

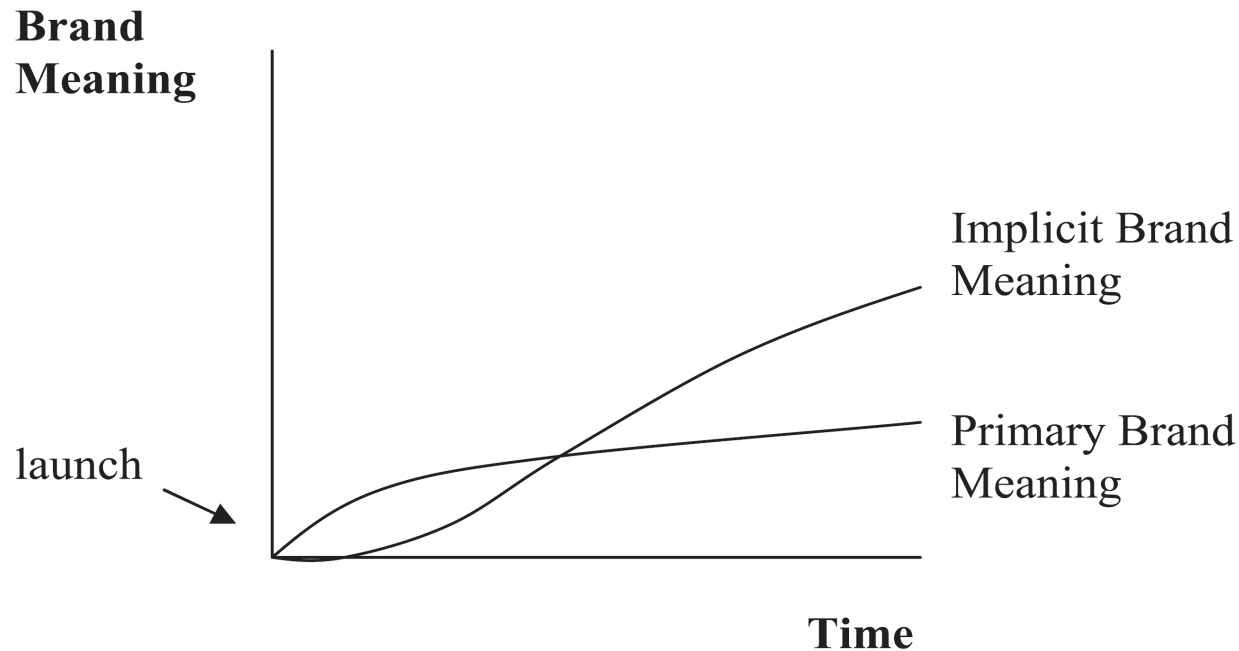
# LECTURE 6

## **BRANDS EXIST IN AND BELONG TO A GREATER CULTURE**

# LECTURE THEMES

1. Meaning-based branding
2. Meaning makers
3. How brands acquire cultural meaning

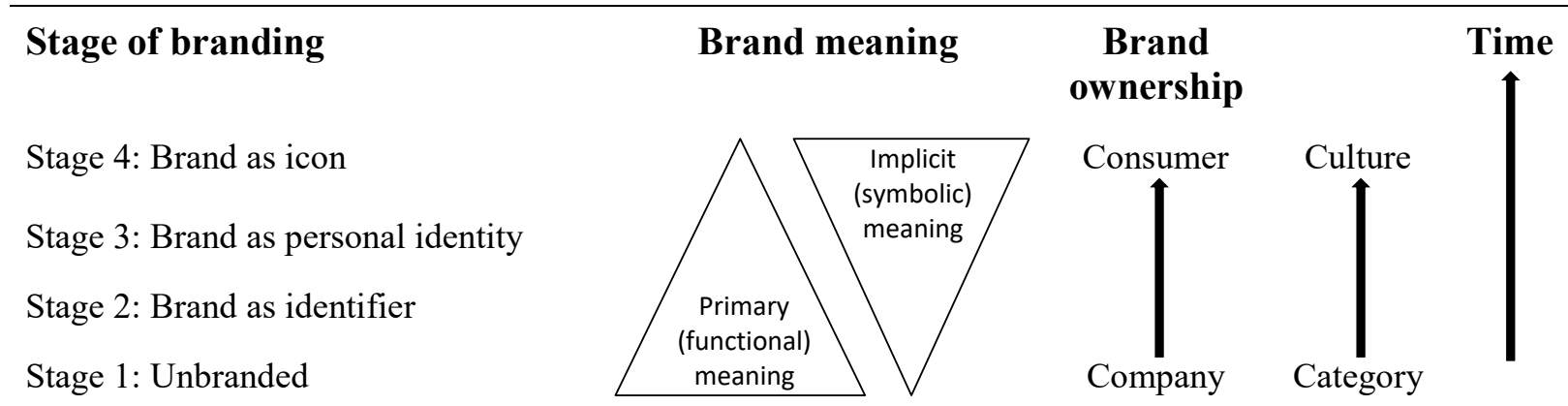
# Meaning-based branding



*Primary brand meaning* is a summation of the consumer's primary associations and dominant perceptions about a brand, largely influenced by brand attributes and functional consequences. It is the snapshot that immediately comes to the mind's eye upon hearing the brand name.

*Implicit brand meaning* refers to the ultimate emotional and psychological implications and significance of a brand, to the psychic resonance that the brand has for its consumers. Implicit brand meaning is complex. It is highly symbolic, psycho-social meaning, influenced in great measure by cultural norms and values.

# Meaning-based branding



Source: Adapted from Batey (2008)

The importance of contextual reality of consumers' relationships with the brand.

It's not what companies do.

It's what customers do with what companies do.



# Meaning-based branding

Knowledge-based Branding	Meaning-based Branding
Brand association (e.g. quality, personal identity, and the like).	Concrete stories and images.
Brands exist as knowledge structure in the minds of individual customers.	Brands exist in public culture and social life.
Brands are powerful when they are strong, favourable, and unique as perceived by individuals (individual resonance).	Brands are powerful when they are accepted and used by a large population (collective resonance).
Brands can be successful over time only if they maintain consistency in the brand's associations.	Brands' cultural resonance is always historically specific.

Source: Holt , D.B. 2004. *How Brands Become Icons: The Principles of Cultural Branding*, Cambridge, Harvard Business School Press.

# Meaning-based branding

- Identity value
- Culture share
- Collective resonance
- Myth market
- Culture-based model

**Identity  
brand**

## TYPES OF BRAND

**Functional  
brand**

- Brand equity (i.e. brand recognition, brand image)
- Mind share
- Individual resonance
- Product market
- Knowledge-based model

# Meaning-based branding

## Identity value

- Customers are increasingly evaluating products in terms of both *what they can do* and *what they mean*
- *Identity value* refers to aspects of a brand that contribute to a customer's self-expression and personal identity.
- Brands that embody the ideals customers admire
- Brands that help customers express who they want to be

**Which products  
identity value matters for?**

# Meaning-based branding

in **lifestyle** categories (e.g. food, clothing, alcohol),  
the name of the game is **symbolism** . . . the strategic  
focus is on what the brand **stands for** and the  
importance of **contextual reality** of consumers'  
relationships with the brand, **NOT** how the brand  
**performs** . . . It's not what the brand does.  
It's what customers do with what the brand does

# Meaning-based branding

## Identity value

- Brands enable customers to make non-verbal statements about themselves

'I am a high achiever'	Mercedes
'I am on my way to the top'	BMW, Armani
'I am an individual'	Apple, Swatch
'I am a world citizen'	British Airways and Benetton
'I care about the environment'	Body Shop

- Identity brand* – a brand whose value to customers (and, thus, its brand equity) derives primarily from identity value

# Meaning-based branding

## Values

1. Values are beliefs, cognitive structures that are closely linked to affect. When values are incited they become imbued with feeling.
2. Values pertain to desirable goals or end states, such as social equality or fairness.
3. Values transcend specific situations or actions. This characteristic of transsituationality differentiates values from narrower concepts like attitudes, which tend to be more situation specific.
4. Values serve as standards or criteria that guide selection and evaluation of behavior, policies and events.
5. Values are ordered by importance relative to one another, the result being a system of value priorities by which cultures and individuals can be characterized.
6. The relative importance of the set of relevant values guides action. The example given by Schwartz is how attending church might express and promote the multiple values of tradition, conformity, security and benevolence for a person—but at the expense of hedonism, self-direction and stimulation values.

Instrumental Values	Terminal Values
Ambitious	A comfortable life
Broad-minded	An exciting life
Capable	A sense of accomplishment
Cheerful	A world at peace
Clean	A world of beauty
Courageous	Equality
Forgiving	Family security
Helpful	Freedom
Honest	Happiness
Imaginative	Inner harmony
Independent	Mature love
Intellectual	National security
Logical	Pleasure
Loving	Salvation
Obedient	Self-respect
Polite	Social recognition
Responsible	True friendship
Self-controlled	Wisdom

Source: Batey (2012)

# Meaning-based branding

## Definitions of Motivational Types of Values in Terms of Their Goals and the Single Values that Represent Them

**POWER:** Social status and prestige, control or dominance over people and resources (social power, authority, wealth, preserving my public image)

**ACHIEVEMENT:** Personal success through demonstrating competence according to social standards (successful, capable, ambitious, influential)

**HEDONISM:** Pleasure and sensuous gratification for oneself (pleasure, enjoying life, self-indulgence)

**STIMULATION:** Excitement, novelty and challenge in life (daring, a varied life, an exciting life)

**SELF-DIRECTION:** Independent thought and action-choosing, creating, exploring (creativity, freedom, independent, curious, choosing own goals)

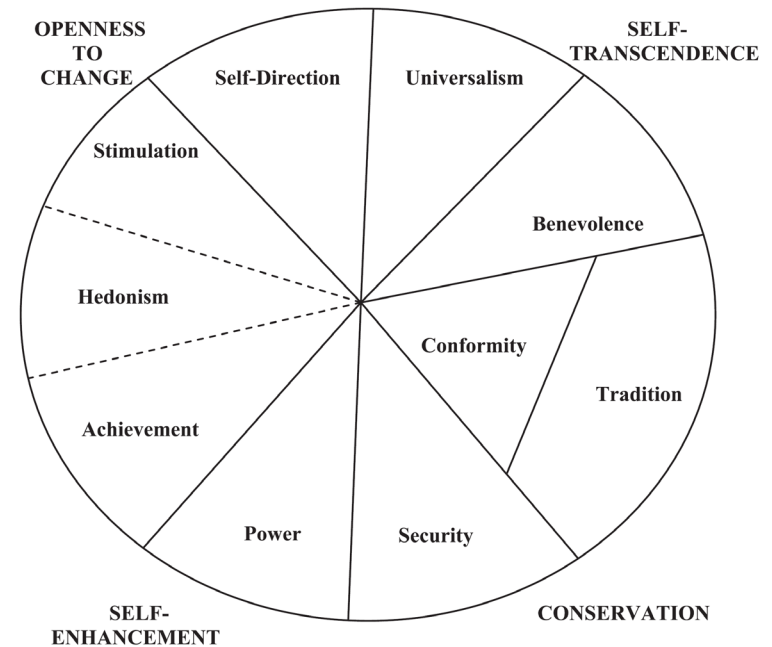
**UNIVERSALISM:** Understanding, appreciation, tolerance and protection for the welfare of all people and for nature (broad-minded, wisdom, social justice, equality, a world at peace, a world of beauty, unity with nature, protecting the environment)

**BENEVOLENCE:** Preservation and enhancement of the welfare of people with whom one is in frequent personal contact (helpful, honest, forgiving, loyal, responsible)

**TRADITION:** Respect, commitment and acceptance of the customs and ideas that traditional culture or religion provide the self (humble, accepting my portion in life, devout, respect for tradition, moderate)

**CONFORMITY:** Restraint of actions, inclinations and impulses likely to upset or harm others and violate social expectations or norms (politeness, obedient, self-discipline, honoring parents and elders)

**SECURITY:** Safety, harmony and stability of society, of relationships and of self (family security, national security, social order, clean, reciprocation of favors)



Source: Schwartz (2007)

# Meaning-based branding

## What is a brand?

A brand is a repository of meaning for consumers to use in their own lives (Allen, Fournier and Miller 2008; Fournier 1998).



