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**The Influence of Brand Activism on Generation Z: A quantitative analysis of brand perception.**

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## **Abstract**

This thesis explores the impact of brand activism on Generation Z's perception of brands, focusing on how the companies Nike, Dove, and Ben & Jerry's use social justice campaigns to influence this digitally fluent and ethically driven demographic. Through a combination of a qualitative content analysis and a quantitative survey, the study examines the reception and effectiveness of these brand campaigns in aligning corporate identity with social engagement.

The findings indicate that while authentic brand activism has the potential to enhance brand perception and align well with the ethical standards of Generation Z, it does not significantly influence their conscious brand preferences or consumer choices. Generation Z places a high value on a genuine commitment to social issues. However, this does not consistently result in altered purchasing behavior.

The research offers both theoretical and practical insights, suggesting that successful brand activism requires a deep understanding of the target demographic and careful integration of social values into the brand's overall strategy.

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## List of Abbreviations

Abbreviation	Definition
BIPOC	Black, Indigenous, and People of Color
CBI	Consumer-Brand Identification
Fig.	Figure
Gen Z	Generation Z
i. e.	For Example

## 1. Introduction

"Play by the rules, but be ferocious." - These words from the founder of Nike, Phil Knight, accurately describe the dynamics of modern brand management, especially when it comes to the use of brand activism.<sup>1</sup>

Modern brand communication is at a turning point where consumers expect more from companies than just product quality: consumers are increasingly seeking a deeper engagement from companies on social and environmental issues. This shift reflects a growing awareness among consumers of the role that corporations can play in addressing societal challenges. This will thesis examine the impact of brand activism on the perception of brands among Generation Z, a demographic distinguished by its digital literacy and pronounced ethical awareness.

The principal aim of this thesis is to examine the impact of brand activist campaigns on the perceptions and consumer behavior of Generation Z. This encompasses an investigation of the influence of such campaigns on brand loyalty and consumer trust. This thesis employs three case studies to examine the impact of brand activism on the perceptions and behaviors of Generation Z. These case studies, which represent the empowerment of the BIPOC minority, are the "Dream Crazy" campaign of the Nike brand, the "The Crown Act" campaign of the Dove brand, and the "Change the Whirled" campaign of the Ben & Jerry's brand.

To achieve the objective of investigating the impact of brand activism campaigns on Generation Z, both a qualitative content analysis of the campaigns and a quantitative survey were employed as research methods. The qualitative content analysis of the campaigns offers insights into the narrative and visual strategies employed by the brands, while the quantitative survey of Generation Z assesses the reactions to and the effectiveness of these campaigns.

The structure of the paper is as follows: This introduction is followed by a literature review that presents the theoretical framework for brand activism and provides a more detailed characterization of Generation Z. This is followed by a description and application of the methodology of qualitative and quantitative research. The ensuing

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<sup>1</sup> Ooley (2013).

section presents, analyzes, and interprets the research findings, which are then subjected to a critical evaluation within the broader academic context. The thesis concludes with a summary of the findings and an outlook on future research opportunities.

This structured approach allows for a comprehensive analysis of the impact of brand activism, offering valuable insights for academics and practitioners grappling with the challenges and opportunities of socially responsible branding.

## **2. Corporate Brand and Identity**

To develop an understanding of corporate brand and brand identity within corporate communications, it is important to view the interplay of various elements that shape and impact these concepts. Companies today must exceed traditional roles: they must not only 'make sense' but also 'give sense'<sup>2</sup> to their actions and identities in a world where social justice movements are increasingly empowered by governments, activists, and brands.<sup>3</sup> This reinforcement of meaningful values underscores theories that say stakeholder involvement is critical for a company to keep pace with changing expectations and adapt corporate identity to evolving norms.<sup>4</sup>

The philosophy and culture of a corporate brand shape the thoughts, actions, and behaviors of a company.<sup>5</sup> Such philosophical foundations are fundamental, as corporate strategy ultimately determines the present and future identity of a company.<sup>6</sup> However, despite its strategic importance, corporate identity is often overlooked or narrowly conceived by both scholars and managers.<sup>7</sup> A misalignment between the reality of a company's identity and its desired state may emerge. This highlights the necessity to orchestrate efforts in behavior, symbolism, and communication tailored to specific target groups.<sup>8</sup>

Corporate identity summarizes an organization's unique characteristics, integrating elements like communication, design, culture, behavior, and strategy. It serves to

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<sup>2</sup> Morsing/ Schultz (2006), S. 336.

<sup>3</sup> Naumovska (2021), S. 7.

<sup>4</sup> Morsing/ Schultz (2006), S. 336.

<sup>5</sup> Balmer/ Podnar (2021), S. 734.

<sup>6</sup> Melewar/ Karaosmanoglu (2006), S. 863.

<sup>7</sup> Balmer (2017), S. 1473.

<sup>8</sup> van Riel (1997), S. 289.

present the organization to all stakeholders, shaping both the corporate personality and image. Corporate design, especially through slogans, architecture, and location, plays a crucial role in communicating this identity internally and externally, fostering employee attachment and influencing consumer perceptions. While corporate identity aids in communication with shareholders and investors, individual brand identities are tailored for consumer engagement. This distinction highlights the varied communicative functions of corporate and brand identities based on stakeholder groups. In simpler organizations, the link between structure and culture is more emphasized, pointing to an indirect relationship between corporate structure and identity that affects how the organization is perceived and operates.<sup>9</sup>

Within the corporate setting, brand identity is not just a matter of public perception but also the application of the social identity in a corporate context.<sup>10</sup> The depth of brand awareness refers to how easily customers recall or recognize the brand. With the breadth of brand awareness, the variety of settings in which the brand comes to mind is described. Both are critical dimensions. These aspects contribute to a brand's salience, ensuring it remains top-of-mind across diverse purchase and consumption scenarios.<sup>11</sup> Further, legal obligations, purposes, activities, ethos, values, market position, markets served, product and service quality, management and employee behaviors, and the geographic scope are factors that comprise a company's identity traits.<sup>12</sup> Furthermore, factors like corporate history, the founder's philosophy, country-of-origin, and internal sub-cultures significantly influence corporate culture and, by extension, corporate identity.<sup>13</sup> Narratives around the corporate story also play a crucial role, describing an organization's mission and operational ethos to both internal and external stakeholders. These stories must be clear, consistent, and well-coordinated to support effective corporate communication policies, which may be uniformed, varied, or endorsed depending on organizational needs.<sup>14</sup>

Balmer and Podnar (2021) consider that corporate identity, internal corporate identity, corporate brand image, and internal corporate brand identification serve as foundational elements for fostering corporate brand orientation. They present three

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<sup>9</sup> Melewar/ Karaosmanoglu (2006), S. 863.

<sup>10</sup> Balmer/ Podnar (2021), S. 734.

<sup>11</sup> Keller (2001), S. 16.

<sup>12</sup> Balmer (2017), S. 1478.

<sup>13</sup> Melewar/ Karaosmanoglu (2006), S. 863.

<sup>14</sup> van Riel (1997), S. 302.



propositions that highlight the importance of dynamically aligning the corporate brand with its identity, cultivating positive internal corporate brand or corporate identity images, and promoting an organization-wide identification with the corporate brand. Additionally, they argue that effective corporate brand communication requires continuous alignment with corporate identity communication, and emphasize the critical role of internal factors such as culture, values, and strategy in shaping external perceptions in the dynamic interaction between internal and external stakeholders and thus influencing the corporate reputation.<sup>15</sup>

In summary, this understanding highlights the growing importance of integrating reputation concerns into core business functions and incorporating stakeholder insights into comprehensive reputation management strategies. Lastly, Da Camara (2011) finds that amidst the dynamic interplay between internal and external stakeholders that shapes organizational reputation, it is evident that internal aspects like culture, values, and strategy profoundly affect external perceptions. This realization has led to an increased emphasis on embedding reputational concerns within core business functions and integrating stakeholder data into holistic reputation management strategies.<sup>16</sup> Melewar and Karaosmanoglu (2006) found that while most interviewees linked identity strongly with corporate design, communication, behavior, and strategy, there was no consensus on whether corporate culture is a product or determinant of corporate identity.<sup>17</sup>

## **2.1 Corporate Communications**

Corporate communication stands as a multilayered process that is closely intertwined with the dynamic forces shaping today's corporate landscape. Balmer and Gray (2020) outlined the following forces, that encompass a spectrum of ten environmental factors that have heightened the relevance of corporate identity and communication strategies: The accelerating pace of product life cycles, deregulation, privatization programs, intensified competition in different sectors, mergers, legal reshaping of corporate structures, the scarcity of top-level personnel, the public expectations for corporate responsibility and the breakdown of traditional boundaries between internal and external facets of organizations. Today, reputations are shaped by a dynamic interplay of diverse stakeholders and influences. While these environmental forces

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<sup>15</sup> Balmer/ Podnar (2021), S. 734.

<sup>16</sup> Da Camara (2011), S. 56.

<sup>17</sup> Melewar/ Karaosmanoglu (2006), S. 862.

pose challenges to businesses, they also present opportunities for companies to create a distinctive and positive corporate image that resonates with stakeholders. The evolving landscape requires a fundamental re-evaluation of corporate communication practices to effectively navigate and leverage these shifts. Based on their considerations, the researchers have generally defined corporate communication as “the process through which stakeholders perceive that the company’s identity and image and reputation are formed”. Within this framework, corporate communication is further categorized into primary, secondary, and tertiary forms, each representing distinct dimensions of communication impact. Primary communications encompass the economic factors like products and services, market behavior or behavior towards employees while secondary communications involve deliberate, controlled communication efforts such as advertising and public relations. Tertiary communications encompass the broader spectrum of uncontrolled communication channels, including word-of-mouth, competitors-communication, and media commentary.<sup>18</sup>

In the field of corporate communication, there are various conceptual frameworks and theoretical approaches that illustrate the complexity of corporate communication. Illia and Balmer (2012) have described four primary approaches to apply to corporate communication. The public relations perspective emphasizes the management of stakeholder relationships and the mitigation of communication gaps by analyzing the perceptions and behaviors of external stakeholders. Integrated marketing communications, on the other hand, focuses on shaping stakeholder perceptions for strategic marketing purposes, leveraging various communication channels to promote products or the company itself. The third approach, total corporate communications, adopt a holistic view that encompasses the entire spectrum of communication effects on corporate identity and reputation. This approach contributes to the multifaceted nature of corporate communication, incorporating both planned and spontaneous interactions with stakeholders. Corporate communication gaps stem from misalignments within the organization, such as discrepancies between managerial actions and stakeholder expectations. Recognizing and addressing these gaps is essential for fostering effective communication and managing stakeholder

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<sup>18</sup> Balmer/ Gray (2000), S. 256-260.

relationships and their expectations.<sup>19</sup> Balmer (2017) describes the three dimensions as latent communications, overt communications and tangential communications.<sup>20</sup>

Troise and Camilleri (2021) explain that effective management of corporate communication strategies requires a detailed understanding of stakeholder dynamics and preferences. Only then corporate identity, reputation and image can be increased.<sup>21</sup> Central to effective external communication, Melewar and Karaosmanoglu (2006) recognize the cultivation of internal alignment and understanding regarding the organization's mission, vision, and communication strategy as they build the foundation for coherent and impactful external communication efforts. However, marketing, management, and organizational communication, are interconnected.<sup>22</sup> Therefore, a short introduction in corporate marketing and marketing communications will follow.

Salzer et al. (2023) recognize that the sale of products cannot be achieved without targeted marketing and appropriate advertising. The success of market communication is generally recognized and its relevance to the company's success is acknowledged. Nevertheless, market communication should also demonstrate its contribution to value creation within the company.<sup>23</sup> Balmer (2011) defines corporate marketing as an approach that focuses on modern business operations and reflects a comprehensive focus on customers, stakeholders, society and ethical considerations. It emphasizes the importance of corporate identity and corporate brand and promotes the company's social and stakeholder relationships on various platforms.<sup>24</sup> In addition, Balmer (2011) defines a number of characteristics of corporate marketing. It focuses explicitly on the company itself rather than on specific products or services and is based on a corporate philosophy that focuses on the various stakeholder groups and is ethically and socially oriented. This philosophy is not just theoretical, but deeply rooted in the corporate culture, guiding the actions, strategies and communication of all stakeholders and leading to value creation processes that involve interaction with all stakeholders. The culture is anchored in the entire workforce. Employees adopt the perspective of stakeholders and society and implement their behavior, needs and desires

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<sup>19</sup> Illia/ Balmer (2012), S. 422.

<sup>20</sup> Balmer (2017), S. 1481.

<sup>21</sup> Troise/ Camilleri (2021), S. 13.

<sup>22</sup> Melewar/ Karaosmanoglu (2006), S. 862–863.

<sup>23</sup> Salzer/ Johannsen/ Reinhold (2023), S. 75.

<sup>24</sup> Balmer (2011), S. 1350.

accordingly. A crucial aspect of corporate marketing lies in its temporal dimension, which reflects the relationship between past and future goals. By recognizing and utilizing the rationale of the company's founders, corporate marketing establishes a continuum that connects historical roots with contemporary strategies. Furthermore, corporate marketing views the company as a cohesive whole rather than the sum of its parts.

Furthermore, corporate marketing challenges the traditional separation between internal and external stakeholders and recognizes their interconnectedness and diverse role in shaping corporate identity and reputation. It places a higher value on staff and empowers all members of the organization to contribute to value creation and brand building. This inclusive approach fosters a sense of collective responsibility and ownership, promoting engagement and alignment across the organizational hierarchy. As mentioned earlier, this integrative approach brings together insights from various disciplines such as marketing, human resources and organizational behavior to achieve strategic consistency and determine alignment. Balmer attributes five characteristics to corporate marketing: a clear focus on institutional priorities; an integration of customer, stakeholder, societal and ethical considerations throughout the organization; and implementation through a consistent corporate philosophy supported by a culture rooted in corporate marketing principles. In addition, corporate marketing addresses institutional, identity, stakeholder and strategic dimensions that encompass not only present and future perspectives, but also important aspects of corporate history. Finally, governance decisions are influenced by identity-based perspectives of the company. The objectives that Balmer (2011) identifies are: Nurturing enduring and diverse relationships between the company, customers, stakeholders and society; Fostering trust and building a positive corporate reputation among stakeholders and customers; Creating value for shareholders and stakeholders by developing robust, distinctive and attractive corporate brands; Ensuring institutional relevance and competitiveness in the marketplace, which contributes to the company's sustainability and profitability; Operational security by fulfilling the company's social, CSR and ethical obligations.<sup>25</sup>

Given the evolving stakeholder dynamics and the complexity of modern reputation management, corporate marketing is becoming increasingly important as a strategic

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<sup>25</sup> Balmer (2011), S. 1334.

factor. While tactical marketing approaches are still relevant, a holistic and integrated view is required to manage the complexity of today's business environment. Market communication creates a high level of awareness for customers and companies, e.g. through broad-based social media campaigns, large-format print ads, TV and cinema commercials or large trade fair stands.<sup>26</sup> According to Illia and Balmer (2012), integrated marketing communication plays a key role in the overarching marketing functions. When comparing corporate communication and corporate marketing, the researchers identify differences and similarities in their form of analysis and their objectives.<sup>27</sup>

In the following, the focus is not on the differences between corporate marketing and corporate communications but on the corporate communications as an organizational tool.

## **2.2 Strategic Stakeholder Engagement**

Various researches emphasize the significance of stakeholders in corporate communications, which is underlined by relational marketing strategies that influence stakeholder loyalty and engagement.<sup>28</sup> External stakeholders play a central role in engaging with the company's social and environmental initiatives. Morsing and Schultz (2006) say that their support and active participation in the ongoing processes of giving meaning to the organization's values and mission is important.<sup>29</sup> Sedlatschek (2022) states that in addition to ideological characteristics such as political or religious orientations, natural characteristics can also contribute to the strengthening of the sense of belonging to the group and increase the identification with the organization.<sup>30</sup> However, Abosag et al. (2020) show, that a customers' need for uniqueness can lead to less engagement if it causes resistance to the communication channel.<sup>31</sup> By strategically aligning corporate identity with overarching strategic objectives, organizations can gain a distinct competitive advantage in the marketplace and create a good reputation amongst stakeholders. Through strategic communication initiatives, organizations can shape external perceptions, build credibility, and foster trust among stakeholders. Especially in today's rapidly evolving business landscape, the strategic

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<sup>26</sup> Salzer/ Johannsen/ Reinhold (2023), S. 75.

<sup>27</sup> Illia/ Balmer (2012), S. 419.

<sup>28</sup> Macedo/ Gonçalves/ Barbosa Sousa (2021), S. 75.

<sup>29</sup> Morsing/ Schultz (2006), S. 336.

<sup>30</sup> Sedlatschek (2022), S. 24.

<sup>31</sup> Abosag et al. (2020), S. 870.

management of corporate identity and communications emerges as a crucial factor in fostering organizational success. One key aspect of effective corporate communication lies in its ability to harness the power of digital media and new communication technologies. The digital revolution has brought about a fundamental shift in both journalistic and corporate communication practices, blurring the lines between traditional values and dynamic digital attributes. To navigate this complex landscape, organizations must adapt their communication strategies to leverage the interactive and multimedia capabilities of new media platforms.<sup>32</sup>

Gardner (2021) identifies graphical representations as one of the most effective strategies for conveying complex or data-heavy arguments. They serve as powerful tools for both external and internal communications. Investing time and expertise in developing visually compelling graphics facilitates clear and concise communication, bridging the gap between complexity and comprehension.<sup>33</sup> Corporate communication extends beyond customer satisfaction and acquisition to encompass broader objectives, including the dissemination of corporate messaging through social media channels which emerge as instrumental tools for raising awareness about corporate social responsibility initiatives. Additionally this enables organizations to amplify their messaging and engage with stakeholders in meaningful ways which enhances their reputation and societal impact.<sup>34,35</sup> Additionally, by strategically managing terminology across various contexts, organizations ensure the quality and consistency of their communication efforts, thereby enhancing their internationalization strategies and bolstering their brand image in new markets.<sup>36</sup> Moreover, Naumovska (2021) finds that brands that align themselves with social causes not only enhance their reputations but also contribute to societal progress, highlighting the important role of brands and media in shaping the cultural discourse. Therefore, corporate activism through brand advocacy serves as a powerful mechanism for promoting social norms and values while simultaneously pursuing profit-driven objectives.<sup>37</sup>

In summary, various scholars highlight that the strategic management of corporate identity and communication affords organizations a distinct competitive advantage in

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<sup>32</sup> Trillo Domínguez (2021), S. 93.

<sup>33</sup> Gartner (2021), S. 140.

<sup>34</sup> Yürük-Kayapinar/ Kayapinar (2021), S. 17.

<sup>35</sup> Troise/ Camilleri (2021), S. 13–14.

<sup>36</sup> Cabezas-García (2021), S. 43.

<sup>37</sup> Naumovska (2021), S. 8.

today's volatile business environment. By aligning corporate communication efforts with strategic objectives, organizations can cultivate favorable corporate reputations and differentiate themselves from competitors, thereby enhancing their market positioning and resilience. Ultimately, building a strong brand with significant equity yields a multitude of benefits for organizations, including heightened customer loyalty, greater resilience to market fluctuations, and enhanced marketing effectiveness. Brands that resonate deeply with consumers foster strong emotional connections, leading to increased customer advocacy and engagement, thereby solidifying their market presence and long-term success.<sup>38,39</sup>

In order to create an even deeper identification with their stakeholders, organizations are increasingly pursuing the strategy of brand activism, which will be the subject of the following chapter.

### **3. Brand Activism**

In the context of corporate communications, the area of brand activism will now be examined in more detail.

#### **3.1 Definition Brand Activism**

Brand activism can be defined as the strategic positioning of brands on socio-political issues, whereby they adopt a public stance on matters of interest to society. This communication strategy operates at the interface between politics, business, and society, with the aim of promoting socio-political values and ideals through various means of communication, including messages and actions. The socio-political positions represented by the brands are based on their own brand values and are intended to offer the target group a symbolic benefit.<sup>40</sup> The crucial element is that the positioning goes beyond the brand's previous reference to the respective topic and offers a new perspective that encourages reflection and discussion. This may be achieved through the implementation of campaigns, initiatives or contributions to discussions.<sup>41</sup>

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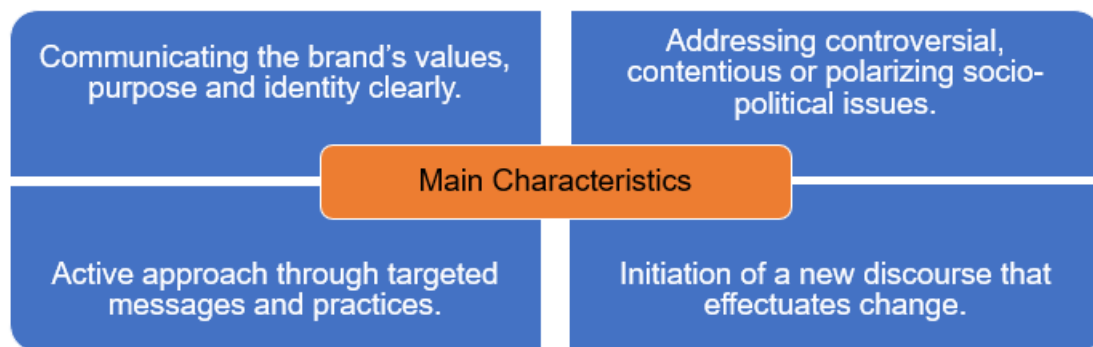
<sup>38</sup> Balmer/ Gray (2000), S. 260.

<sup>39</sup> Keller (2001), S. 19.

<sup>40</sup> Baumann/ Urbiks (2022), S. 289.

<sup>41</sup> Kaiser (2022), S. 203.

