

The Project of 'Psychological Capitalization' of the Romanian Wheat

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The issue of the price of the wheat at harvesting in connection to high speculation, which is often illegal is a serious problem, with multiple negative effects on national, local and individual level. A campaign against this activity involves a set of tools to act simultaneously. Identifying a psychological problem and differentiated features this study proposes an advertising campaign for capitalizing on the concept of wheat in the collective mentality.

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1. Introduction

Since this is an advertising campaign with the theme both social and especially economic area, the scientific interest is related to advertising and communication. Communication as a practical activity has a long history, as science it is more recent (late 19th and early 20th century). Like other sciences related to the contemporary economy (marketing, scientific management, etc.) and in close contact with them, the science and practice communication and advertising have evolved a lot.

In the post-doctoral research project entitled The State Reserve in support of national food security we set as fundamental objective the defending of Romanian food production by applying a policy program at the level of this institution.

Depending on the interest, confined to broader policies, governmental, national, we were able to identify several types of policy such as: farmer policy, industrial policy processing, and export policy.

Each of them must be specifically updated properly defined and positioned in economic environment, summarized in a simple, understandable manner, so that to be able to make up the set of tools to achieve this policy goal.

2. Literature review

Although it is suspected that many things are still unspoken (but known and used) in this area efforts have been made their discovery and communication. We note the difficulty of finding a single definition that includes all the essential meanings of communication. In this regard, we agree with the remark of Ștefan Prutianu 'communication escapes from all attempts to define it' (Prutianu, 1998). Frank Dance and Carl Larson gathered 126 definitions of communication, from different authors and in different books. After 20 years of toil, none has proved satisfactory. The semantics of the term communication does not fit into any definition, but every possible definition captures something of what is communication. The American philosopher Charles Morris 'forgets'

deliberately information when speaking about communication generally as relationship and interaction' sharing and transfer of property ...' (Dinu, p.10).

The developments in information technology and media converted the dominant element image as a tool for transmitting the information. In the era of images, photography and footage there is increasingly less of an effort for the rational interpretation of what it is seen, the public's understanding of any event is most often based on the perception of the version of what it is presented, in some psychological context. Media means media. These rules cover the entire area of media, from the design and the implementation of each of these means of mass communication to the wording and presentation of the information.

Magdalena Csorba notes that the communication policy plays an important role in the advertising strategy as the optimal combination of all facets of the marketing mix is vital for the successful development of strategic action (Csorba, 2006). Company communication involves the use of a wide range of specific tools to promote, which are grouped into so-called promotional mix (communication). Advertising is one of the most important elements of the communication mix.

The use of psychological tools, persuasion is a longstanding practice commonly used by advertisers. One of the revealing works in this area is *Brand Washed* by *Martin Lindstrom*. The authors describe from a point of view somewhat hostile the set of means of subliminally influencing the public (especially, public consumption of goods and services) without however in any way infringing the area of applicability. There is no mentioning of the fact that these techniques could be adapted and used in other areas of public communication: politics, culture, society. We will present them in another section of this article. Although initially controversial, eventually they were accepted as such by all parties and internalized theoretically and practically. Basically, naming these tools, Strategic advertising, the scientific presentation of these communication techniques is the most notable in the theory and practice of advertising.

Under the Policy of the farmer, for example, the synthesis of policy should be to defend the price of agricultural produce, wheat bran or corn, etc., in the period of greatest vulnerability to the farmer, namely to protect the fall of price during the harvesting activities caused by falling grain wholesalers (often speculators) who are interested to buy at very low prices. One concrete instruments of pressure on their prices is the lack of storage space. Not having enough storage space the agricultural producers, farmers, especially the small ones, they are forced to sell directly from the field.

The fact that this has become a tradition, points out to another problem. The pressure on prices during harvest, on wheat for instance, probably generated over time, an attitude of superiority, and dominance on the one hand from the part of the merchant and one of defeatism on the other side, of the farmer. The latter probably can imagine the thoughts, ideas like:

From agriculture there is no gain!

Better accept, then having problems later!