# Meaning makers



Source: Holt, D.B. *Brands and Branding*, Boston, Harvard Business

# Meaning makers – the customer



# Meaning makers – the customer



- unappetizing colour
- sticky mouth feel & taste
- unjustifiable price
- physical endurance, concentration & reaction speed, vigilance & metabolism irrelevant

- speculation of why it's illegal
- taurine made from bull's testicles
- street names: liquid cocaine, speed-in-a-can, liquid Viagra
- black market for the banned product
- mixer of choice for snowboarders





## FEATURED VIDEO



## THE LATEST STUFF

### RED BULL STRATOS



### RED BULL MUSIC ACADEMY RADIO



Red Bull Music Academy Radio

VOLUME III

STATUS: BUFFERING

0:00:00



**RBMA Culture Clash (London 2010)**

Live from London feat. Metalheadz, DMZ, Trojan.



RBMA Culture Clash - Live from London feat.

Metalheadz, DMZ, Trojan, Soul II Soul - Final Round



Dam-Funk - Train Wreck Mix - London Session



Henrik Schwarz - Headphone Highlights - London

Session

Create your personal Embeddable Radio Player with your own blend of interviews, DJ mixes and live recordings at [redbullmusicacademyradio.com](http://redbullmusicacademyradio.com)

### GAME ON...

# SUPER TIME!!



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# Meaning maker – the influencer

Hugh Jackman Shows Jimmy How to Really Eat Vegemite



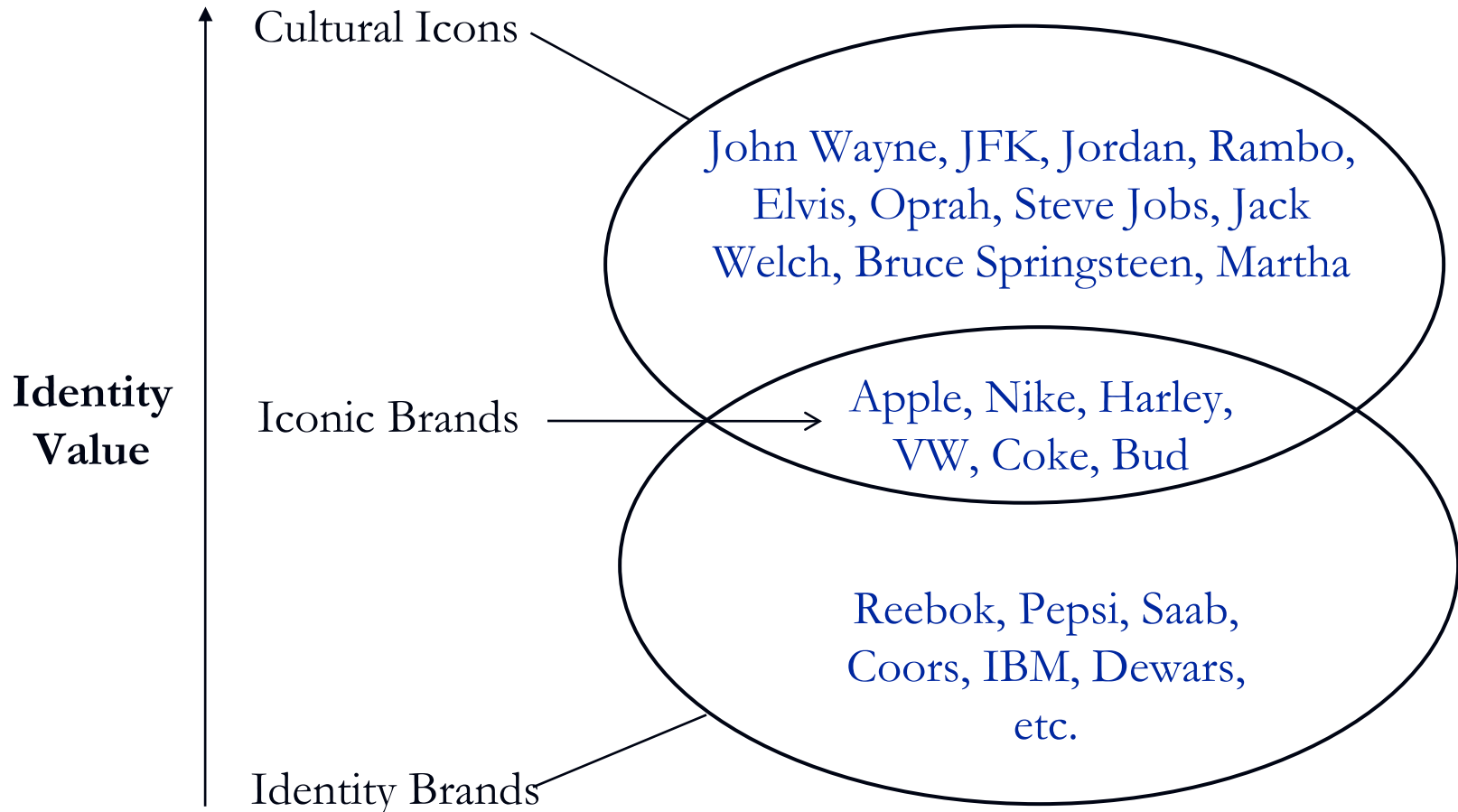
# Meaning maker – the culture



# Meaning maker – the culture

**Iconic Brands are brands that have become cultural icons**

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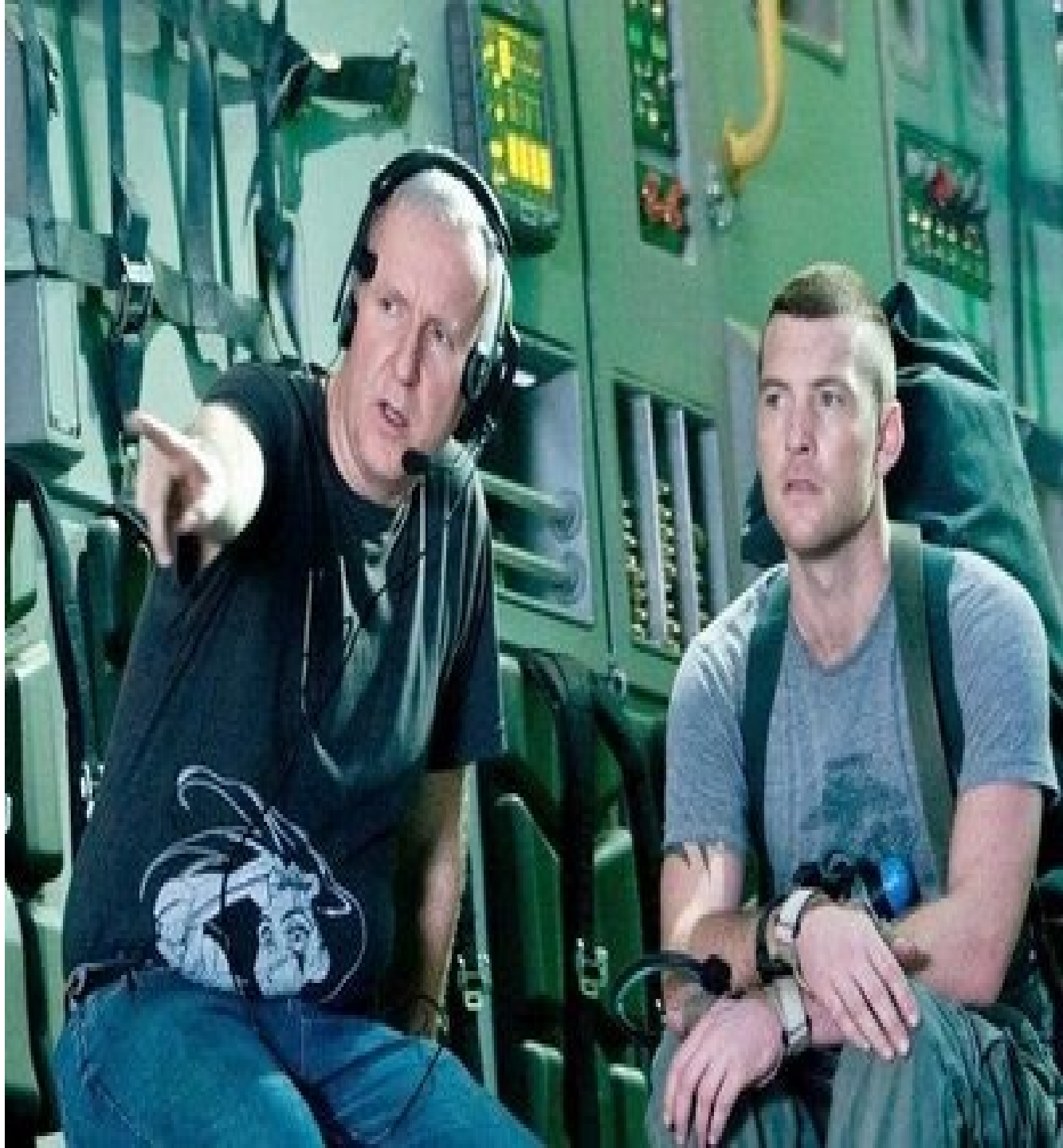


# Meaning maker – the culture

- Cultural icon refers to a person or thing regarded as a symbol, especially of a culture or movement; a person, institution, and so forth, considered worthy of admiration or respect.
  - Fictional characters: The Simpsons, Mickey Mouse
  - People: Marilyn Monroe, James Cameron
  - Companies: Disney, Apple, McDonalds
  - Universities: Harvard, Oxford
  - Places: Sydney Opera House, Forbidden City

# Meaning maker – the culture









# Meaning maker – the culture

- Characteristics of cultural icons:
  - Compelling symbols
  - Seen as quintessential
  - Conveying meaning
  - The source/The original
  - Distinctive/ Unique

**Cultural icons come to represent a particular kind of story**



# Meaning maker – the firm



# Meaning maker – the firm

UNITED COLORS OF BENETTON.