Brand activism is characterized by four key features<sup>42</sup>: First, it is driven by an explicit purpose and the brand's values, communicating a clear identity and direction.<sup>43</sup> Secondly, brand activism often addresses controversial, contentious or polarizing socio-political issues to attract attention and stimulate debate.<sup>44</sup> Thirdly, the company actively contributes to addressing and resolving socio-political issues through targeted messages and practices.<sup>45</sup> Fourthly, the positioning of the brand is not constrained by the current social consensus and instead seeks to initiate a new discourse that will ultimately effectuate tangible change (see Fig.1).<sup>46</sup>



*Figure 1: The four Main Characteristics of Brand Activism*  
 Source: Own Representation based on Hestert-Vecoli, 2019

The authenticity of brand activism is crucial to the success of this strategy and the potential social change that can result from it. It is closely linked to the perceived transparency and values of the brand.<sup>47</sup> This authenticity is determined by the consistency between different key characteristics of the brand: its core purpose and values, the nature and content of its messages and its actual corporate practices.<sup>48</sup> In addition, social context independence plays an important role, especially in “woke” activism campaigns, to ensure credible positioning.<sup>49,50</sup>

The brand image, which is shaped by brand management activities and external influences, is of central importance to the success of brand activism. In order to

<sup>42</sup> Vredenburg et al. (2020), S. 445.

<sup>43</sup> Burmann et al. (2021), S. 39.

<sup>44</sup> Kumar (2022), S. 2.

<sup>45</sup> Stark (2007), S. 237.

<sup>46</sup> Hestert-Vecoli (2019), S. 157.

<sup>47</sup> O.V. (o. J.), S. 48.

<sup>48</sup> Vredenburg et al. (2020), S. 445.

<sup>49</sup> Burmann et al. (2021), S. 55.

<sup>50</sup> Mirzaei/ Wilkie/ Siuki (2022), S. 8.



maintain and improve their brand image, consistent and authentic communication is essential for companies. This necessitates a clear and consistent alignment between the brand's verbal and non-verbal expressions, encompassing both actions and practices. An authentic brand activism strategy enables brands to cultivate trust, reinforce connections with target audiences, and make a constructive impact on social change.<sup>51</sup>

A number of studies have identified key factors that positively influence the perceived authenticity of brands. In this context, the concept of authenticity is understood as the interplay of brand objectives, values, messages, and corporate practices that reinforce and support each other, collectively forming a unified and consistent brand identity. The level of authenticity associated with brand activism depends on the alignment of several brand characteristics. The fundamental objective and values of the company should be reflected in the needs and desires of the stakeholders, and consideration should be given to the brand promise and the way in which the brand interacts with the market should be taken into account. Moreover, the messages and content disseminated by the brand should be conveyed through suitable media channels and reflect the company's practices and how they are perceived and interpreted by stakeholders.<sup>52</sup>

Activism campaigns can amplify public reactions in both positive and negative directions and provoke supportive and negative reactions. However, brands that address complex social issues are generally perceived as more authentic than brands that remain neutral and inclusive in their communication.<sup>53</sup> The topics that are communicated should arise from the brand's own field of activity and scope. If the recipient gets the impression that the topics have been chosen arbitrarily, this is more likely to have a negative impact on the perception of the brand.<sup>54</sup>

Vredenburg et al. (2020) identify characteristics that increase the authenticity of brand activism and its potential impact on social change and promote conscious consumer choice. The success of authentic brand activism therefore depends on the implementation of a brand policy aimed at maintaining the perception of authenticity.

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<sup>51</sup> Mirzaei/ Wilkie/ Siuki (2022), S. 9.

<sup>52</sup> Vredenburg et al. (2020), S. 445.

<sup>53</sup> Mirzaei/ Wilkie/ Siuki (2022), S. 9.

<sup>54</sup> Lambertin (2019), S. 64.

The use of clear guidelines for the choice of words enables the avoidance of misleading and irrelevant claims. Instead of the more general social claims such as "socially responsible" or "socially conscious brand," it is preferable to communicate specific benefits in precise wording. Such transparency serves to reinforce consumer trust.<sup>55</sup>

Academic literature shows that divergence and arbitrary communication represent significant barriers to the perception of authentic brand activism. A brand's stance on an issue that has no historical relevance or is not associated with support for social movements is perceived as a lack of authenticity. Similarly, when a brand takes a stance on a significant social issue that is inconsistent with its core business, image, or culture, it has a detrimental effect. The discrepancy between a brand's stated values and its actual actions with respect to social issues can be perceived as inauthentic and may reduce consumer trust.<sup>56</sup>

Overall, it can be said that brand activism is a strategic form of communication that aims to promote social change through the positioning and actions of brands. Authenticity plays a decisive role in the success of this strategy, which is determined by the consistency of brand values, messages and practical action.

### **3.2 Motivation and Strategy**

Brand activism is a strategic decision for companies that should not only reach current and potential customers in an increasingly polarized socio-political climate. As explained in chapter 3.1, a company's own values and convictions must be communicated authentically in order to reach recipients in the best possible way. The identity of brands, as a central element of corporate communication, plays a decisive role here. The brand identity, which changes only slowly and cannot be controlled directly, gains a harmonious image through integration into the company as a whole by carefully coordinating all brand characteristics and behaviors, both internally and externally. The weakness of many of today's brand identities can often be traced back to the fact that they lack individuality and thus a clear ability to differentiate themselves, which degrades them to labels in the perception of consumers.<sup>57</sup> The common self-image and the exchange with external interest groups are essential components that

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<sup>55</sup> Vredenburg et al. (2020), S. 454.

<sup>56</sup> Mirzaei/ Wilkie/ Siuki (2022), S. 10.

<sup>57</sup> Burmann et al. (2021), S. 24-27.

shape the identity of a brand.<sup>58</sup> In this context, companies need to evaluate their values and strategies and decide how these inform their position in a divided political climate and what improving society means for their brand.<sup>59</sup> The challenge is to deliver visible and meaningful change, as consumers are increasingly dissatisfied with companies that merely support positions verbally without delivering actual change.<sup>60</sup> Through brand activism campaigns, companies can emphasize their individuality, stand up for their corporate values and, if carried out authentically, effectively use their stakeholders as activists and positively influence the corporate image.

A company's positioning must be coherent, appropriate and comprehensible in form and content in order to be effective. The most important formats for political and social brand positioning include programs that highlight the campaign, dialogue and communication in which the company responds to the reactions of outsiders, the motivation of employees, who actively communicate the topic to the outside world, and the connection to business and reputation. In particular, the socio-political stance of a brand must be anchored in the brand identity so that the impression is not created that the positioning is based on a commercial strategy.<sup>61</sup> This strategy, used at the intersection of politics, business and society, aims to promote socio-political values and ideals through messages or actions based on the brand values in order to deliver a symbolic benefit to the target group.

Brand purpose is a fundamental pillar of brand activism campaigns, contributing to their authenticity and effectiveness. Anchoring a brand's socio-political stance in its identity is crucial in order to position products not only as commercial goods but also as vehicles for social change.<sup>62</sup> The brand purpose serves as the foundation that provides the framework for these messages and actions and ensures that the brand's socio-political positions are based on authentic and consistent values.<sup>63</sup> A convincing brand purpose, which is clearly and credibly reflected in the brand identity, enables a differentiated positioning in social debates and promotes a deeper connection to the target group by offering a symbolic benefit that goes beyond the physical product.<sup>64</sup>

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<sup>58</sup> Burmann et al. (2021), S. 26.

<sup>59</sup> Wright (2022), S. 175.

<sup>60</sup> Kelly (2021), S. 1.

<sup>61</sup> Thams (2019), S. 176.

<sup>62</sup> Baumann/ Urbiks (2022), S. 299.

<sup>63</sup> Kaiser (2022), S. 200.

<sup>64</sup> Kaiser (2022), S. 215.

However, posture communication becomes interchangeable and ineffective if it is based solely on tactical considerations rather than a well-defined and authentic brand purpose. Authentic brand activism is characterized by clear communication based on purpose and values that align with pro-social corporate behavior. If the purpose, values, messages and corporate practice fit together, a coherent impression is created that is decisive for the credibility and acceptance of brand activism. A discrepancy between these elements can negatively influence the perceived authenticity and ultimately the effectiveness of brand activism campaigns.<sup>65</sup>

In summary, it can be said that the brand purpose is not only a strategic guideline for companies, but also forms an essential basis for credible and effective brand activism. The consistent alignment of socio-political commitment with the core values and purpose of the brand counters potential legitimacy problems and helps to minimize internal and external conflicts. This enables companies to act as corporate citizens that not only respond to market needs but also actively contribute to positive social change.<sup>66</sup>

### **3.3 Goals and Purpose**

In today's world, social convictions and values are becoming increasingly relevant as a decision-making factor for customers, talents, investors and politicians, which increases the relevance of brand activism. In this context, it is clear that companies that are able to combine entrepreneurial and social goals and proactively stand up for them gain a competitive advantage.<sup>67</sup> Social responsibility is thus becoming a strategic value driver and a unique selling point in the competitive environment.<sup>68</sup> Brand activism thus becomes a critical success factor for marketing success and has the potential to stimulate the social change that can result from this strategy.

A traditional view is that the sole objective of companies is to maximize profits, regardless of negative impacts on the well-being and sustainability of society.<sup>69</sup> From this perspective, brand activism must be seen purely as a means of maximizing profits. This can also have the effect of creating a strong group identity that becomes an integral part of the identity of all group members. Cohesion within the group is

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<sup>65</sup> Vredenburg et al. (2020), S. 449-456.

<sup>66</sup> Stark (2007), S. 216–216.

<sup>67</sup> Kaiser (2022), S. 203.

<sup>68</sup> Kaiser (2022), S. 195.

<sup>69</sup> Ninh Nguyen/ Binh Nguyen (2021), S. 76.

strengthened and leads to more effective and efficient processes in companies. The economic value of brands is therefore also based on the effects of strong group identities.<sup>70</sup> In this context, presenting a campaign in response to a significant social issue proves to be the quickest and most cost-effective approach to ensure it goes viral and is voluntarily shared by customers.<sup>71</sup>

If a brand with a strong, functional image communicates increasingly entertaining brand content, the previously secondary emotional brand image can be strengthened.<sup>72</sup> If the brand communicates its purpose through brand activism campaigns, the young generation, such as Generation Z, can link their values to the brand and thus create a positive, profound and long-term emotional connection.<sup>73</sup> This empowers companies and their brands to assume the role of moral authorities within society. They have the capacity to offer clear guidance on what is ethically correct, both in terms of values and actions.<sup>74</sup> Nevertheless, this influence also carries the responsibility to act as a political entity, particularly in leading changes related to social values, business practices, or even influencing laws and regulations.<sup>75</sup> In addition, messages that convey an attitude provide the opportunity to be relevant for user and platform algorithms.<sup>76</sup>

In summary, brand content particularly strengthens the emotional brand image, as information and entertainment enable stakeholders to better identify with the company's values. Today, many brands are therefore geared towards sustainable values and, in the long term, values that engage the target group. The term purpose expresses this phenomenon succinctly and underlines the importance of strategic alignment in today's brand communication.<sup>77</sup>

### **3.4 Risks**

“Consistent purpose communication always comes with built-in risk. If you position yourself publicly with one stance, you inevitably position yourself against another.”  
(“Brand purpose: wie Marken nachhaltig Wert schaffen”, 2022, p. 214)

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<sup>70</sup> Burmann et al. (2021), S. 25.

<sup>71</sup> Kumar (2022), S. 2.

<sup>72</sup> Albisser (2022), S. 243.

<sup>73</sup> Kamps (2022), S. 56.

<sup>74</sup> Hoppner/ Vadakkepatt (2019), S. 418.

<sup>75</sup> Haupt et al. (2023), S. 1260.

<sup>76</sup> Niehus/ Faerber (2022), S. 211.

<sup>77</sup> Kamps (2022), S. 54.

Companies face complex challenges when positioning themselves in an increasingly politicized and polarized landscape, especially when populist governments come to power that could potentially oppose corporate interests. In such a changed political and social setup, companies need to adapt their positioning strategies accordingly. Even a clearly conservative positioning can entail high risks.<sup>78</sup> In a society, brand activism harbors the risk that the approval of one side inevitably leads to rejection by the other. An attitude of neutrality or restraint can often not be perceived as such, as a supposed neutrality is often interpreted as positioning when it comes to controversial topics. Companies are therefore faced with the challenge of carefully weighing up the advantages and disadvantages of a clear positioning.<sup>79</sup>

The results of a study entitled “Brand activism: Does courting controversy help or hurt a brand?” (2020) should be added to this.<sup>80</sup> Consequently, brand activism is linked to a number of potential pitfalls. The authors identify a paucity of advantages associated with accurate brand positioning, while erroneous positioning has the potential to inflict significant harm upon the brand. A favorable alteration in the public perception of the brand was only observed in instances where the brand was subjected to a public backlash. In the event that the company in question retracted its statements or issued an apology, the negative effects could not be neutralized, resulting in the triggering of additional negative reactions from supporters. It can be concluded that companies should adopt a planned and cautious approach to brand activism campaigns, as the underlying intention to bring about social change is not an effective marketing strategy in the short term.

In order to sell a product using brand activism as a marketing tactic, a company must identify its image with the ideals of a particular social action. However, if it becomes evident that the primary objective of the brand is to maximize profit rather than to make a genuine contribution to a social movement, this gives rise to a negative perception of the company.<sup>81</sup> Even if a brand takes a position simply because it is considered “right” in society, consumers perceive this as insincere and superficial.<sup>82</sup> Even recipients who are of the opinion that brand activism has now become a trend have a

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<sup>78</sup> Haupt et al. (2023), S. 1260.

<sup>79</sup> Thams (2019), S. 168–170.

<sup>80</sup> Mukherjee/ Althuizen (2020).

<sup>81</sup> Kumar (2022), S. 4.

<sup>82</sup> Skiada (2021), S. 47–48.

skeptical attitude towards it.<sup>83</sup> In addition, the question arises as to whether the public social influence of companies, especially in advertising and marketing campaigns, is legitimate, morally justifiable and appropriate at all. This skepticism is based on the suspicion that socio-political messages ultimately only serve to sell and thus exploit the idealism of certain consumer groups.<sup>84</sup>

If a company exceeds its legitimate possibilities, as described above, this can trigger a feeling of betrayal in consumers.<sup>85,86</sup> A negatively perceived brand activism campaign can then lead to some customers being disappointed with the brand, which consumers recognize contradictions in brand activism campaigns and do not believe they are uncovering them. Negative reactions can, for example, be played out in a shitstorm and thus result in a lasting loss of reputation.<sup>87</sup> The main strategies of political anti-brand actions were identified as boycott, discrediting the brand and trapping.<sup>88</sup> Therefore, every brand should be careful not to betray the trust of its customers in any way, as disappointed customers can be the direct and shortest route to the end of a company's life cycle.<sup>89</sup>

### **3.5 Relevance of Brand Activism**

As has already become clear, the decision of brands to position themselves politically on issues must be carefully weighed up. A survey of brand managers shows that around 18.5% consider such positioning to be appropriate.<sup>90</sup> On the consumer side, almost half (49%) of consumers view the general trend of brand activism positively, while 17% have a negative view and 34% take a neutral stance.<sup>91</sup> The data suggest that, despite reservations about the intentions and consequences of brand activism, a considerable number of consumers endorse the utilization of brands for social and political purposes in principle. A survey of individuals belonging to the Generation Z demographic revealed a prevailing sense of ambiguity regarding the extent to which brand activism manifests as authentic activism. The respondents expressed skepticism regarding the assumption that a brand's positioning on specific issues is

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<sup>83</sup> Skiada (2021), S. 36.

<sup>84</sup> Hestert-Vecoli (2019), S. 157.

<sup>85</sup> Pöyry/ Laaksonen (2022), S. 271.

<sup>86</sup> Ninh Nguyen/ Binh Nguyen (2021), S. 83.

<sup>87</sup> Niehus/ Faerber (2022), S. 214.

<sup>88</sup> Pöyry/ Laaksonen (2022), S. 277.

<sup>89</sup> Ninh Nguyen/ Binh Nguyen (2021), S. 83.

<sup>90</sup> Moorman (2020), S. 388.

<sup>91</sup> Kelly (2021), S. 1.

solely driven by a desire to contribute to societal and environmental well-being. Rather, the primary motives for brands to engage in brand activism practices were identified as the pursuit of profit and marketing purposes.<sup>92</sup> A further study confirmed that respondents showed positive, negative and neutral reactions to brand activism.<sup>93</sup> These findings raise critical questions regarding the authenticity and true intentions behind the socio-political campaigns of brands, which must be considered in more detail in the further course of the study.

As a result, companies are faced with the task of examining how meaningful it is to position their brands. Three key factors can help here: the impact on business and reputation, the alignment of these with the values and self-image of the company and society, and the assessment of the positioning by internal and external stakeholders.<sup>94</sup> To ensure the authenticity of brand activism campaigns, Mirzaei et al. (2022) recommend taking a closer look at three questions: “(1) Does the brand practice what it stands for and advocates? (2) Is the woke campaign inclusive and neutral in its message and does it fight against prejudice? (3) Is there some fit between the brand's existing knowledge (functional/emotional image, culture and relevance) and the woke theme? and (4) Is the brand primarily seeking profit by being woke?”<sup>95</sup>. Haupt et al. (2023) further recommend implementing an inclusive, non-confrontational approach in order to avoid deepening the social divide.<sup>96</sup>

Furthermore, several studies emphasize the relevance of identity. Brands whose consumers have a high sense of identity can expect a “love is blind” effect in the short term. This means that consumers remain loyal to the brand even if they disagree with a brand position. In the long term, however, these consumers could also become alienated if they are repeatedly confronted with positions with which they disagree.<sup>97</sup> The social identity of consumers plays a significant role in their perception of and reaction to brand activism, especially when it takes a stand for or against social groups with which they identify. A study has confirmed this reaction among blacks, indigenous people and people of color.<sup>98</sup> However, belonging to a social group is not the only factor

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<sup>92</sup> Skiada (2021), S. 35–36.

<sup>93</sup> Wright (2022), S. 149.

<sup>94</sup> Thams (2019), S. 172.

<sup>95</sup> Mirzaei/ Wilkie/ Siuki (2022), S. 9.

<sup>96</sup> Haupt et al. (2023).

<sup>97</sup> Haupt et al. (2023), S. 1260.

<sup>98</sup> Wright (2022), S. 60–61.



that determines how people react to brand activism. The significance, importance, relevance and previous experiences with vulnerability and trauma in the market are also influential. Consequently, companies should work locally with representatives of the political movement in order to create proximity to the respective topic.<sup>99</sup>

Shetty et. al (2019) have studied the impact of brand activism on the young generation, the millennials. The results of the study show that millennials have a strong preference for brands that support a cause or purpose or help people in need. The generation acts consistently and turns away from brands that behave unethically. This highlights the importance of ethical behavior and social engagement for brand loyalty among millennials. Furthermore, it was found that there is no gender-specific difference in the perception of brand activism among millennials. Similarly, millennials across different income levels showed similar attitudes towards brand activism. This suggests that their attitudes towards brands that support social, cultural, political and environmental causes may be consistent across these demographic variables. Another finding of the study is that Millennials' emotional attachment to activist brands is price inelastic. Even when such brands command higher prices, Millennials do not hesitate to pay them as their emotional attachment to the brands transcends price logic. Finally, it has been observed that brands that take a political stance and address certain issues selectively can provoke strong backlash. Shetty et. al's observations show that brand activism on millennials can lead to a strengthening of brand loyalty, companies can even charge higher prices, but activism also carries the risk of provoking negative reactions.<sup>100</sup>

A study conducted by Moorman (2020) identifies six distinct perspectives through which brand activism can be pursued within corporate entities. Brand authenticity is regarded as a fundamental value. It is recommended that companies refrain from adopting political positions unless they can be authentically associated with the brand and target markets. In the corporate citizen view, brands are regarded as political actors with the potential to make a substantial impact on society. The prevailing view is that companies bear a significant responsibility in the context of their operational environment. Additionally, the cultural authority view underscores a brand's capacity to serve as a cultural authority, not merely reflecting socio-cultural trends but also influencing them. In contrast to this is the Calculative View, which views brand activism

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<sup>99</sup> Mirzaei/ Wilkie/ Siuki (2022), S. 10.

<sup>100</sup> Shivakanth Shetty/ Belavadi Venkataramaiah/ Anand (2019), S. 169–174.

as a strategic game in which the potential for profit and loss are carefully weighed, and the brand only takes action if a positive outcome is expected. The Brands as Educators View posits that companies should leverage their marketing expertise to influence consumer behavior in a manner that is beneficial to society. In contrast, the Political Mission View asserts that companies' core purpose is inextricably linked to social change. In this view, companies' products and services are regarded as instruments for facilitating social change. An additional perspective is the employee engagement view, which places particular emphasis on the importance of political activism for the attraction and retention of employees. It is of particular importance to younger generations that their work is meaningful and that there is the opportunity to engage with significant social debates and to participate actively.<sup>101</sup>

In conclusion, a company's decision to lend its brands political weight necessitates a comprehensive deliberation that extends beyond the immediate objectives of its marketing strategy. Such a decision necessitates a comprehensive evaluation of the potential consequences for the brand, its employees, and the broader society. The consideration of these disparate viewpoints can assist companies in formulating a nuanced and efficacious brand activism strategy that aligns authentically with the brand while facilitating a constructive social impact.

The decision by brands to position themselves on politically sensitive topics requires careful consideration, as evidenced by various survey results. This underscores the necessity for a meticulous assessment of the strategic ramifications and public response. The fact that Generation Z questions the authenticity of brand activism underscores the importance of a credible commitment to the success of such campaigns. Furthermore, the extent to which consumers identify with the brand and their social identity also significantly influences their reaction to brand activism. In summary, brand activism must be viewed as a strategic decision that requires an authentic connection to the brand, its values, and its contribution to society. It is essential to take diverse perspectives into account and to navigate the risks and opportunities carefully in order to implement brand activism successfully. This will also play an important role in what follows, which examines the extent to which brand activism can influence the consumer behavior of Generation Z.

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<sup>101</sup> Moorman (2020), S. 389–391.

## 4. The Generation Z

In order to gain a comprehensive insight into the characteristics of the Generation Z, to understand their needs, wishes and their consumer behavior, this generation is described in more detail below.

