Brand Remixing

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BRANDING RESEARCH

<u>Brand Equity</u>: Consumer response to Coke vs. a generic cola (Keller 1993)

<u>Brand Personality</u>: Human characteristics associated with Coke (Aaker 1997).

<u>Brand Relationships</u>: Kind of relationships that consumers form with Coke (Fournier 1998).

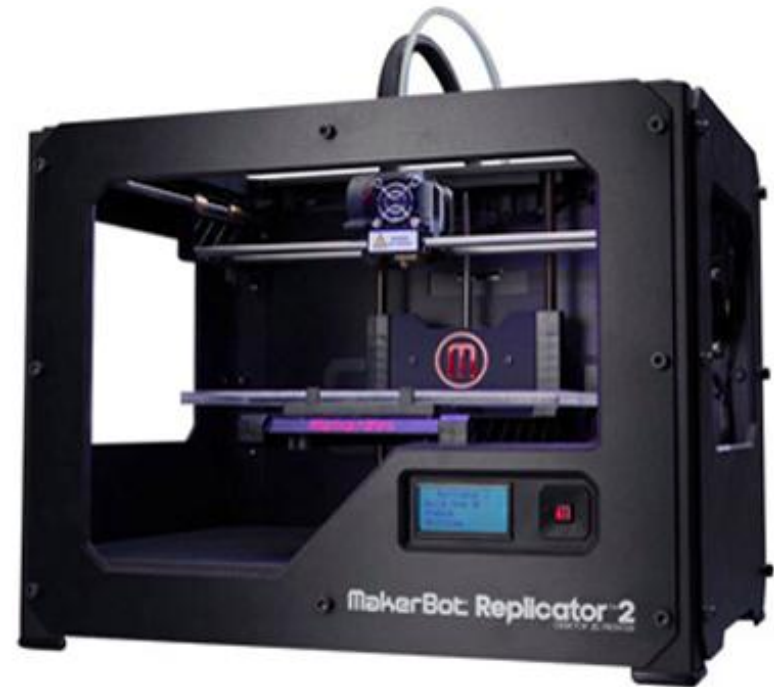<u>Brand Community</u>: Social relations among Coke drinkers (Muniz & O'Guinn 2001)

BRANDS HAVE PHYSICALITY

THE DIGITAL IS NOW PHYSICAL

NEW TOOLS

The Economist

FEBRUARY 12TH-18TH 2011   Economist.com

Europe loses the mobile-phone war

Africa's new wealth

Japan's tea party

How to switch off the internet

The shoe-thrower's index

Print me a Stradivarius
The manufacturing technology that will change the world

This violin was made using an EOS laser-sintering 3D printer (and it plays beautifully)

FEBRUARY 12TH - 18TH 2011   Worldwide cover

THE DESIGN ISSUE

INSIDE **NERF** · MAKING **GORILLA GLASS** · BUILDING A **SKYSCRAPER IN 15 DAYS** · **ETSY** GOES PRO

WIRED

MAKE BELIEVE | OCT 2012

THIS MACHINE WILL CHANGE THE WORLD

This man will show you how.

Print amazing objects at home!

