



A Presentation for **The
KELLOGG
LEADERSHIP
SUMMIT**

**The Brand Ménage
à Trois: Intimate
Engagements with
Social Media**

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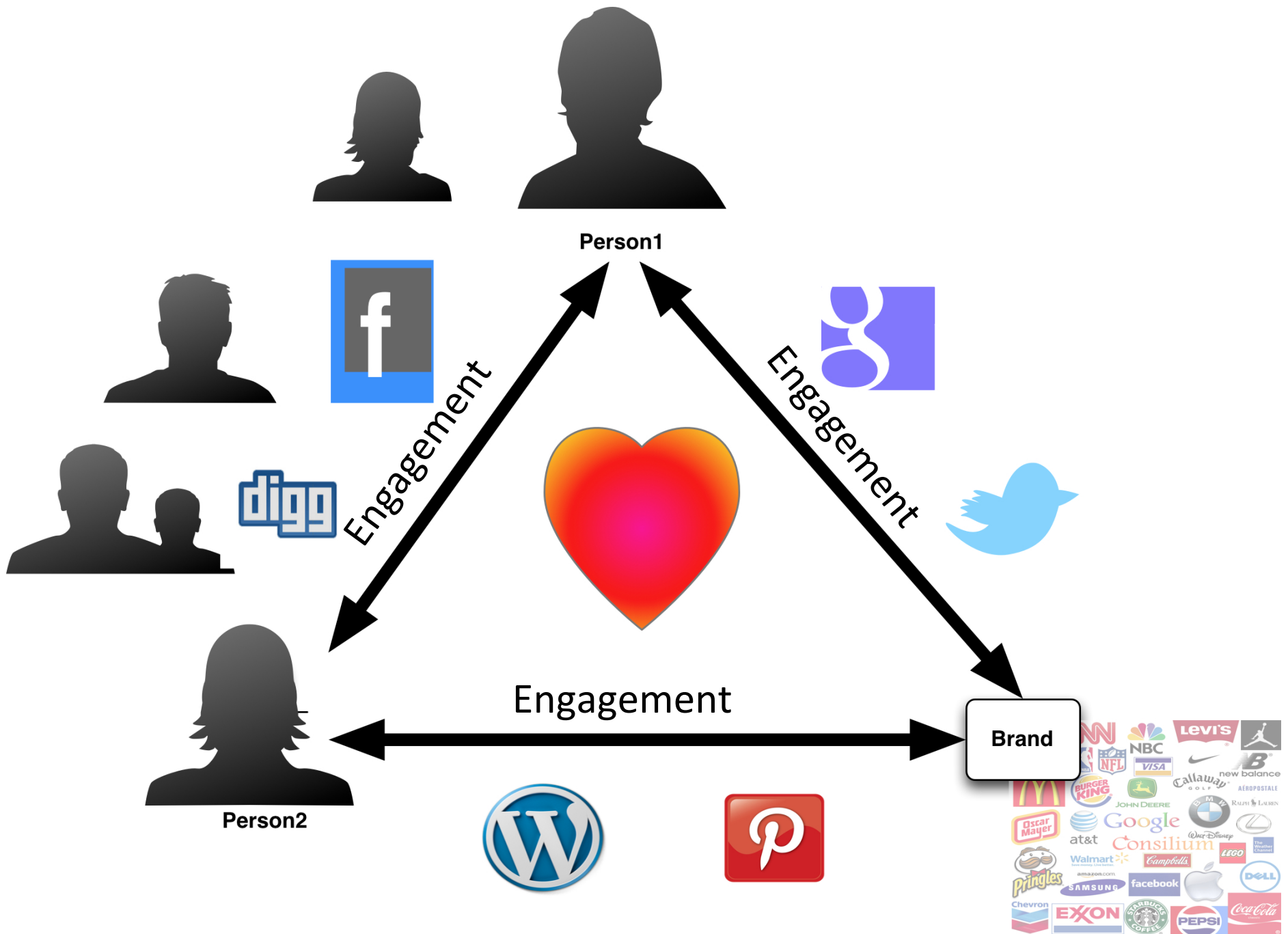
TwitterFeed = Kozinets

Customer Brand Engagement

- “level of a customer's motivational, brand-related and context-dependent state of mind
- characterized by specific levels of
- cognitive,
- emotional and
- behavioral activity in brand interactions”
 - Hollebeek (2011, p. 6)
- CBE = an individual's psychological *state of mind* regarding their physical, emotional, and active experiences with a brand.