Who am I to change the world!

and so on.

Each of the two attitudes can be theoretically segregated and corrected in the desired direction.

3. Strategic advertising

The problem identified which must be corrected has two components: superiority on the one hand and defeatism on the other. It cannot be resolved within the meaning of this paper through an open discussion like *You know that you impeach the national of the country, destroying small producers through the prices offered by you, they do not have any other sources for the production and they end up bankrupt!* On the one hand, and on the other hand *I produce food, it's a noble work which must be recognized and rewarded accordingly!*

Therefore, this would require a special program of marketing and communication, as happens in the real economy and companies with the products they produce.

The characteristics of this program could be:

- Solving both problems simultaneously, superiority and defeatism.
- Identification of key features which constitute the part of the central theme of the campaign and secondly, the pivot that things might move in the desired direction.
- Being an important problem, it would be recommendable that the idea, the characteristic is not created, invented by strategic analysts, but it should be a real one.
- Designing an effective program of communication in terms of the message, the target (audience) and communication channels.

The main objective of this campaign should be: *Valuing wheat as product, as concept in the mind and consciousness of the two sides.*

If wholesalers would see things from this perspective it might have a different approach, gentler, friendlier and the other side, small farmers could be psychological motivated to address other positions on the negotiation and sale of the harvest.

We must identify a special characteristic of the wheat as a commercial product as true and important as that is what in marketing is called differentiator. Then, depending on the characteristics of the target audience it should be communicated as convincing as possible.

The differentiator is the fundamental characteristic, which we consider capable of this, is that wheat from Romania, (and one in France and one in Ukraine) is needed and used in other countries mixed with the local wheat to raise its baking degree. Practically, all European countries that cultivate wheat, like Germany, the Netherlands, England, etc., need Romanian wheat (and French and Ukrainian) to be able to make their wheat bread. All campaigns well made, well-conceived, are based on such an analysis, identifying or inventing this fundamental characteristic, distinguishing in the mind of the target audience.

Some features are harder to identify others are more visible, easier to discover.

Among the features of a product invented we could give the example of Covalact Yogurt namely, *Covalact tradinionally made yogurt- too good ! (Covalact de țară - prea bun, prea ca la țară!)*. It was identified in the public mind by a team of analysts from the advertising agency Dr. Ad., Team composed of Crăița Coman, Sorin Predescu, both in the area of creativity and Traian Nuță as strategic analyst (Strategic Planner) and projected then as characteristic differentiator for the Covalact products. A feature more subtle identified and exploited, relatively used to similar products is that the propensity of consuming milk is paramount, comes from the first moments of life, and identify with one character, mother, and a unique concept, a mother's love. Thus it appeared the Tnuva campaign concept and *Keep the taste of love !*, where the main characters were a young mother and a baby.

Eventually both may be suspected and improvisation and truthfulness. As Covalact cows do not grow in the city, and you could say it's a feature ultimately true, but the factory is modern, so probably no way of processing the milk as at the countryside and the cows, many of them, even at the countryside are bred, fed and milked and then the milk is refrigerated, the computerized we might say.

One of the largest campaigns in the history of advertising and marketing is also from this area (milk) was done in America and is known under the title *Got Milk?!*, Relying on a differentiator whenever possible, composed of two parts: the crisis (lack of) product, and fear, the human fear.

According to Martin Lindstrom (2013) a very important author in this area (marketing, communication, and strategic analysis) we may identify eight factors of persuasion used in campaigns to promote a product or another. They are referred to by the author as follows:

- 1 Buy Buy Baby- like Tnuva- campaign Keep the taste of love
- 2 Trade with panic - Got Milk campaign?!

3 I cannot leave you

3 You buy, you get toasted

4 Under Pressure

5 Unforgettable memories

6 Royal Flush of marketing

7 Hope in a jar

8 Whatever you do, they will be watching you

Of course, these are the most important and those identified by the author, but the marketing and the advertising are areas of creation, imagination, innovation and, on the one hand, they must be adapted to each project and on the other hand we may imagine something new at any time.