THE NEW REPLICATOR
3-D PRINTER

ILLINOIS MAKERLAB

MUSIC REMIXING

BRAND REMIXING
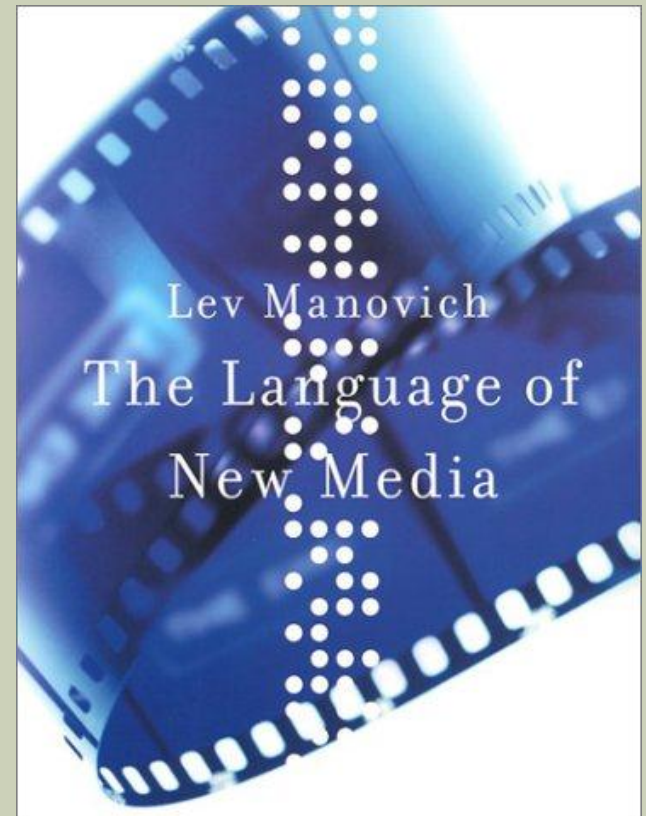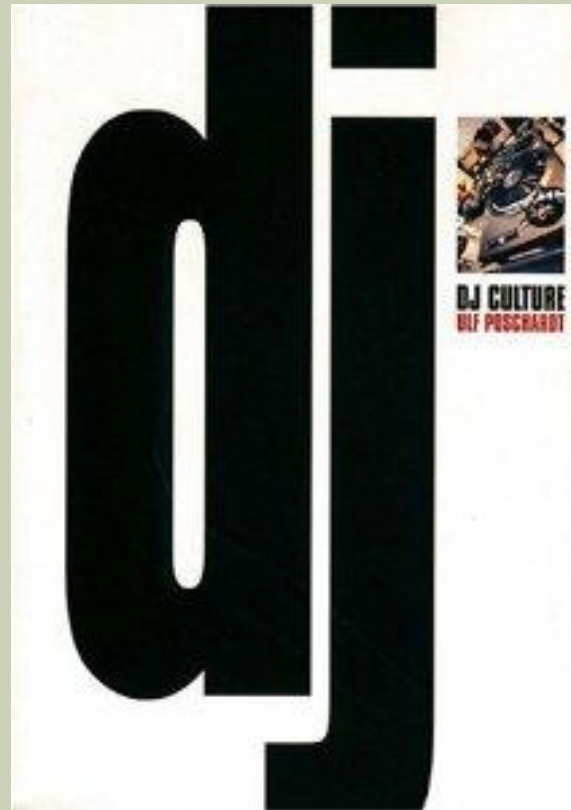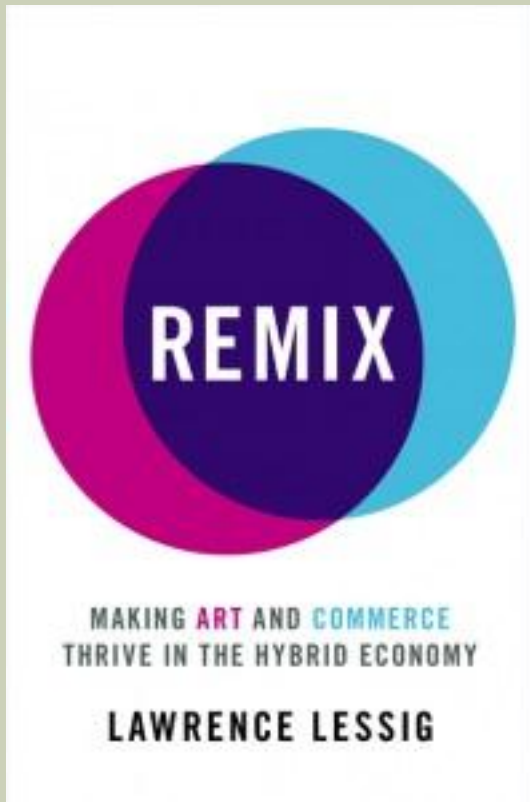

