

Brands in Culture Exercise (Avery)

TAGS: brand meaning, iconic brands, brand co-creation

Goal:

Illuminate the culturally shared meanings of brands through cultural analysis of how the brands are used in popular culture.

Materials Needed:

None

How to Run it:

In advance of the class session, deliver the following assignment:

“Think about movies, television shows, songs, videogames, etc. that feature brands. How is the brand used to tell the story in each of these mediums? Who are the characters using the brand and what defines them? How does the brand help the story move along? What types of movies, television shows, songs, videogames feature the brand?”

In class, prompt discussion of the cultural meaning of brands with the following questions:

- 1.) Why do popular culture artists (writers, songwriters, movie and television producers) use brands in their work?
- 2.) Which types of brands are most used in popular culture? Why? What does this usage say about the brands?
- 3.) How does this type of usage help and hurt the brands? What are the opportunities and risks for brand managers?