# UNHATE



UNITED COLORS  
OF BENETTON.

Support the Unhate Foundation  
[unhatefoundation.org](http://unhatefoundation.org)

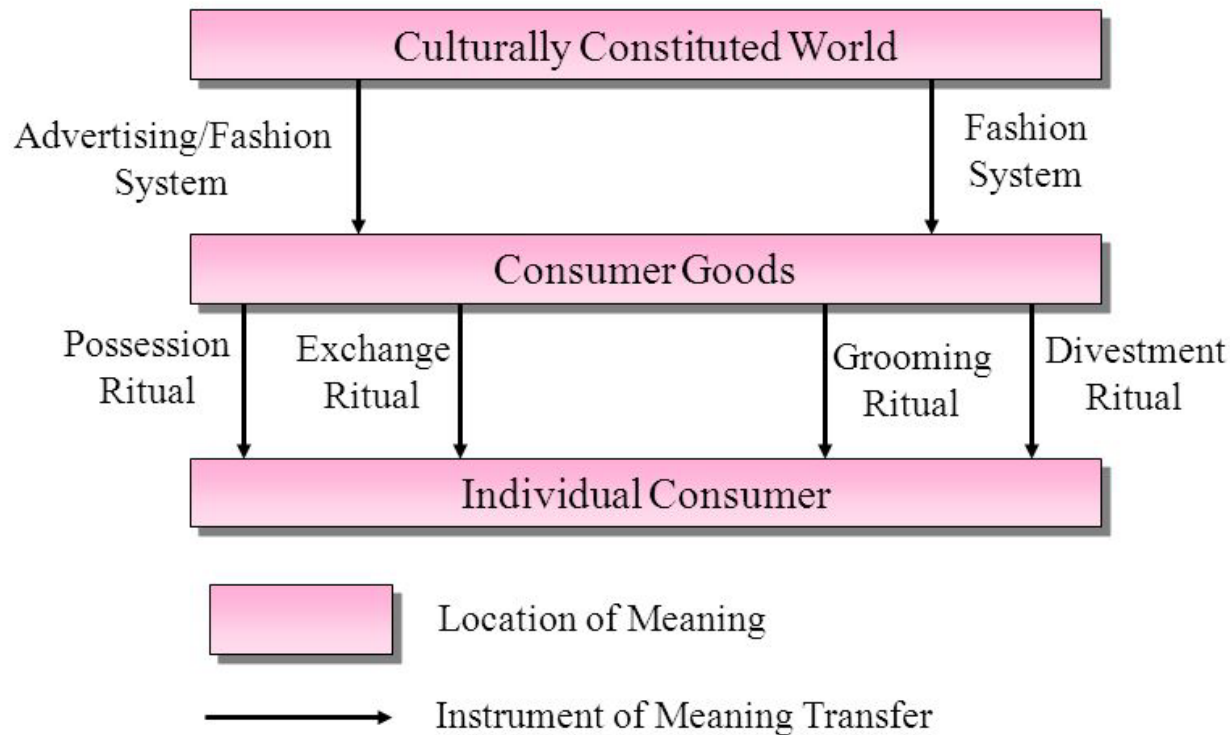
Paramount Leader of the People's Republic of China

President of the USA



# How brands acquire cultural meaning

## The Movement of Cultural Meaning



Source: McCracken (1986)

# How brands acquire cultural meaning

Cultural models are the “relatively stable cognitive networks” that are to some degree shared by a social group with similar experiences whereas meanings are the “thoughts, feelings, and less conscious associations evoked when people’s schemas meet the world at a given moment”

Source: Fournier and Alvarez (2019)

- Metaphors
- Ideologies & Myths

# How brands acquire cultural meaning

- Metaphors as shared cultural models
- Metaphors operate as core schemas that people use to make sense of their experiences
- Seven deep metaphors that provide a lens through which all consumer experiences can be understood:
  - Balance
  - Transformation
  - Journey
  - Container
  - Connection
  - Resource
  - Control

Source: Fournier and Alvarez (2019)

# How brands acquire cultural meaning

What makes something special?



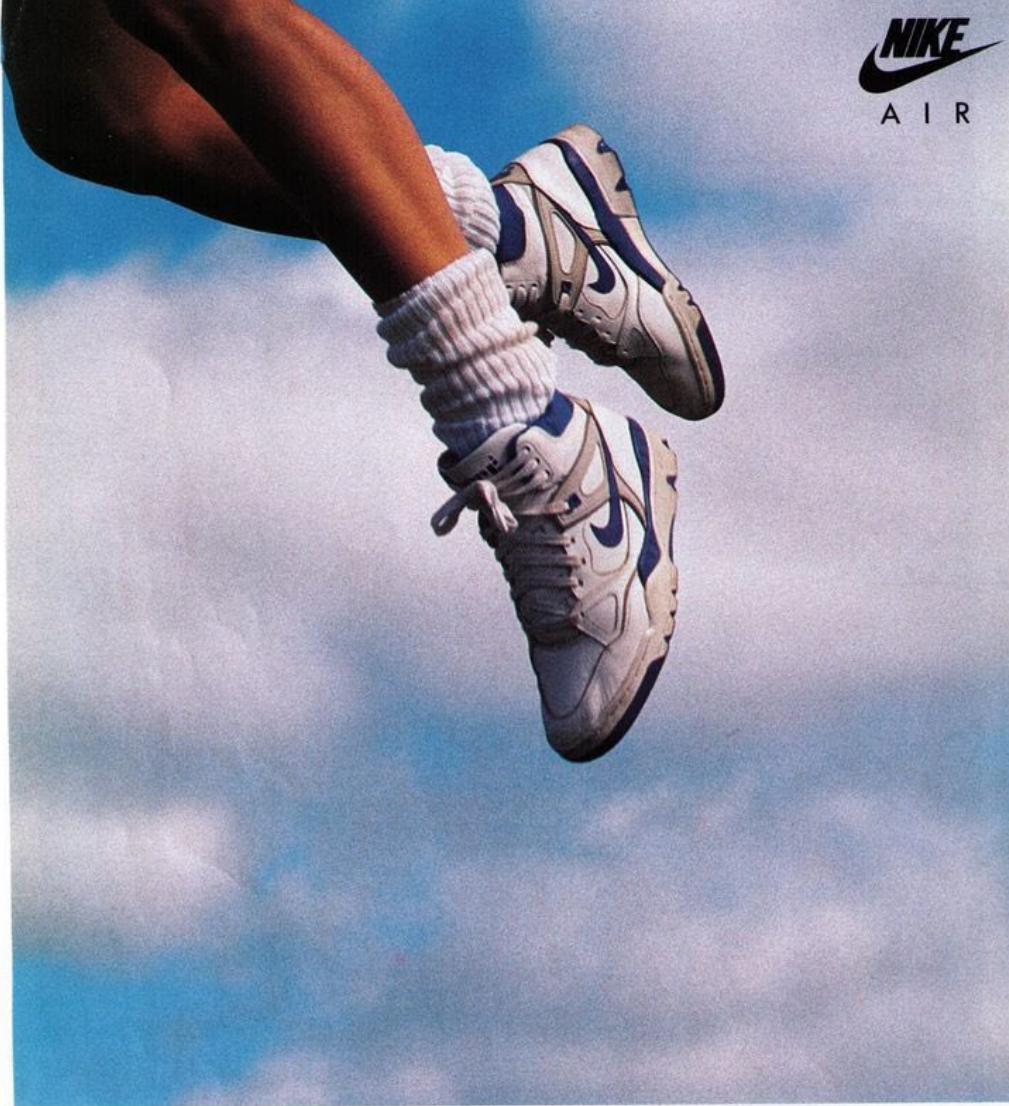
- A deep metaphor is a frame – an interpretation pattern of sensing and representing external realities.
- Frames determine what information does and does not capture consumers' further attention (conscious and unconscious), how that information is processed, and how we respond to it.

DON'T JUST HAVE THE TIME



HAVE THE TIMELESS

- Saving time
- Investing time
- Time is money
- Spending time



Imagine what would be like to experience both RUNNING + AIR at the same time using NIKE brand?

# WHO SAID WOMAN WAS NOT MEANT TO FLY.

The Women's Nike Air Force III. It's supportive. It's comfortable. And it fits on a woman's foot like no

other basketball shoe. All because it's designed specifically for a woman. More specifically, for a

woman who has no fear of flying.



