



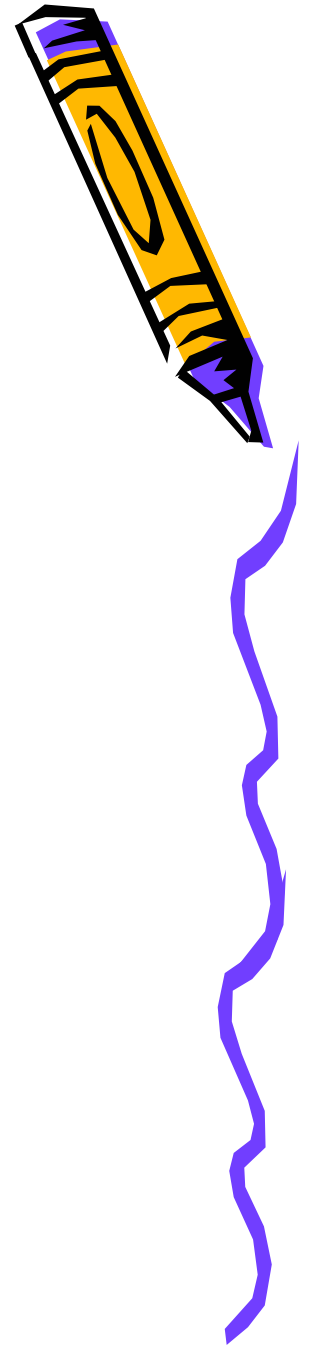
Interpreting the Brand

Russ Belk
University of Utah



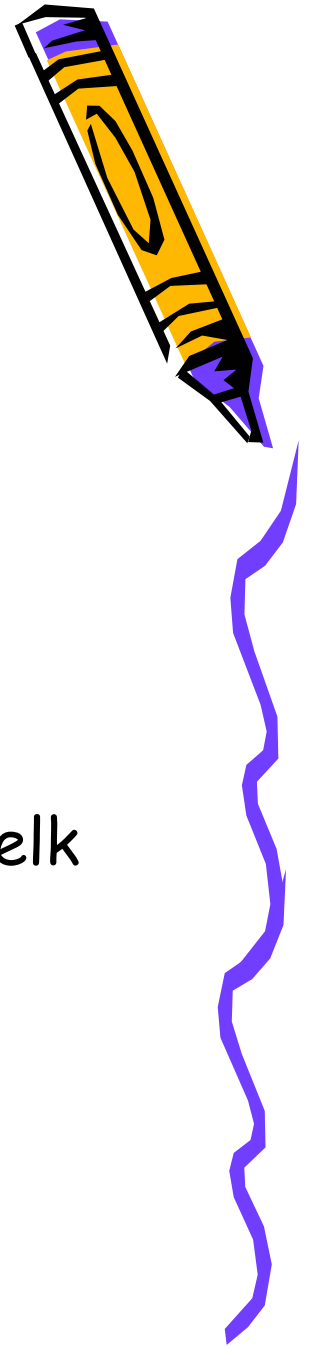
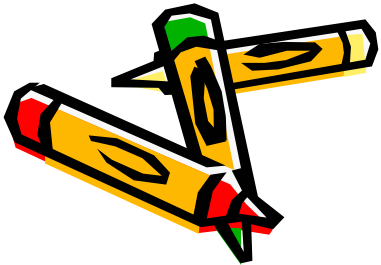
Some Interpretive Methods

- Depth Interviews
- Ethnography
- Projective Tasks
- Observation
- Visual Elicitation
- Videography



Examples of Interpretive Brand Findings

- Brand Communities (Boorstin, Schouten & McAlexander, Muniz & O'Guinn)
- Brand Cults (Belk & Tumbat)
- Brand Relationships (Fournier)
- Iconic Brands (Holt)
- Attaching Cultural Meanings to Brands (McCracken, Levy)
- Negotiating Identity Through Brands (Belk, Belk & Zhou, Holt, Bahl)
- Cross-Generational Brand Meanings (Olsen)
- Cultural Transformation of Brand Meanings (Watson)



What Interpretive Methods do Best for Brands

- Assess Meanings
- Identify Brand Fantasies & Metaphors
- Assess Group Brand Phenomena
- Learn How Brands are Incorporated into Lives
- Understand Brands within Cultures

