

# The use of marketing and communication in the construction of Alfred Hitchcock's brand

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## **Abstract**

This article delves into how Alfred Hitchcock used publicity to build his personal brand. Indeed, Hitchcock should be considered as a pioneer in the history of marketing and public relations. Being a creative and artsy person is considered a competitive advantage in the entrepreneurial world. The English film director displayed traditional public relations and publicity tactics from the beginning of his career. Furthermore, along his career, he was strategic, being able to create a variety of multichannel content on films, film promotion, television, and the publishing industry with many synergies. He developed his own personal brand way before this concept became fashionable. Hitchcock can be considered, with Dalí and Walt Disney, as part of a triad of conscious artists that actively adopted communication strategies in the process of development of their creative concept. Thanks to his publicity efforts, and his art of course, Alfred Hitchcock became an icon for film connoisseurs as much as the masses. This paper argues the importance of a publicity approach in Alfred Hitchcock 's career that contributed to his art and success.

Alfred Hitchcock; Film; Cinema; TV; Public Relations; Advertising; Communication; marketing