### 4.1 Characteristics

The demographic cohort of the Gen Z follows the Millennials (Generation Y) and precedes Generation Alpha. The “Gen Z” is characterized by being a generation of digital natives, with its defining birth years starting in the mid-to-late 1990s and concluding in the early 2010s.<sup>102,103,104</sup>

A significant aspect of growing up in Generation Z is the role of the family. Despite the diversity in family configurations, family remains the central place for raising children. Parents play a crucial role in transmitting values to their children, highlighting the impactful nature of family structures. Generation Z exhibits an especially strong connection to their mothers, sharing similar preferences in humor, leisure activities, music tastes, and other personality traits. With the parents as role model, they set high standards in terms of life expectations.<sup>105</sup> The consumer behavior of Generation Z is shaped by social and ecological factors. Both the type of production processes and the characteristics of reusability and durability as well as the origin of products and their ingredients have an impact on their consumer behavior.<sup>106</sup> The values of Gen Z are shaped by independence and openness to change, influenced by the fast-paced nature of their everyday lives.<sup>107</sup> Social status within this generation is increasingly defined by approval and engagement on social networks. Influencers play an key role by setting behavioral norms and consumption rituals that are negotiated through their social media feeds.<sup>108</sup> Their demographic background as for example gender, ethnic group, and socio-economic status does not significantly influence the communication style of Generation Z, suggesting that generational affiliation has a stronger impact than other social categories.<sup>109</sup>

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<sup>102</sup> Francis/ Hoefel (o. J.), S. 3.

<sup>103</sup> Kumar (2022), S. 1.

<sup>104</sup> Özkan (2017), S. 222.

<sup>105</sup> Parment (2023), S. 127-131.

<sup>106</sup> Baetzgen (2022), S. 11.

<sup>107</sup> Nieżurawska (2023), S. 16.

<sup>108</sup> Kamps (2022), S. 50-53.

<sup>109</sup> Raslie (2021), S. 11.

Looking at the communication styles and channels of Generation Z, Raslie (2021) emphasizes a preference for face-to-face interactions and a reliance on visuals in online communication. This generation values frequent and immediate feedback more than their predecessors, Generation Y, reflecting their fast-paced, digital lifestyle. In their decision-making, they value the opinions of others and expect their own views to be considered, emphasizing a collaborative approach to change through dialogue.<sup>110,111</sup> Even though Generation Z values face-to-face communication, their engagement with technology significantly defines their communication habits. Özkan (2017) describes them as the mobile generation<sup>112</sup> as they show a greater inclination towards technology compared to previous generations. Gen Z integrates smart devices such as mobile phones and tablets increasingly into their social and everyday lives.<sup>113</sup> The ubiquity of these devices means that Generation Z members are almost always connected, utilizing mobiles and computers as their primary communication tools. This constant connectivity implies a significant dependence on online interactions, to the extent that Niezurawska (2023) even calls them “blind”<sup>114</sup> being without an internet connection which can create conflicts in interactions with others.<sup>115,116</sup> Furthermore, the impact of digital tools extends beyond mere communication. Technologies like digital payment methods and online information sources also enhance their experiences and satisfaction at events, underlining the integral role of technology in their personal and professional development. This digital fluency places Generation Z ahead in adapting to technological advancements, fulfilling their learning, development, and career aspirations through various digital platforms.<sup>117</sup>

Understanding Generation Z's communication preferences, their interaction with technology and their adeptness with digital platforms is vital for organizations and marketers, especially those focused on brand activism. Further, Gen Z can be characterized by their work attitude.

Researchers see the context of Gen Z being raised by their so-called "helicopter" parents which potentially leads to high expectations from their employers and a

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<sup>110</sup> Raslie (2021), S. 1-112.

<sup>111</sup> Francis/ Hoefel (o. J.), S. 6.

<sup>112</sup> Özkan (2017), S. 222.

<sup>113</sup> Akbar/ Gunawijaya (2022), S. 6.

<sup>114</sup> Niezurawska (2023), S. 12.

<sup>115</sup> Barhate/ Dirani (2022), S. 152.

<sup>116</sup> Francis/ Hoefel (o. J.), S. 4.

<sup>117</sup> Akbar/ Gunawijaya (2022), S. 6.

perception of being overly pampered or less industrious. Those academics portray Gen Z as lazy and uninterested employees who do not exercise physical or mental effort<sup>118,119</sup>. Others, however, suggest a more nuanced understanding of their career ambitions and work ethics. Despite these stereotypes, many in Generation Z are acutely aware of the need for financial security, prioritizing job stability over high salaries.<sup>120</sup> In terms of career development, Barhate and Dirani (2022) characterized Generation Z as notably proactive, seeking for organizational support for learning and growth, expecting career development chances and opportunities to develop their skills. At their workplace, the Gen Z values meaningful relationships, particularly with supervisors who they expect to act as mentors guiding their professional growth. Further, the researchers found that learning and knowledge growth are central to Generation Z's career aspirations. They prefer to develop their skills laterally within an organization rather than seeking vertical advancement, emphasizing the importance of broadening their expertise across various domains. This approach reflects their intrinsic motivation, shaped by their attitudes, self-perception, and a desire for meaningful interrelations at work. Therefore, scholars conclude that Gen Z prefers teamwork, however other studies note a more self-reliance and individualistic approach in achieving goals. Externally, the Gen Z's career aspirations are influenced by their environment, family, and the culture of the organization. They value their work-life balance, and the company's stability.<sup>121</sup>

Overall, Generation Z is characterized by an appreciation for structure, strong work ethics, and a preference for predictability in their professional lives<sup>122</sup>, which contrasts sharply with the more negative stereotypes often associated with them. This generation's approach to their careers reflects a complex interplay of personal values, societal influences, and evolving economic realities and illuminates the complex and layered characteristics of Generation Z, shaped by both, their digital fluency and their familial and social relationships. To gain a deeper understanding on the Gen Z attitude towards Brand Activism, their values and ethical awareness will be described in the following paragraph.

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<sup>118</sup> Nieżurawska (2023), S. 12.

<sup>119</sup> Parment (2023), S. 135.

<sup>120</sup> Francis/ Hoefel (o. J.), S. 6.

<sup>121</sup> Barhate/ Dirani (2022), S. 152-154.

<sup>122</sup> Nieżurawska (2023), S. 15.

## 4.2 Values

In general, Generation Z often consists of people who have a high degree of individuality and value freedom, enjoyment of work and an immediate willingness to change.<sup>123</sup> However, they are redefining traditional norms by using consumption as a tool for self-expression, rather than conforming to the traditional, established group norms. This approach to consumerism is reflective of a broader trend where Generation Z is continually looking to establish and redefine their identities through various ways of self-expression, experimenting with different lifestyles and ideologies over time. Scholars found, that the Gen Z expresses their individualism among others through buying and wearing specific brands. Various academics found that for the Gen Z, shaping their individual identity and being loyal to their values and preferences is the key characteristic.<sup>124,125</sup>

Further, scholars found that ethical values are deeply ingrained in Generation Z's decision-making processes. Their core element is their search for truth, driven by a desire to effect change and make ethical purchases that reflect their personal beliefs and values. In their believe, dialogue can solve problems and prevent conflicts.<sup>126</sup> Further, this generation's ethical engagement is not limited to activism but extends into their consumer habits, where they prefer brands that align with their ethical standards, emphasizing the importance of corporate responsibility in their purchasing decisions. Regarding the Gen Z, consumption can be viewed as an expression of their identity and pictures their ethical consciousness.<sup>127,128,129</sup> They inform themselves about the brand and read reviews. Hereby their awareness on environmental issues comes to place.<sup>130</sup> The environment and societal aspects have a higher value than the price.<sup>131,132</sup> A survey showed, that a majority of the participants of Gen Z (70%) exclusively purchase products from brands they consider ethical.<sup>133</sup>

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<sup>123</sup> Nieżurawska (2023), S. 12.

<sup>124</sup> Francis/ Hoefel (o. J.), S. 6-8.

<sup>125</sup> Ismail et al. (2021), S. 124.

<sup>126</sup> Francis/ Hoefel (o. J.), S. 2.

<sup>127</sup> Djafarova/ Fouts (2022), S. 1.

<sup>128</sup> Djafarova/ Fouts (2022), S. 22.

<sup>129</sup> Francis/ Hoefel (o. J.), S. 2.

<sup>130</sup> Kumar (2022), S. 2.

<sup>131</sup> Djafarova/ Fouts (2022), S. 22.

<sup>132</sup> Kamps (2022), S. 51.

<sup>133</sup> Francis/ Hoefel (o. J.), S. 9.

The digital skills of Generation Z also play a crucial role in shaping their values and behaviors. Raised in an era dominated by social media, they utilize these platforms not only for social connectivity but also as venues for activism, brand evaluation, and personal branding. Their engagement with brands is deeply analytical and values-driven, with a strong emphasis on authenticity and transparency. They are quick to call out brands that fail to meet their ethical standards, often leading to a preference for brands that actively participate in societal issues.<sup>134,135</sup>

Furthermore, Generation Z's approach to consumption is marked by a preference for access over ownership, viewing this as a more ethical choice that allows for greater flexibility and self-expression. This value-consciousness extends to their brand loyalty, where their support for a brand is often contingent on how well the brand's identity and actions resonate with their own ethical and environmental commitments.<sup>136,137,138,139</sup>

In summary, Generation Z is navigating the complexities of modern consumerism and societal engagement with a mixture of individuality, ethical awareness, and digital fluency. Their approach to life and consumption is reshaping traditional models, making them an influential demographic in the global marketplace. Their values and behaviors reflect a deep desire for authenticity, a commitment to ethical and sustainable living, and an adept use of digital platforms to influence and enact change. To truly engage this demographic, brands must align their strategies with Generation Z's preferences for authenticity and transparency, using technology not just as a tool for engagement, but as a fundamental aspect of brand narrative. Companies looking to leverage brand activism must thus tailor their campaigns to resonate with the values and technological fluency of Generation Z, ensuring that these initiatives are perceived as genuine and impactful rather than performative. The following paragraphs will explain Generation Z's perception of brand activism in more detail.

### **4.3 Gen Z and Brand Activism**

Generation Z is emerging as a powerful consumer group heavily influenced by the pervasive reach of social media. This generation evaluates brands not only on their

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<sup>134</sup> Kamps (2022), S. 51–52.

<sup>135</sup> Skiada (2021), S. 47.

<sup>136</sup> Kumar (2022), S. 2.

<sup>137</sup> Ismail et al. (2021), S. 122.

<sup>138</sup> Ismail et al. (2021), S. 124.

<sup>139</sup> Parment (2023), S. 134.

marketed image or promotional claims but on their actual objectives, actions, and the changes they effect, placing a greater emphasis on genuine action over mere communication.<sup>140</sup> Therefore, ethics remain a critical aspect of business environments, necessitating that organizations foster a positive ethical climate that ensures values and behaviors are integrated throughout their structures.<sup>141</sup> This ethical orientation is reflected in Generation Z's demand for brands to contribute positively not just to the market but to humanity and the planet. For organizations it is important to align corporate missions with social, ecological, and societal goals.<sup>142</sup> Scholars found five factors which shape the purchasing preferences of Generation Z as the influence of the internet, product descriptions, external influences, special deals, and product identity.<sup>143</sup> The Gen Z's social identity significantly affects how cultural flashpoints influence their experiences of brand activism.<sup>144</sup> They are well-informed consumers who are adept at quickly accessing and assimilating information on brands to form educated opinions.<sup>145</sup>

In the social media-driven world, Generation Z perceives additional benefits and product value as defined by their online communities rather than traditional marketing departments. The perception of a brand is increasingly dictated by the community through mechanisms like social shopping and the dominant power of online ratings rather than by direct marketing outputs.<sup>146</sup> There exists a direct and positive relationship between consumer engagement with a brand in encompassing cognitive, emotional, and behavioral dimensions, and brand loyalty.<sup>147</sup> The Generation Z is loyal to a brand which they perceive as authentic, value-orientated and with altruistic motives.<sup>148,149</sup> The topic of the campaign should make sense for the brand, and has to be specifically chosen otherwise it will not be perceived as authentic.<sup>150</sup> A study shows that brands that manage to align their activism with their core values, purposes, messages, and clearly communicate this alignment can significantly influence

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<sup>140</sup> Kamps (2022), S. 55.

<sup>141</sup> Klopotan/ Aleksić/ Vinković (2020), S. 31.

<sup>142</sup> Kamps (2022), S. 55.

<sup>143</sup> Özkan (2017), S. 228.

<sup>144</sup> Wright (2022), S. 70.

<sup>145</sup> Francis/ Hoefel (o. J.), S. 9.

<sup>146</sup> Kamps (2022), S. 50.

<sup>147</sup> Ismail et al. (2021), S. 124.

<sup>148</sup> Skiada (2021), S. 44.

<sup>149</sup> Nguyen et al. (2023), S. 1504.

<sup>150</sup> Francis/ Hoefel (o. J.), S. 99.



Generation Z's perception and loyalty in a positive way. Further, the study refers to brand activism as a tool of stressing a brand's position, reinforcing their individual message on political or social issues and hereby strengthening the consumer brand loyalty. Demonstrating altruistic motives, kindness and sincerity within the campaign will lead to a positive response of Generation Z.<sup>151</sup> Akbar and Gunawijaya (2022) found that adding an event character to a campaign and using meaningful claims will help to increase consumer's satisfaction regarding the brand activism campaign.<sup>152,153</sup> In today's transparent environment, young consumers expect a brand's ethics to extend through the entire network of its operations, from its internal practices to its external partnerships.

A study found that females show higher optimism towards brands that engage in brand activism.<sup>154</sup> However, brand activism creates a general competitive advantage for brands when the target group considers the communicated values as important.<sup>155</sup> Kelly (2021) conducted a study that shows that half of the participants view brand activism in a positive light and that it impacts their buying behavior.<sup>156</sup>

In conclusion, Generation Z's approach to brand relationships is complex and influenced by a web of factors that include brand ethics, the authenticity of communication, and the alignment of brand values with personal and societal values. Brands that successfully navigate these dimensions can engage this demographic more effectively, turning them into loyal customers and advocates for their causes.

## **5. Literature Review**

Various scholars have already conducted studies on the effects of brand activism on consumers. A number of relevant studies are outlined in the following.

Burman et al. (2021) state, that brand identity can only influence behavior if it is embedded in the set of values and norms of the surrounding society.<sup>157</sup> Lensker (2020) explores the complex dynamics of consumers interaction with brands, particularly

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<sup>151</sup> Nguyen et al. (2023), S. 1506.

<sup>152</sup> Akbar/ Gunawijaya (2022), S. 6.

<sup>153</sup> Skiada (2021), S. 33.

<sup>154</sup> Kumar (2022), S. 13.

<sup>155</sup> Kumar (2022), S. 2.

<sup>156</sup> Kelly (2021), S. 1.

<sup>157</sup> Burmann et al. (2021), S. 39.

through the lens of brand activism. Demographic characteristics such as gender, age, income or personality collectively shape their perceptions, needs, and the justification for their purchasing behaviors, ultimately influencing how brand activism resonates with them. Lensker (2020) defines the consumer experience for Generation Z through several key dimensions that brands must adeptly manage to captivate this consumer group. These dimensions include: The dimension of “Appeal” which focuses on the unique functional performance and impressive design of a brand. This is particularly vital for sectors such as fashion, automotive, and smartphones, where self-presentation is integral to brand success. The dimension “Simplify” encapsulates the consumer’s experience with brands that offer straightforward, reliable, and uncomplicated interactions. Brands that excel in this dimension, like discount grocery stores or online retailers, provide straightforward solutions that enhance consumer convenience and reliability. “Play” reflects a brand’s ability to foster creativity within the consumer experience, particularly through making innovations and trends tangible. “Vision and Story” involves brands conveying a deeper sense of purpose to their consumers, with a focus on sustainability and socially responsible behavior. The dimension “Welcome” pertains to the warmth and closeness a brand engenders through attributes such as helpfulness, friendliness, and hospitality. Lastly, “Myself” concerns the degree to which a brand personalizes the consumer experience, recognizing and catering to individual preferences and unique demands. These dimensions collectively underscore the multifaceted approaches brands must undertake to effectively resonate with and engage modern consumers, and are therefore important regarding brand activism campaigns.<sup>158</sup>

The integration of these elements into a brand’s strategy not only shapes its profile but also enhances its interactions across various customer touchpoints, providing a holistic experience that aligns with the unique expectations and values of Generation Z. This alignment is crucial as it helps brands foster loyalty and a positive reputation among this consumer segment, thereby securing a competitive edge in the increasingly transparent and value-driven marketplace.

In the exploration of brand impact on consumer behavior, Kelly (2021) notes that a significant portion of consumers (58%) report that a brand's actions in social contexts, such as taking a stand against racism, influence their purchasing decisions or their

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<sup>158</sup> Lensker (2020), S. 51.

overall impression of the brand. This statistic underscores the growing importance of corporate social responsibility and suggests that many brands could further enhance their market position by actively improving their engagement in social justice initiatives.<sup>159</sup>

A survey conducted 2019 by Sprout Social examined the influence of brand activism on consumer behavior. It found that 66% of consumers believe that brands have the capacity to drive genuine societal change when they take a stand on social issues. Furthermore, 67% of consumers acknowledge that brands can effectively raise awareness about significant public issues through their public stances. However, there is a skepticism among 53% of the consumers, suspecting that brands often engage in activism primarily for public relations or marketing benefits. The effectiveness of a brand's stance is perceived to be enhanced when the issue directly affects its customers or business operations. 34% of consumers are likely to reduce their spending on brands whose stances they disagree with, while an equal proportion would increase their spending with brands that align with their views. The overall sentiment reflects a mixed reception towards brand activism.<sup>160</sup>

Adding to that, Baumann and Urbiks (2022) found that approximately 48% of the consumers expect brands to adopt a socio-political stance, surpassing the 16% who view such a stance negatively and the 37% who only partially support such brand behavior. In their study, they found that potential factors influencing the acceptance of brand activism include the congruence between a brand's stance and the consumer's views on a socio-political issue, the relevance of the issue to the brand's products or services, and the depth of the brand's commitment to the cause. Conversely, perceiving brand activism as merely a marketing strategy can negatively impact consumer acceptance.<sup>161</sup> These dynamics highlight the nuanced relationship between brand actions and consumer perceptions, suggesting that genuine, well-aligned brand activism can resonate powerfully with consumers, potentially leading to increased loyalty and support.

Haupt et al. (2023) examined the dynamics between consumer-brand identification (CBI), political ideology, and consumer reactions to brand activism. They found that

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<sup>159</sup> Kelly (2021), S. 1.

<sup>160</sup> Sprout Social (2019), S. 6-21.

<sup>161</sup> Baumann/ Urbiks (2022), S. 297.

strong CBI and a conservative political stance can mitigate the adverse effects typically observed when consumers disagree with a brand's sociopolitical actions. Interestingly, consumer approval of a brand's sociopolitical stance does not independently affect their response unless tied to their level of identification with the brand or their political ideology. They suggest that consumers who strongly identify with a brand are less likely to turn away from it, even when the brand takes a stand they disagree with. This resistance to separation from the brand can be understood as the psychological cost of ending a strong brand relationship, which outweighs the moral impulse to reject the brand's stance. In scenarios where a brand consistently promotes a controversial stance, the dissonance between the consumer's values and the brand's actions becomes more challenging to reconcile, particularly for those consumers who have previously identified strongly with the brand. Brand activism inherently creates a divide and heightens consumer awareness of belonging (or not belonging) to certain groups. This heightened awareness can lead to feelings of marginalization if consumers find themselves at odds with the brand's values, subsequently resulting in a negative evaluation of the brand.<sup>162</sup> Thus, the impact of brand activism extends beyond simple consumer preference and taps into deeper social identities and group affiliations, making the stakes of brand positions significantly higher.

Mukherjee and Althuisen (2020) explained that the impact of brand activism differs markedly from the effects of general product-related information. In their study, they showed that while generic product-related information, whether positive or negative, does not significantly influence consumer attitudes toward a well-known brand, brand activism can lead to a substantial negative shift in consumer attitudes and behavioral intentions, especially when the consumers disagree with the brand's stance. For instance, consumers who disagreed with a brand's position demonstrated a willingness to forego a financial incentive by refusing to share positive messages about the brand on social media. This reaction contrasts sharply with responses of participants having negative product-related information. Additionally, they found that public reaction plays a crucial role in modulating the effects of brand activism on consumer attitudes. In situations where there is a disagreement between the consumer and the brand over the stand taken, the change in attitude towards the brand is negative, regardless of any public backlash or corrective measures taken by the brand. However, when

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<sup>162</sup> Haupt et al. (2023), S. 1259.

consumers agree with the brand's position, the public reaction becomes significant. In cases where a brand faces public backlash despite consumer agreement, consumers are more inclined to support and reward the brand. Moreover, a perceived online betrayal can significantly influence brand hate and anti-brand online activism. When consumers feel betrayed during online interactions, brand hate emerges, leading to anti-brand actions as a form of demanding fairness and seeking brand reparation.<sup>163</sup> According to Fetscherin (2019), brand hate is a multi-dimensional construct comprising the key emotions disgust, contempt, and anger. These emotions can lead to a range of reactions from brand switching and private complaining to public complaining, brand revenge, and brand retaliation. Importantly, the study introduces the concept of willingness to make financial sacrifices to harm the brand, indicating that emotions like anger can trigger direct vengeance behaviors, influencing consumer actions substantially.<sup>164</sup>

This nuanced understanding underscores the complex interplay between brand activism, consumer emotions, and public perceptions, highlighting the potential repercussions for brands that fail to align their actions with the expectations and values of their consumers.

In examining the intersection of moral emotions and CBI, Wannow, Haupt and Ohlwein (2024) have delineated the critical role these factors play in shaping consumer reactions to brand activism. The research highlights that moral emotions, both praising and condemning, serve as mediators between consumer agreement or disagreement with a brand's stance and their subsequent attitude towards the brand. This mediation effect was evident across multiple scenario-based experiments, indicating a strong link between a brand's activism and consumer emotional responses. The studies also uncovered that CBI moderates the impact of these emotions. Contrary to initial hypotheses, it was found that consumers with a lower level of CBI exhibit stronger moral emotions in response to brand activism compared to those with a higher CBI. This suggests that consumers less invested in the brand are more susceptible to experiencing intense moral reactions, potentially leading to more pronounced shifts in brand attitude. Moreover, moral emotions triggered by brand activism are not only influential in shaping brand-related outcomes but also catalyze broader socially

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<sup>163</sup> Mukherjee/ Althuizen (2020), S. 783.

