

Consumer Research in the World: Brands

5th ACR Doctoral Symposium
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Three Key Insights about the Nature and Power of Brands

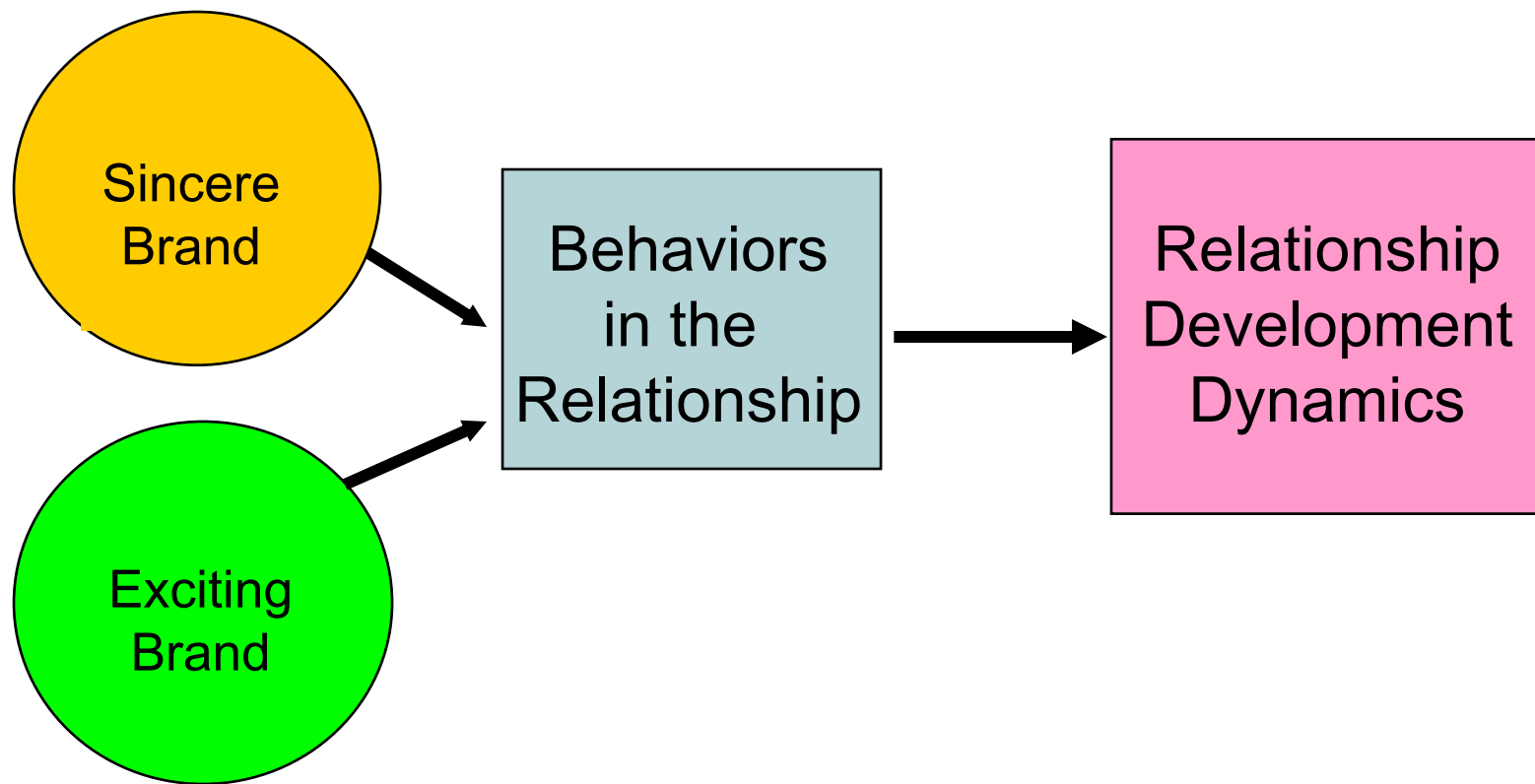
FROM:

- Brands as static entities
- Brands as assets created and controlled by the firm
- Brands exist in the minds of consumers

TO:

- Dynamic and evolutionary
(*How* brands come to mean;
development processes)
- Brands as co-created entities
- Brands live in cultures

Brand Personality Matters



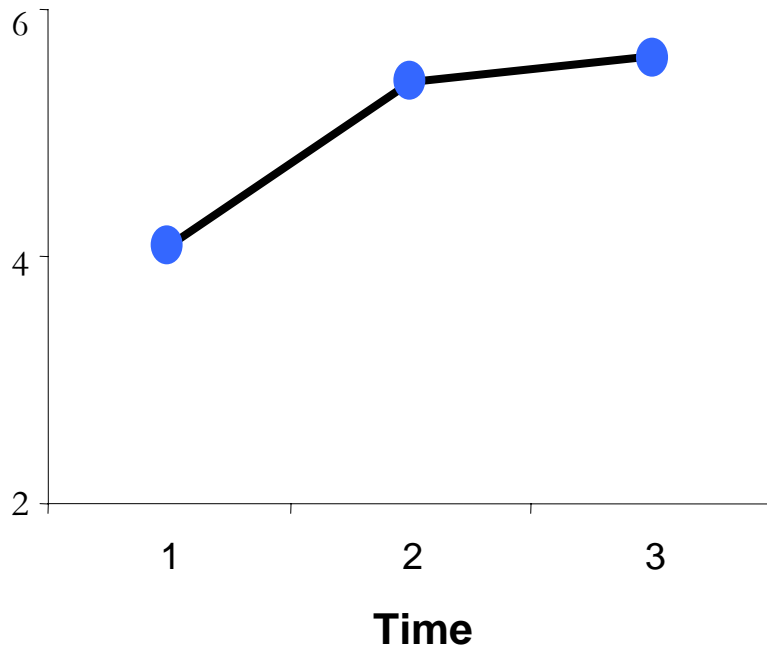
Source: Aaker, Fournier, and Brasel (2004), "When Good Brands Do Bad"