The project that we imagined can be briefly presented as follows:

Title - 'Psychological capitalization' of the Romanian wheat

Topic- price fall during wheat harvesting

Causes- buyers' psychological pressure and defeatism of small producers

Target (target audience) - producers and wholesalers of wheat from Romania

Time frame – May-July

Type of message - publicity

Elements of strategic analysis:

- Marketing differentiator – increased baking features of the Romanian wheat that makes all countries to import wheat to mix with Romanian wheat

- Opinions – The opinions, very often irrational, of Romanians, especially in the provinces, people from the countryside or those with lower degree of education about foreigners' relative good opinions about various aspects of Romanian context (women, Danube Delta, gymnastics, etc.)

- Strategic Conclusion - we should tell foreigners to tell to Romanian farmers, wheat producers in this case, how good and necessary is the Romanian wheat for them.

Story-board (description of the advertisement):

- main head line: *Has it rained in Slobozia?*

- secondary head line *Bărăgan wheat bread*

- direct message – In order to be used, the wheat from the Netherlands, Germany, Sweden, England, etc., should be mixed with Romanian wheat.

- the story: a grocery store in the Netherlands, while buying bread, a client, buyer, Dutchman of all, inquires the seller, who is working somewhat in the field, about weather conditions, whether it rained or not, in Slobozia, as evidence of awareness, internationalization and globalization of our world, and thus the concrete concern about the situation of wheat from the next harvest in Bărăgan. All this while the main display inside the grocery store the special offer is marked, namely: *Bărăgan wheat bread!*

The story repeats itself in the same spot or in different spots, with a similar scene in other major countries in the Romanian collective mentality: Germany, England, Sweden, etc.

The subliminal message is that can be easily deducted, using the terminology of the Swedish writer mentioned above, to talk about a factor of persuasion that would be called *Trust in a jar!*, inoculating persuasively, subliminally, trust, optimism, appreciation of oneself and one's own work and results, of the type, *If the German appreciate it, it must be good!*

Conclusions

The issue of wheat during harvesting, the pressure that is speculative in price during harvest besides being often illegal is deeply immoral and to resolve (fighting) we need to have a comprehensive action using a variety of ways and means. The postdoctoral research paper entitled

The State Reserve in support of national food security proposes a set of tools to solve problems in this area we can include the wheat problem. We may include tools such as: the certificate of deposit approved by the State Reserve Deposits authorized by the State Reserve, the Balance of State Reserve, the Police of the State Reserve, etc.

Under the Instrument entitled the Balance State Reserve, which is essentially a tool similar to the statistical bulletin which the national bank anywhere permanently displays on currency, the interest rate, the money supply, the monetary policies, etc., we may include a tool like the one shown in this study, the draft of psychologically capitalize on the Romanian wheat through an advertising campaign.

Being a matter of public, national and local interest reaching the individual level with negative effects of sabotaging harvesting wheat prices requires complex actions. Having given the psychological and individual level with serious social consequences the study proposes a tool based on an advertising campaign, so polling for positive influence to solve this problem. The target audience are both sides of the dispute, both those affected (peasants, small farmers, etc.) and traders.

Using modern techniques of advertising, such as Strategic Analysis (Strategic Planning) to identify a differentiated feature that can be used to leverage psychological character (positively). This differentiator is that baking feature of the Romanian wheat makes it absolutely necessary in all Western countries with wheat which cannot be baked.

Addressing the public in Romania almost exclusively used as the main idea of the spot's Story idea known that we Romanians are very receptive to the assessments made about our foreigners.

Another ingredient used in designing the ads, though the only study another aspect of the work Washed Brand is one of the psychological tools of persuasion identified and there is the fear.

A result like this, but a spot and also a campaign is called It rained in Slobozia, as principal, and Bărăgan bread wheat as secondary basis, where The story shows how a Western grocery (Holland, England,

Sweden, etc.) and the customer wonders, with some fear if it rained in Slobozia, thinking of wheat import from Bărăgan, and capitalizing on of those who see the ad concept Wheat, Wheat crop and their agricultural production in general.

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