<sup>164</sup> Fetscherin (2019), S. 124.

relevant behaviors. For instance, brand activism can unexpectedly energize those who oppose the brand's stance, prompting them to more vigorously advocate for their views. Additionally, when consumers feel grateful towards a brand, this emotion can lead to increased loyalty and advocacy, such as heightened purchasing intentions or public support for the brand.<sup>165</sup>

These findings emphasize the importance of considering both the emotional and cognitive dimensions of consumer responses. Such insights help navigating the potential risks and rewards of aligning marketing strategies with socio-political issues.

Wright (2022) found, that brand activism messages function as environmental cues that activate individuals' social identities, leading to varied consumer reactions. The research found that individuals, such as those who identify strongly with minority groups, often experience heightened salience of their identities during brand activism events. This activation of social identity significantly influences their attitudes and behaviors towards the brand. The participants in the study exhibited a range of responses to brand activism, influenced by the extent to which the activism resonated with or conflicted with their personal and social identities. Some participants altered their purchasing behaviors as a direct result of brand activism, others maintained their usual consumption patterns, unaffected by the brand's activism stance. Moreover, the study revealed complex emotional reactions among participants. Positive affective outcomes included feelings of belonging, happiness, empowerment, and safety. Conversely, negative emotions such as neglect, unhappiness, mistrust, and vulnerability were reported, particularly when the activism made participants feel marginalized or appeared inauthentic. Assessing whether the participants agreed with the brand's stance often triggered immediate emotional and cognitive responses. Participants also engaged in a negotiation of values, balancing their political and social preferences with other considerations like product quality, cost, and convenience. This negotiation was particularly nuanced when participants found themselves in disagreement with the brand's activism but chose to continue their support.<sup>166</sup> Finally, the execution of brand activism was critically assessed by the participants. They evaluated how well the activism aligned with the brand's broader practices and its perceived authenticity and risks. Authenticity was often linked to the perceived risks a

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<sup>165</sup> Wannow/ Haupt/ Ohlwein (2024), S. 184.

<sup>166</sup> Wright (2022), S. 130-139.

brand was willing to take in standing by its activism, enhancing or diminishing consumer trust and loyalty based on these perceptions.<sup>167</sup>

This study shows the complexity of consumer responses to brand activism, illustrating how deeply intertwined these reactions are with individuals' social identities and personal values. The following research will dive deeper into the topic of brand activism in relation to the Gen Z. Based on the research question “How does the Brand Activism campaigns of the companies Nike, Ben & Jerry’s and Dove influence the Gen Z perception of the brand position?” the empirical study is built on. In the first step, a content analysis will lead to hypotheses on the influence of the brand activism campaigns on the behavior of Gen Z. Subsequently, through a survey, the hypotheses will be answered which then will lead to a discussion about the research question.

To gain a deeper understanding of the three analyzed brand activism campaigns, in the next step the companies are introduced and their values and the examined campaigns are described briefly.

## **6. Company Presentation**

In order to be able to place the campaigns in the context of the company's values, an introduction to the three companies and a short description of the campaigns follows.

### **6.1 Nike**

Nike is a “leading brand in athletic footwear” (Valjakka, p. 35).<sup>168</sup> The company claims their “purpose is to move the world forward through the power of sport”.<sup>169</sup> On their website they give examples of action points that help them create a future which fosters continual progress: 43% of Nikes leadership positions are held by women, they use 78% renewable energy in their facilities, and invested \$97.7M to create a positive impact in society all around the world.<sup>170</sup> The numbers seem positive but to evaluate them on a neutral level they need to be looked at in a broader context. Socially, the values of Nike include Diversity, Equity, and Inclusion. In this area, they are trying to build equitable and inclusive practices to empower their current employees in the long term. In addition, the company focuses on supporting children in their development

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<sup>167</sup> Wright (2022), S. 144.

<sup>168</sup> Valjakka (2013), S. 35.

<sup>169</sup> NIKE, Inc. (2024a).

<sup>170</sup> NIKE, Inc. (2024b).

and believes in growth through diversity, creativity, and innovation. 41% of their employees are representatives of U.S. racial and ethnic minorities.<sup>171</sup>

In summary, Nike has embedded diversity and the empowerment of ethical minorities in its values. Further, the company will be viewed from an outside perspective.

Valjakka (2013) finds that the company's extensive supply chain and previous reproaches of unethical behavior has led to Nike becoming increasingly involved in social and ecological projects. This has enabled the company to continuously strengthen its reputation and confirm the viability of its strategy. The company has received different awards for its sustainable behavior.<sup>172</sup>

Flynn (2015) examined the ethos and strategic underpinnings of Nike. The paper shows the centrality of innovation within Nike's strategy. The company's mission statement explicitly emphasizes innovation creating a corporate environment deeply committed to pioneering advancements. This commitment is rooted in the company's origins, with co-founder Bill Bowerman instilling a culture of innovation from the outset. This culture remains a cornerstone of Nike's success. Furthermore, Nike's customer-centric approach highlights its dedication to meeting the diverse needs and preferences of its consumers, aiming to deliver tailored products and services to each individual customer.<sup>173</sup>

Product Innovation in the Global Fashion Industry (2018) describes Nike as an "innovation leader in product development, marketing and consumer experience" ("Product Innovation in the Global Fashion Industry", 2018, p. 79). Their strategy is based on three key areas: equipping professional athletes with Nike products, engaging in extensive, multichannel advertising campaigns that reach a broad audience, and investing in the creation of online social communities which serve as a platform for fostering close, interactive relationships with customers thus enhancing consumer loyalty and engagement.<sup>174</sup>

### **Nike campaign "Dream Crazy"**

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<sup>171</sup> NIKE, Inc. (2024a).

<sup>172</sup> Valjakka (2013), S. 35–36.

<sup>173</sup> Flynn (2015), S. 8–16.

<sup>174</sup> Michelle Childs/ Byounggho Jin (2018), S. 79–100.



The video for the campaign illustrates a variety of sports in which individuals with bodies that deviate from the typical physical norm—for instance, due to a disability or because they are not yet fully mature—are presented as unable to achieve the same level of performance as their able-bodied counterparts. Additionally, the video will feature exemplary performances by renowned professional athletes. The message is conveyed to the recipient via an off-screen voice which encourages them to set goals that are perceived as unattainable by others. The video concludes with the revelation that the speaker is professional football player Colin Kaepernick. He posits that one should not inquire as to the plausibility of one's aspirations. "Ask if they're crazy enough" directly into the camera and thus at the recipient. The video is accompanied by piano music of an emotional nature.<sup>175</sup>

The campaign also includes a series of posters featuring professional athletes engaged in various athletic activities. The images are monochromatic. A distinct sentence is inscribed on each image, collectively encapsulating the campaign's motto "Dream Crazy." Additionally, the Nike swoosh and the slogan "Just do it" are visible. The series of images is centered upon the poster featuring Colin Kaepernick. The image depicts a portrait of the football professional who is looking directly into the camera. The sentence "Believe in something, even if it means sacrificing everything" which is related to Kaepernick's character, is printed on the poster.<sup>176</sup>

Wieden Kelly finds that for 30 years, Nike is motivating athletes in all sports with the "Just Do It" claim. Their focus on the wide diversity among their customers is expressed through the film "Dream Crazy". Here, stories of athletes are described who have physical limitations in practicing their sports.<sup>177</sup> Eyada (2020) explains that the "Dream Crazy" campaign which was launched in September 2018 and featured by the American athlete Colin Kaepernick, created heavy negative reactions. Kaepernick has a dark skin color and is an NFL athlete. He is famous for his activism, particularly for protesting against police violence against black people. The campaign caused negative reactions on social media, even leading to a destruction of Nike products, Boycotts, and a high visibility of the Nike brand in the media. Some people felt that Nike should not have selected Kaepernick as face of their campaign because of his

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<sup>175</sup> O.V. (2018).

<sup>176</sup> Wieden Kennedy (2024).

<sup>177</sup> Wieden Kennedy (2024).

controversial image. However, shortly after the campaign launched the company reached their all-time high on the stock market.<sup>178</sup>

Theobald and Gaiser (2022) also describe the campaign as so polarizing that customers even set fire to their Nike shoes, shared this on social networks, and even the American president at the time reacted to the campaign. At the same time, the campaign also evoked positive emotions: a strong media presence especially on social networks, and positive comments from well-known athletes led to a rising share price and increasing sales figures. Theobald and Gaiser (2022) summarize that the campaign particularly appeals to Generations Y and Z as well as people with a migration background.<sup>179</sup>

Kamps (2022) mentions that various famous athletes can be seen in the video but that Kaepernick plays the leading role. Again, Kaepernick is described as controversial as not all consumers agree with his values. The ad was shown prominently during an opening game of the NFL season. The authors describe the high consumer reaction and the resulting increased attention for Nike. Kaepernick is described here as the embodiment of Nike's brand essence whose characteristic features would be transferred to the company.<sup>180</sup>

Numerous other articles describe the Nike campaign and its impact. Moorman (2020) describes Nike supporting the Black Lives Matter movement with the help of Kaepernick<sup>181</sup>, Kumar (2022) explains that the success of the campaign coincides with the key moment of the Black Lives Matter movement and therefore has particular support among a younger, diverse target group. Furthermore, Kaepernick's background is applied to the Nike products, transforming them into a political statement. In addition to the effective appeal to consumers Kumar also sees associated risks.<sup>182</sup> In general, the initial criticism of the campaign is often described which ultimately turned out to be a social and economic success for Nike.<sup>183,184,185</sup>

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<sup>178</sup> Eyada (2020), S. 35.

<sup>179</sup> Theobald/ Gaiser (2022), S. 292.

<sup>180</sup> Kamps (2022), S. 202.

<sup>181</sup> Moorman (2020), S. 390.

<sup>182</sup> Kumar (2022), S. 2.

<sup>183</sup> Mattias/ Kemming (2019), S. 27–28.

<sup>184</sup> Lambertin (2019), S. 55.

<sup>185</sup> Hestert-Vecoli (2019), S. 160.

## 6.2 Unilever

Unilever is one of the largest companies for consumer goods in the world with a history of more than 100 years. Among other brands, they own the trademark Ben & Jerry's and Dove which are relevant in the following paper. Therefore, the company will be shortly introduced. On their website, Unilever describes their employees as diverse, as 55% of their managers are women. The brand Dove is integrated into the beauty, wellbeing, and personal care sector. Here, they support inclusivity and equity and take actions that drive positive change for society and the environment. The brand Ben & Jerry's is part of the ice cream branch where their aim is to create positive moments.<sup>186</sup>

Their company values include dignity, honesty and fairness. They want to foster diversity, safety and human rights in their working environment. Unilever claims they are committed to oppose discrimination and victimization. Equality and fairness have to be supported by their employees no regard of status of physical characteristics. Their social values are also communicated by their marketing department in external communications.<sup>187</sup>

Thee et al. (2013) describe Unilever as a leading company in the consumer goods sector. For a long time, the focus was on the company's individual brands but this changed at the end of the 1990s. Since then, the company has developed its own corporate brand.<sup>188</sup>

Reza (2020) recognizes that Unilever pursues a multidimensional approach in its corporate strategy that encompasses marketing and sustainability. On the one hand, customers should feel connected to the company and purchase products; on the other hand, the focus is on economic orientation. Unilever focuses strongly on the area of sustainability. The company wants to reduce greenhouse gas emissions and waste, save water, and make its procurement processes more sustainable.<sup>189</sup> The focus on social aspects seems less pronounced here.

### Ben & Jerry's

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<sup>186</sup> Unilever (2024b).

<sup>187</sup> Unilever (2023), S. 23–35.

<sup>188</sup> Thee/ Craven-Mattews/ Nordlund (2021), S. 7.

<sup>189</sup> Reza (2020), S. 689–690.

The ice cream brand Ben & Jerry's was founded in 1978 by Ben Cohen and Jerry Greenfield in Vermont.<sup>190</sup> Through its website, Ben & Jerry's communicates its progressive social mission which aims to meet human needs and eliminate injustice in local, national, and international communities. The company aims to make the world a better place through the production of its ice cream which is anchored in its corporate values. These values guide Ben & Jerry's to promote human rights and dignity at every level of its business, support social and economic justice for historically disadvantaged communities, and protect and restore the earth's natural systems. Socially, the values of Ben & Jerry's include human rights and social justice. According to the website, the company is committed to ensuring the protection of people's rights at various levels and to supporting the free development of individuals. The company should work for equal opportunities and justice worldwide and promote fair living conditions. Ben & Jerry's aims to achieve its social mission on an international level through innovation and entrepreneurial action.<sup>191</sup> With regard to racial justice, the company takes an explicit position: the country has entered a post-racist era and the movement is committed to the rights of black people. However, the company continues to recognize the need to acknowledge racism and calls for the injustices to be addressed.<sup>192</sup>

To achieve their mission, Ben & Jerry's identifies three key processes. The conscious choice of ingredients in the ice cream is intended to achieve a positive turnaround, share prosperity, and build awareness for and support activism projects.<sup>193</sup> Baumert et al. (2023) see two pillars that support the brand. The consciously selected ingredients and the corporate values divided into societal rights, justice and a sustainable approach to the environment. They find "their social mission is where Ben & Jerry's stands out" (p. 3).<sup>194</sup> However, the authors note that Ben & Jerry's and their mother company Unilever have different standards regarding the mission and company values. Therefore, the authors see the risk of the values clashing. Thee et al. (2021) also describe "progressive values as the core of the identity from Ben & Jerry's" (p. 5) with which they justify their social activism and built a consistent and authentic corporate identity. They even describe Ben & Jerry's as "one of the most socially

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<sup>190</sup> Baumert et al. (2023), S. 2.

<sup>191</sup> Ben & Jerry's Homemade, Inc. (2024c).

<sup>192</sup> Ben & Jerry's Homemade, Inc. (2024d).

<sup>193</sup> Ben & Jerry's Homemade, Inc. (2024a).

<sup>194</sup> Baumert et al. (2023), S. 3.

progressive brands” (p. 4) in the United States.<sup>195</sup> Vrendenbrug et al (2020) describe Ben & Jerry’s as authentic because their brand purpose, values, communicated messages, and practices are aligned. The authors highlight their activism in the economic, social, and qualitative area which underline their practices and values. As an example of their social activism, they mention a campaign against systemic racism on the packaging of one of their ice cream flavors.<sup>196</sup>

The campaign “Change the Whirled” by Ben & Jerry’s in cooperation with the NFL professional Colin Kaepernick is another act in the brand’s fight against racism and supports Kaepernick’s “Know Your Rights Camp”. The brand argues that they are connected with Kaepernick through their focus on social and racial justice, their passion for ice cream and their talent in football. The sales of the ice cream flavor developed for this campaign will go to Kaepernicks camp and therefore support the colored youth in the United States.<sup>197</sup>

### **Ben & Jerry’s campaign “Change the Whirled”**

On their website, the ice cream flavor is described in its taste and the Know Your Rights Camp is mentioned. The brand introduces Colin Kaepernick and explains the reason why they cooperated with him. Additionally, they shortly explain the “Know Your Rights Camp” and promote another ice cream flavor. There is one picture on the Website showing the ice cream container of the flavor “Change the Whirled”. Additionally, the website’s visitor can subscribe to the newsletter. Besides to the presentation of the campaign on the website, the brand released a short video promoting their new flavor. Here, the ice cream cup is presented with the flavor caramel and fudge chips and graham crackers around it. A speaker from the off explains that Ben & Jerry’s and Colin Kaepernick cooperated for this new flavor to support justice by donating the proceeds to Kaepernicks Camp and challenges the recipient to find this ice cream flavor in their next supermarket’s freezer.<sup>198,199</sup>

### **Dove**

Dove was founded in 1957 in the U. S. and started its business with a cleansing bar. Until today, the company is developing their product range further. On their website,

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<sup>195</sup> Thee/ Craven-Mattews/ Nordlund (2021), S. 3.

<sup>196</sup> Vredenburg et al. (2020), S. 454-450.

<sup>197</sup> Ben & Jerry’s Homemade, Inc. (2024b).

<sup>198</sup> Ben & Jerry’s Homemade, Inc. (2021).

<sup>199</sup> Ben & Jerry’s Homemade, Inc. (2024b).

they state that they care about the products and consumers, highlighting people who identify themselves as females and non-binary. Their goal is to make beauty a source of confidence instead of anxiety. Their definition of beauty is authenticity and uniqueness what they are aiming to support with their products.<sup>200</sup> As their vision, the brand aims to help women find themselves attractive and boost their confidence. For this purpose, initiated a project in which they try to teach the future generations to be happy and satisfied, freed from stereotypes set by the beauty industry.<sup>201</sup>

In their study, Pathanage et al. (2024) found that the majority of Dove's consumers are satisfied with the brand and that most consumers prefer Dove products because of the brand image.<sup>202</sup> Jevtić and Milovanović (2023) describe Dove as Unilever's best-selling brand. One of the brand's strengths is their product variety and their good reputation which is helpful for private recommendations. Through their digital marketing, they reached a wider market and improved their positioning and their image of a socially responsible company. Dove is known around the world for their beauty products but also for their actions in encouraging women to be proud of their natural beauty.<sup>203</sup>

### **Dove campaign “The Crown Act”**

In their campaign “The CROWN Act” the brand set their goal to end race-based hair discrimination. On the sub-website that concerns the topic, the brand links to a petition, presents a video on the topic, and describes the impact they already achieved. Additionally, famous black women are cited. The video explains the topic. Various black girls and women explain how they were discriminated against because of their hair structure. The video shows women crying because of the discrimination they have experienced. Further, women in an interview setting explain the discrimination that they experienced. After that, the video displays clips of female politicians fighting for black rights. In the end, the video also shows smiling black women embracing their hair style. In the end, it calls for the recipient to support the crown movement by signing the petition. With their petition, Dove aims to legally end race-based hair discrimination.<sup>204,205</sup>

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<sup>200</sup> Unilever (2024a).

<sup>201</sup> Unilever (2024d).

<sup>202</sup> Mrs. Rajitha Pathange et al. (2024), S. 655.

<sup>203</sup> Jevtić/ Milovanović (2023), S. 21–24.

<sup>204</sup> Dove US (2020).

<sup>205</sup> Unilever (2024c).

With the presentation of the companies and the campaigns that the brands have published on the topic of “The Fight against Racial Discrimination”, the content analysis of the brand activism campaigns now follows.

## **7. Qualitative Content Analysis**

The content of the currently introduced brand activism campaigns is now being subject to an analysis based on a number of criteria. In order to facilitate the differentiation of the campaigns and gain a general overview, the initial observation of the campaigns is based on their superficial features such as the brand name, title, or publication year. Moreover, the campaign message is evaluated in terms of its alignment with the company's reputation, culture, identity, strategic objectives, the brand's area of operation, and consumer base. The objective of these criteria is to determine the extent to which the message conveyed aligns with the company in question. Subsequently, the descriptive criteria are presented. These criteria facilitate a more comprehensive and nuanced understanding of the campaigns. They encompass the visual elements, the nature of the message conveyed, the impression the campaign creates, and the manner in which the campaign's target group is addressed. These criteria facilitate a comprehensive understanding of the manner in which the campaigns are conveyed. The following section introduces and applies a systematic qualitative content analysis method to the aforementioned campaigns.

### **7.1 Introduction of the Method**

The content framework for the further methodological decisions in the content analysis is defined in the context of the findings. The first step is to draw conclusions from the media coverage. A content analysis is therefore carried out. The subsequent hypotheses are aimed at explaining human behavior and attitudes. A survey is then chosen as the method for this. The first step in a qualitative content analysis is to define the units of the analysis. Categories are then formed. The theoretical constructs are changed into categories through operational definitions, the measurement level is determined on the basis of the intended characteristics and the coding rules are defined.<sup>206</sup> The individual steps are described in more detail below.

There are different types of units: The sampling unit contains the physically available materials that are selected from the entire spectrum of available media material for the

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<sup>206</sup> Rössler (2017), S. 40.

study. It is therefore the randomly selected sample of the statistical population. For this research, the statistical population is defined as all campaigns that represent a company's brand activism. The randomly selected sample includes the three campaigns of Dove, Ben & Jerry's, and Nike. The recording units are the specific elements for which a classification was made during the coding process. In each case, this is a video and the website or, in the case of Nike, the poster for the campaign because there is no website for the Nike-campaign. The content unit refers to the individual feature within a recording unit, i.e. the aspects of a feature carrier that are of interest for the evaluation. The features are divided into different categories such as the type of address in the present case. A distinction can be made between formal and content-related coding units. Formal coding units are characterized by a physically distinct fact, content-related coding units are dependent on the coder's interest in knowledge and interpretation of meaning.<sup>207</sup> The categories can also be classified according to various characteristics. The evaluative categories which make factual or evaluative statements about the recording units are particularly relevant in this context. In order to ensure an acceptable degree of intersubjectivity the meaning of the categories and their characteristics must be described in detail.<sup>208</sup> For this research, the descriptions can be found in the codebook (appendix 1.4) section "Categories". In addition to defining what is to be measured with a category the specifications for the coding of the individual characteristics must be defined. The definitions of the individual characteristics of the categories can be found in the codebook section "Definition". In order to simplify statistical processing later on, as many characteristics as possible should be coded using numerical values. Coding rules must be formulated as clearly as possible.<sup>209</sup> Here, the precise definitions of the characteristics ensure a clear understanding of the application of the codebook. All essential specifications, concrete instructions for the coders' procedure and the criteria on the basis of which the study material is to be processed are also contained in the codebook (appendix. 1.4). It must be formulated in a detailed and comprehensible manner<sup>210</sup> and contain examples of relevant aspects as well as definitions.<sup>211</sup>

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<sup>207</sup> Rössler (2017), S. 42-45.

<sup>208</sup> Rössler (2017), S. 154.

<sup>209</sup> Rössler (2017), S. 103-105.

<sup>210</sup> Rössler (2017), S. 95.

<sup>211</sup> Rössler (2017), S. 157.



In a first step, the researchers check in pretests whether the characteristics of the categories are firstly selective, secondly comprehensive, and thirdly intersubjectively comprehensible. In this phase, the codebook is adapted once again and expanded with further examples, counterexamples and limiting case descriptions. Coding training for the coders also takes place during the test phase. Coding training is central to the success of the content analysis.<sup>212</sup> The research instrument is being tested for the first time in the test phase by coding under real conditions.<sup>213</sup> A sufficiently large number of test codes must be available for each category in order to be able to draw a comparison. A minimum value of 30 to 50 codes per category is specified in the literature.<sup>214</sup> For this work, in which only six recording units are compared with each other, less is sufficient as the sample is smaller than in research studies. Following the test phase, the quality criteria are examined.