People have **relationships** with things, events,
places, ideas, and each other
through brands



**People have meaningful relationships
with other people and with their own
lives
through the sharing of stories**

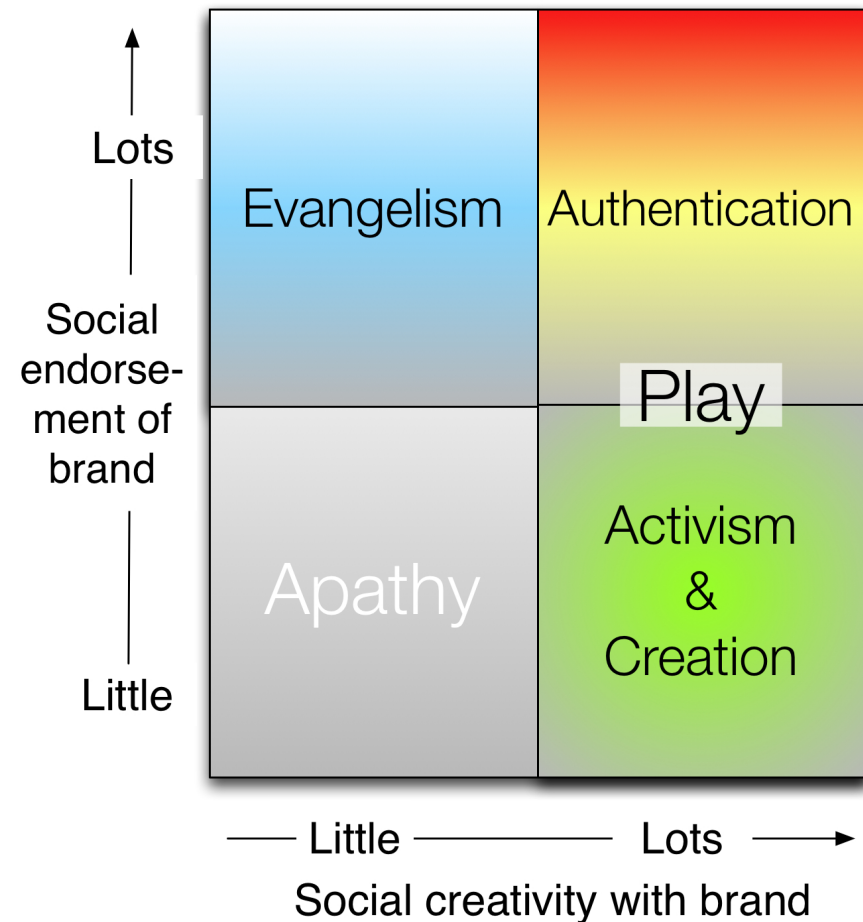
What is Social Brand Engagement?

- Social brand engagement is meaningful connection, creation, and communication between one consumer and one or more other consumers, using a brand or brand-related language, images, and meanings
- You cannot have social brand engagement in isolation
- With social brand engagement, the relationship widens from person-brand to person-person-brand
- The “ménage à trois” rather than the “threesome”



Kinds of Social Brand Engagement

- Social brand engagement principles are based upon two notions.
 1. Brand-based consumer-consumer connection can vary by the type and level of endorsement of the brand
 2. Connection between consumers can also vary by the amount of creative work consumers are doing, from merely ticking a like box to creating detailed videos or organizing campaigns.
- These two dimensions give rise to some important types of social brand engagement



Social branding is
persistent communication between
companies and people conducted through
brands.

Conversational.

Committed.

Complicated.

