shows), press releases, and photo essays in glossy magazines help create an "authentic" image of the artist, endorsed by editors and journalists. Offline events are particularly effective: concert appearances, participation in festivals, award shows, and music shows.

3. Collaborations and brand integrations. Collaborations with other artists and commercial brands increase reach and allow access to new audiences. Joint performances with "warm-up" artists are a common practice (especially in the rock and hip-hop scene). Brand partnerships (fashion, gadgets) provide opportunities for cross-marketing and financial support. Creating merchandise (T-shirts, badges, etc.) is a way to monetize and build a fan base [4, p. 131].

4. Creative PR campaigns. To increase influence, original mechanics are used: flash mobs, installations, performances in unusual locations, and interactive games. Researchers emphasize that in 2025, memes on social media, outrageous newsworthy events, unconventional city events, and NFT events will be effective [3, p. 178]. These formats create viral effects and mnemonic associations with the artist.

5. SMM and PR tools. SMM tools (content plans, targeting, post promotion) and traditional PR technologies (press services, announcements, newsletters) are integrated into a unified strategy. Digital PR evaluates engagement (comments, reactions) and reach using social media analytics dashboards. Traditional PR tools include press kits, press conferences, and media pools that attract journalists and bloggers.

Typical PR tools for promoting a music artist include: regular posts and stories on social media from a first-person perspective, YouTube video content (music videos, behind-the-scenes footage, live recordings), targeted advertising, interviews, and photo reports in various media. Radio appearances, podcasts, and streaming shows, as well as promotion through music playlists, also play an important role. Offline activities include concerts, club tours, festivals, and television appearances. Merch and branded products, as well as joint performances and duets with famous artists, are also used. In the early stages of a career, participation in auditions, talent shows, and music competitions, including the Eurovision selection rounds, remains an effective tool for attracting attention.

The effectiveness of each tool varies depending on the artist's genre and target audience. For example, young pop artists emphasize digital promotion and social media, while rock bands rely on live concerts as the foundation of their promotion.

Assessing the effectiveness of a PR strategy requires defining key performance indicators (KPIs) that reflect progress toward achieving goals. It is recommended to select metrics directly related to the objectives. For example, if the goal is increasing awareness, the following KPIs are logical: number of publications about the artist, overall media reach and circulation, and the tone of mentions. If the goal is audience engagement, then the increase in social media followers, engagement rate (likes, reposts, comments), and click-through rate (CTR) of advertising links are important.

The effectiveness of a music artist's PR strategy is assessed using quantitative and qualitative metrics. Quantitative metrics include media reach (the total audience of publications in media, blogs, and social media), virality (the pace and scale of distribution of materials, including challenges), subscriber growth, and audience dynamics. CTR for links to official resources and releases, increased listenership on platforms such as Spotify, Yandex.Music, and others, as well as the number of airplays on radio and TV, taking into account the platform's rating, are also recorded. Additional indicators include chart and awards presence (hit parade appearances, nominations). Qualitative metrics include review sentiment, fan engagement, time spent interacting with content, and the volume of user-generated content (UGC). It is important to establish baseline KPI values before the campaign begins and compare them over time. For example, before a release, it is necessary to record the artist's current mention level, fan base, and number of listens. Regularly monitor analytics data (Google Analytics, social media reports,

media panels). If performance significantly lags behind planned targets, adjust the strategy (for example, by increasing the advertising budget or changing the message) [7, p. 150]. In addition to quantitative metrics, a qualitative image assessment plays a role. This includes surveys of target audiences on artist recognition and associations, and a "tonal analysis" of mentions (media positioning). An effective PR strategy is characterized by a combination of growth in business indicators (sales, streams, traffic) and a positive shift in image metrics (reach, loyalty).

Conclusion. Creating and promoting a music artist's image requires a comprehensive and strategic approach. This paper analyzes the main image-making models: from constructing a vibrant "myth" to enhancing the artist's authentic qualities. Experience shows that a modern PR campaign for an artist should seamlessly combine traditional communications (mass media, television, radio, and offline events) with new digital tools (social media, streaming, and viral marketing).

The most important stages of strategy development are analyzing the existing image and market, clearly setting goals, identifying the target audience, and creating a memorable artist image (brand). The recommended strategy structure includes a clear sequence: collecting information, defining goals, segmenting the target audience, developing an image concept, and selecting channels and tactics.

Practical recommendations: consider genre specifics (for example, concerts are key for a rock artist, while social media activity is crucial for a pop singer), use creative formats to increase engagement, and be sure to set measurable KPIs (reach, audience growth, listening dynamics). Regular monitoring of results and a willingness to adapt strategy (for example, when trends or crises emerge) can improve the effectiveness of a PR campaign.

In conclusion, a successful artist's image is formed at the intersection of effective branding, multimedia presence, and emotional connection with the audience. The combination of theoretical models and proven practical methods described in this article provides a comprehensive toolkit for creating and maintaining an artist's image in the competitive music industry.

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