Relationship Development Interventions

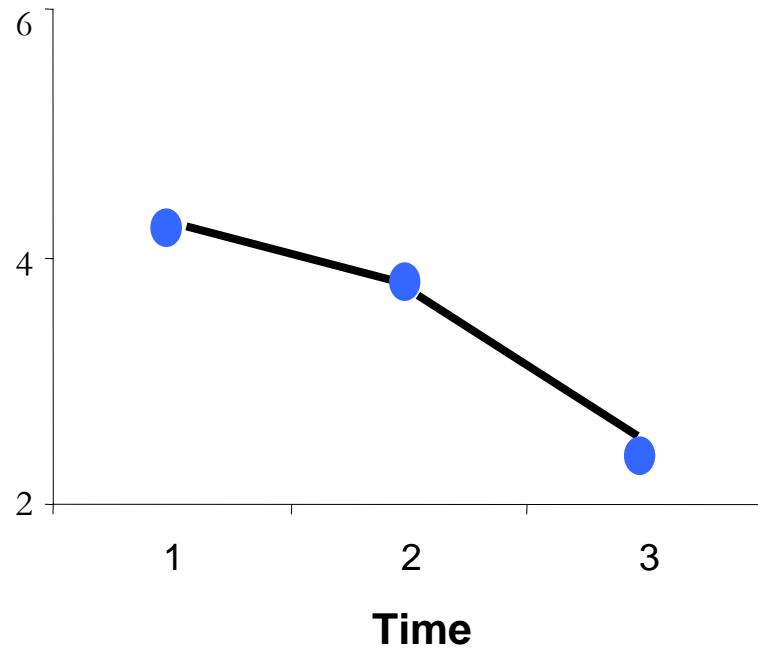
Timeline	Interaction	Summary of Actions
Day 1	(1) Relationship Initiation	Introduction of Captura Beta Test (personalized email) - invitation mailed to participants - participants are randomly coded into four conditions
Day 12	(2) Relationship Growth: Knowledge Exchange	Learning about Captura, Learning about Customer (website visit) - participants explore content and register on website - participants complete background questionnaire
Day 15	(3) Relationship Growth: Intimacy Development	Gift of Camera (website visit) - camera FEDEXed to participants - participants visit website to learn they were mailed a free camera
Day 22	(4) Relationship Growth: Partner Quality Enhancement	Things to Do (website visit) - content on website detailing uses for disposable camera - relationship measurement with questionnaire 1
Day 25	(5) Relationship Growth: Habit Reinforcement	Top Ten List (website visit) - “top-ten” tips on cameras posted
Day 34	(6) Relationship Growth: Contract Salience	Reminder to Return Camera (personalized email) - “camera needed” e-mail sent
Day 42	(7) Relationship Growth: Augmentation of Behaviors	NetAlbum Creation (website visit) - Participants come to website to view their online photo album
Day 45	(8) Transgression Present (Transgression Absent)	Manipulation (personalized email) - ½ participants notified that NetAlbums are accidentally deleted - ½ participants are told that their NetAlbum is ready to be viewed
Day 47	(9) Relationship Maintenance: Reinforcement of Self-Brand Connection	Contest Announcement (website visit) - participants are invited to participate in a Captura photo contest - relationship measurement with questionnaire 2
Day 48	(10) Relationship Maintenance: Apology, Recovery (Check-in)	Manipulation (personalized email) - ½ participants receive apology, NetAlbums restored - ½ participants are told that the contest is underway
Day 54	(11) Relationship Decline	Announcement of End of Beta Test (website visit) - participants return to site, photo contest winners announced - relationship measurement with questionnaire 3
Day 58	(12) Relationship Termination	Captura Beta Test Termination (personalized mailing) - participants FEDEXed their processed photos and compensated