Real.

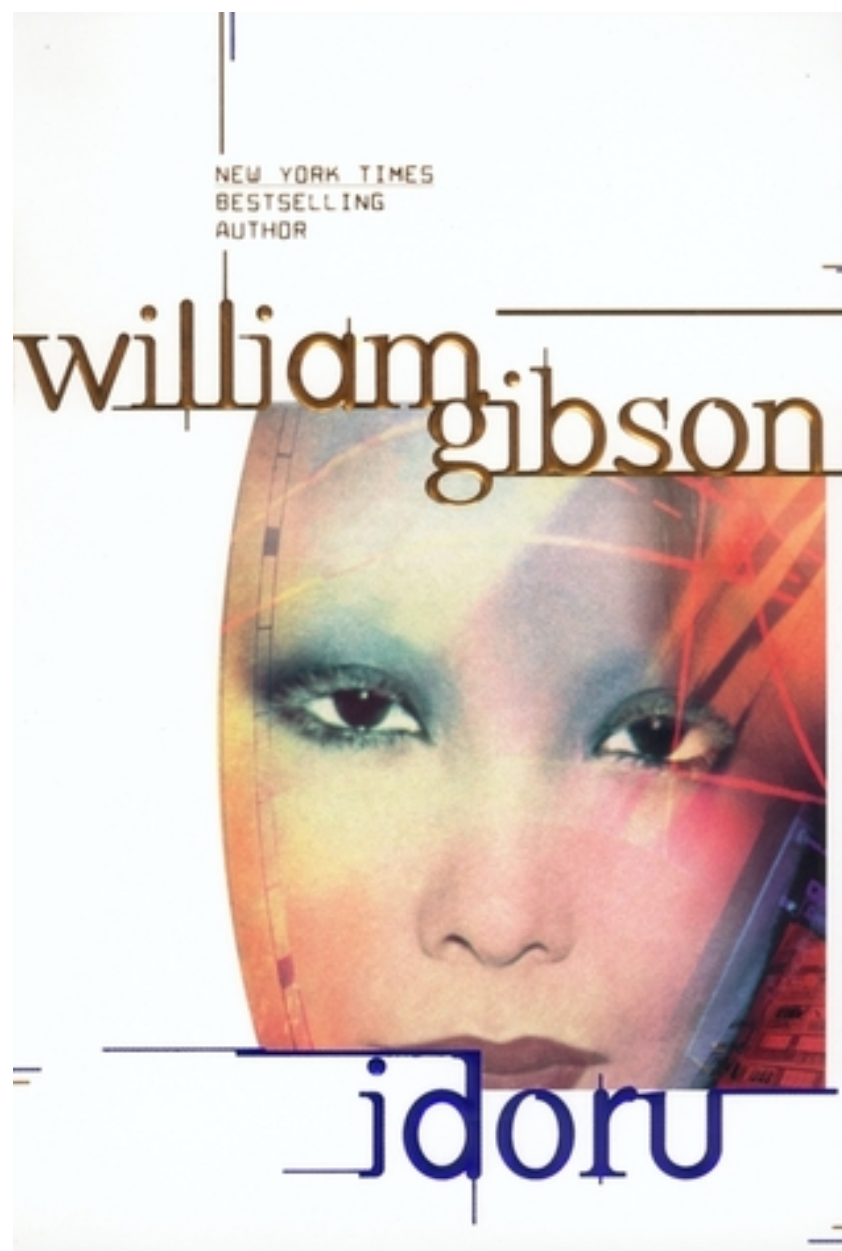
What is Required of Brands

- Conversing
- Personalizing
- Caring
- Reaching out
- Introducing
- Responding
- Playing and
- Playing favorites?

humanize

- [illegible]