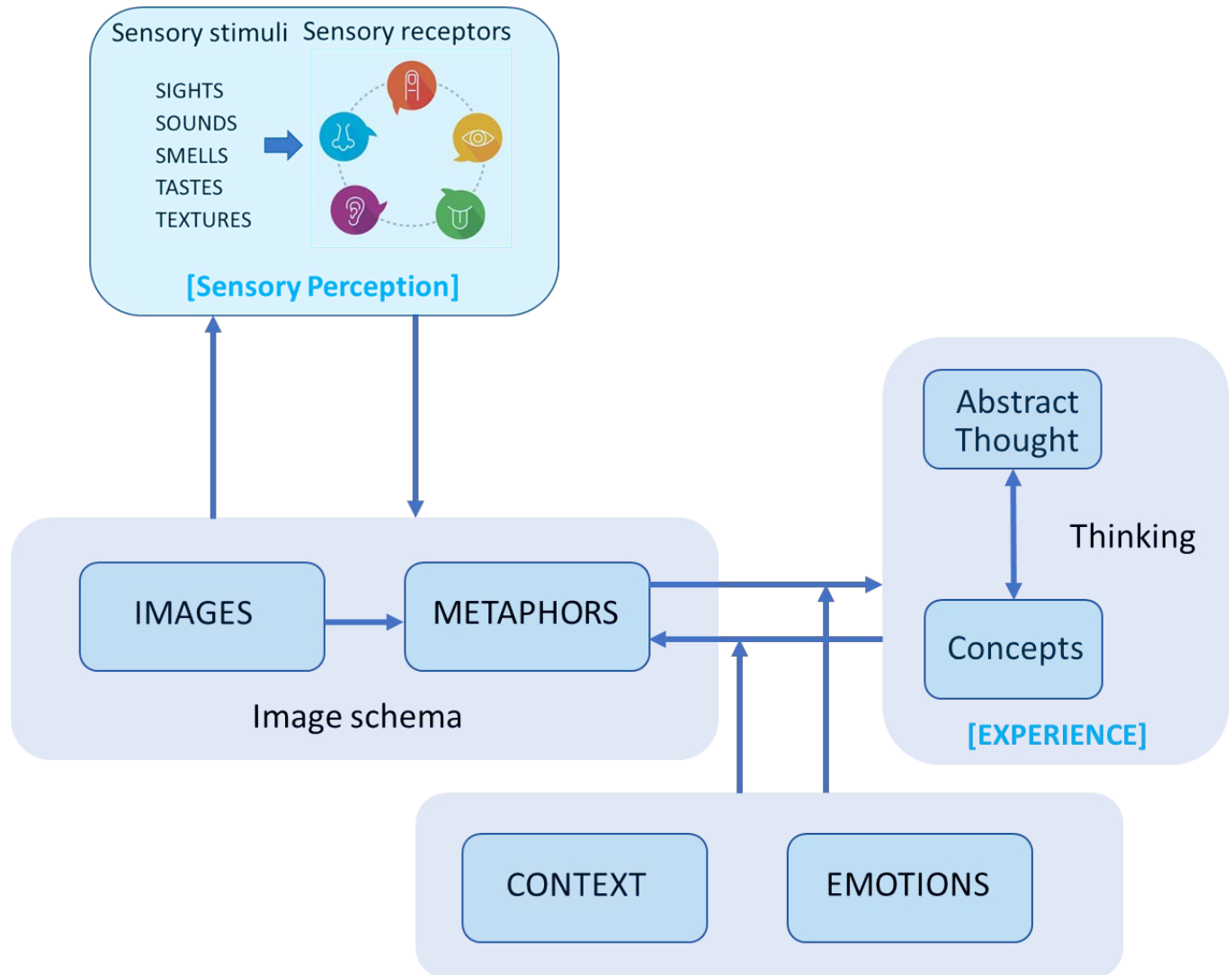
Women's Air Force III

CIRCLE 3 ON PRODUCT INFORMATION CARD



# How brands acquire cultural meaning

Mapping of sensory perceptions onto  
abstract thought



®Developed by Liem Viet Ngo

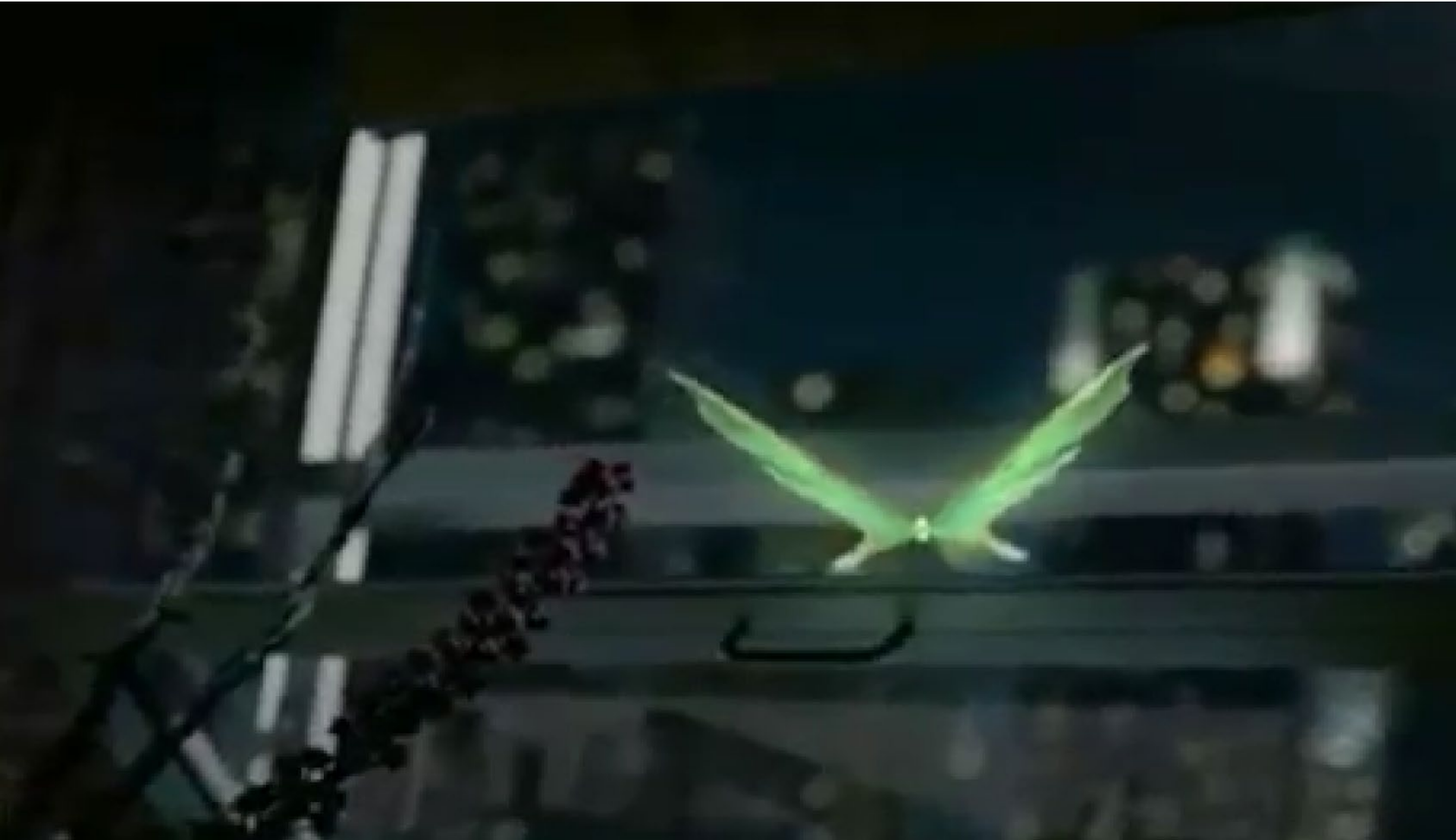
# BALANCE - Just Right



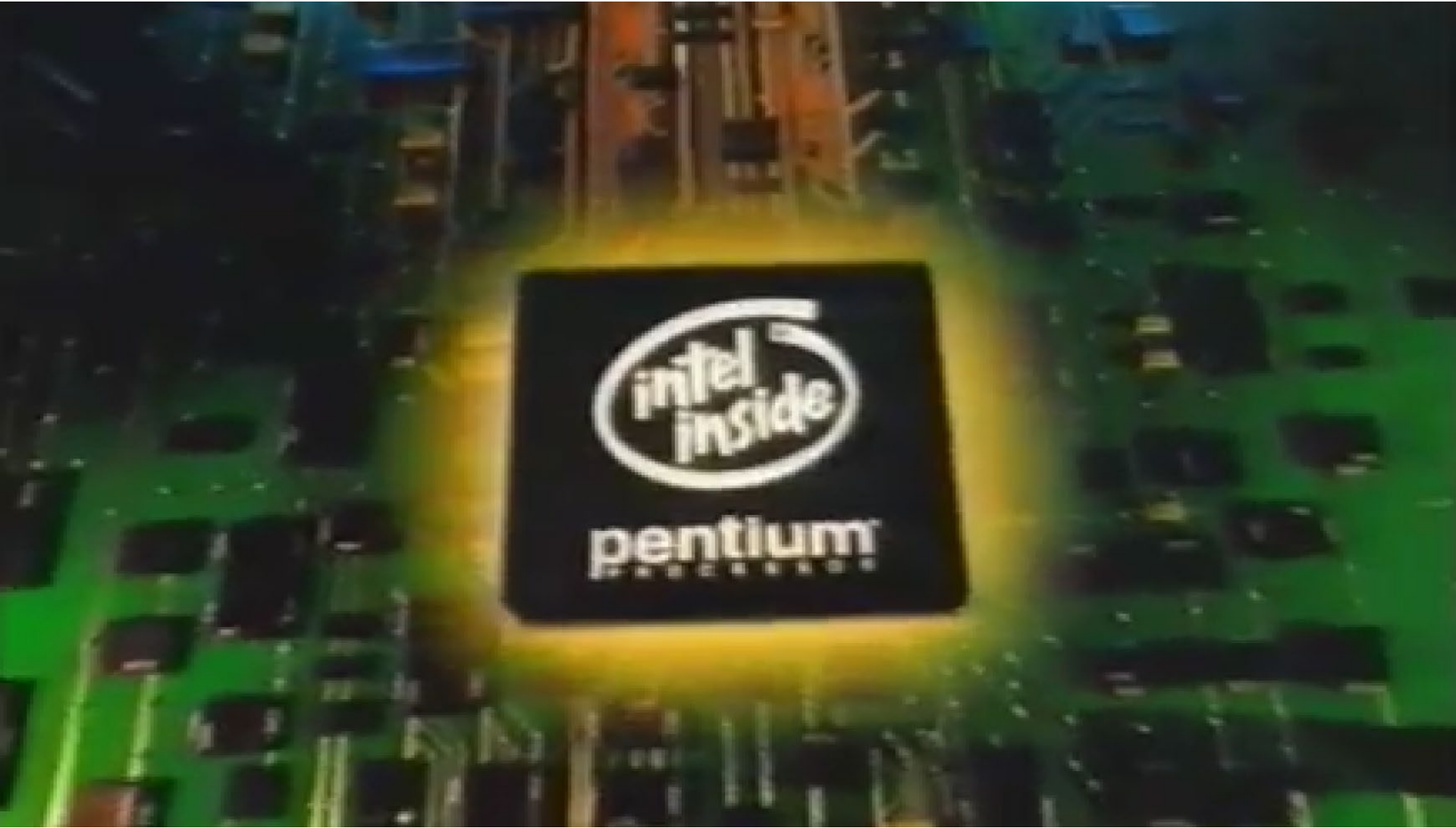
**Not too  
heavy.  
Not too  
light.**



# TRANSFORMATION - Lunesta



# CONTAINER - Intel Inside



# CONTAINER - Open Happiness





# CONNECTION - Whassup



# RESOURCE - Time is Money - 23 Minutes Late

We live in  
your world.



