

Brand Disruption:

Decoding the Contingency of Clashing Stakeholders

Theoretical Background

Conventional Branding Theory

brand meanings controlled by the legal brand owner (Keller, 2012)



Prevalent Brand Disruptions

- Consumer Brand Sabotage (Kähr, et al., 2016)
- Doppelgänger Brand Images (Thompson, Rindfleisch, & Arsel, 2006)
- Brand Publics (Arvidsson & Caliendo, 2016)
- Conspicuous Brand Usage (Ferraro, Kirmani, & Matherly, 2013)

Research Project and Results



Research Objective

- Development of a systematic understanding on *why conflicting brand meanings emerge* and *how their predominance is negotiated by clashing stakeholders*
- Facilitation of a holistic discussion on brand disruptions and potential prediction/ prevention strategies



Theoretical Lens

- A *practice-theoretical perspective* enables to analyse the underlying socio-cultural processes
- Investigation of brand-related practices (e.g. buying, consuming, discussing, or disposing branded products) to grasp clashing stakeholder propagandizing their individual brand perceptions



Data Collection

- A *netnographic approach* (e.g. social media data) is combined with *phenomenological interviews* to explore two extreme brand disruption contexts: the focal brands are **Birkenstock** and **New Balance**

Current Results

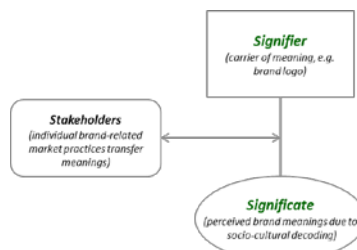


BIRKENSTOCK

Co-Optation

the health-sandals brand **Birkenstock** was taken over by the high-fashion industry (mainstream)

positive disruption



"Theory of Signs" as semiotic analogy to brand meaning negotiation

Contestation

the sport-footwear brand **New Balance** is currently under strong pressure by right-wing extremists

negative disruption



new balance

Sources

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