Friendships and Flings

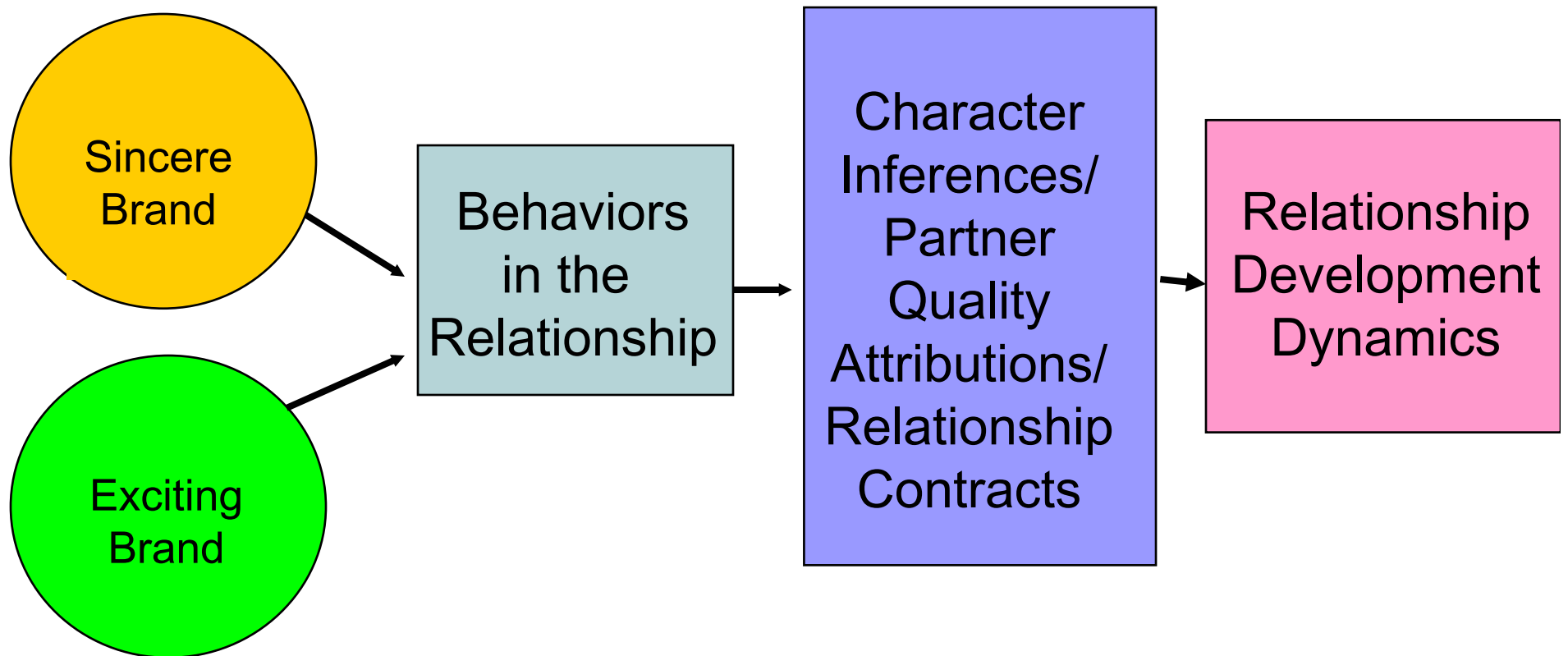
**Sincere Brand
Personality**



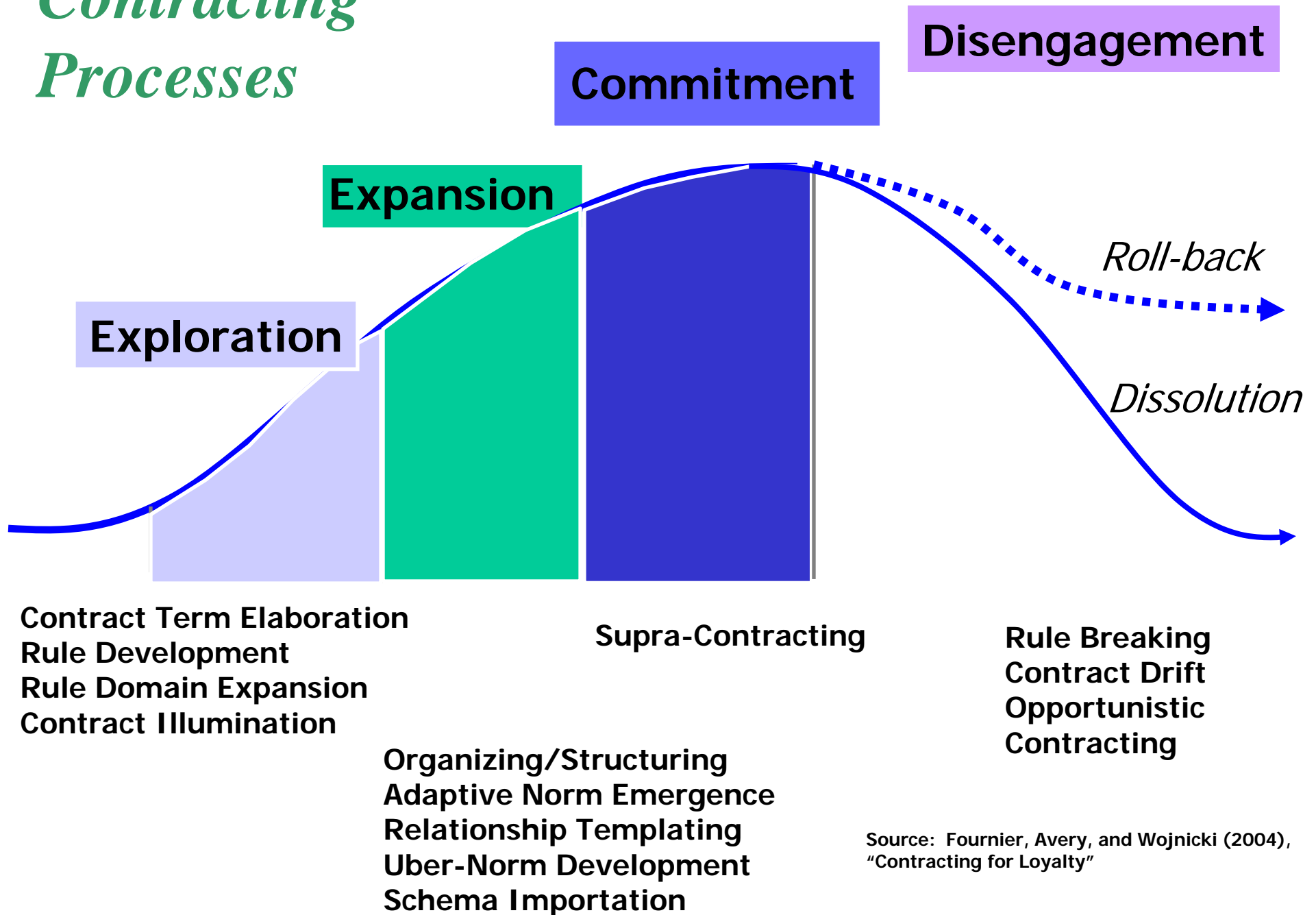
**Exciting Brand
Personality**



Brand Personality Matters

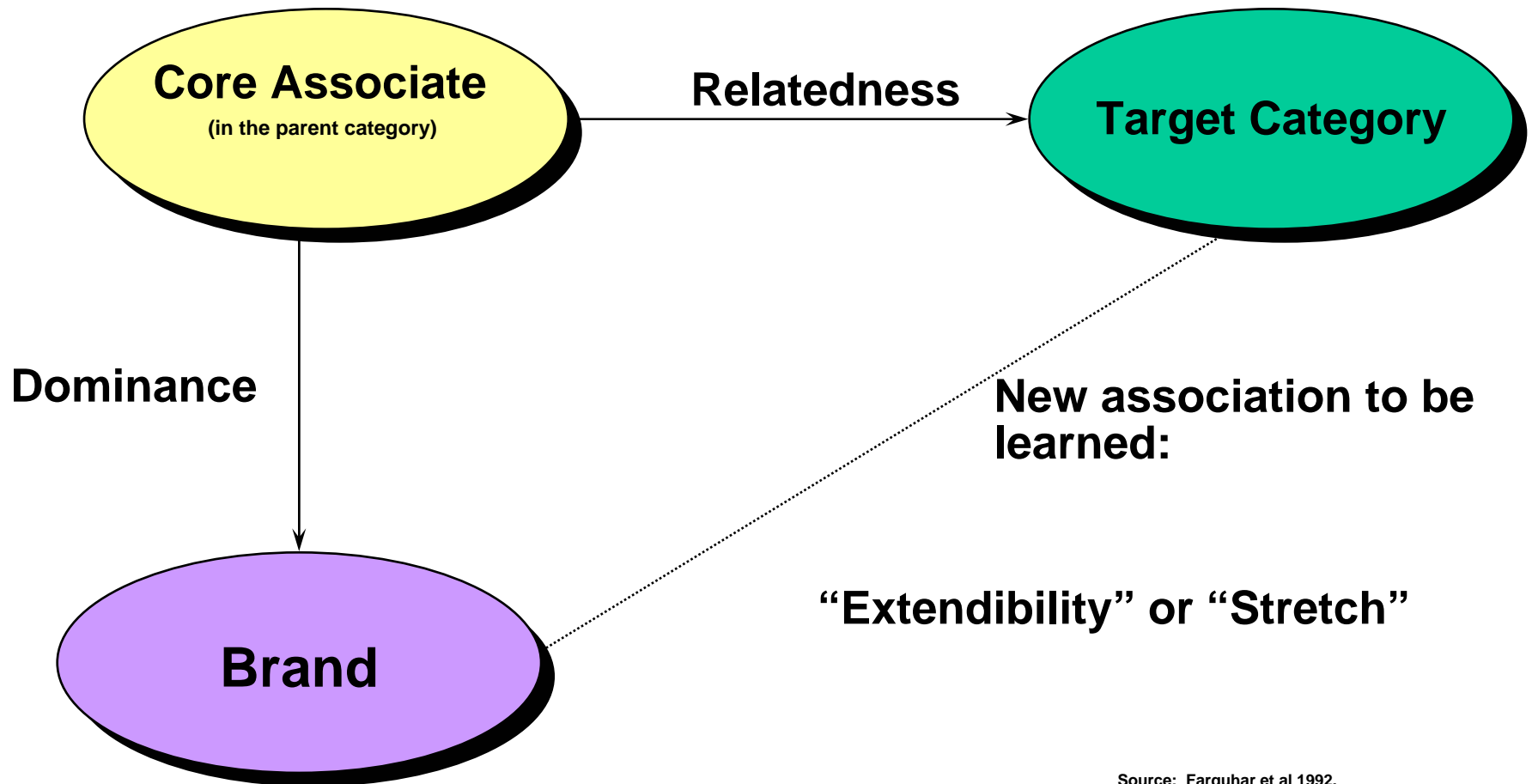


Contracting Processes



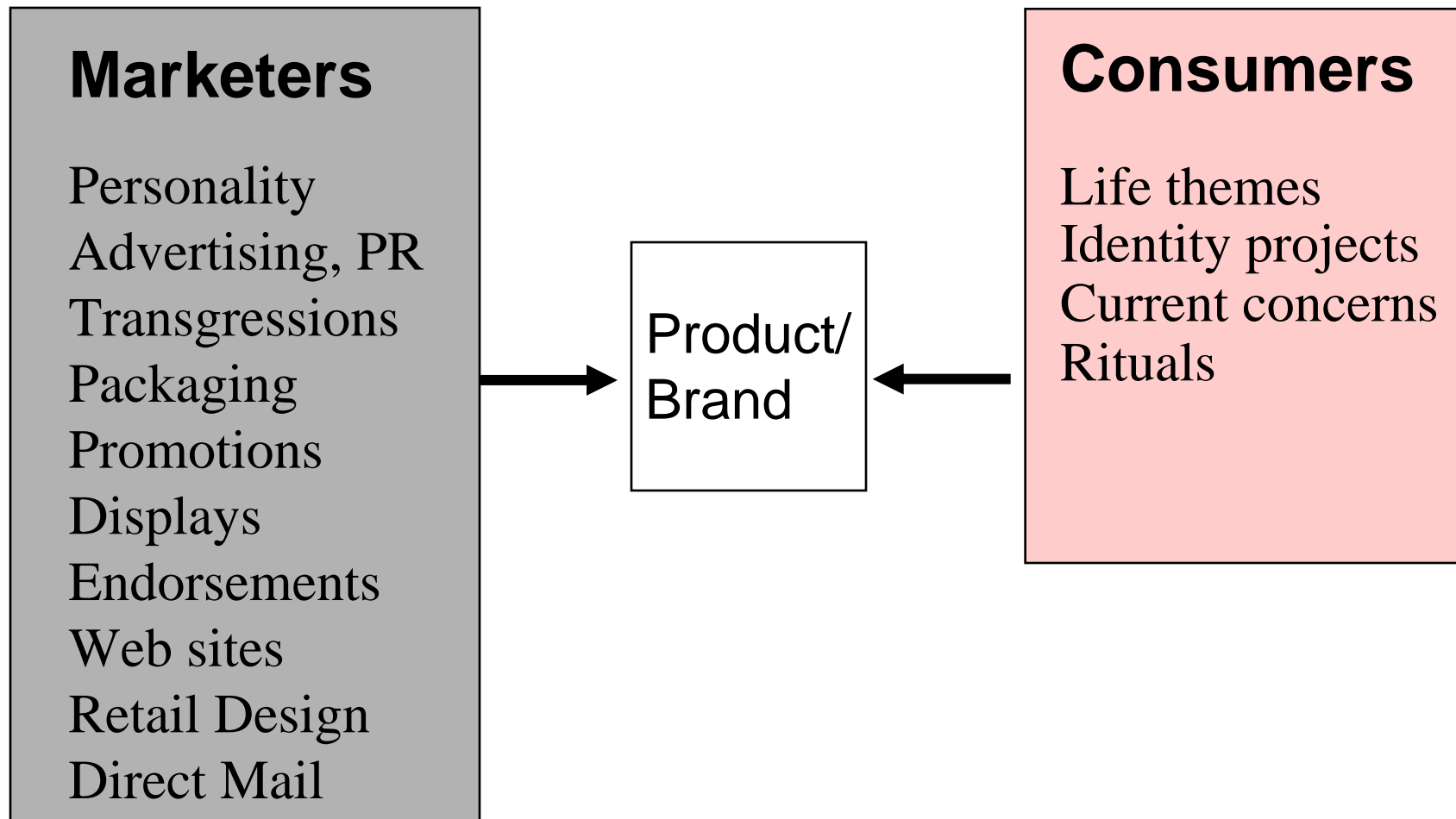
Source: Fournier, Avery, and Wojnicki (2004), "Contracting for Loyalty"

Leveraging Brand Leverage



Source: Farquhar et al 1992.

Building Strong Brands: The Era of Co-Creation



The Brand Positioning Statement

For _____, _____
(Target audience) (Product/brand)

is _____
(Most important claim/Unique Selling Proposition)

among all _____
(competitive frame)

because _____
(support, reasons why)

Is it all that simple?