[anz.co.nz/switch](http://anz.co.nz/switch)

ANZ Bank New Zealand Limited

# RESOURCE - Time is Money - 2 Minutes Early



# CONTROL - Just Do It



# JOURNEY - Maddie

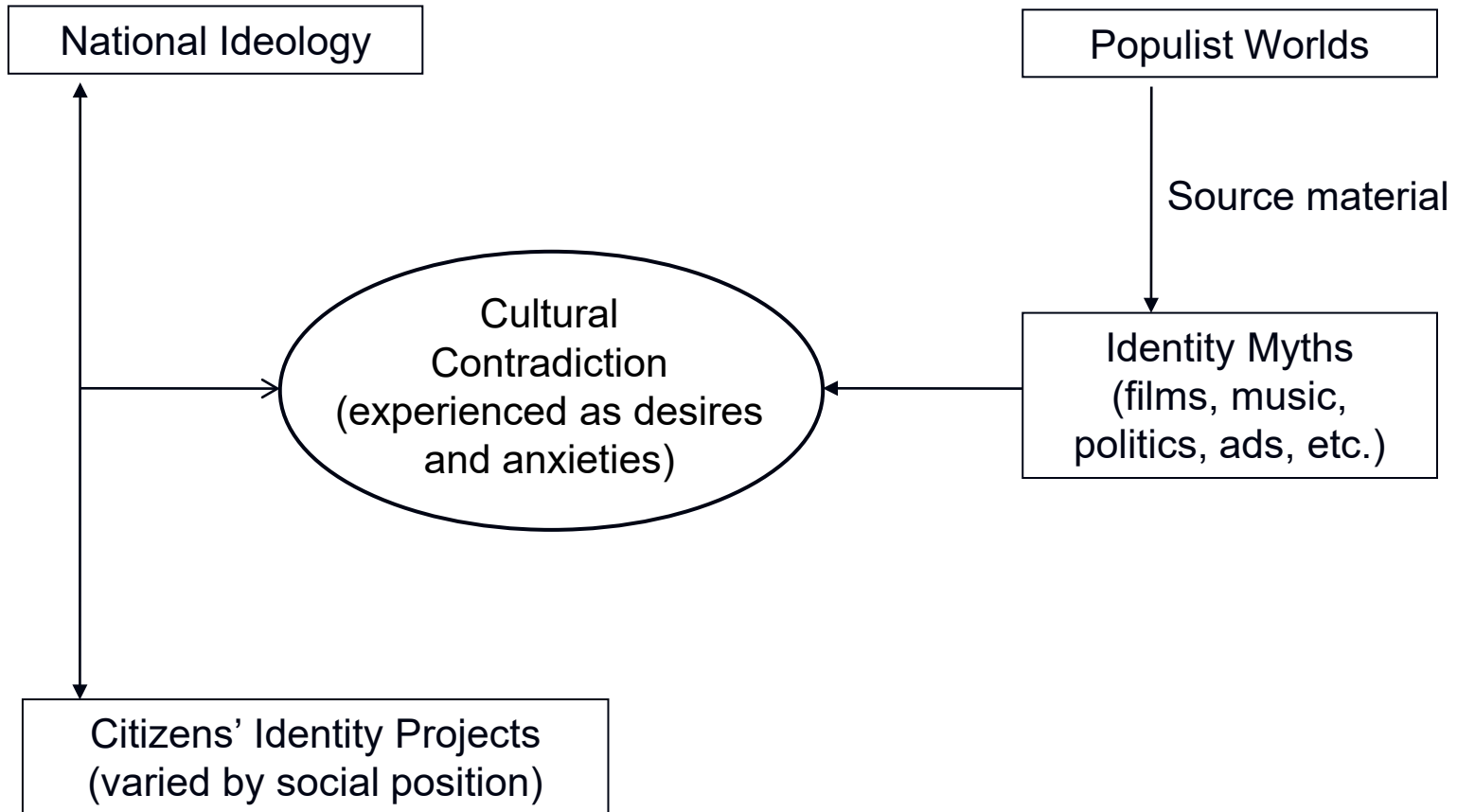




# How brands acquire cultural meaning

- Ideologies and myths

## The Structure of a Myth Market





Myth is a traditional story about heroes or supernatural beings, often attempting to explain the origins of natural phenomena or aspects of human behaviour.



# How brands acquire cultural meaning

## The Structure of a Myth Market

*National ideology* – a system of ideas that forges links between everyday life – the aspirations of individuals, families, and communities – and those of the nations.

- Examples: scientific bureaucracy (1950s to 1960s), Wall Street frontiers (1970s to 1980s), free-agent frontiers (1990s to 2000s)

National ideology is the most powerful roots of consumer demand for myths, through which the ideology is conveyed.

- Examples: hillbilly myth (1950s to 1960s), redneck myth (1970s to 1980s), and slacker myth (1990s to 2000s).

# How brands acquire cultural meaning

## The Structure of a Myth Market

*Cultural contradiction* – tensions between prevailing ideology (creating models of living: what you should be like) and individual experience (everyday life: how you really are).

- Examples: conformity erases rugged individualism (1950s – 1960s), yuppies aren't heroes (1970s – 1980s), manhood via work is a joke (1990s – 2000s).

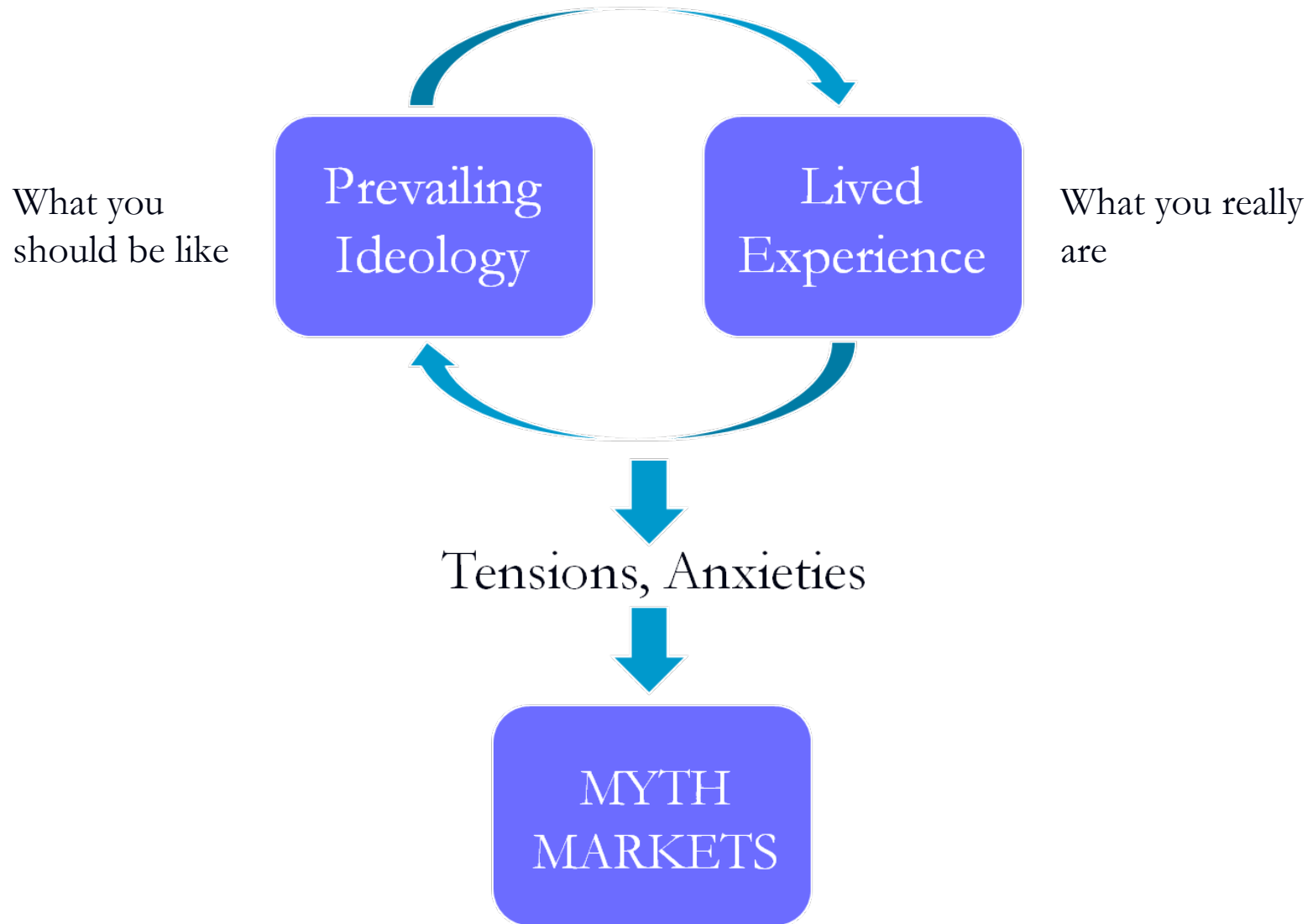
The tension (cultural engine) produces intense desires and anxieties, fueling demand for symbolic resolutions.

Contradictions in the national ideology create myth markets.

- Examples: hillbilly myth (1950s to 1960s), redneck myth (1970s to 1980s), and slacker myth (1990s to 2000s).



# How brands acquire cultural meaning



Source: Holt, D.B. 2004, *How Brands Become Icons*, Harvard Business School Press

# How brands acquire cultural meaning

## Dove's figures soar as 'real women' give beauty a new face

MELISSA KENT

An advertising campaign which stars curvy women instead of stick-thin models has pushed sales of Dove beauty products up 30 per cent in just a few weeks.

The revolutionary "real women" commercials featuring women with ample thighs, bottoms and breasts are behind a sharp rise in sales of skin firming products, the company claims. Dove's share of the \$50 million moisturiser market has grown by a third to 10.9 per cent nationally since the campaign was launched in late August.

Dove brand manager Brian Taylor said women were sick of images of airbrushed perfection in beauty advertising and wanted to see natural women with real curves.

"People were quite sceptical about launching a range of products using girls who were a little bit bigger but we have been overwhelmed by the consumer support for the campaign," she said.

In Britain, a 500 per cent growth in sales has been attributed to the campaign, which sparked new debate about the portrayal of women in advertising when launched last year.

It stemmed from a survey which found only 2 per cent of women around the world described themselves as beautiful and only 13 per cent were satisfied with their body weight and shape.

In Australia, the skin-care com-



Big success: Dove's sales have soared as a result of its 'real women' commercials, which use models with curvaceous bodies instead of airbrushed, stick-thin figures.

pany is also launching a national competition to find curvaceous women aged 18 to 35 for a calendar.

Professor Ram Ramamoohan, head of Curtin University's school of marketing, said a campaign featuring

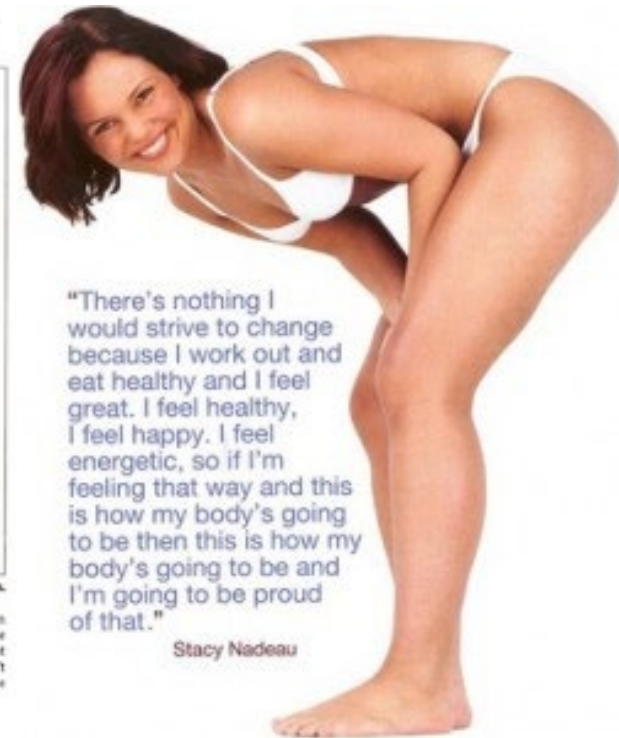
naturally beautiful women was a clever marketing strategy which instilled confidence in the brand.