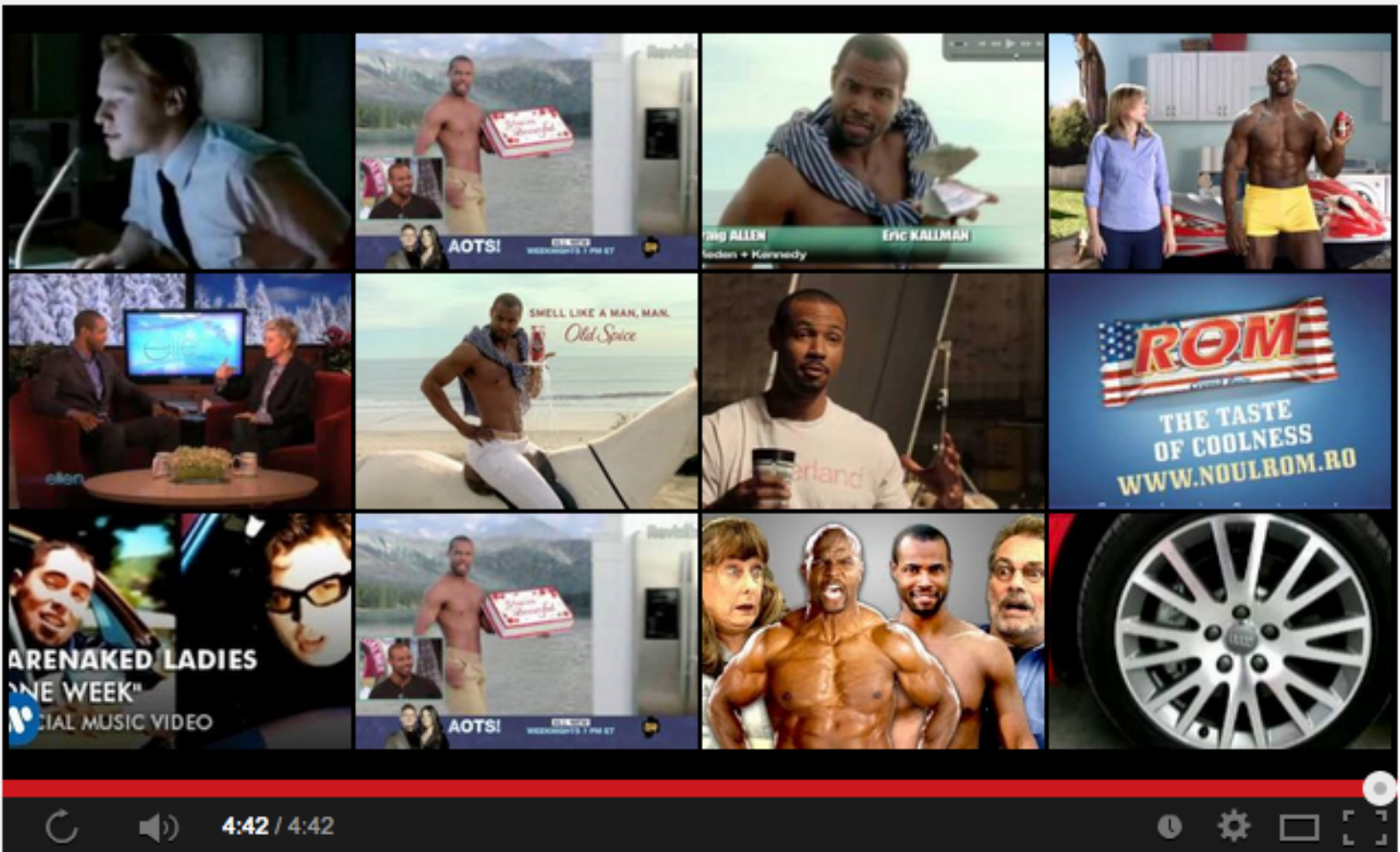
**What is
the future
of
Branding?**



Being Social means....