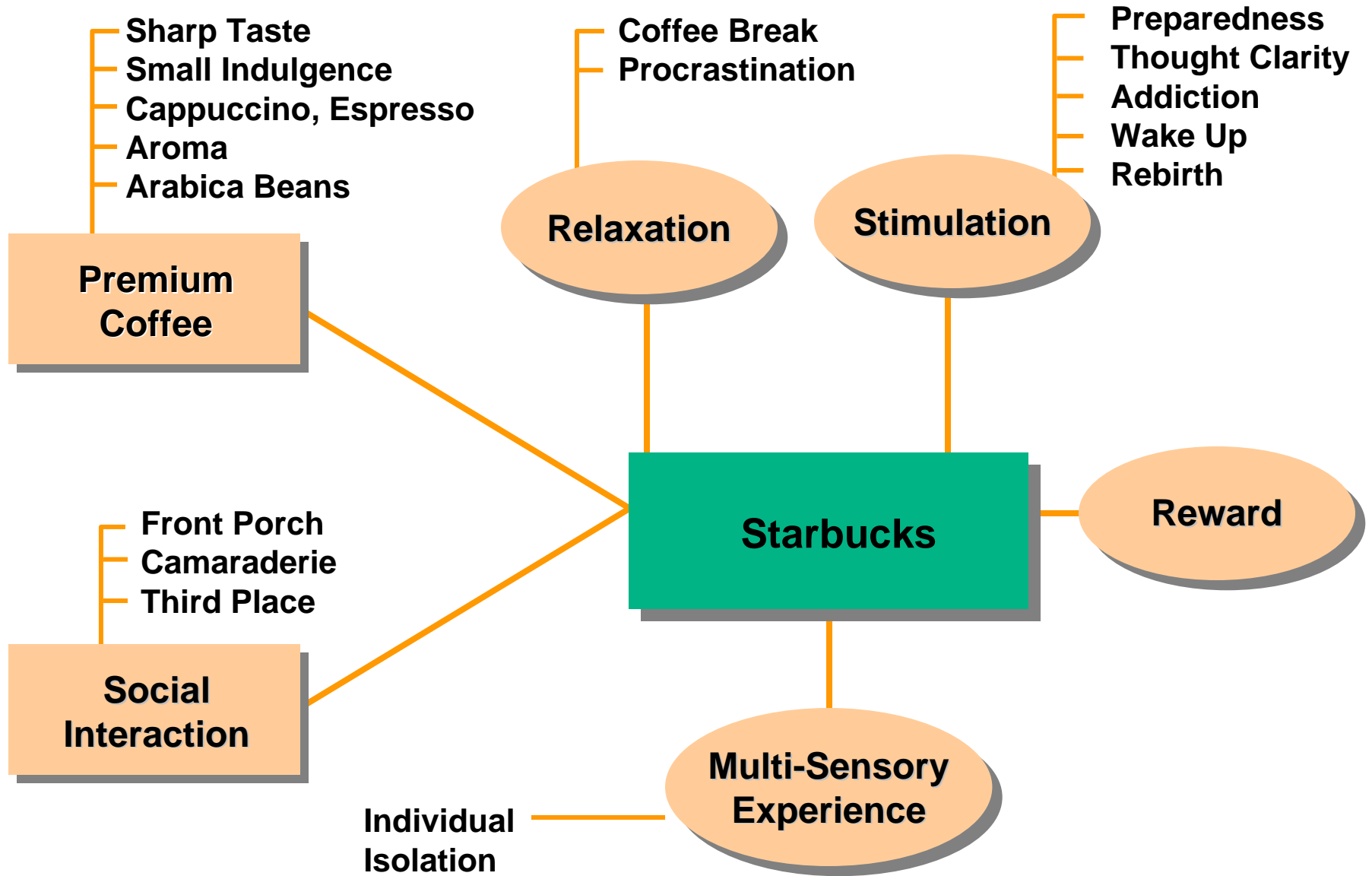
“You must identify a space in the consumer’s mind that you want to occupy, and own that. Make it simple. Clear.”

Reis and Trout (1985), *Positioning: The Battle for Your Mind*

“What is your *one most important claim*? Your *unique selling proposition*? Find out what that hook is, and make it the center of all your communications.”

Reeves (1961) *Reality in Advertising*

Starbucks Brand Meaning Map



Consumers in Groups: Communities as Brand Builders



Network Analysis

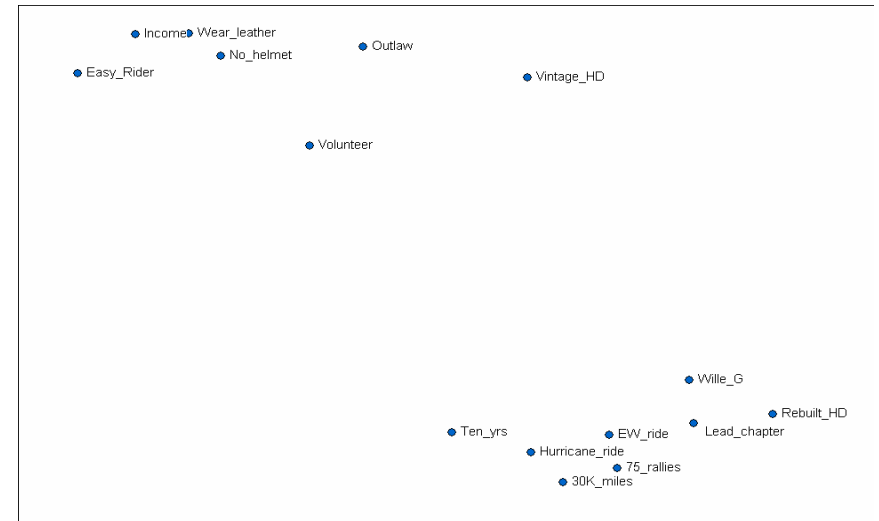
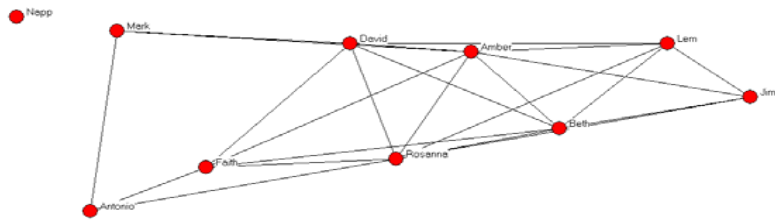