"Consumers are quite savvy and realise they are not going to look like a supermodel just because they use a

product, so a campaign like this instils trust," he said.

Melissa Fye, founder of marketing consultancy W Communications Group, said brands which used airbrushed images of models and ac-

trices lacked credibility. "Women are smart enough . . . to realise Halle Berry or Sarah Jessica Parker are just paid models and of course they don't really dye their own hair or use Kevlon make-up," she said.

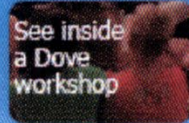


"There's nothing I would strive to change because I work out and eat healthy and I feel great. I feel healthy, I feel happy. I feel energetic, so if I'm feeling that way and this is how my body's going to be then this is how my body's going to be and I'm going to be proud of that."

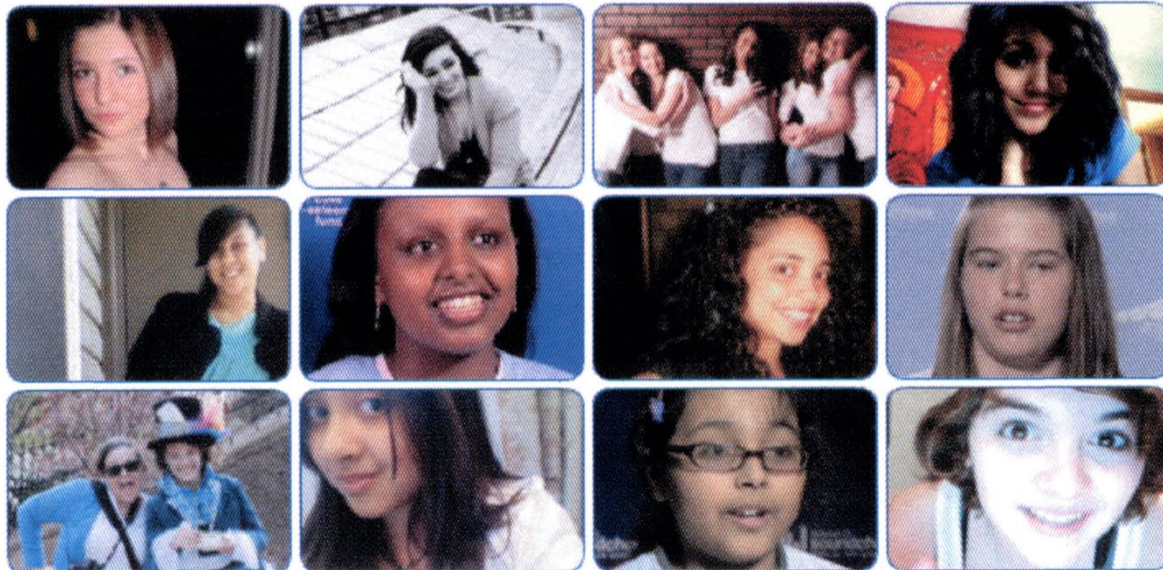
Stacy Nadeau

The principle behind the Dove Campaign for Real Beauty is to celebrate the natural physical variation embodied by all women and inspire them to have the confidence to be comfortable with themselves.





# Redefining beauty in their own words.



See the difference self-esteem programs are making in girls' lives. Click the images to see their stories.

[Add to the Real Beauty Wall ▶](#)



Imagine beauty as a source of confidence.

[JOIN THE DOVE MOVEMENT](#)



Get to know our self-esteem partners.

Your Dove® purchase supports self-esteem.



[FIND OUT HOW](#)

Self-esteem tools for girls



5 Ways You Can Make a Difference



[GET INVOLVED](#)

Connect with Dove® on Facebook & Twitter




[LIKE AND FOLLOW US NOW](#)



# Campaign for Real Beauty



- grey?
- gorgeous?

Why can't more women feel glad to be grey? Join the beauty debate.

[campaignforrealbeauty.co.uk](http://campaignforrealbeauty.co.uk)  | Dove



- withered?
- wonderful?

[campaignforrealbeauty.ca](http://campaignforrealbeauty.ca)  | Dove



- fat?
- fit?


Does true beauty only squeeze into size 8? Join the beauty debate.

[campaignforrealbeauty.co.uk](http://campaignforrealbeauty.co.uk)  | Dove



- flawed?
- flawless?

Is beautiful skin only ever spotless? Join the beauty debate.

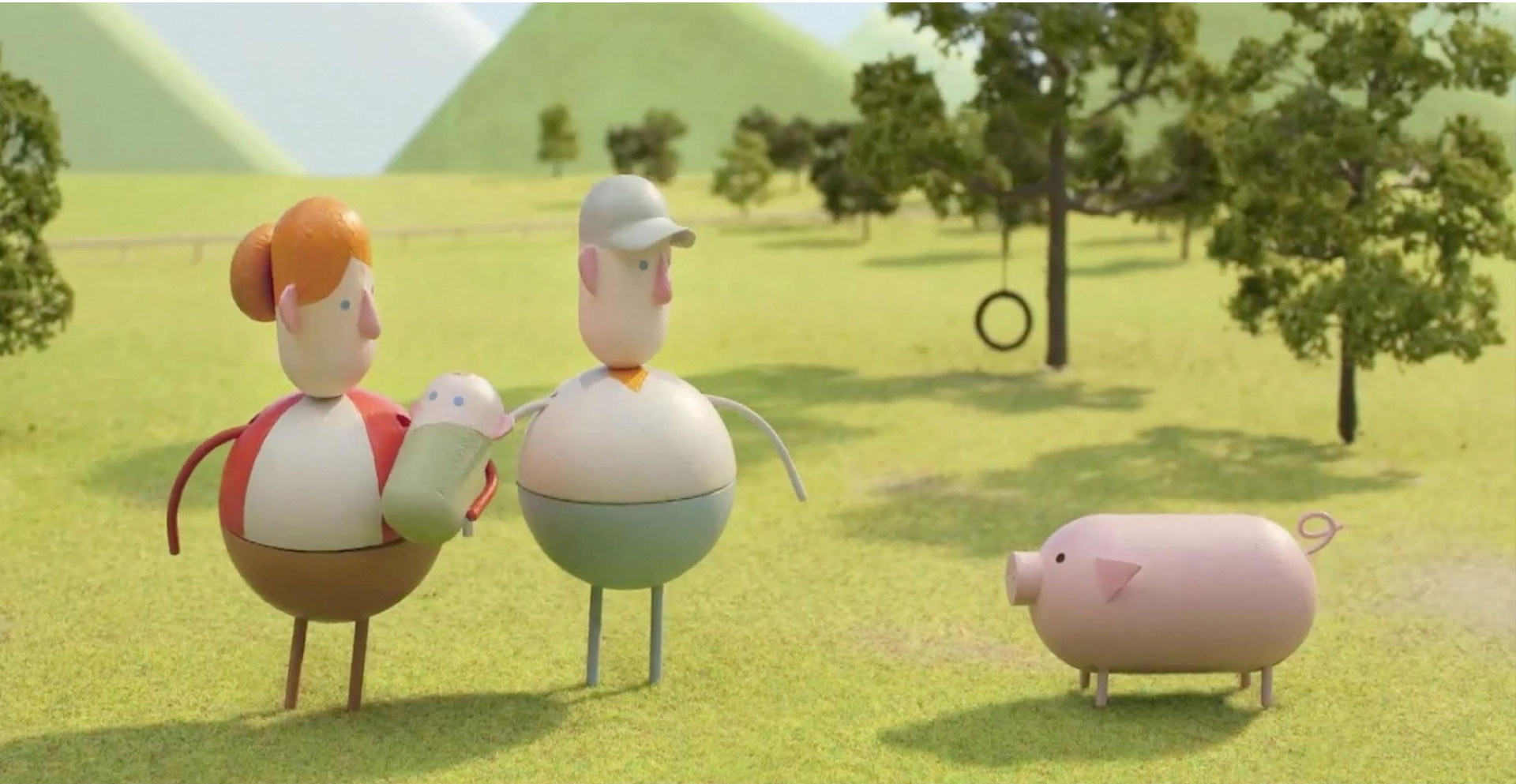
[campaignforrealbeauty.co.uk](http://campaignforrealbeauty.co.uk)  | Dove



## **Celebrate all types of beauty**



Why do we search the universe  
for only one type of beauty?



## BACK TO THE START

### OBJECTIVE

Few know that Chipotle has radically changed fast food: Sourcing more local produce and sustainably raised meat than anyone, anywhere. Chipotle asked us to tell this story and inspire people to care about their food.

