

FEEDBACK AS A GOVERNANCE TOOL: SHAPING CONSUMER-CENTERED STRATEGIES

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Introdução

In an era of accelerated cultural production, dominated by algorithms and engagement metrics, creativity becomes a strategic resource for commercial success (Duffy, 2020). This context demands innovative management approaches that endorse creativity (Kurtsal; Viaggi, 2020). Within this dynamic, collaborative governance emerges as a tool to harness creative potential by merging the voices of multiple stakeholders (Florini, 2019). Among its expressions, pre-release feedback stands out as a participatory tool for aligning decisions with expectations, reinforcing trust and consumer-brand ties.

Problema de Pesquisa e Objetivo

In contemporary cultural industries, there is growing interest in consumer participation within creative processes. Pre-release feedback emerges as a governance tool that enables symbolic negotiation before official launches. This article examines how such interactions support consumer-centered adjustments and foster sustainable marketing strategies, strengthening engagement, loyalty, and the recognition of audiences as symbolically significant actors in value co-creation.

Fundamentação Teórica

In today's platform-driven creative industries, consumers increasingly participate in shaping cultural products (Drenten et al., 2020). Pre-release feedback functions as a form of collaborative governance, enabling consumers to influence creative and strategic decisions before launch (Nardi et al., 2020). Such interactions reflect co-creative labor and symbolic negotiation, where feedback serves not only as input but as a mechanism for legitimacy, brand alignment, and emotional resonance (Florini, 2019).

Metodologia

This study adopts a qualitative multiple case study approach (Yin, 2003), analyzing emblematic cases from the gaming (Bloodstained), film (Sonic), and music industries (Pop Smoke's posthumous album) where pre-release feedback led to design or symbolic changes, selected for their high visibility, cultural impact, and media diversity. Data were collected from digital platforms, public statements, and media coverage. Through thematic coding and comparative analysis, we identified patterns of participatory governance and the strategic incorporation of consumer input.

Análise dos Resultados

The cases reveal how pre-release feedback operates as a form of collaborative governance, enabling fans to co-create meaning and shape production outcomes. From niche (Bloodstained) to mainstream (Sonic, Pop Smoke), feedback triggered aesthetic or symbolic redesigns in response to emotional investment and cultural expectations. This participatory dynamic has the potential to strengthen legitimacy, mitigate risk, and enhance brand alignment, showing that consumer voices can strategically influence narrative, identity, and market performance.

Conclusão

This study explored how pre-release feedback functions as a form of collaborative governance, allowing consumers to strategically influence creative and symbolic decisions before a product's release. By analyzing three emblematic cases in gaming, cinema, and music, we showed how audience reactions can trigger meaningful redesigns that reinforce legitimacy, cultural alignment, and emotional engagement. Rather than signaling a loss of creative control, this participatory dynamic enhances consumer-brand relationships and repositions feedback as a valuable creative asset.

Contribuição / Impacto

This study contributes by integrating the concept of collaborative governance with consumer-centered marketing strategies, offering a novel framework to understand pre-release feedback as both symbolic negotiation and strategic resource. Through multi-case analysis across different media, it reveals how affective, public consumer input can shape aesthetics, narratives, and brand identity. It advances debates on consumer influence by highlighting its role in legitimizing creative decisions and reinforcing brand meaning.

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