FIGURE. Cultural consensus item analysis



FIGURE. Visualization of sociometric network data

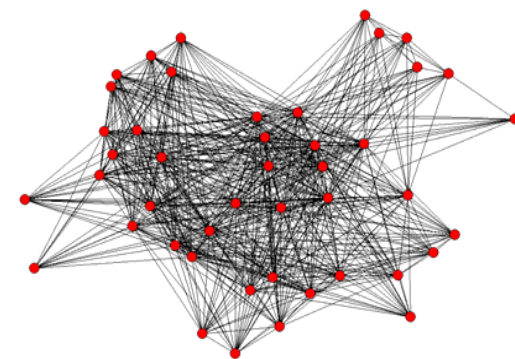
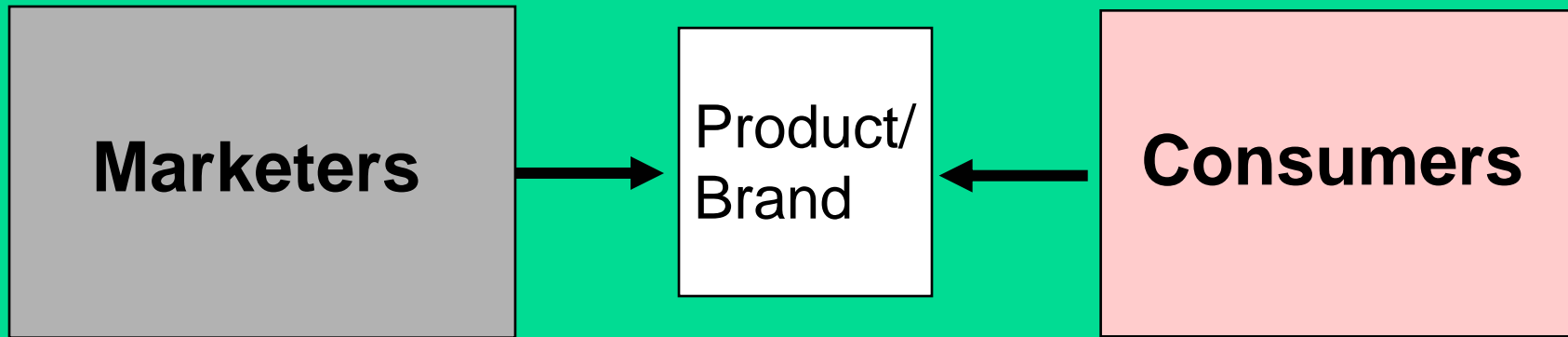
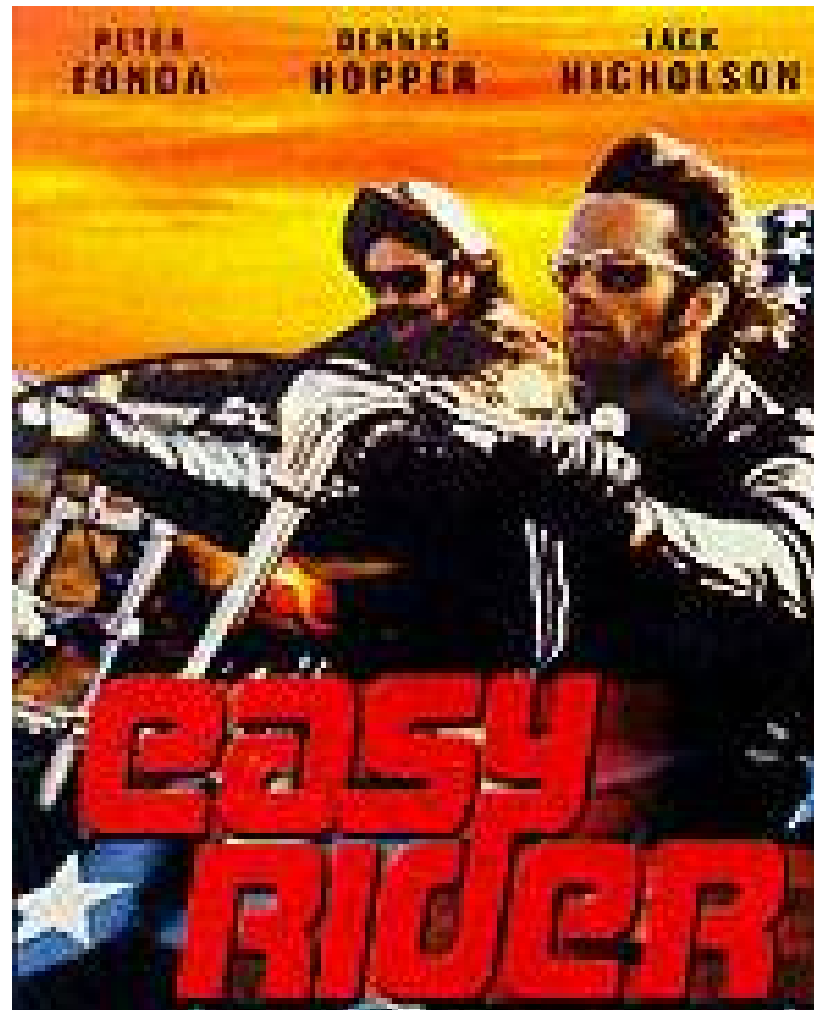


FIGURE. Egocentric Network Visualization For Highly-Interconnected HOG Member

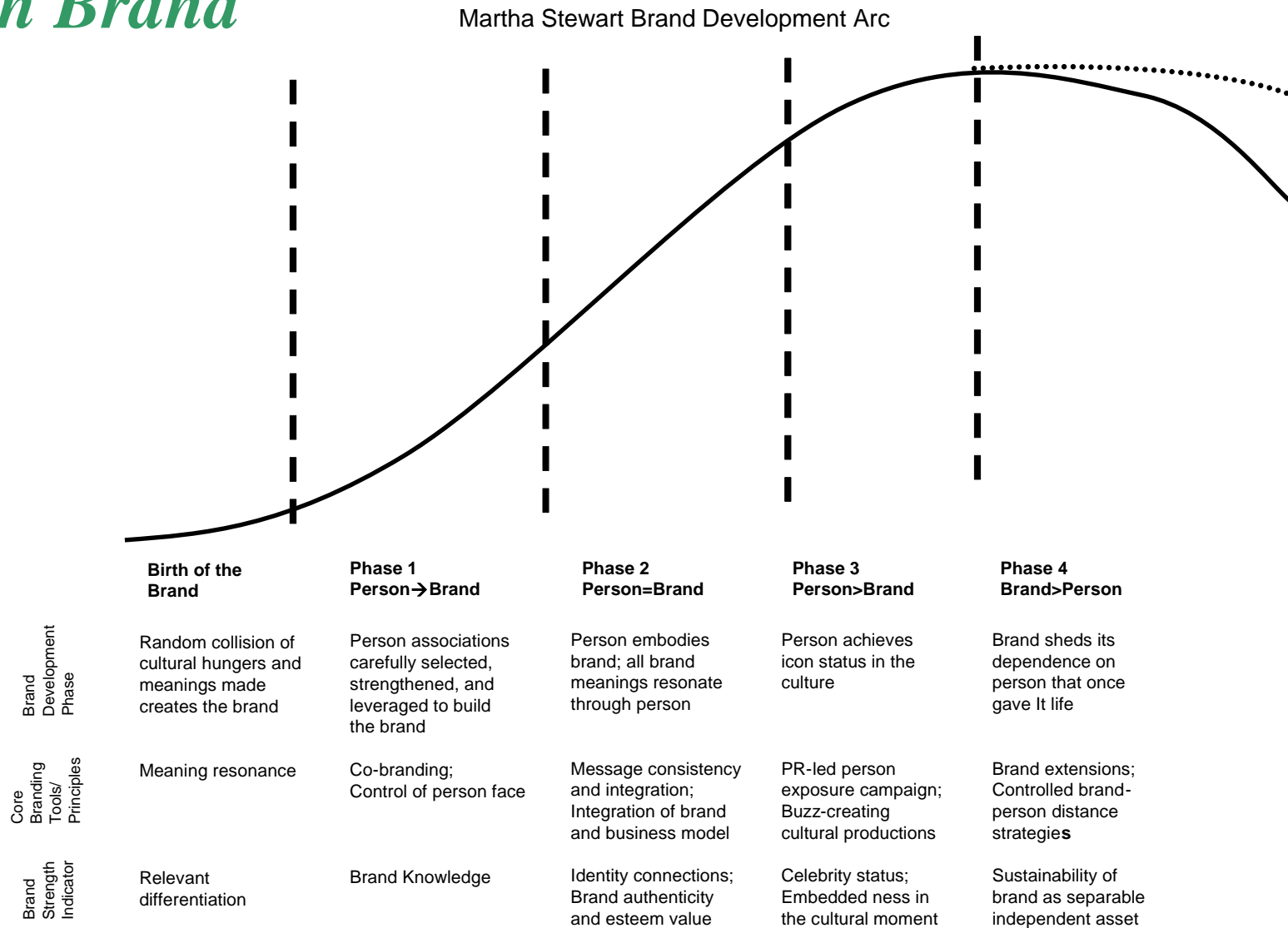
Brands as Cultural Creatures



*Building Brands through Product Placement:
Madison Avenue meets Hollywood and Vine*