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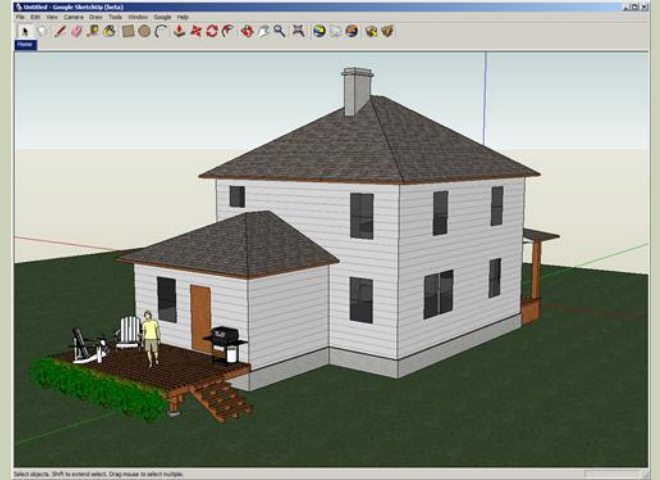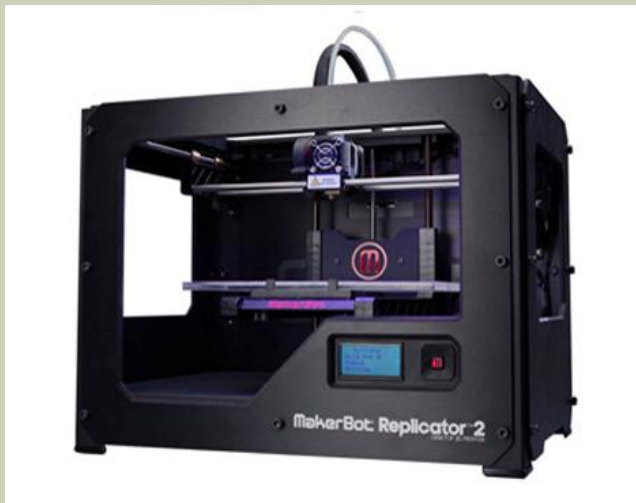
BRAND REMIXING

Definition: *Brand remixing* is the process of taking elements from an existing brand and changing or recombining them in a manner that substantially alters the brand.

Question: *How will users change the physical elements of their brand if given the opportunity?*

SIMILAR PHENOMENA
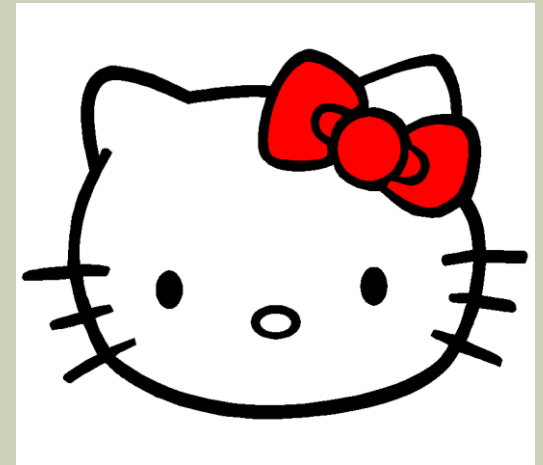
➤Doppelganger brand imagery (Thompson, Rindfleisch & Arsel 2006)

➤Brand Community (Muniz and O'Guinn 2001)

➤Mass Customization (Franke et al. 2010)