The reliability of the measurement is examined in an extensive reliability test. Reliability means that the same result is achieved with repeated measurements.<sup>215,216</sup> This can be determined by comparing different measurements with the test instrument. The extent of the deviation can then be precisely indicated by the reliability coefficient. The three most important types of reliability measurement are intercoder reliability in which the coding of two coders is compared with each other in pairs. This forms the basis for evaluating the coder training. In the present case, no training is necessary as the coder has dealt with the topic comprehensively through the extensive literature research. Therefore, intercoder reliability is met for this research. Intracoder reliability is calculated by comparing the first and second encodings for each coder. For this purpose the content was re-encoded at intervals of one or two weeks. The third type is also fulfilled: The researcher-coder reliability refers to the agreement between the evaluations of the coder and researcher, who is the same person in this case. To calculate the intracoder reliability, Holsti's overlap measure is calculated which relates the number of matching codings to the total number of all codings by two persons, or in this case by one person at different points in time. The values are then expressed as a coefficient between 0 and 1 or can be expressed as a match between 0 and 100 percent. The following formula must be used for each individual category: Reliability

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<sup>212</sup> Oehmer-Pedrazzi et al. (2023), S. 14.

<sup>213</sup> Rössler (2017), S. 40.

<sup>214</sup> Rössler (2017), S. 213.

<sup>215</sup> Brosius/ Haas/ Koschel (2015), S. 51.

<sup>216</sup> Oehmer-Pedrazzi et al. (2023), S. 14.

coefficient of coding =  $2 * \text{number of matching codings} / (\text{number of codings time point A} + \text{number of codings time point B})$ . For complicated issues, a coefficient of .75 can be considered a success, for general categories a coefficient of .80.<sup>217</sup>

The Holsti reliability coefficient was calculated manually using an Excel table based on the mean values of the test coding. For a detailed analysis, the values for the Dove website (93.54%), the Dove video (100%), the Nike poster (100%), the Nike video (100%), the Ben & Jerry's campaign (96.77%), and the Ben & Jerry's website (93.55%). High reliability values were analyzed (appendix 1.2). This shows that the coder evaluates the campaigns using the questionnaire very similarly even after a certain time interval. Reliability can therefore be considered as given.

Another important quality criterion is selectivity, which evaluates the unambiguousness of the categories and instructions. These must be formulated in such a way that the coder has little room for interpretation when assigning them as otherwise inconsistencies would occur and a situation could be coded in different ways.<sup>218</sup> In the following case, selectivity is ensured by detailed definitions of the categories and additional examples. Since the researcher has set up the instructions and categories and uses them himself, the understanding of these and thus the selectivity is given.

The quality criterion of validity and inference describes the care with which the research questions were translated into the research design and the analytical instrument was applied.<sup>219</sup> This is relevant because the informative value of a content analysis depends largely on it.<sup>220</sup> Two types must be considered here. Content validity assesses whether the constructs to be measured have been fully mapped. This can be confirmed by an extensive literature research and by carrying out the pretests. The criterion validity compares external sources and comparable surveys in order to assess the plausibility of the results of a content analysis.<sup>221</sup> The content analysis which was conducted in the research by Esch (2011) can be mentioned here as a comparable measurement. In this study, the categories were divided into content and formal categories so that both, the syntactic and semantic levels are analyzed.<sup>222</sup> The

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<sup>217</sup> Rössler (2017), S. 206-214.

<sup>218</sup> Rössler (2017), S. 110.

<sup>219</sup> Brosius/ Haas/ Koschel (2015), S. 51.

<sup>220</sup> Rössler (2017), S. 205.

<sup>221</sup> Rössler (2017), S. 218-219.

<sup>222</sup> Esch (2011), S. 215.

category scheme which serves as the basis for this study, is based on this structure and was expanded and refined with the help of the literature and the pretests. Hereby, the validity can also be confirmed.

## **7.2 Execution of the Method**

The codebook, which was created with the help of the mentioned guidelines from existing research for the research question to be answered here, comprises formal and content-related coding units and was created both theory- and empirically-based. It refers to the research question, previous research presented in the upper part of this paper, and the experience after an initial review of the research material. The formal categories include brand, title, link, publication year, country of relevance, channel, scope, and position. With this information the campaigns can be evaluated neutrally and the recipient can get a general feeling for the campaign. The impact of the campaign is analyzed using the content categories such as the type of content, visual language, reference to the corporate values, and emotions evoked. The complete codebook can be viewed in the appendix 1.4. After the selection of the analysis material (as described above) and the creation of the codebook, a pre-test was carried out to refine the analysis tool. The pre-test entailed the analysis of the three campaigns with each feature being coded at least once. Subsequently, the codebook was revised. The following features have been incorporated into the analysis: a link to the campaign content, the country of relevance, the scope and size of the campaign, and the text. This permits a more detailed characterization of the campaigns. Furthermore, the response options "Sad" and "Other" were incorporated into the "Visual Language" trait, and the "Other" response option was included in the "Text Message" trait, thereby encompassing all potential response alternatives.

Once the final codebook and the coding guide have been created, revised with the help of the evaluations, and the quality criteria ensured, the field phase follows. This comprises the period in which the selection units are processed.<sup>223</sup> In this research, the field phase took place from April 4, 2024 to April 30, 2024. During this process, the coder examined each recording unit four times in order to obtain a clear picture of the content and to code the samples as accurately as possible (appendix 1.1).

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<sup>223</sup> Rössler (2017), S. 178.

### **7.3 Analysis and Results**

The following part presents the results of the qualitative content analysis which provide an insight into the impact of the campaigns. The qualitative analysis of the researched brand activism campaigns by Dove, Nike, and Ben & Jerry's demonstrates a significant alignment between campaign content and corporate identity emphasizing inclusivity and social responsibility. The complete analysis can be viewed in appendix 1.3.

All analyzed campaigns adhere to the companies' core business values and reputations. They consistently communicate messages that align with the strategic corporate goals and relate directly to the brands' fields of activity. None of the campaigns engage in political accusations or conservative positions. Instead, the campaigns mainly focus on combating prejudice and promoting inclusivity. Hereby the campaigns create a sense of belonging among diverse social groups, particularly addressing Black People, Indigenous People, and People of Color.

#### **Audience Engagement and Perception**

The campaigns are either informative (67%) or entertaining (33%), and therefore engage a broad audience spectrum. 83% of the campaigns support a dialogue and two out of the three campaigns include additional, active actions. However, only one campaign actively involves and encourages the supporters to promote the message. In two campaigns the communicated messages evoke positive emotions. This emotional engagement is enhanced by the use of precise terms and specific language in these two campaigns which supports the clarity and impact of the messages delivered.

While two of the campaigns create a non-commercial connection to the brand and therefore do not raise the impression that the brand is trying to maximize their profits, one is analyzed as following a more commercial approach. Here, broad and exchangeable claims are used evoking an unclear impression and decreasing credibility and effectiveness. This campaign raises rather negative emotions. The researcher here perceives an intent to capitalize on brand activism for product sales.

Visual and textual messaging strategies play a crucial role in campaigns. Visually, the analyzed campaigns are mostly seen as commercial (33.3%), inspiring (29.2%), emotional (20,8%), and to a lesser extent, sad (16.7%). Textually, the messages are perceived as inspiring and informative to the same extents. In every case when a claim

is perceived as meaningless and replaceable, the campaign creates the impression that the company is only interested in increasing the profit and the campaign then only partly evokes positive emotions. If there are precise terms used the campaign will create positive emotions only.

In conclusion, the analysis underscores the effectiveness of these brand activism campaigns in aligning with corporate values, engaging with diverse audiences, and creating positive emotions. While the campaigns of Dove and Nike successfully utilize the power of precise and emotive messaging to generate positive feelings and robust engagement, the Ben & Jerry's Brand Activism campaign faced the challenge to mitigate perceptions of commercialism or irrelevance.

#### **7.4 Interpretation and Derivation on Hypothesis**

In the following, the findings from the qualitative content analysis are interpreted and hypotheses are formulated which then provide a guideline for answering the research question. The approach is guided by both theory and empiricism. The hypotheses are developed on the basis of early research, as presented in the upper part of this paper, as well as the analysis and interpretation of the campaigns on brand activism.<sup>224</sup>

The analysis of the campaigns showed that they mostly evoke positive emotions. At the same time every campaign adheres to the companies' core business values and relate directly to the brands' field of activity. Therefore, one could assume that there is a connection between the messages of a campaign and the kind of emotion a campaign evokes. Additionally, the campaigns focus on equalization of minorities and inclusivity. These are all values which the companies refer to in their brand statements. People who decide on their consumer behavior based on the company values might prefer brands that communicate their values via Brand Activism campaigns. Another relation that can be interpreted and is additionally supported by other researchers is the connection between a distinct message and the influence on the perception of the recipient. It can be observed that if a message is communicated precisely through the campaign the recipient feels more positive towards the brand whereas claims that are perceived as meaningless and replaceable create a negative impression. If the analysis has indicated that the statements are meaningless and replaceable then it has also raised the impression that the brand is mainly trying to increase sales

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<sup>224</sup> Rössler (2017), S. 40.

numbers through the campaign. In summary, the type of message of the campaign plays a decisive role in terms of content and choice of words in relation to the perception of the recipients.

The fact, that the Ben & Jerry's campaign which uses broad and exchangeable claims, additionally communicates a commercial message visually, must reinforce the impression that the campaign is only intended to increase sales. The visual language of the other two campaigns is described as emotional and inspiring. Therefore, the Dove and Nike campaign must create a more positive and long-lasting impression.

As found by scholars, the campaigns that engage recipients to actively support and promote the communicated message, are perceived more positive. Therefore, the campaign from Dove must be perceived as positive by the majority of the recipients. However, every analyzed campaign includes additional active actions which are also researched to be an important success factor for Brand Activism campaigns.

Summarizing the main findings from existing research and literature (as explained in detail above) authentic brand activism campaigns tend to enhance consumer loyalty. However, brand activism can trigger both supportive and adverse reactions. Successful brand activism is defined by its authenticity, consistency, and transparency, aligning closely with a company's goals and values while offering clear societal benefits. Authenticity in brand activism is characterized by a congruence between a brand's values, messages, and actions, emphasizing that campaign themes must be relevant to the brand. Additionally, stakeholder engagement shapes a company's reputation significantly. Generation Z in particular, favors brands that are authentic, transparent, and align with their ethical values. The Gen Z adjusts their purchasing behaviors with the values and identity of companies. This generation actively uses social media to express opinions about brand activism campaigns, influencing each other's perceptions and demonstrating a preference for brands that contribute positively to society and the environment.

As explained above, based on their way of communicating and the feelings that are being raised among recipients, the three analyzed Brand Activism campaigns must evoke different reactions among the Gen Z. Following, further conclusions are being made.

## **7.5 Hypotheses**

The fundamentals of the studies and literature presented in Chapters two to five the results of the analysis of the campaigns and further drawn conclusions lead to the development of five hypotheses:

H1: If a recipient of the Gen Z supports the message of a campaign, they will perceive the brand positively.

H2: If a campaign contributes positively to society, the recipient of the Gen Z will favor the brand.

H3: If a recipient of the Gen Z perceives campaign statements as precise, the campaign will evoke positive emotions.

H4: If a recipient of the Gen Z finds campaign statements interchangeable, they will perceive the brands as primarily profit-oriented.

H5: If a campaign engages the recipient of the Gen Z to actively support and promote the message, the campaign is perceived as more positive.

These hypotheses aim to bridge the theoretical frameworks with empirical observations offering a structured approach to understanding how brand activism influences the Generation Z's perceptions and behaviors toward brands. This synthesis aids in identifying the impact of specific campaign elements and aims to explore the effect of brand activism further. For a more detailed investigation of the topic the hypotheses put forward are now further examined within a quantitative survey.

## **8. Quantitative Survey**

With the help of an online survey, members of Gen Z were asked about the perceived impact of the campaigns in order to then be able to answer the hypotheses that had just been put forward. The quantitative survey method is now introduced and applied in order to be able to specifically answer the hypotheses.

### **8.1 Empirical Principles of Quantitative Surveys**

Fundamental to conducting a quantitative survey is the understanding that the required information is gathered from the respondents through their answers to specifically

formulated questions.<sup>225</sup> The foundation for this is provided by a standardized questionnaire that serves to represent a representative cross-section of the target group. Here the questions are defined in advance so that they are asked in the same wording and in the same order. This enables a consistent and comparable data collection. In the present case, the survey is carried out online which enables the questionnaire to be carried out via a computer or smartphone and ensures an efficient, structured collection of data. This form of data collection is impersonal which minimizes the influence of the interviewer, maintains the anonymity of the participants, keeps the costs and time required per survey case low, is very flexible and enables a high degree of controllability of the survey situation. However, the representativeness of online surveys is low.<sup>226</sup>

A successful research project that uses quantitative surveys is linked to several requirements: First, there must be a theory-driven approach in which the scientific literature and qualitative preliminary studies play an essential role and provide the basis for the formation of valid hypotheses. In addition, the objectives of the study must be clearly defined. Furthermore, the precise definition of the population, the formation of the sample and the operationalization of the variables are crucial to ensure valid data. Finally, the processing of the data collected must be methodologically appropriate taking into account the level of measurement and scale of the data so that the results are not distorted.<sup>227</sup> The individual points will be discussed in more detail below.

### **Formation of Hypotheses**

Hypotheses are the basis of quantitative studies. When developing the research hypotheses, knowledge of the empirical literature and a possible previous study are a prerequisite.<sup>228,229,230</sup> In the present study, both the existing literature and the qualitative content analysis carried out in advance were used as a basis for formulating the hypotheses.

These are checked by carrying out the empirical research method, in this case the quantitative survey. A hypothesis is considered valid if the predicted events occur and

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<sup>225</sup> Kuß/ Wildner/ Kreis (2014), S. 64.

<sup>226</sup> Fantapié Altobelli (2017), S. 66.

<sup>227</sup> Fantapié Altobelli (2017), S. 67.

<sup>228</sup> Fantapié Altobelli (2017), S. 55-67.

<sup>229</sup> Riesenhuber (2007), S. 2.

<sup>230</sup> Bortz/ Döring (1995), S. 461.



the underlying theoretical system is therefore provisionally proven. However, if the predicted phenomena do not occur the hypothesis and the underlying system are considered falsified. It is important to emphasize that hypotheses are considered merely valid statements about reality until they are disproven. If they cannot be refuted through data collection, they are still considered proven for the time being but not absolutely true.<sup>231,232</sup>

Carefully defining the population is another step in conducting quantitative studies. The population must be precisely defined factually, spatially, and temporally. In the present research the population includes all people born in the years from 1995 to 2010. This defines Generation Z as the population. Since it is often not practical or financially feasible to examine all elements of the population, only a part of the population is included in the survey, which is referred to as a sample. This should be representative of the population.<sup>233, 234, 235</sup> The choice of sample size is crucial because it directly influences both the accuracy of the results and the costs of the survey. In general, the preferred sample size is usually between 150 and 3000 participants depending on the research question. With a larger sample size, the sampling error is reduced but the costs of the survey increase significantly.<sup>236, 237</sup> In the present work, there was no budget available and the researcher's reach was limited, meaning that the sample included 103 participants. The sample is considered representative if it provides unbiased estimates of the characteristics of the population.<sup>238</sup> The sample here was chosen randomly which is referred to as a convenience sample. The survey was shared on the social media platform Instagram and distributed via private messages. Thus, participants were selected based on their availability.<sup>239,240</sup> This requirement that the sample does not fully reflect characteristics of the population the small size of the sample and the arbitrary selection mean that this research must be viewed as non-representative. Nevertheless, this approach was chosen because it is free, requires little effort for the participants and is within the researcher's capabilities.

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<sup>231</sup> Riesenhuber (2007), S. 2.

<sup>232</sup> Rössler (2017), S. 273.

<sup>233</sup> Kuß/ Wildner/ Kreis (2014), S. 67-69.

<sup>234</sup> Fantapié Altobelli (2017), S. 133.

<sup>235</sup> Riesenhuber (2007), S. 11.

<sup>236</sup> Fantapié Altobelli (2017), S. 156.

<sup>237</sup> Kuß/ Wildner/ Kreis (2014), S. 65.

<sup>238</sup> Kuß/ Wildner/ Kreis (2014), S. 71.

<sup>239</sup> Fantapié Altobelli (2017), S. 137.

<sup>240</sup> Berekoven/ Eckert/ Ellenrieder (2009), S. 53.

The questionnaire (appendix 2.1), which serves as an instrument for quantitative research is designed systematically: the number, wording, and arrangement of the questions are precisely determined. An additional introductory text explains the purpose of the study, the researcher, and the answering procedure. This contributes to the transparency and traceability of the investigation.<sup>241</sup> The questionnaire includes open and closed questions. Open-ended questions are typical of qualitative studies but are also used in quantitative surveys particularly in the "Additional Comments" category. Closed questions offer predetermined answer categories that enable quick and clear evaluation. Alternative questions, either in the form of a simple yes-no question or as a neutral formulation with given alternatives, aim to avoid possible bias on the part of the participant.<sup>242</sup> In general, questions should be worded in such a way that participants do not prefer an answer based on the question. This avoids distorting results.<sup>243</sup> Result questions that relate directly to the subject of the study usually form the main part of the questionnaire. In addition, the questionnaire includes correlation questions to form subgroups. Filter questions can also be included that exclude participants with certain characteristics from certain questions. These are used when the content does not apply to them or is not relevant to them. In general, the questionnaire should be designed in an attractive external form in order to increase willingness to participate and to ensure data quality. In addition, the response effort should be minimized as much as possible so as not to demand too much time from the respondents.<sup>244</sup>

## **8.2 Execution**

When designing the questions and answer options, care is taken to ensure that they are exhaustive and exclusive so that the respondents can clearly assign themselves to a category. A key aspect of the development of possible answers is scaling, particularly the measurement of theoretical not directly observable constructs such as emotions or attitudes. These latent variables which contrast with the directly measurable manifest variables are quantified using carefully developed rating scales. Typically, scales with 4 to 7 gradations are used which are referred to as Likert scales in order to avoid overwhelming the respondents' ability to discriminate and at the same time enable differentiated answers. Here, the test subjects rate their agreement on a

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<sup>241</sup> Kaya (2007), S. 51.

<sup>242</sup> Fantapié Altobelli (2017), S. 80-81.

<sup>243</sup> Kuß/ Wildner/ Kreis (2014), S. 90.

<sup>244</sup> Fantapié Altobelli (2017), S. 71-87.

scale that typically ranges from “completely agree” to “strongly disagree”. The decision as to whether alternative categories such as “don’t know” should be offered depends on the objectives of the survey and the desired precision of the data.<sup>245, 246, 247, 248</sup> The questionnaire developed here includes all question types presented as well as scaling types in order to reflect the participants' attitudes as accurately as possible. It aims to answer the hypotheses put forward in Chapter 7.5 and thus enables conclusions to be drawn about the research question. The questionnaire can be viewed in appendix 2.1.

### **8.3 The Quality Criteria**

Pretests are an important part of the questionnaire creation process. They serve to check the suitability and understandability of the questions before the questionnaire is used in the main study. A pretest typically includes 15 to 30 surveys depending on the heterogeneity of the target group. During the pretest, all aspects of the questionnaire are evaluated including content, wording, order of questions, length, and layout. The aim is to ensure that all questions are clear and free of misunderstandings that the questionnaire does not contain unnecessary questions and does not omit any important aspects of the research problem.<sup>249, 250</sup>

This questionnaire was tested using five surveys. The participants took between 10 and 25 minutes to complete the questionnaire. On average, the completion time was around 13 minutes whereupon it was decided not to shorten the questionnaire any further. Feedback from the pilot indicated the survey was engaging due to the inclusion of commercials but the completion time felt longer as a result. Participants highlighted issues with the clarity and relevance of certain questions particularly those concerning the alignment of campaigns with company values. For this reason, the questions in this category were subsequently revised and formulated more clearly. In addition, adjustments were made to address redundancy and enhance question relevance. The item "I knew the campaign before and had a specific impression" was converted into a filter question to better analyze prior impressions' influence on current perceptions. Additionally, explanations were added to accommodate participants who are unfamiliar

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<sup>245</sup> Berekoven/ Eckert/ Ellenrieder (2009), S. 66.

<sup>246</sup> Fantapié Altobelli (2017), S. 89.

<sup>247</sup> Backhaus et al. (2023), S. 6-11.

<sup>248</sup> Berekoven/ Eckert/ Ellenrieder (2009), S. 70.

<sup>249</sup> Kuß/ Wildner/ Kreis (2014), S. 82.

<sup>250</sup> Fantapié Altobelli (2017), S. 92.

with the brand values. Following, the survey has to be positively evaluated by the quality criteria before the field phase can be initiated.

In order to measure the validity of the survey, the three quality requirements of objectivity, reliability, and validity are checked.

### **Objectivity**

Objectivity is a critical quality criterion in quantitative research that ensures that the results of a study are independent of the subjective influences of the investigator. In order to ensure a high level of implementation objectivity it is crucial that the researcher does not exert any influence on the participants' answers, e.g. by minimizing social interaction. The evaluation objectivity is increased by standardized evaluation procedures that leave the researcher little scope for subjective interpretations which is particularly the case in standardized quantitative surveys such as the present one. Interpretive objectivity states that different researchers independently come to the same conclusions through the data.<sup>251</sup> This cannot be examined in the present case. Since the other criteria were met the study can be described as objective.

### **Reliability**

Reliability refers to the reliability and consistency over time under constant conditions with which an instrument measures what it is intended to measure. The reliability coefficient Cronbach's alpha assesses the internal consistency of the scale. A high value of this coefficient indicates that the different items consistently measure the same construct and therefore the instrument is reliable. This procedure is crucial to ensure that the results of the study are reproducible and can therefore be used with confidence.<sup>252, 253</sup> In the present case, the reliability coefficients of the evaluations of the three campaigns were calculated individually (appendix 2.2) in order to be able to evaluate the questionnaire in as much detail as possible. Each block of questions included 10 evaluated items whose internal consistency was checked. The reliability analysis using Cronbach's alpha resulted in a value of 0.758 for Nike. The corrected item-scale correlation shows that each item correlates appropriately with the others, with all items scoring above 0.3. An exception is the item "Now that I know the campaign, I would prefer the brand to other brands" which has a value of 0.28. Due to

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<sup>251</sup> Fantapié Altobelli (2017), S. 97.