### STRATEGY

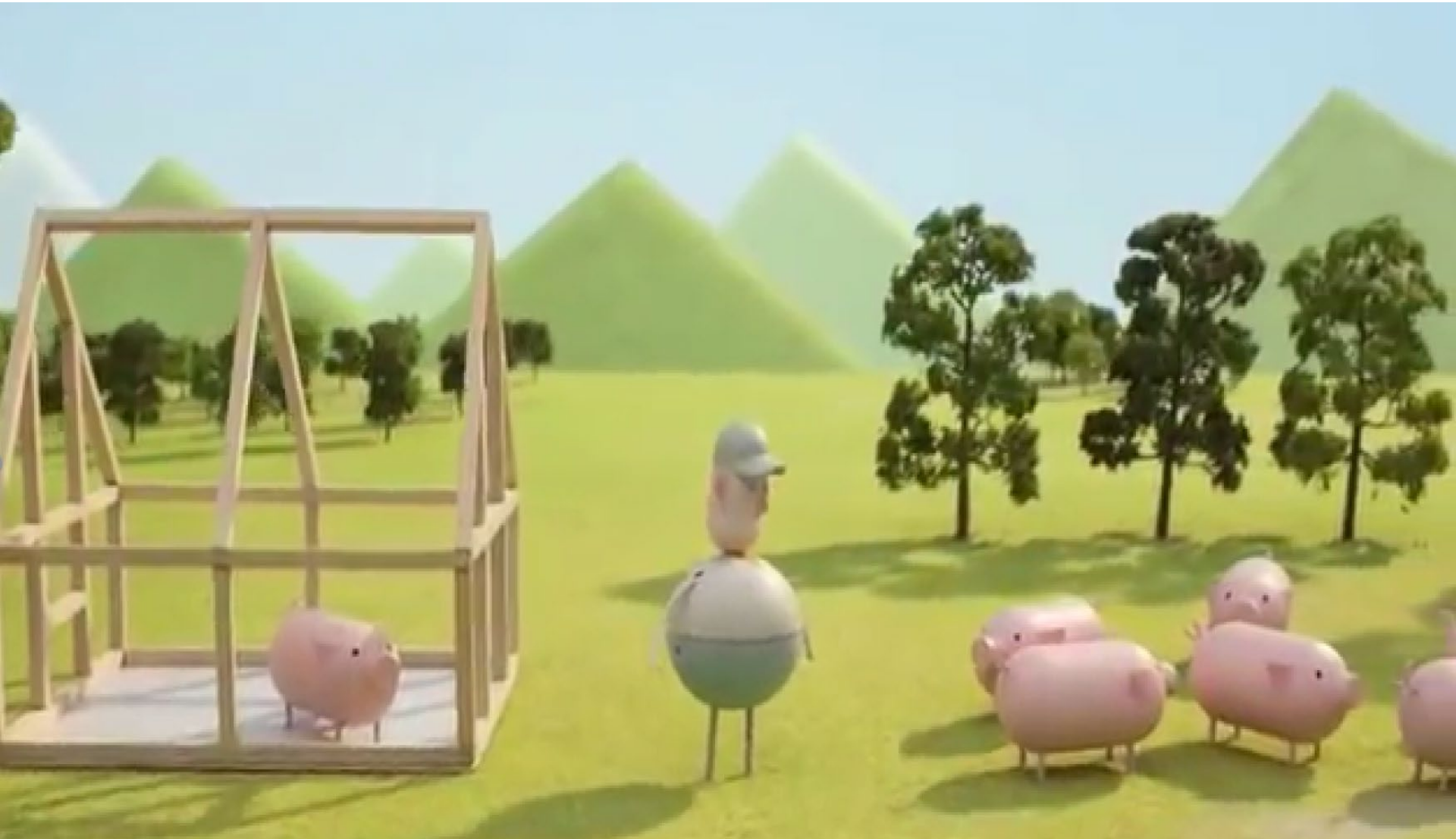
A film called "Back To The Start" designed to engage customers in Chipotle's journey and invites them to join through the simple action of downloading the film's unique soundtrack - Willie Nelson's rendition of Colplay's "The Scientist".

### RESULT

To date the film was viewed over 6MM times on YouTube, earned over 300MM impressions and fans catapulted The Scientist to the #1 country song on iTunes.



# Chipotle - Back to the Start





THE

# SCARECROW



CHIPOTLE

MEXICAN GRILL





# Axe - Angels



the axe effect



# How brands acquire cultural meaning

## The Structure of a Myth Market

*Identity Myth* – a simple story that resolves cultural contradictions; a pre-requisite for an icon (e.g. self-made man, the frontier, melting pot, and the like).

- Budweiser: artisan and slacker myths
- Mountain Dew: hillbilly, redneck, and slacker myths
- Volkswagen: Bohemian and Indie myths
- Microsoft: personal empowerment myth

Brands become iconic when they perform powerful identity myths.

Customers use iconic brands as symbolic salves

A brand is a storied product that has distinctive brand-markers through which customers experience identity myths.

# How brands acquire cultural meaning

## The Structure of a Myth Market

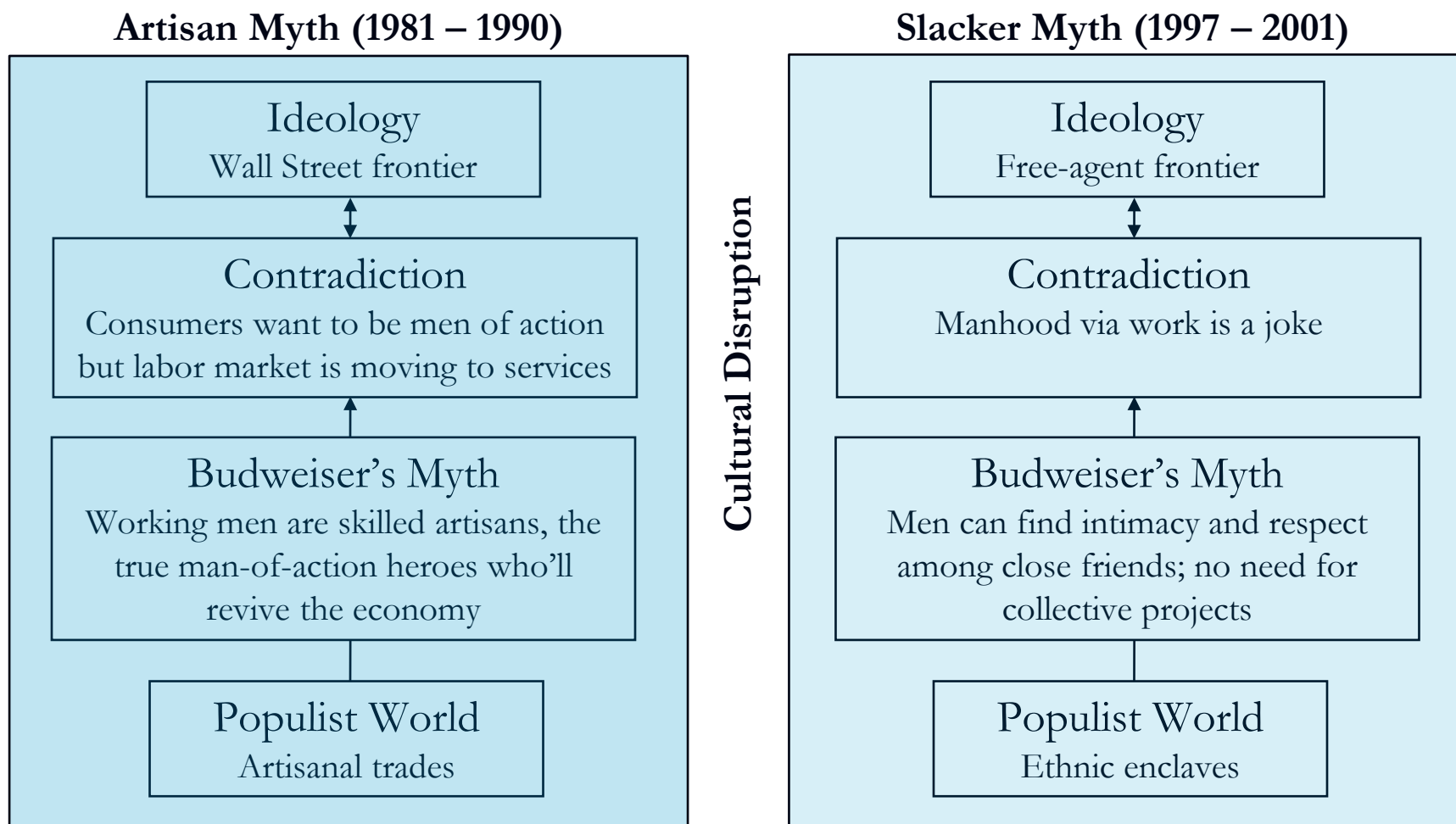
*Populist worlds* – autonomous places where people's actions are perceived by intrinsic values, not by money or power.

- Heroic or Rebel worlds
- Marlboro's: the Western frontier
- Apple's: cyberpunks
- Harley's: outlaw bikers
- Nike's: African-American ghetto

Populist worlds supply the source materials that iconic brands draw on to create their myths.