- Acting like a person
- Conversing
- Showing emotions
- Showing your face
- Taking full responsibility not only for your actions as corporate or government officer, but for them as a compassionate human being
- not behaving like a heartless computer-like corporate puppet





Old Spice Responses Case Study



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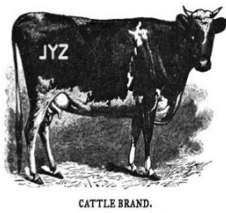
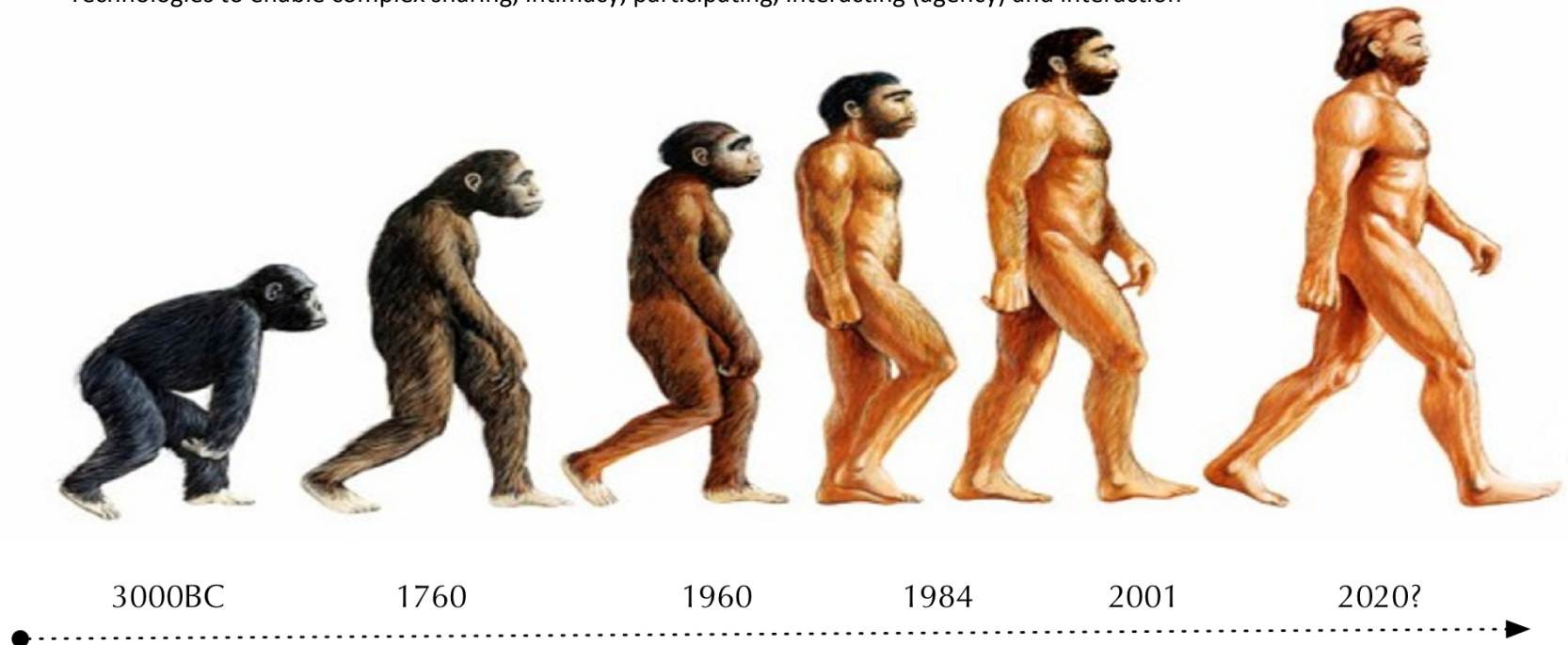


The Legend of Mr. Clean



The Historical Path of the Brand

- Evolution into social entities (even anthropomorphic)
- Technologies to enable complex sharing, intimacy, participating, interacting (agency) and interaction