<sup>252</sup> Kuß/ Wildner/ Kreis (2014), S. 109.

<sup>253</sup> Fantapié Altobelli (2017), S. 98.

its proximity to the acceptable threshold (0.3) it was decided not to remove it from the questionnaire. With regard to the value of Cronbach's alpha when this item was deleted it was found to be minimally increased to 0.761 and it was subsequently decided not to delete the item. In general, a value for Cronbach's alpha of over 0.7 is considered acceptable and a value over 0.8 is considered good, meaning that the reliability of this group of questions can be classified as acceptable to good (appendix 2.2.1).

Evaluation of the questions about the Ben & Jerry's campaign resulted in a Cronbach's alpha value of 0.901, indicating excellent internal consistency. Each item shows good values in the corrected item-scale correlation which are at least above 0.559. Here, omitting each individual item leads to a reduction in Cronbach's alpha thereby confirming the necessity of each item (appendix 2.2.2). A value for Cronbach's alpha of 0.889 was calculated for Dove, which also confirms the reliability of this group of questions. The corrected item-scale correlation shows consistently good values, with a minimum value of 0.488 for each item. Here too, omitting any item leads to a lower value for Cronbach's alpha (appendix 2.2.3).

In summary, these results suggest a high reliability of the questionnaire used, which can be used to capture the perceptions and attitudes of Generation Z towards the brand activism campaigns of the brands examined.

### **Validity**

Validity in quantitative research refers to whether a measurement instrument actually measures what it is intended to measure and whether the measurements accurately reflect the issue being investigated. The content validity ensures that the instrument comprehensively and appropriately captures the aspects of the construct to be measured. This is often verified through expert reviews that assess the suitability of the questions. Construct validity measures the relationships between the theoretical construct and the empirical measurements. This occurs when hypotheses derived from theory are supported by the data. Criterion validity tests the agreement of the results with other established measurements. These forms of validity are crucial to confirm the accuracy and relevance of research findings.<sup>254, 255</sup> In the present research, no outside experts or comparable data could be used for evaluation. Since the creation of the

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<sup>254</sup> Fantapié Altobelli (2017), S. 99.

<sup>255</sup> Kuß/ Wildner/ Kreis (2014), S. 110.

questionnaire was based on the empirical literature, the validity for this purpose can be considered guaranteed.

### 8.4 Survey

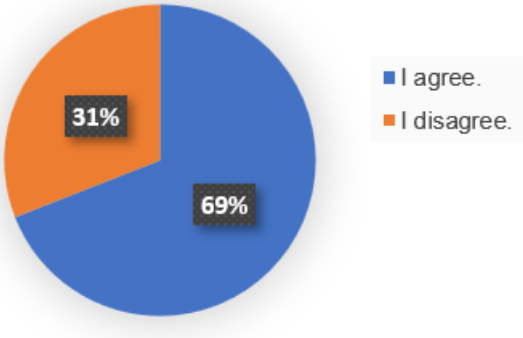
After the quality criteria were checked and assessed as sufficiently met, the field phase followed in which the participants carried out the survey. This took place from June 28, 2024 to July 12, 2024 and therefore lasted two weeks.

The survey was conducted with the research objective of answering the hypotheses. In this context, the research question “How does the Brand Activism campaigns of the companies Nike, Ben & Jerry’s and Dove influence the Gen Z perception of the brand position?” will then be solved and the topic of the influence of brand activism on Gen Z will be comprehensively examined. In order to ensure that the correct target group is analyzed, the statistical population was defined in the first step. Regardless of gender this includes all people born between the years 1995 and 2010”. The survey reached a total of 102 participants, 81.4% of whom met the age criterion. This group is analyzed in more detail below. Of Gen Z participants, 77.4% feel they belong to the female gender and 22.6% to the male gender. Although awareness of brand activism is not an exclusion criterion for this study it is noteworthy that 69% of the participants think

*Figure 2: Brands should take a stand on specific, controversial issues.  
Source: Own Representation*

that brands should take a stand on certain, controversial topics (see Fig. 2) and 57.1% say that they consume or support certain brands based on their social attitudes. 60% of participants have already noticed campaigns that can be described as brand activism (appendix 2.3.1).

**Brands should take a stand on specific, controversial issues.**

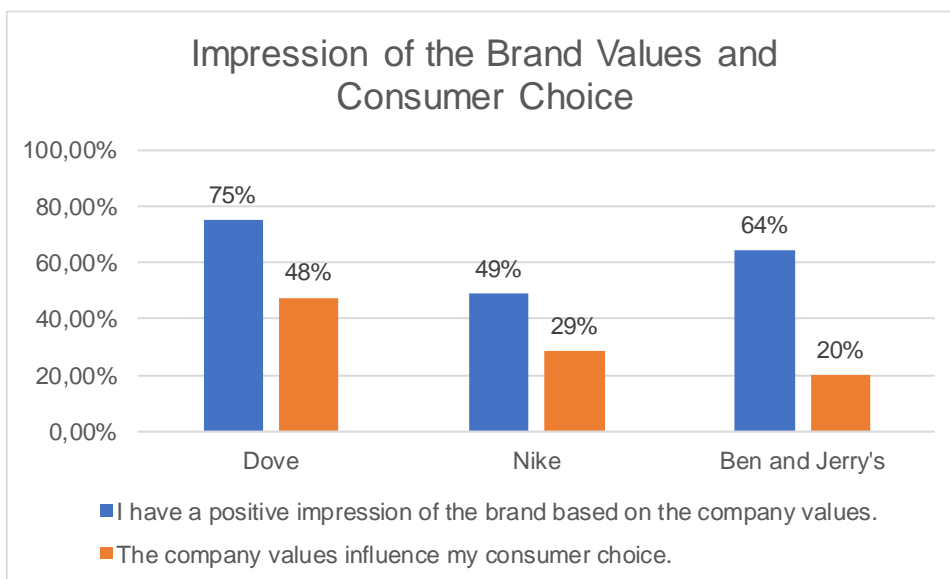


## 8.5 Evaluation

In the following chapter, the answers of the participants who belong to Gen Z are analyzed and interpreted and finally the hypotheses are answered. The calculated values for the Nike campaign can be viewed in appendix 2.3.2, for the Ben & Jerry's campaign in appendix 2.3.3 and for the Dove campaign in appendix 2.3.4.

### Analysis

Based on the company values, 48.8% of participants have a positive impression of the Nike brand (31% partially positive) with 28.6% saying the company values influence their consumer choice. However, 36.9% do not believe so. The brands Ben & Jerry's and Dove have higher approval ratings here: 64.3% of the participants have a positive impression of the Ben & Jerry's brand based on the company values but only 20.2% say that these also influence their consumer choice. 48.8% say that the company values have no influence on their consumer behavior related to their choice of brands. Due to the company values, 75% have a positive impression of the Dove brand but 52.4% say that these do not influence their consumer choice (see Fig. 3).



*Figure 3: Influence of the company values*

*Source: Own Representation*

The subsequent analysis based on the brand activism campaigns of the brands Nike, Ben & Jerry's and Dove is carried out according to the hypotheses. This adds structure to the then following interpretation of the results which is also related to the hypotheses.

The first step is about the influence of campaigns that make a positive contribution to society on Gen Z's brand preference. The survey shows that a large majority of respondents experience positive emotions when viewing Nike's campaign (76.20%) 88.10% support the campaign's statements and 72.62% can identify with the campaign's values. Despite these high approval rates, only 46.43% of participants feel more positively attracted to the brand after the campaign, 23.81% would prefer Nike over other brands after viewing the campaign and 27.38% show an increased willingness to buy the products. Reactions to the Ben & Jerry's campaign have been mixed. 39.29% of respondents can identify with the campaign values and 48.81% support the campaign statements. The campaign evoked positive emotions within 41.66% of participants while a larger proportion of respondents said they had not experienced positive emotions or were unsure (58.33%). After viewing the campaign, 19.61% feel more positive about the brand than before. 20.24% of the respondents prefer the brand over other brands after learning about the campaign, and 10.71% show an increased propensity to buy with 54.76% saying they would not be more likely to buy the products after learning about the campaign. The Dove brand campaign experiences the strongest positive response among the three brands examined. A clear majority of respondents, 84.52%, can identify with the values communicated in the campaign and 90.48% support the campaign's statements. In addition, 84.52% of the participants say that the campaign aroused positive emotions. 70.59% say they feel more positive about the brand after viewing the campaign however, only 27.46% would prefer the brand over other brands. The willingness to buy Dove products after viewing the campaign is 33.33%. At the same time, 40.48% say that they would not be



more likely to buy the brand's products after viewing the campaign (see Fig. 4).

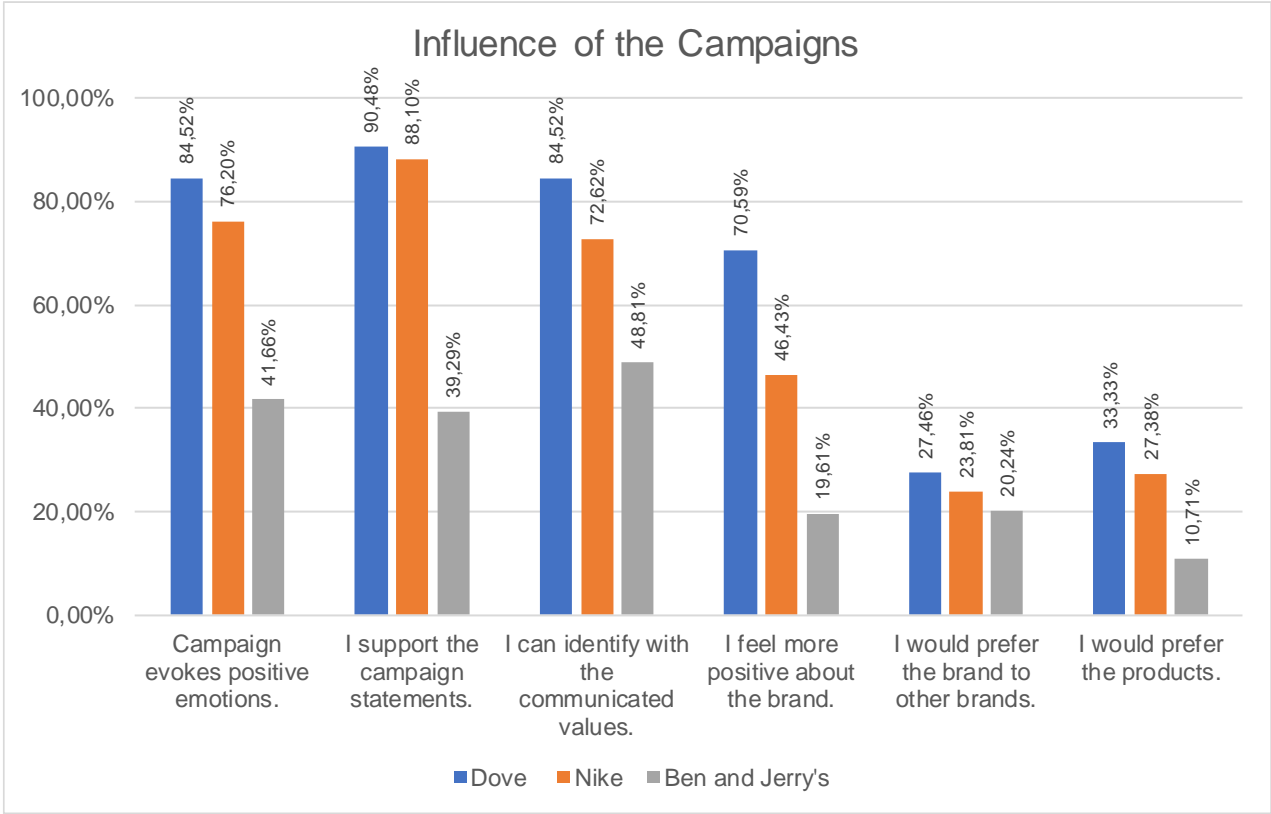
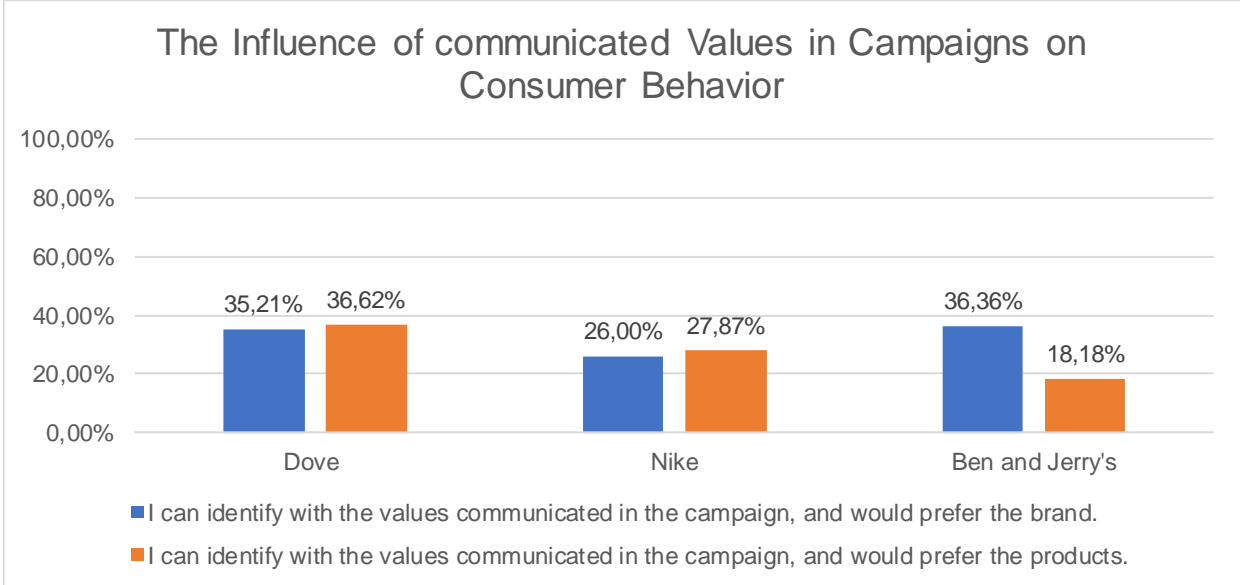


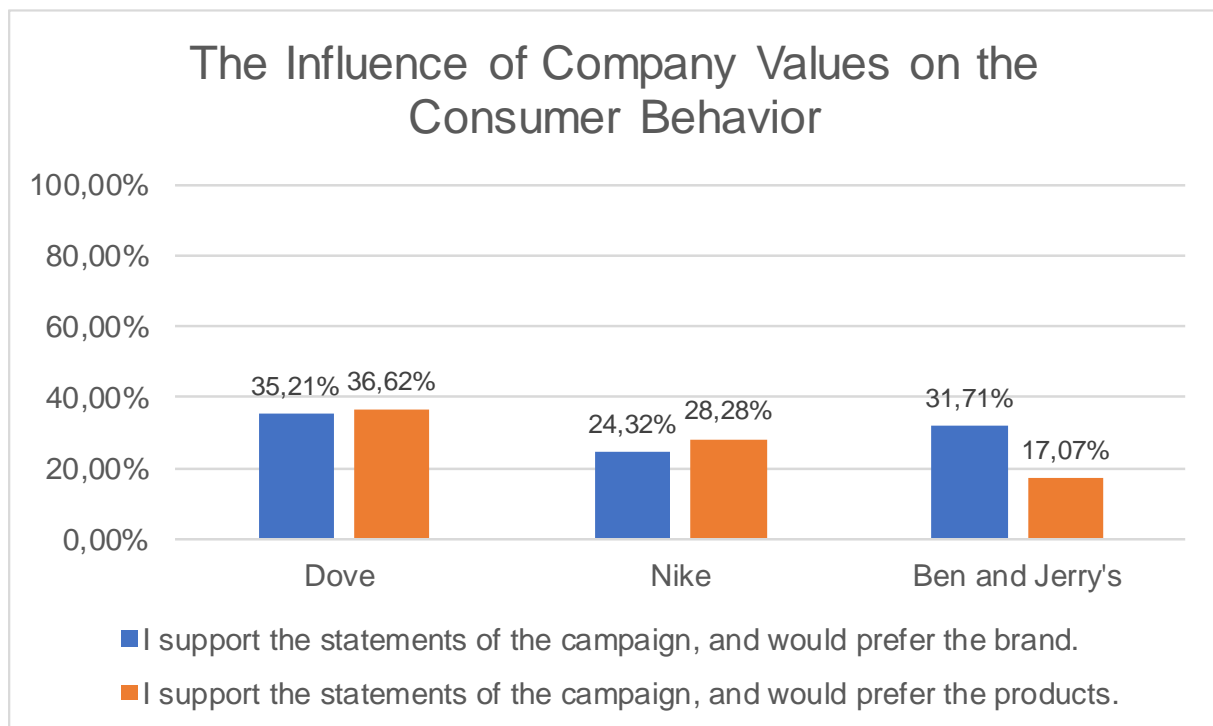
Figure 4: Influence of the Campaigns  
 Source: Own Representation

The various statements provided by the participants are now put into context. Over half of the participants (54.10%) who say they identify with the values of the Nike campaign experience positive emotions when watching the video clip. 66.67% of the participants say this about the Ben & Jerry’s brand video and 88.73% of participants who identify with the values of the Dove campaign arouse positive emotions. The analysis data from the participants which supports the campaigns' statements, is similarly high. Of these, 72.97% can identify with the values of the Nike campaign, 46.34% with the values of the Ben & Jerry's campaign and 88.18% with the values communicated in the Dove campaign. Looking at the information provided by participants who can identify with the values or who say that they support the campaigns' statements and how this affects their behavior the approval ratings are lower. Of those surveyed who said they could identify with the values of the Nike campaign 26% would prefer the brand over other brands and 27.87% would be more likely to buy Nike products after learning about the campaign. About a third (36.36%) of these respondents say they now prefer the Ben & Jerry's brand and 18.18% are more likely to purchase the brand's products. Looking at the statements about Dove, 35.21% of participants who can

identify with the communicated values say that they now prefer the brand and 36.62% say that they would be more likely to buy Dove products (see Fig. 5). 24.32% of the participants who supported the statements of the Nike campaign would now also prefer the brand and 28.38% of them would be more likely to buy Nike products. Similar values can be considered in relation to the Ben & Jerry's campaign. 31.71% of participants who support the statements would prefer the brand over others and 17.07% would be more likely to buy the products. Regarding Dove's campaign, 35.21% of participants who endorse the campaign's statements would prefer the brand and 36.62% would be more likely to buy Dove products (see Fig. 6).



**Figure 5: The Influence of Values on Consumer Behavior**  
**Source: Own Representation**



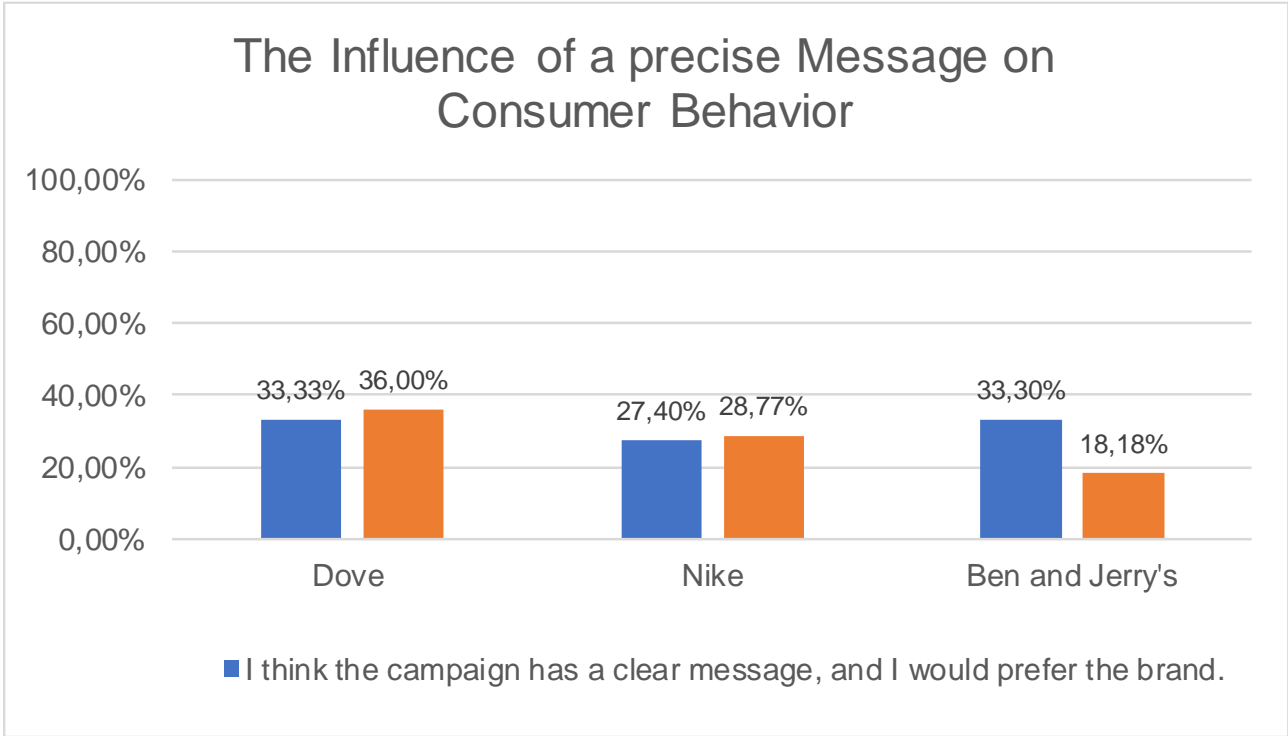
**Figure 6: The Influence of Company Values on the Consumer Behavior**  
 Source: Own Representation

Now the results will be analyzed in terms of the precision and clarity of the campaigns' statements and the associated reactions of the participants. 86.91% find the message of Nike's campaign to be clear and precise and 79.8% have the feeling that the campaign reflects corporate values. In addition, 75% of those surveyed found that the topic of the campaign was relevant to the company's values and 66.7% felt that the campaign showed the company's commitment to its corporate values. Analyzing the participant's answers regarding the campaign of Ben & Jerry's the results were less positive. 39.29% of respondents perceived the campaign message as clear while 44.05% asserted the campaign message lacked in clarity. Less than half of the participants, 48.81%, found the campaign theme relevant to the company values and 36.90% were unsure. A comparable distribution is observed with regard to the question of whether the campaign reflects the corporate values. 44% agree with the statement but another 40.5% are unsure about it. The campaign resulted in 47.6% of the participants reporting a sense of commitment on the part of the company to its stated corporate values while 35.7% indicated uncertainty in this regard. Dove, on the other hand, achieved the best results in terms of the precision of the campaigns' messages and their relevance. 89.29% of the participants found the message clear and 77.38% found the topic relevant to the company values. The campaign is perceived by 85.7% of the participants as an accurate reflection of the company's values while 83.3% of

respondents indicated that the campaign conveys a sense of commitment on the part of the company to its stated values.