# How brands acquire cultural meaning

## Budweiser's Myth Markets



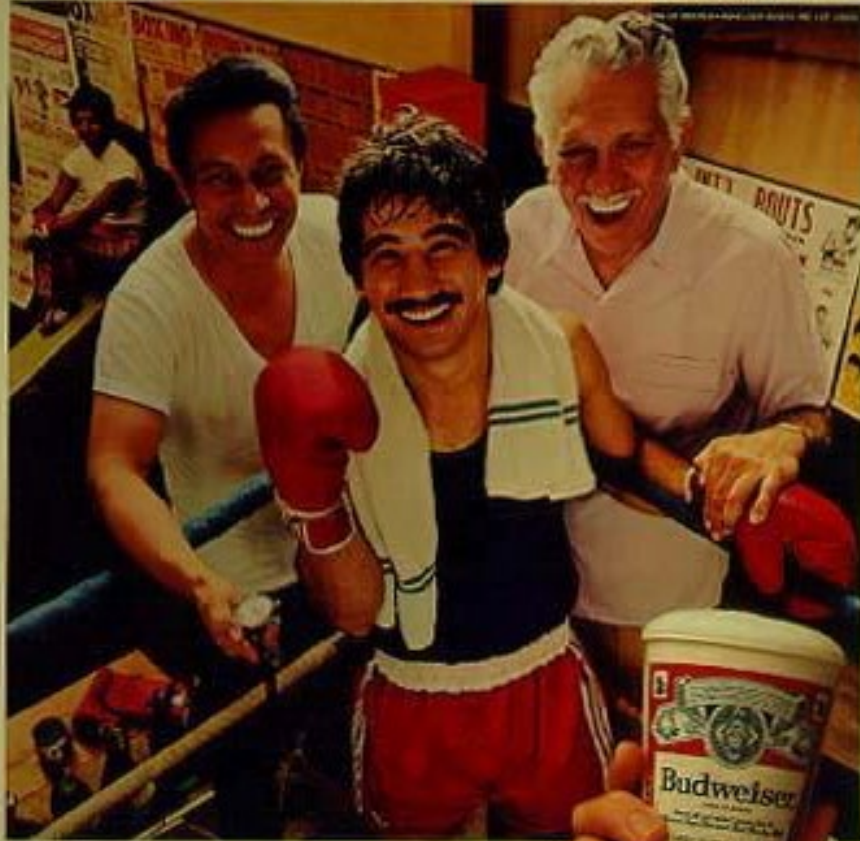


**This Bud's for you**



**Budweiser**

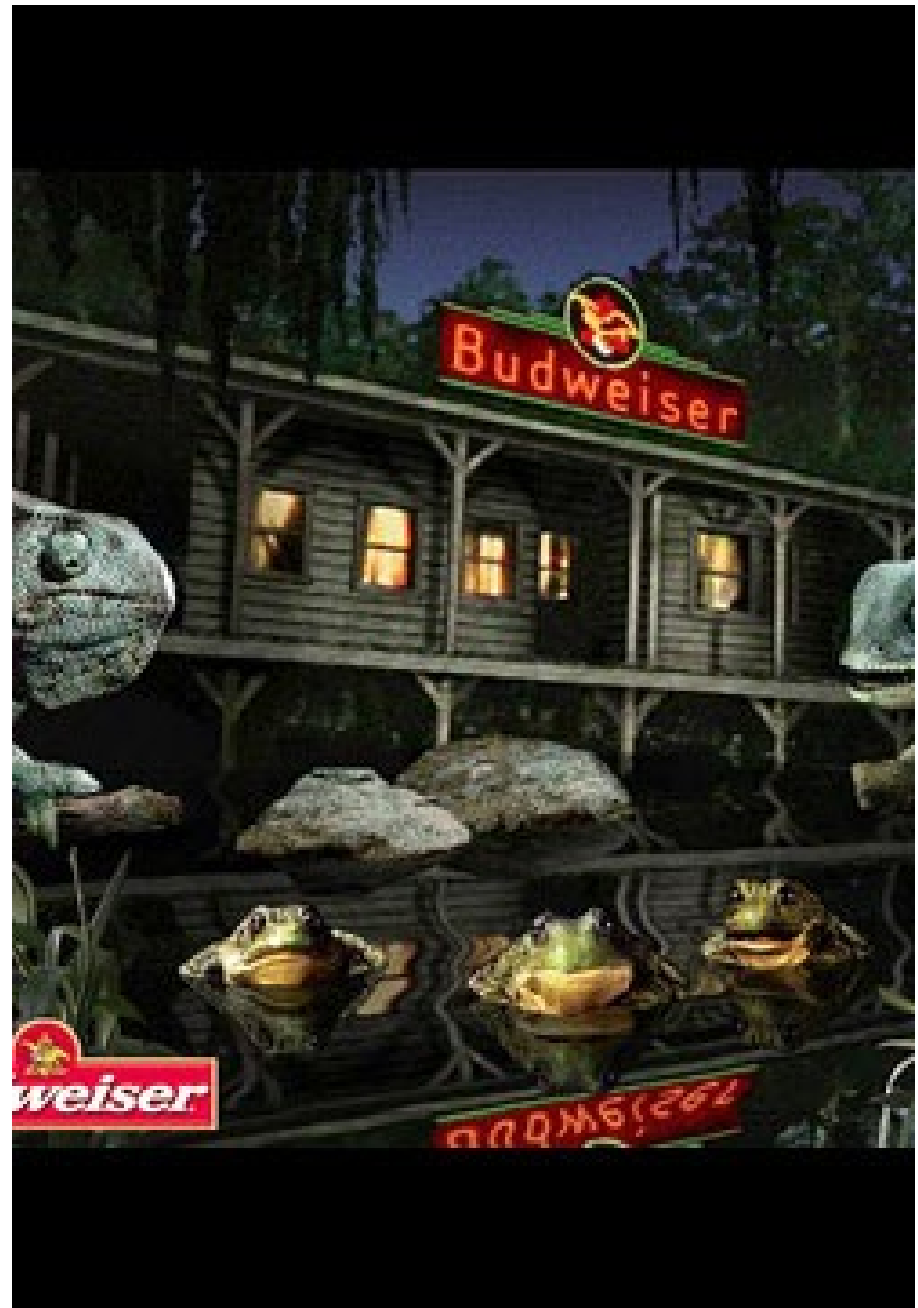
**FOR EVERYONE WHO'S GOT  
THE HEART AND COURAGE  
TO GO THE DISTANCE...**



**THIS BUD'S  
FOR YOU.**



PRINCIPAL SPONSOR OF  
THE 1984 OLYMPIC TEAM



# Budweiser - Lizards



# How brands acquire cultural meaning

- Focusing on categories in that customers value products as a means of self expression (e.g. clothing, home décor, beauty, leisure, entertainment, automotive, food, and beverage).
- Targeting cultural contradictions
- Making myths that lead culture (meaningful story-telling)
- Undertaking cultural brand management



# How brands acquire cultural meaning

## Myth-Making

- Spreading myth into “popular culture” (the cultural world of followers)
- Followers are dependent on the myth-making to express their identity (self-expression and personal identity)
- There must be empathy (a connect between the myth-making and the identity that followers are trying to create).

# How brands acquire cultural meaning

Whether it's in the form of music, books, movies, religion, gossip or advertising, stories dominate the world we live in . . .

. . . stories are equipment for living. A good story serves as a metaphor, explaining how and why life changes, form one condition to another. Stories are the narratives through which we make sense of ourselves and the world around us.

The story is the most powerful tool we have for engaging audiences with advertising – and good stories always contain conflict.

- Richard Cordiner, Leo Burnett

1. Think Different.
2. The Future of Money.
3. The Happiest Place on Earth.
4. American by Birth, Rebel by Choice.
5. It Gives You Wiiiings.
6. I'd Like to Teach the World to Sing in Perfect Harmony.
7. Nature's Way to Beautiful.
8. I Believe in Redefining My Impossible.
9. For Life.
10. Breakfast of Champions



# How brands acquire cultural meaning

“A transmedia story unfolds across multiple media platforms with each text making a distinctive and valuable contribution to the whole.”

- Henry Jenkins, *Convergence? I Diverge*, 2001



**ONE PRODUCT  
ONE BRAND  
ONE PROMISE  
MILLION STORIES**



# Thank you, Mom

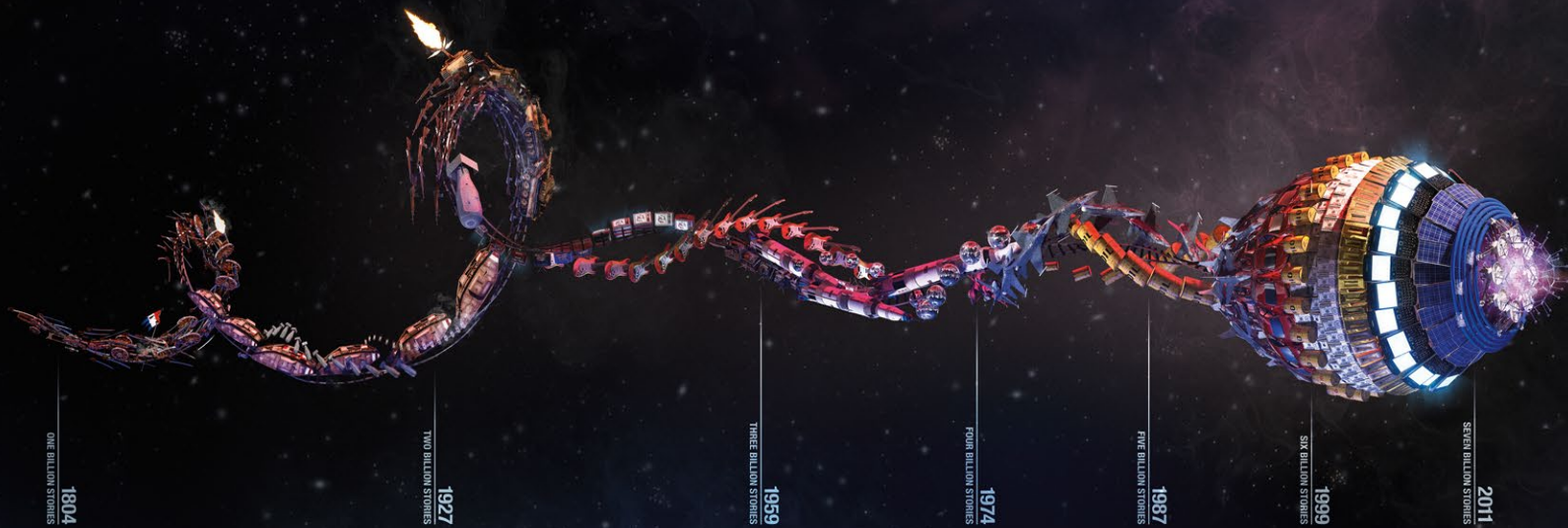
The hardest job in the world,  
is the best job in the world.



IT TAKES SOMEONE STRONG  
**S T R O N G**  
TO MAKE SOMEONE STRONG



PROUD SPONSOR OF MOMS



Humanity is full of potential. For conflict. For beauty. For progress. Every life, every story, adds to the diversity of human culture and deepens our understanding of each other. This is why we share the world's stories and why we celebrate seven billion.



SBS *Seven Billion Stories and counting...*

# The Beauty Inside





# How brands acquire cultural meaning

intel & TOSHIBA present

# THE beauty

a social film by **DRAKE DOREMUS**  
starring **TOPHER GRACE & MARY ELIZABETH WINSTEAD & YOU!**

INSIDE

TOSHIBA

ULTRABOOK™. INSPIRED BY INTEL®. - INTEL® CORE™ IS PROCESSOR

THE beauty INSIDE PRODUCERS

intel CORE™ i5 Ultrabook™ inspired by intel

## The Beauty Inside

95,539 likes · 585 talking about this

Movie

The Beauty inside is Hollywood's first film that gives the audience a chance to play the lead role.

About Photos Audition Now Watch Episodes Alex's Ultrabook

The series gave Intel and Toshiba a chance to interact with and provide a **branded entertainment experience** to a younger generation of consumers engaged in social media.

# TIME Specials

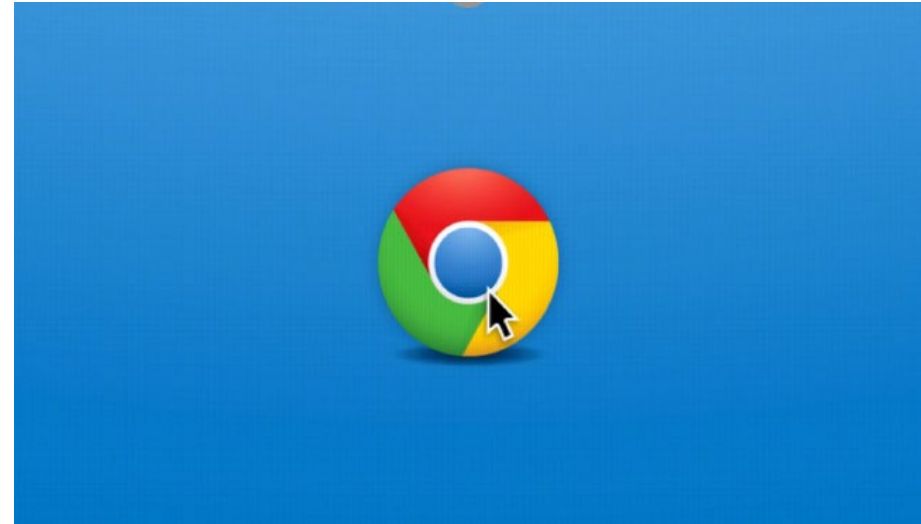
## The Top 10 Everything of 2011

*In 54 wide-ranging lists, TIME surveys the highs and lows, the good and the bad, of the past 12 months*

### Top 10 TV Ads

#### 1. Dear Sophie — Google

By SEAN GREGORY Wednesday, Dec. 07, 2011



Damn you, Google. You did it to us again. Last year, one of the Web giant's ads, [Google Love](#), chronicled a young man's earnest wooing of a Parisian woman through French-themed searches. This year, Google aims for the tear ducts again with "Dear Sophie." A father stores notes, videos and pictures of his daughter's milestone moments — her birth, her brother's birth (she wanted to name him Salt, we discover), ballet lessons, a face plant on a snowboard — on Gmail. "You are growing up so fast," Dad writes in one subject line. "I've been writing you since you were born. I can't wait to share these with you some day. Until then ... Love, Dad." All this, over a piano and violin score that would make a witch well up.

# What is a journey?