LITERATURE

REMIX

MAKING ART AND COMMERCE
THRIVE IN THE HYBRID ECONOMY

LAWRENCE LESSIG

dj

DJ CULTURE
ULF POSCHARDT

Lev Manovich
The Language of
New Media

REMIXING: USER-GENERATED CO-BRANDING

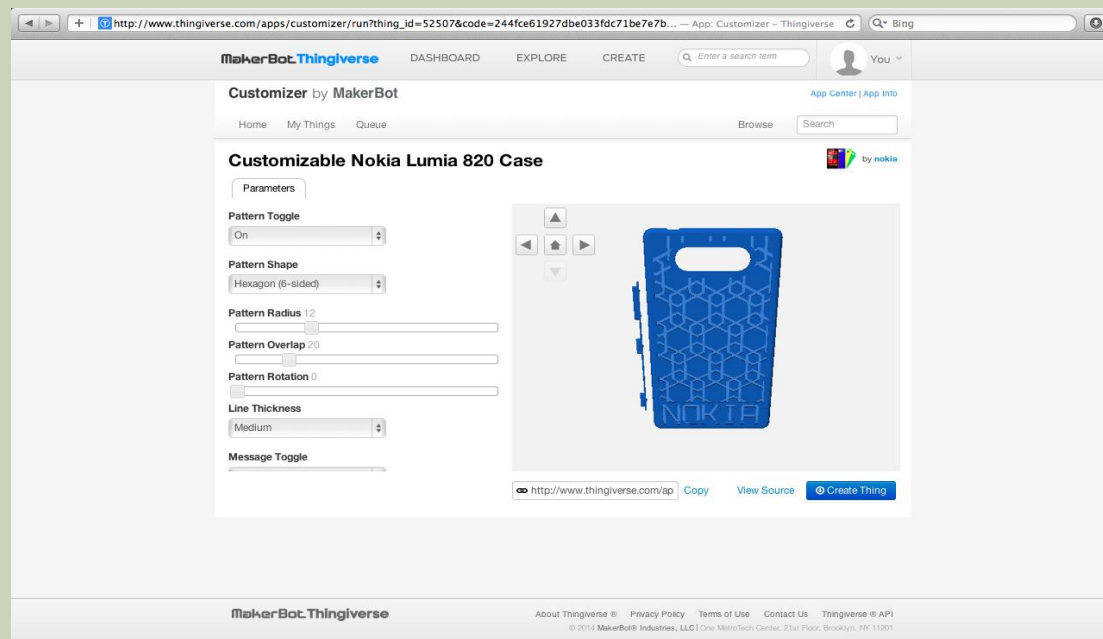**Darth Vader Hello Kitty**

Dual Chili Extruder

THE NOKIA LUMIA 820 CASE

THE NOKIA LUMIA 820 CASE

February 2013: Nokia launched online tool that allowed users to customize & 3D print their own Lumia 820 cases.

METHOD

➢ Examined all of the Lumia 820 remixes created during 2013.

➢ Coded choice of message, font & pattern.

➢ Counted number of views and downloads for each remixed design.

RESULTS

➢ 92 different remixes were created by 62 different users.

➢ On average each remix was viewed 222 times and download 54 times.

➢ Total number of views (20,429) and downloads (4,949) for the remixed designs exceeded those for Nokia's non-customizable case (13,003 views & 823 downloads).

RESULTS

➢ 50% of remixes replaced the Nokia name with a more personal message (e.g., JOHN, DATASMASHER).

➢ 42% retained at least one element that adhered to Nokia's default configuration.

➢ 37% chose some reference to Nokia (e.g., Lumia, Luv My Nokia).

OBSERVATIONS

➢ Nearly all remixes changed at least one feature of the focal brand.

➢ These changes were largely personalizations.

➢ Many users retained the brand name but in a modified form, some of which were "stronger" than Nokia's default brand message.

IMPLICATIONS

➤ Inverts brand management literature by focusing on the seminal role that users play in co-creating brand meaning.

➤ Focuses new attention on this phenomenon in the context of a brand's <u>physical</u> aspects.

➤ Provides a possible antidote to anti-brand activism as well as a mechanism for enhancing brand authenticity.

➤ Offers new opportunities for exploring the positive (and negative) consequences of ceding creative power to customers.

BONUS

	Make	Buy
SBC	3.50	2.53
WTP	$1.41	97¢
Keep	87%	38%

Thank You