A correlation can be observed between the ability to identify a clear message in the Nike campaign and the perception of the campaign's relevance to the company's values. This correlation is evident in the attitudes of participants who, upon viewing the video, are able to discern a clear message and perceive the campaign's theme as aligned with the company's values. These participants exhibit a more positive attitude towards the brand. In the case of the Dove campaign, 78.67% of those who perceive a clear message and 75% of those who believe that the campaign's theme is aligned with the company's values indicate that they have a more positive perception of the brand. With regard to the Ben & Jerry's campaign, 42.43% of participants who perceive a clear message in the campaign indicate that they now hold a more positive view of the brand, while 34.15% of participants who believe that the campaign's themes align with the company's values report a more positive perception of the brand. Among participants who indicated that the Nike campaign conveyed a clear message, approximately one-third expressed a preference for the brand (27.40%) and demonstrated a greater inclination to purchase Nike products (28.77%). Nevertheless, 46.58% indicated that they would not purchase the products following exposure to the campaign. A comparable pattern of results is evident with regard to the Dove campaign: 33.33% of respondents indicated a preference for the brand while 36% expressed a greater propensity to purchase the products. With regard to the Ben & Jerry's campaign 33.3% of those who perceived the campaign's message as clear

stated a preference for the brand while 18.18% indicated a likelihood of purchasing the products (see Fig. 7).

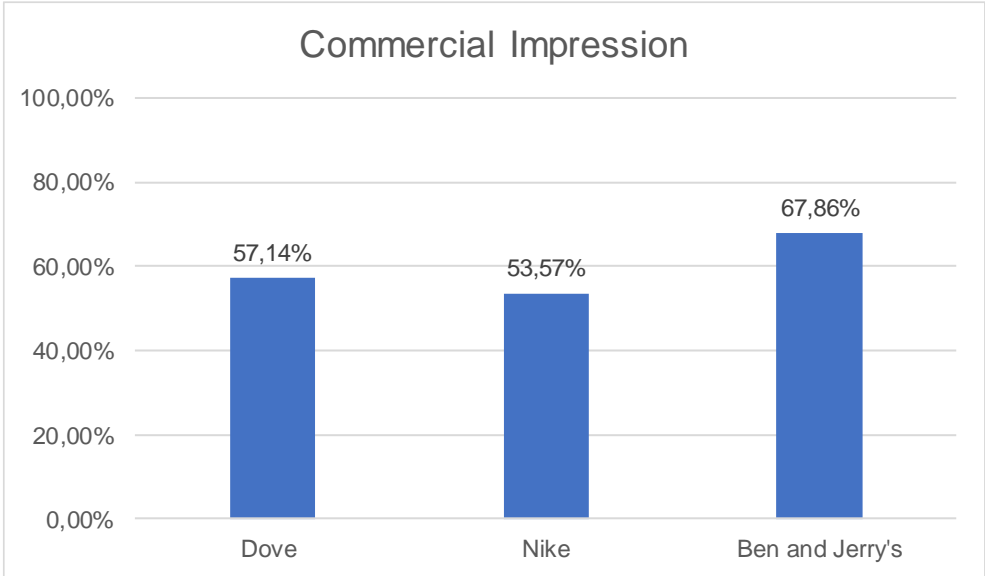


*Figure 7: The Influence of a precise Message on Consumer Behavior*  
*Source: Own Representation*

Similar approval ratings can be observed with regard to the relevance of the campaign topic. 28.57% of the participants who say about the Nike campaign that the topic is relevant to the company's values indicated they would prefer the brand after viewing the campaign and 31.74% would be more likely to buy the products. 30.77% would prefer the Dove brand over other brands after watching the video and 35.39% would be more likely to buy the products. 31.71% of participants who said the theme of the Ben & Jerry's campaign is relevant to the company's values would prefer the brand after looking at it and 17.07% would be more likely to buy the products.

Further conclusions can be drawn from the participants' information about their perception of the campaign objective. 53.57% of the participants believe that Nike's primary objective in launching the campaign is to boost sales. 67.86% of the participants expressed this view of the Ben & Jerry's campaign and 23.81% held this

opinion about Dove. Nevertheless, 57.14% of respondents indicated that the primary objective of the Dove campaign is not to increase sales (see Fig. 8).



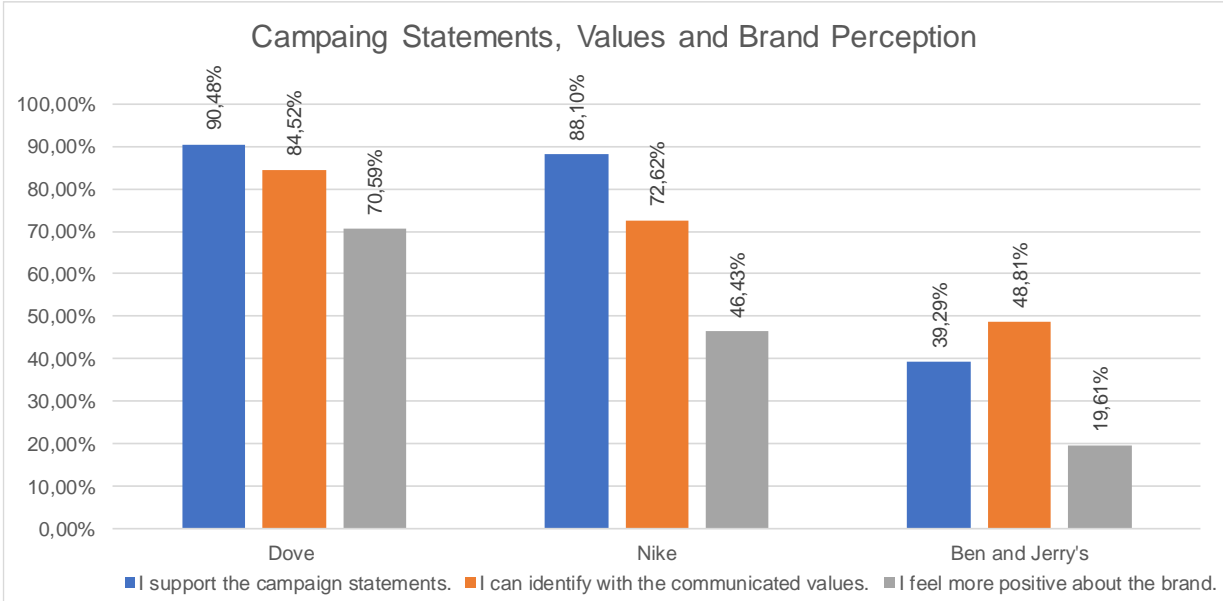
**Figure 8: Commercial Impression**  
*Source: Own Representation*

As evidenced by the content analysis of the campaigns, all campaigns include supplementary events or measures that are designed to reinforce the central message of the campaign. Of the campaigns under consideration, only the Dove campaign explicitly calls on recipients to engage with the issue in a proactive manner. In the survey conducted as part of this research project this approach was also rated the most effective by members of Generation Z.

Furthermore, the impact of external factors including the influence of social media, on consumer perceptions, and attitudes towards the company is now being investigated. A total of 33.3% of the respondents indicated that they were already aware of the Nike brand campaign prior to participating in the survey. The majority of this group (69.2%) indicated that their opinion was not influenced by others despite the fact that 67.9% of them already held a favorable impression of the campaign. In the case of Ben & Jerry's the proportion of participants who were already aware of the campaign was significantly lower, at 17.9%. All respondents in this group (100%) indicated that their opinions were not influenced by others. What is noteworthy however, is that half of the participants who were already familiar with the campaign had a negative impression of the campaign beforehand. A total of 13.1% of respondents indicated familiarity with the Dove campaign. As with the Nike campaign, 63.7% of this group stated that the

opinions of others did not influence their own opinion. Prior to the survey, 67.9% of participants indicated that they held a favorable impression of the campaign.

In summary, the data analyzed provide insights into the perceptions and reactions to the brand activism campaigns of Nike, Ben & Jerry's, and Dove. With regard to Nike, the survey revealed that the majority of respondents (88.10%) expressed a favorable view of the campaign statements, while 72.62% indicated a connection with the campaign values. Despite this high approval rate, only 46.43% of participants feel positively attracted to the brand after viewing the campaign. The participants of the survey reacted differently to the Ben & Jerry's campaign. Less than half of those surveyed implicated they identified with the campaign values (39.29%) or supported the campaign statements (48.81%). These findings are reflected in the mixed emotional reactions with only 41.66% of participants reporting positive emotions. A significant proportion of the respondents did not experience positive emotions or were uncertain about them. However, Dove elicited the most positive response among the three brands examined. A majority of respondents identified with the campaign values (84.52%) and supported the campaign statements (90.48%). 33.33% of respondents reported an increased likelihood of purchasing the brand's products after viewing the campaign. However, a notable proportion of respondents stated that they were not more inclined to purchase the products (see Fig. 9).



**Figure 9: Campaigning Statements, Values and Brand Perception**  
 Source: Own Representation

Nike and Dove's campaign messages are perceived as clear and concise, while Ben & Jerry's campaign tends to create more ambiguity. Ultimately, the analysis demonstrates that a minority of participants who were already aware of the campaigns do not perceive that they have been influenced by the opinions of others.

## **8.6 Interpretation**

The following chapter presents an analysis of the data in the context of the impact of the previously examined brand activism campaigns. The results of the survey demonstrate evident discrepancies in the perception and impact of the brand activism campaigns conducted by Dove, Nike, and Ben & Jerry's on the target audience. These differences permit the formulation of conclusions regarding the factors that influence the efficacy of disparate communication strategies and their impact on Generation Z.

### **The Influence of Corporate Values**

With 57.2%, over half of Gen Z participants state that they also support companies based on their corporate values. Accordingly, the initial phase of the process entails the interpretation of the impact of organizational values. Dove receives the highest rating for positive impression based on company values with a score of 75%. This is followed by Ben & Jerry's with a score of 64.3% and Nike with a score of 48.8%. These values suggest that Dove's corporate values are highly aligned with consumer expectations and beliefs. The fact that Ben & Jerry's also achieved relatively high scores despite the moderate rating of the campaign analyzed shows that their corporate values are at least partially well received by consumers. In contrast, Nike exhibits a markedly lower score suggesting that its corporate values are less resonate. This could indicate that Nike's values are either less effectively conveyed or less congruent with Gen Z demographic's values. Despite the positive perception of the company's values a considerable number of respondents indicated that these values do not exert a substantial influence on their purchasing decisions. Regarding Dove and Ben & Jerry's, only 25% and 20.2% of participants, respectively, perceive the company values as a factor in their purchasing decisions. Similarly, for Nike only 28.6% of the respondents indicated that the values mentioned influence their consumer choice. This would challenge the widely held assumption that members of Generation Z are primarily motivated by a company's values when making purchase decisions. In addition to a positive perception of company values other factors are likely to have a greater influence on Gen Z's purchasing decisions. It is possible however, that

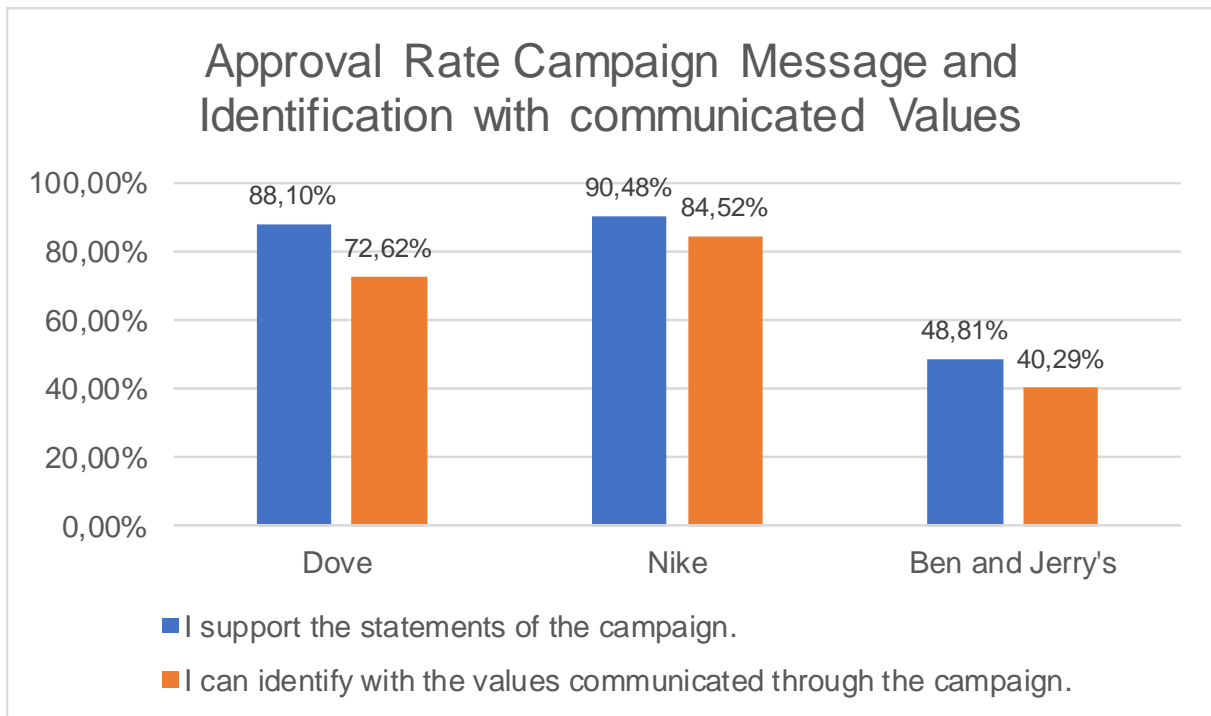


consumer choice may unconsciously depend more heavily on company values which was not measurable within the survey.

### **Impact of Campaign Messages**

The majority of the participants (69%) indicated that they believe brands should take a stand on certain issues. Therefore, it is examined to what extent the messages conveyed in the three analyzed campaigns from the brands Dove, Nike, and Ben & Jerry's influence the behavior and attitudes of the demographic Generation Z. Overall, the campaigns from Nike and Dove elicit a predominantly positive emotional response from the majority of participants. In contrast, the campaign from Ben & Jerry's is perceived to be less favorably a sentiment that is likely to be reflected in the reactions of Generation Z.

A comparison of the approval ratings for the campaign messages with the number of participants who can identify with the values communicated indicates that Dove and Nike have particularly strong approval ratings. Specifically, Nike has an approval rating of 90.48% for the campaign messages and 84.52% for the value identification and the Dove campaign generated an approval rating of 88.1% for the campaign messages and 72.62% for the value identification observed. Less than half of the participants (48.81% and 40.29%) said this about the Ben & Jerry's campaign (see Fig. 10). This suggests that Ben & Jerry's campaign messages are less persuasive and the campaign's values are less aligned with consumers' beliefs.



*Figure 10: Approval Rate Campaign Message and Identification with Values*  
 Source: Own Representation

As explained above, the clarity and coherence of the message are also crucial factors in the efficacy of a campaign. With values of 89.29% and 86.91% participants indicate a high level of agreement that the messages of the Dove and Nike campaigns are clear. The Ben & Jerry's campaign message is rated as unclear by 60.71%. As the Ben & Jerry's campaign evokes a positive sentiment among a smaller proportion of participants, it can be inferred that a well-defined message in a campaign leads to a more favorable brand perception and can significantly enhance the efficacy of the campaign. This may also result in a more positive perception of the brand among consumers. A lack of clarity in the message, as observed in the case of Ben & Jerry's, can reduce the effectiveness of the campaign significantly.

The capacity of consumers to discern the values espoused by a company in its marketing initiatives and to link these values with the company itself is particularly pronounced in the cases of Dove and Nike. This is reflected in approval ratings of 85.7% and 79.8% which indicate that the campaigns align with the company's values. The approval ratings for the Ben & Jerry's campaign are once again significantly lower (44%). This discrepancy suggests that Dove and Nike are effectively conveying their corporate values in a transparent and consistent manner whereas Ben & Jerry's is facing challenges in establishing such a connection with consumers.

### **Authenticity through Brand Activism Campaigns**

The perception of the authenticity of a campaign can be derived from consumer opinions about the companies' sales strategies. A campaign that is not about the company's products but rather about its values shows that the company also raises financial resources to convey social values. For Ben & Jerry's 67.86% and Nike 53.57% of the participants believe that the campaigns are primarily aimed at increasing sales. In contrast, only 23.81% of the participants perceive the Dove campaign to be primarily sales-oriented. These differences may suggest that campaigns perceived as less sales-oriented appear more authentic and convey company values in a more credible manner.

### **Influence on Product and Brand Preference**

The survey data indicates that while the Dove and Nike campaigns have a generally positive influence on participants' attitudes toward the brand, they only moderately change consumer product and brand preferences. In regard to the Dove campaign, 29.76% of the participants indicated a preference for the brand, while 33.33% stated a preference for the products. Nike achieved 23.81% and 27.38%. Ben & Jerry's, on the other hand, shows the lowest effect on preferences at 20.24% and 10.71%. These findings indicate that brand activism campaigns that are perceived favorably by Generation Z and effectively communicate company values have only a moderate impact on consumers' brand and product preferences. However, it can be concluded that an effective and authentic brand activism campaign can positively influence Generation Z's preferences.

### **Emotional Connection and Brand Preference**

A strong emotional connection between the consumer and the brand can be fostered through the identification with the campaign values and the feeling of positive emotions. The majority of participants who identified with the campaign values also reported experiencing positive emotions while viewing the campaign. However, the approval ratings for the Ben & Jerry's campaign were lower. Notably, this positive emotional resonance is largely unconscious for most participants as brand and product preference are only positively influenced by approximately a third of the participants. Even among a considerable number of participants who expressed support for the campaign statements positive emotions were observed, yet the influence on brand and product preference was markedly smaller.

These effects can also be observed with regard to the precision of the campaign messages. The majority of participants who indicated that the campaigns conducted by Dove and Nike conveyed a clear message also reported experiencing positive emotions when viewing them. Nevertheless, only 46.34% of participants indicated that this was the case with regard to the Ben & Jerry's campaign. The associated effect on potential brand preference can also be observed in a similar manner to that previously described. Specifically, approximately one-third of the surveyed individuals who indicated that the campaign conveyed a clear message reported a preference for the brand or products after viewing the campaign. With regard to the relationship between the relevance of the campaign topic for the company and the preference for the brand or products there is a notable degree of consensus with approximately one-third of participants expressing alignment on this aspect. However, a notably smaller proportion of participants who indicated that the themes of the Nike and Ben & Jerry's campaigns align with also expressed a more favorable opinion of the brand (Nike: 52.38% and Ben & Jerry's: 34.15%). This indicates that Dove's campaign which is perceived as authentic and optimistic by the majority of the participants also evokes the most favorable responses among Gen Z. Nike's campaign can also be regarded as successful, although certain compromises are necessary. The Ben & Jerry's campaign had a negligible positive effect on the participants.

### **Active Involvement of Recipients**

All campaigns include supplementary measures that recipients may choose to pursue. Nevertheless, the Dove campaign is the only one that explicitly requests active support for the social justice initiatives it promotes. Given that this campaign is also rated as the most positive a correlation can be identified. It is noteworthy that the other two campaigns are also rated positively which lends support to the proposition that additional measures could have a beneficial impact on Gen Z recipients.

### **The Influence of the first Perception**

The data also shows that the first impression of a campaign is crucial, as the opinions of others have little conscious influence on the opinions already formed. This highlights the importance of a strong first impression and a clear, compelling message right from the start.

## 8.7 Conclusion

In summary, the analysis and interpretation of the survey results on the brand activism campaigns of Dove, Nike, and Ben & Jerry's illustrate significant differences in the perception and impact of these campaigns on Generation Z. The findings indicate that corporate values are a significant determinant of consumer decision-making among the Generation Z. A majority of this demographic group expresses a preference for brands that take a stance on specific social issues.

In practice however, these values only consciously influence a minority of participants in their purchasing decisions which partially calls into question the assumption that Generation Z mainly consumes based on values. The Dove and Nike campaigns evoked predominantly positive responses whereas the Ben & Jerry's campaign was met with a more mixed reception. The correlation between clear communication of campaign messages and positive brand perception is evident as illustrated by the case of Dove and Nike, whose campaign messages were perceived as particularly clear. In addition, it can be inferred that a campaign with a less sales-oriented focus is more likely to convey authenticity and to communicate company values in a credible manner. Dove is perceived as the least sales-oriented which underlines their campaign's authenticity and may account for the favorable responses it elicited. Among all participants who expressed a generally positive view of the campaigns it was found that they exerted only a moderate influence on direct brand and product preferences. This indicates that while brand activism can positively influence participants' subconscious attitudes toward the brand, its direct impact on purchasing decisions and brand preferences remains constrained. A robust emotional connection which emerges through the identification with values espoused by the campaign and the experience of positive affect is particularly evident at Dove. The clear articulation of the campaign's message and the authentic communication of the company's values have resulted in high approval ratings. Additional measures that reinforce and support the campaigns have a positive effect on the perception of the campaigns by Gen Z. Furthermore, with regard to the perception of campaigns the initial impression is of particular importance in shaping consumer opinions. It should be noted that this impression can only be consciously changed to a limited extent by others.

Overall, this analysis highlights the need for brands to not only communicate clear and relevant messages but also be authentic and consistent in their values in order to reach Generation Z effectively and sustainably.

### **8.8 Evaluation of the Hypotheses**

In the following paragraph, the results of the survey are directly related to the hypotheses.