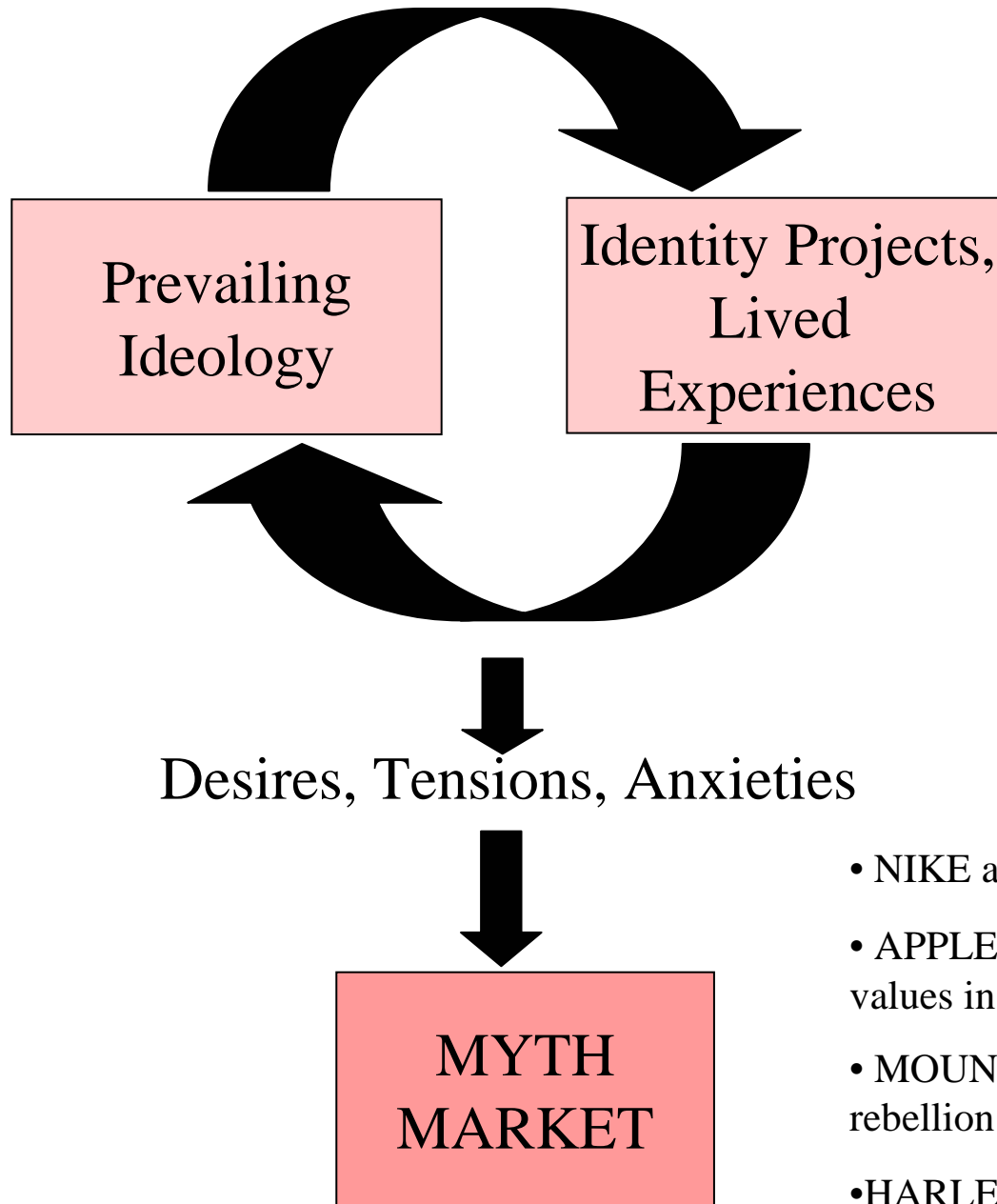
Creating a Cultural Icon Brand



Source: Fournier and Herman 2004

Cultural Branding

Holt 2004



Prevailing
Ideology

Identity Projects,
Lived
Experiences

Desires, Tensions, Anxieties

**MYTH
MARKET**

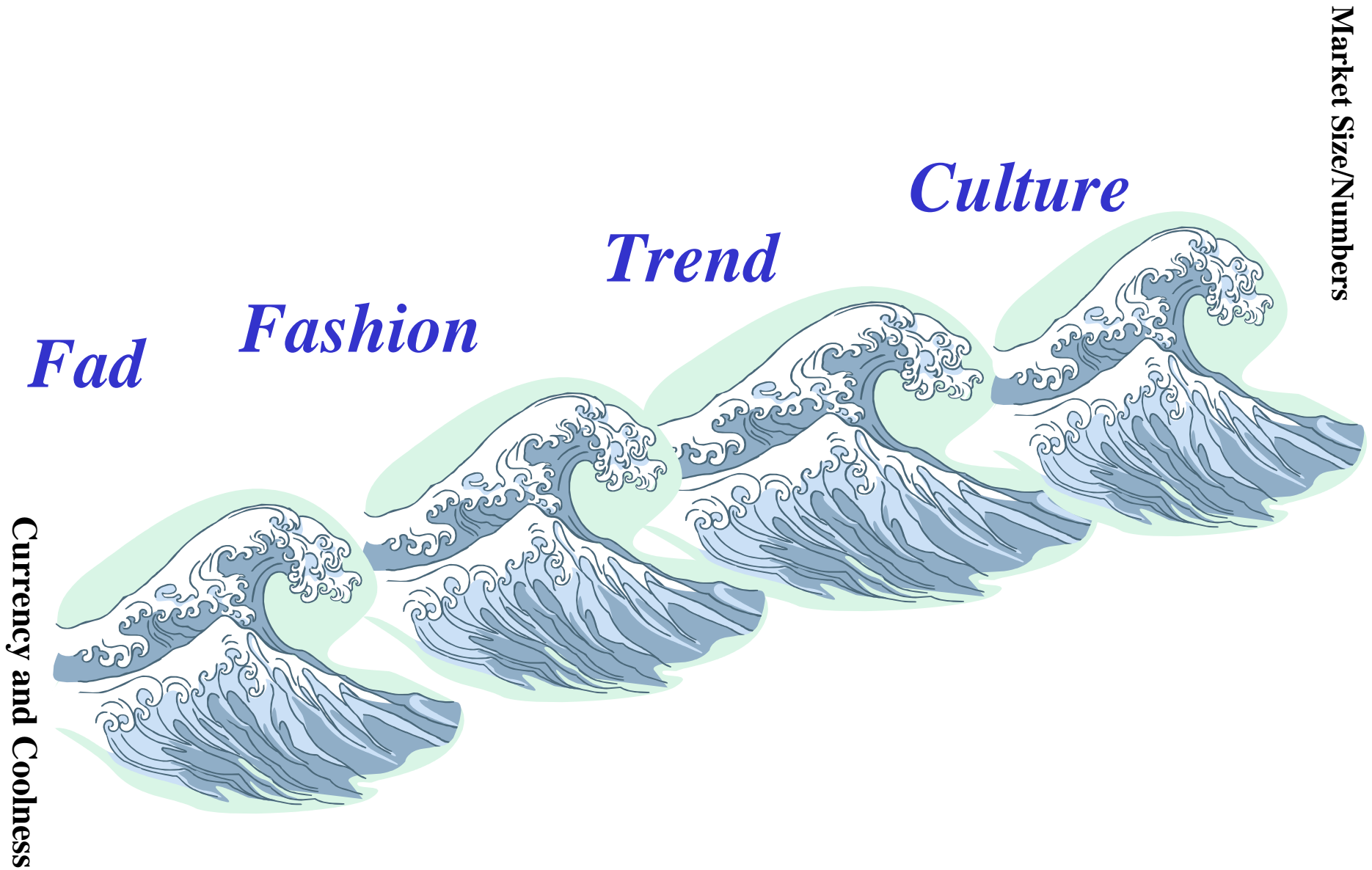
- NIKE and myth of individual achievement
- APPLE and myth of creative libertarian values in new economy
- MOUNTAIN DEW and the myth of rebellion against corporate conformity
- HARLEY and the myth of rebellion

Constancy versus Change

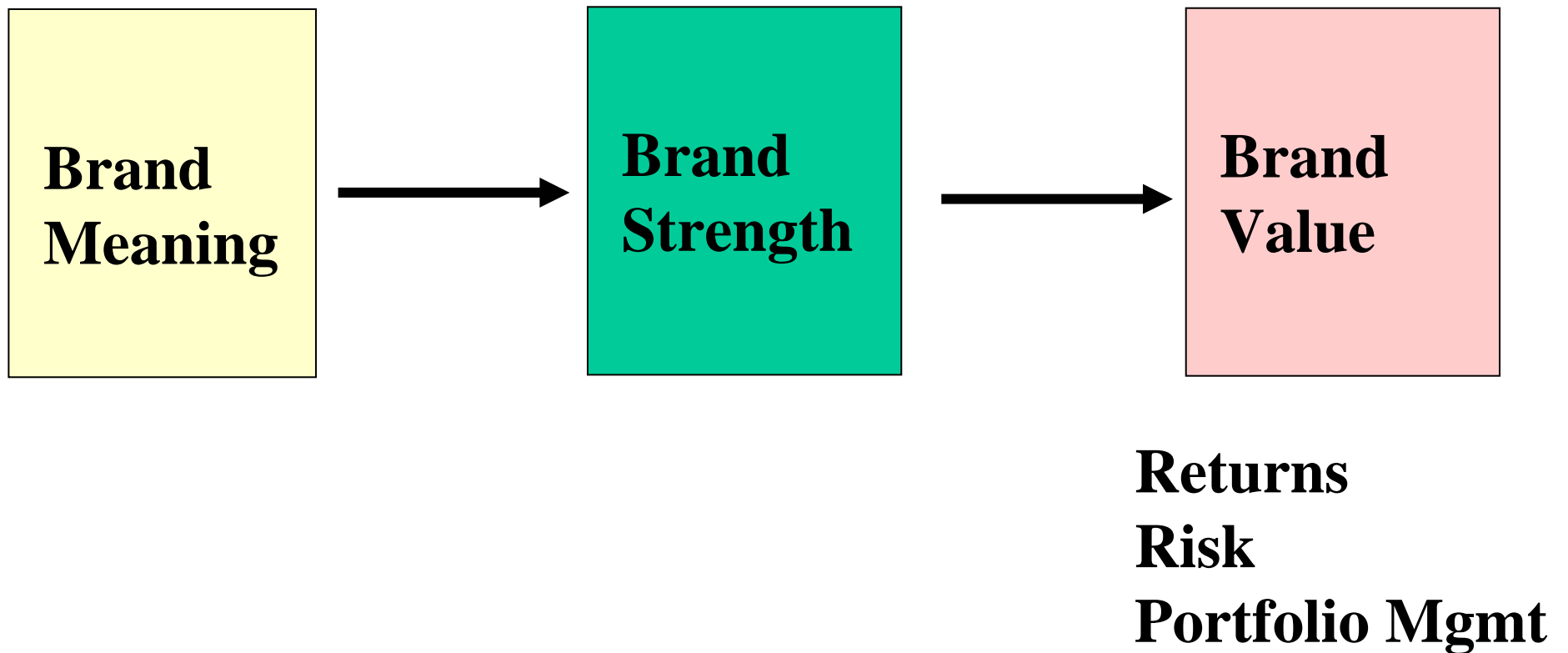
“Although change is sometimes appropriate, there is no doubt that the goal should be to *create an effective position that will endure*. The payoff can be a formidable competitive advantage based on the ownership of a position. Being consistent pays off.”

Aaker (1995), “Resisting Temptations to Change a Brand Position.”

Riding the Waves of Culture



Understanding Brand Equity



Source: Madden, Fehle, and Fournier (2004), “Brands Matter”

Some Ways to Have an Impact

- ❑ Impetus from new theoretical perspectives
- ❑ Being interdisciplinary and cross-paradigmatic
- ❑ Never losing sight of substance
- ❑ Focusing on real managerial conundrums
- ❑ Pushing toward implementation and actionability

Leveraging the Virtuous Cycle

- Writing cases
- Teaching the course
- Interacting with managers
- Doing the research