Ownership



Trust



Aspiration



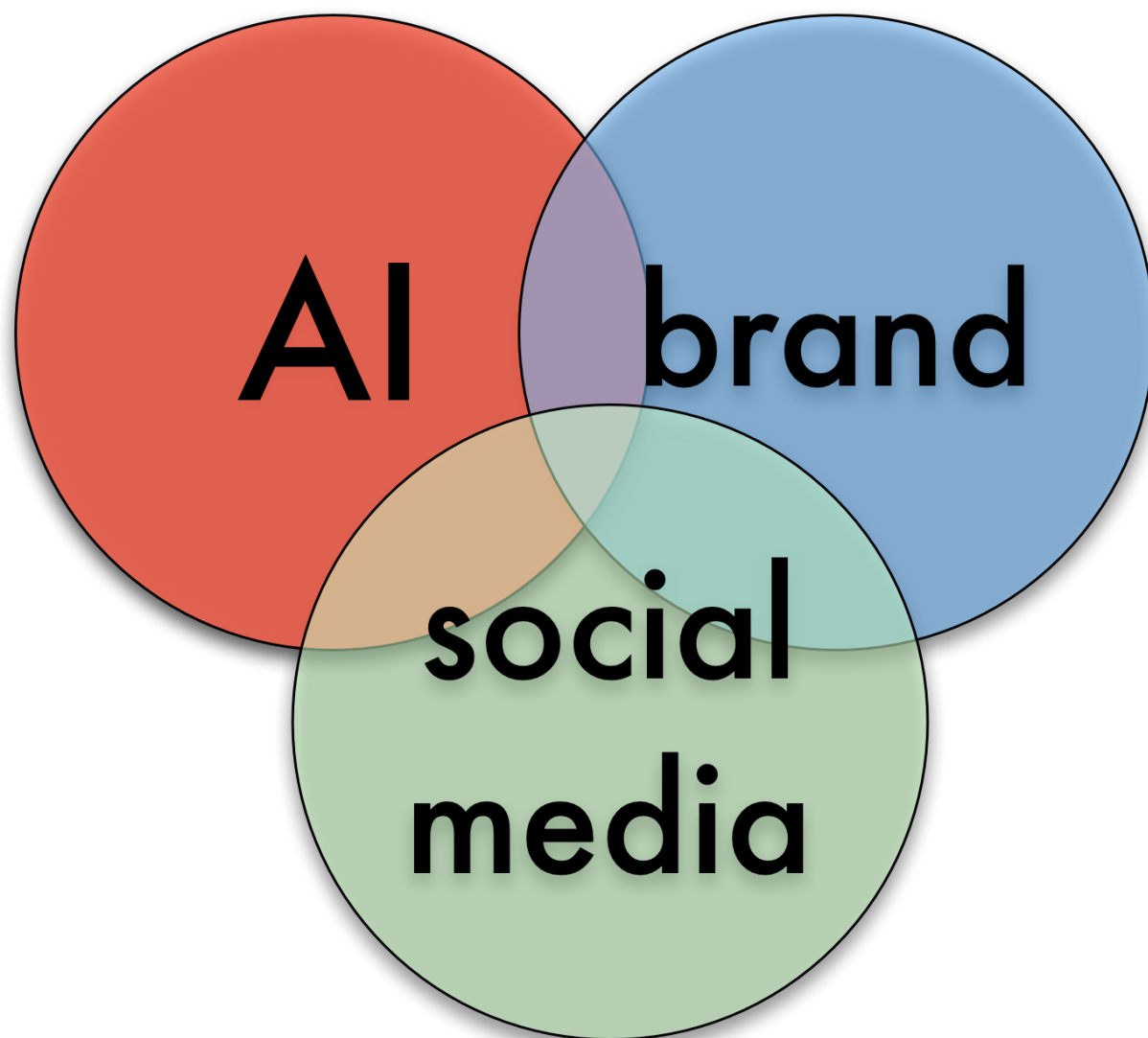
Adoration



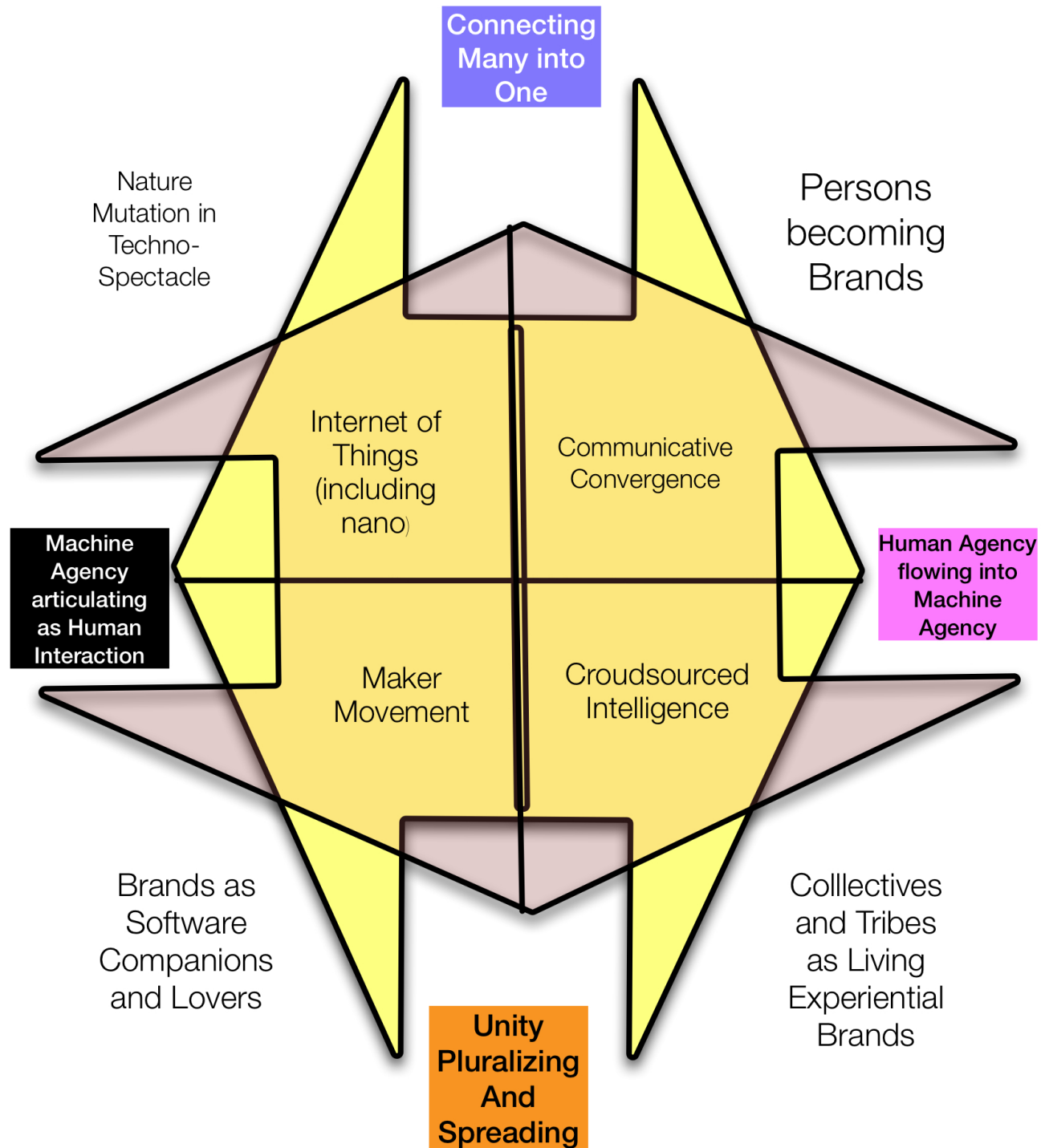
Participation



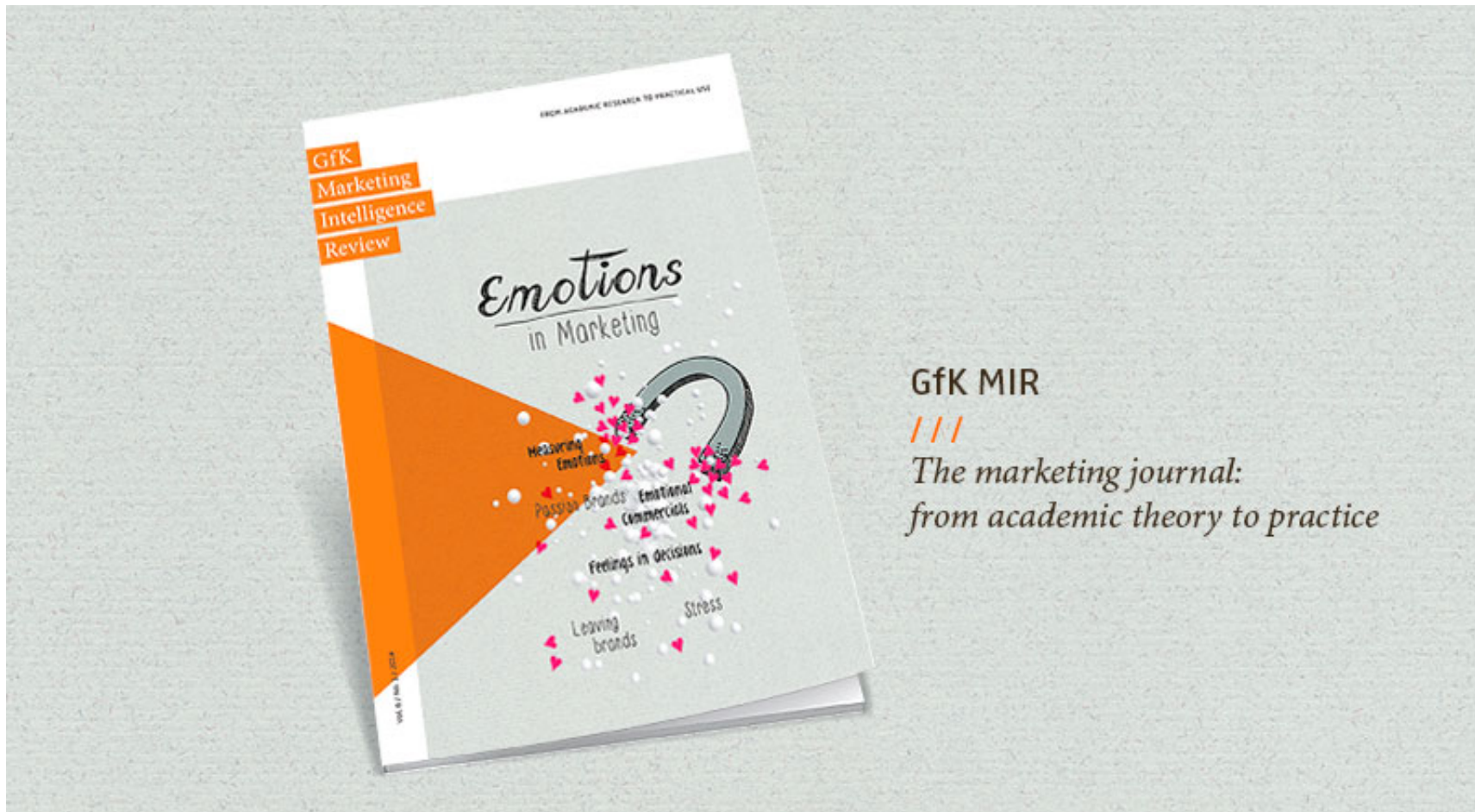
Partnership



**Brand researchers might
ask how these
Relationships are changing.
How are brands are
evolving into people,
and people into brands?**



Next issue: <http://www.gfkmir.com/>



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*The marketing journal:
from academic theory to practice*

SUMMARY: Change in Marketing Mindset: Consumers as Networks, Networks as Consumers

- The future of AI
- Major need to integrate brand management, brand strategy, IT (AI), narrative/agency strategy, and social media management/brand engagement objectives/metrics/feedback
- New model to understand social brand engagement as it involved AI anthropomorphized brands interacting through information and communications networks as if they were human