*H1: If a recipient of the Gen Z supports the message of a campaign, they will perceive the brand positively.*

This hypothesis can be considered provisionally confirmed. The majority of participants who are able to identify with the values communicated in the campaigns or who express support for the campaigns' statements also provide a positive evaluation of the brand. The Ben & Jerry's campaign which was less well received by participants also elicited more negative reviews of the brand. It can be concluded that the strength of approval of the campaign message may also have an influence on the strength of positive perceptions.

*H2: If a campaign contributes positively to society, the recipient of the Gen Z will favor the brand.*

This hypothesis cannot be considered provisionally confirmed at this time. All examined campaigns are found to have a positive impact on society. Nevertheless, approximately one-third of the respondents indicated a preference for the brand or products in the future. It can be concluded from this that brand activism campaigns do have an influence on Gen Z's perception of the brand albeit often not consciously expressed and with varying degrees of strength.

*H3: If a recipient of the Gen Z perceives campaign statements as precise, the campaign will evoke positive emotions.*

The third hypothesis may be regarded as provisionally confirmed. The majority of respondents who perceived a clear message or relevance to company values in Dove and Nike's campaigns demonstrate a more favorable brand perception following the campaign's exposure. The communication of the message in campaigns has further implications. If this is not evident to the majority of Generation Z and is therefore

perceived as rather unclear, the overall number of recipients who will perceive the brand as more positive will be reduced. Moreover, the precision of communication and the relevance of the values espoused in campaigns exert influence on the brand and product preferences of approximately one-third of Gen Z.

*H4: If a recipient of the Gen Z finds campaign statements interchangeable, they will perceive the brands as primarily profit-oriented.*

The hypothesis cannot be evaluated using the available data. A majority of the participants who found the messages of the Nike and Ben & Jerry's campaigns to be clear believed that the campaigns were primarily intended to increase sales. However, only approximately one in five individuals who rated the Dove campaign as unique indicated that the campaign's primary purpose is not to increase sales. No clear conclusions can be drawn from this data. However, it would appear that brand activism campaigns are viewed with a slight tendency to be sales-oriented.

*H5: If a campaign engages the recipient of the Gen Z to actively support and promote the message, the campaign is perceived as more positive.*

This hypothesis can be considered provisionally confirmed. All campaigns include further measures that support the message. At the same time, all campaigns are rated positively. In addition, the Dove campaign which calls on recipients to actively engage with the topic, is rated best. According to this study, campaigns that call on recipients to actively support and promote the message are perceived as more positive by Gen Z.

In addition, it should be emphasized that the majority of the participants who were already familiar with the campaigns stated that the opinions of others did not change their own attitude towards the campaign. This indicated that the evaluations provided by participants who had previously interacted with the campaign could also be considered in this research.

## **9. Discussion**

Based on the conclusions drawn from the content analysis and survey, a broader look at the topic of brand activism now follows.

## **9.1 The Influence of Brand Activism on Brand Perception**

The findings of the qualitative content analysis and quantitative survey indicate that brand activism has the capacity to shape brand perception among Generation Z. A comprehensive review of the literature revealed that the topic has the potential to influence brand perception and consumer behavior. Moreover, it was demonstrated that brands that adopt a position on a socially contentious issue are also susceptible to economic risk. Campaigns that are socially critical in nature tend to elicit a response that may be approving, disapproving or both. Negative responses may result in consumer boycotts or even public discreditation of the brand. Such actions have the potential to inflict irreparable harm to a brand's reputation. Conversely, the literature review revealed that companies may leverage social issues to cultivate enduring and emotional consumer education, thereby enhancing their reputation.

Based on the findings of the literature review, three case studies were selected from brands that sell disparate products but take a stand on the same social issue. The Nike company is primarily recognized for its line of athletic apparel while Dove is predominantly associated with its beauty products and Ben & Jerry's is renowned in the food industry for its ice cream offerings. These brands were selected for analysis because they are widely recognized among Generation Z and have engaged with the issue of racial equality through the development and dissemination of campaigns. A content analysis of the associated videos and websites was conducted to examine various aspects. All campaigns are aligned with the company's core values and have a positive social impact. Furthermore, all campaigns include supplementary measures aimed at advancing societal progress on the aforementioned issue. Nevertheless, discrepancies can be identified in the manner of message conveyance. The Ben & Jerry's brand employs a strategy that is more oriented towards advertising, utilizing vague statements. In contrast, Nike and Dove employ clear statements and appeal to the emotions of the viewer through the imagery and messages conveyed in their campaign. The subsequent survey which inquired Generation Z participants about the impact of the campaigns on them, demonstrated that the campaigns were received in disparate ways. Dove distinguished itself by exhibiting a high degree of congruence between its corporate values and the expectations and values of Generation Z. Additionally, the Dove and Nike campaigns were regarded as particularly authentic and emotionally resonant. In conjunction with the assessment of the efficacy of the



marketing campaigns, the study also evaluated consumer preferences for the brand and product. Nike and Dove are perceived as more favorable than Ben & Jerry's. It is important to note however, that the discrepancy in the perception of the campaigns can only be measured in terms of the conscious consumer behavior of a limited subset of the population surveyed. The majority of respondents indicated that they enjoyed the campaigns and experienced positive emotions when viewing them. However, the majority of respondents also indicated that they had not formed a conscious preference for the brand or the products. Additionally, there were notable differences in the participants' responses to the communicative style employed by the brands. The Ben & Jerry's campaign which utilizes a more commercial and interchangeable style of communication, was perceived as less emotionally evocative and more negative than the Nike and Dove campaigns which make precise and clear statements. Furthermore, it was evident that the extent to which a campaign actively seeks support from its audience is a significant factor in determining its perceived positivity and authenticity. It was not feasible to draw any conclusions regarding the perception of the campaigns as a pure advertising medium. The dominant perception was that all campaigns were either commercial- or value-oriented.

The hypotheses were formulated in accordance with the anticipated outcomes of the study. These hypotheses were based on the assumption that a clear and supportive campaign message correlates positively with brand perception. Moreover, it was anticipated that individuals who endorsed the espoused values would also demonstrate a preference for the brand or products subsequent to viewing the campaign. Moreover, a markedly unfavorable evaluation of the Ben & Jerry's campaign was anticipated given its characterization as predominantly commercial in terms of content. In the case of the Dove campaign, the anticipated outcomes were achieved. The survey participants provided exceptionally positive appraisals of this aspect. Similarly, the Nike campaign was met with predominantly positive responses. The Ben & Jerry's campaign was rated more favorably than anticipated despite being rated the lowest in comparison. The impact on the recipients' consumer behavior was evaluated through a distinct lens. It was anticipated that the results would corroborate the scientific findings that Generation Z makes purchases based on their values. As the majority of respondents identified with the values communicated in the campaigns it was anticipated that there would be an increased brand or product preference.

## **9.2 The Research Question**

The central research question of this work is: “How do the Brand Activism campaigns of the companies Nike, Ben & Jerry’s, and Dove influence the Gen Z perception of the brand position?” The findings indicate that brand activism exerts a considerable impact on the way these brands are perceived. Dove is perceived as particularly positive which underlines the effectiveness of authentic and values-based brand activism. Conversely, precise communication in brand activism campaigns have demonstrated to have a positive effect on the recipients. Nike’s and Dove’s campaigns which employed a clear communication style, were met with a notable increase in positive responses. At the same time, the Ben & Jerry’s campaign was met with less favorable responses due to its lack of clarity in communication and its alignment with commercial interest which resulted in an inability to effectively convey the intended social values and message. It was also evident that additional measures that reinforce the message of brand activism have a positive impact on the perception of Gen Z. Nevertheless, it was discovered that although successful brand activism campaigns can have a positive influence on the image and perception of brands, only a limited proportion of Gen Z would deliberately prefer the brand or products to others as a result of these campaigns.

The findings presented in this study contribute to the existing body of research in this field, hereby advancing the existing knowledge base. As previously asserted by scholars it is substantiated that the manner in which brand activism is conveyed influences the recipient’s perception. This study contributes to the recent research on the impact of brand activism on Gen Z by examining the influence of target groups. This is a reaction to the aforementioned campaigns in a manner consistent with the literature analyzed. Campaigns that clearly communicate values that align with the company’s values and prioritize these values at the center of the campaign are perceived as positive and authentic. Nevertheless, the observed impact on consumer behavior among Gen Z is less pronounced than what would be anticipated based on the existing literature.

## **9.3 Conclusions and Implications for Practice**

The results of this study demonstrate that the success of brand activism is dependent upon a comprehensive understanding of the target audience and their underlying values. It is highly important that brands address authentic and target group-relevant

topics and integrate them into their overall strategy a consistent manner. Further, it is crucial for brands to develop authentic and emotionally engaging brand activism campaigns in order to gain the loyal support of Generation Z. It is imperative that the primary objective is not to promote the products but rather to create a meaningful connection with the target audience. The creation of a commercial impression has the potential to negatively impact the perception of the campaign. Brands that are able to effectively convey their values and demonstrate social responsibility can enhance their image and cultivate positive sentiments among Generation Z. Nevertheless, any brand activism initiatives must be the subject of rigorous planning and consideration. The presence of social issues can have a polarizing effect evoking both strong positive and negative feelings and corresponding actions.

#### **9.4 Conclusion**

The integrated analysis of qualitative content analysis and quantitative survey data reveals the significant impact of brand activism on brand perception among Generation Z. Brands that adopt explicit and genuine social stances such as Dove and Nike elicit a favorable response while Ben & Jerry's arouses fewer positive reactions. The communication style received mixed reactions. Dove provides an illustrative example of the positive impact that authentic brand activism can have on consumer perceptions when coupled with a clear articulation of the company's core values.

The research question "How do the Brand Activism campaigns of the companies Nike, Ben & Jerry's, and Dove influence the Gen Z perception of the brand position?" can be answered as follows based on the findings of this study. The impact of brand activism on brand perception is considerable, with the veracity and transparency of campaigns of particular significance. While the brand Dove is perceived as particularly positive, the cases of Nike and Ben & Jerry's demonstrate that inconsistent or commercially oriented communication can diminish the positive impact of brand activism. Moreover, the influence of brand activism on conscious consumer behavior has been found to be less pronounced than initially anticipated.

For brand activism to be effective, it is essential to have a profound comprehension of the target audience and to convey genuine, socially pertinent issues in a consistent manner. Brands that are able to successfully align their communication with the values of Generation Z may gain loyalty and improve their brand perception. It is highly

important that campaigns are not perceived as predominantly commercial in order to maintain trust.

## **9.5 Limitations**

This master's thesis provided insights into the influence of brand activism on the perceptions of brands held by members of Generation Z. However, it should be noted that the results are not without certain limitations which may limit the interpretation and generalizability of the findings.

### **Methodological Limitations**

A notable methodological limitation of the study is the involvement of a single coder which was unavoidable due to the constraints of an individual master's thesis. This may have introduced some objectivity and reliability issues in the qualitative content analysis. To enhance the reliability of the findings, all coding was conducted on multiple occasions at regular intervals. Nevertheless, the involvement of multiple coders would be optimal for ensuring a more comprehensive perspective and less subjective interpretations.

### **Evaluation of the Quality Criteria of the Content Analysis**

The reliability of the content analysis was evaluated through the application of Holsti's method for intracoder reliability which entailed the repetition of coding at varying points of time. Despite achieving high reliability values, it should be noted that due to the nature of this master's thesis being an individual work the analysis was conducted by a single researcher. It would have been optimal to utilize the services of multiple independent coders to assess intercoder reliability. Such a procedure could have helped to further minimize subjective bias and strengthen the objectivity of the study.

The content analysis was validated through an extensive literature review and the creation of a codebook that was based on previous research and theoretical considerations. Nevertheless, the question remains to what extent the selected categories comprehensively reflect the research phenomenon. The research design and analytical tools were developed with great care to ensure an accurate translation of the research questions. However, there is an inherent risk that certain aspects of the phenomenon may not have been fully captured or that the interpretation of the data may have been influenced by the researcher's subjective perspectives.

### **Evaluation of the quality criteria of the survey**

A further crucial issue is that of the objectivity and reliability of the research instruments. The online questionnaire was designed to systematically test the hypotheses. However, the questions and the scaling of the answers may not have been sufficiently tested for understandability and clarity in a pretest. The limited number of pretest surveys (five) raises questions about the comprehensive suitability of the questionnaire. Such issues could potentially impact the quality of the data, particularly if questions are misinterpreted or perceived as ambiguous.

Although the validity is deemed sufficient due to the reliance on scientific literature and previous qualitative studies the lack of external verification or comparison with established measurement instruments represents a challenge. In the absence of external validation, it is not possible to ascertain the extent to which the instruments actually measure what they claim to measure.

### **The Sample Size**

The survey instrument was partially based on a summary of the company's values which was presented to survey participants. It is possible that the summary distorted the perception of the company's values, as it may not have reflected the full depth or context of the original communications on the company's websites.

The qualitative content analysis and the quantitative survey were confined to three specific campaigns for the brands Nike, Dove, and Ben & Jerry's. While this limitation allows for a more in-depth analysis of these specific cases it constrains the capacity to draw broader conclusions about the diversity of brand activism strategies. Including a greater number of campaigns could facilitate the generation of more nuanced and representative results across a broader range of industries and campaign styles.

The sample size of this study was inadequate to ensure the generalizability of the results. It would have been preferable to collect data in a more extensive manner in order to create a broader database. It is recommended that future research include larger and more diverse samples in order to enhance the validity of the results.

### **Conscious and Unconscious Perceptions**

The study's findings are based on the participants' self-reported information about their brand and product preferences which they consciously selected. Nevertheless, in

actual purchasing scenarios, the subconscious may exert a more pronounced influence, meaning brand activism may have a deeper, subconscious influence on behavior. An experiment that examines the unconscious influence of brand activism was not possible within the scope of this work.

## **9.6 Future research**

Future research could address these limitations by analyzing a broader range of brands and campaigns and conducting longitudinal studies to examine the long-term effects of brand activism on consumer behavior. Such studies could provide valuable insights into the relationship between brand activism and consumer behavior particularly in the context of evolving social and economic circumstances.

Another possible field of research is an investigation of the reactions of the social groups that are the target groups of brand activism campaigns. Subsequent to this study, an examination of how the BIPOC community is addressed by the campaigns and which elements of these campaigns are perceived as particularly resonant or problematic could be undertaken.

A further area of research is the investigation of industry-specific variations in the influence of brand activism. The response to brand activism may vary across different industries based on the specific market conditions and customer expectations prevailing within each sector. A cross-industry analysis may provide insights into the factors that differentiate successful from less successful brand activism campaigns.

Furthermore, it would be informative to research what specific content brand activism campaigns need to contain so that they are perceived by consumers not just as advertising measures but as authentic messages that aim to bring about social change. This could help develop campaigns that are both effective and credible.

Moreover, it would be beneficial to investigate the specific content requirements for brand activism campaigns in order to ensure that they are perceived by consumers not only as advertising measures but also as authentic messages that aim to bring about social change. This could facilitate the development of effective and credible campaigns. These issues could be investigated further through longitudinal studies which would provide insights into the long-term effects of brand activism on consumer behavior. Such studies could demonstrate both the durability of the attitudinal and

behavioral changes instigated by brand activism and the necessity for companies to adapt their strategies over time in order to align with the evolving expectations of Generation Z.

In conclusion, when executed correctly, brand activism represents a powerful strategy to positively influence brand perception and foster an emotional connection with an increasingly values-driven Generation Z. Additionally, it became evident that individual factors do not determine whether a brand activism campaign is perceived positively. The genuine communication of values tailored to the specific target group is highly important in brand activism campaigns. This research contributes to the existing body of knowledge by demonstrating that brand activism has a relatively limited impact on consumer behavior among Generation Z. Generation Z makes their purchasing decisions with a high level of consciousness; however, these decisions are not solely based on the communicated values of a brand. Nevertheless, brand activism appears to be an increasingly relevant strategy for companies in the future as Generation Z also pays attention to the values represented.

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# Appendix 1: Qualitative Analysis

## Appendix 1.1: Codings Campaigns

04. Apr 24	Company	Brand	Title	Link	Publication Year	Country of Relevance	Media_Communication channel	Scope_Size	Position_Placing	Type of content	Text	Kind of Text	The campaign violates the law	The topic of the brand activism campaign fits to the company's core business, reputation and culture	The campaign is in line with the brand's identity	Communicated messages are in line with strategic goals of the company	Concerned topic is in line with the brand's field of activity	Communicated topic refers to the brand's consumer	The campaign creates a thematic, non-commercial connection to the brand	The campaign raises the impression on that the brand is trying to maximize their	The campaign actively involves and encourages the supporters to promote	Additional, active actions	Connected event	The communication style supports a dialogue	
Dove Website	Unilever PLC/Unilever NV	Dove U.S.	The Crown Act	<a href="https://www.dove.com/us/en/stonest/campaigns/the-crown-act.html">https://www.dove.com/us/en/stonest/campaigns/the-crown-act.html</a>		U.S.	Website	4	Sub-Webpage on third level navigation	1	We're ending race-based hair discrimination. The time to act is NOW. Join us to #PassTheCrown Act and end race-based hair discrimination today.  The impact. Join the movement to pass The CROWN Act in all 50 states.	1	2	1	1	1	1	1	1	3	1	1	2	1	
Dove YT-Video	Unilever PLC/Unilever NV	Dove U.S.	Pass the CROWN Act	<a href="https://www.youtube.com/watch?v=IzcdmDuzIS4&amp;list=PL0BBaXBPJ6YKExsIGP52vidtBLJahL8aP">https://www.youtube.com/watch?v=IzcdmDuzIS4&amp;list=PL0BBaXBPJ6YKExsIGP52vidtBLJahL8aP</a>	2020	U.S.	Videoplatform: YouTube	5	Video on YouTube channel, topic with playlist	1	The CROWN Act is the first law to ban race-based hair discrimination at work and in schools. Dove co-founded the CROWN Coalition to pass the CROWN Act and eliminate hair discrimination. Help Dove pass the CROWN Act.	5	2	1	1	1	1	1	1	2	1	1	2	2	
BJ Website	Ben & Jerry's Homemade, Inc.	Ben & Jerry's	Change the Whirled	<a href="https://www.benjerry.com/whirled">https://www.benjerry.com/whirled</a>	2020	U.S.	Website	4	Sub-Webpage on third level navigation	1	Change the Whirled: How Ben & Jerry's and Colin Kaepernick Created a Flavor. Changing the World	1	2	1	1	1	1	2	1	2	1	2	2	2	
BJ YT-Video	Ben & Jerry's Homemade, Inc.	Ben & Jerry's	Change the Whirled	<a href="https://www.youtube.com/watch?v=Kaepernick&amp;Ben&amp;Jerry'sTeamUpForYouth">https://www.youtube.com/watch?v=Kaepernick&amp;Ben&amp;Jerry'sTeamUpForYouth</a>	2021	U.S.	Videoplatform: YouTube	6	video on YouTube channel, part of general playlist	1	Serve up some joy on the journey to justice. Find it now in freezers near you.	1	2	1	1	1	1	2	1	2	1	2	2	2	
(Nike) YT-Channel	NIKE, Inc.	NIKE	Dream Crazy	<a href="https://www.youtube.com/watch?v=grilUwKoBA">https://www.youtube.com/watch?v=grilUwKoBA</a>	2018	U.S.	Videoplatform: YouTube	8	Video on YouTube channel of third party	2	Believe in something, even if it means sacrificing everything. Don't ask if your dreams are crazy. Ask if they are crazy enough.	5	2	1	1	1	1	1	2	2	2	2	2	2	
Wieden + Kenny	Wieden Kenny	NIKE	Dream Crazy	<a href="https://www.wk.com/working/dream-">https://www.wk.com/working/dream-</a>	2018	U.S.	Poster	7	Posters in large U.S. cities	2	Believe in something, even if it means sacrificing everything.	2	2	1	1	1	1	1	2	2	2	2	2	2	
04. Apr 24	The brand activism campaign is highlighted through particular programs_formats			Visual Language	Text Message	The messages evoke positive emotions	The messages avoid the impression of unfairness	The messages avoid the impression of disrespectfulness	The messages avoid the impression of accusation	The campaign makes political accusations	The campaign takes a conservative position	The campaign takes an inclusive approach	Through the campaign, the brand fights against prejudice	Evokes belonging to a social group	Dealing with BIPOC social group	Precise terms and specific language is used	The message contains claims that are misleading and irrelevant regarding the topic	The claims used are broad or exchangeable							
Dove Website		1	1	3	1	1	1	1	1	2	2	1	1	1	1	1	2	2							
Dove YT-Video		1	1	5	1	1	1	1	1	2	2	1	1	1	1	1	2	2							
BJ Website		1	5	5	3	1	1	1	1	2	2	1	1	1	1	2	2	1							
BJ YT-Video		1	5	5	3	1	1	1	1	2	2	3	1	1	1	2	2	1							
(Nike) YT-Channel		1	3	3	1	1	1	1	1	2	2	1	1	1	1	1	2	2							
Wieden + Kenny		1	3	3	1	1	1	1	1	2	2	1	1	1	1	1	2	2							

	Company	Brand	Title	Link	Publication Year	Country of Relevance	Media / Communication channel	Scope /Size	Position/Placing	Type of content	Text	Kind of Text	The campaign violates the law	The topic of the brand activism campaign fits to the company's core business, reputation and culture	The campaign is in line with the brand's identity	Communicated messages are in line with strategic goals of the company	Concerned topic is in line with the brand's field of activity	Communicated topic refers to the brand's consumer	The campaign creates a thematic, non-commercial connection to the brand	The campaign raises the impression that the brand is trying to maximize their profits	The campaign actively involves and encourages the supporters to promote the message	Additional, active actions	Connected event	The communication style supports a dialogue
16. Apr 24																								
	Dove Website	Unilever PLC/Unilever NV	Dove U. S.	The Crown Act	<a href="https://www.dove.com/us/en/stories/campaigns/the-crown-act.html">https://www.dove.com/us/en/stories/campaigns/the-crown-act.html</a>	U. S.	Website	4	Sub-Webpage on third level navigation	1	We're ending race-based hair discrimination The time to act is NOW. Join us to #PassTheCrown Act and end race-based hair discrimination today.  The impact Join the movement to pass the CROWN Act in all 50 states.	2	2	1	1	1	1	1	3	1	1	2	1	
	Dove YT-Video	Unilever PLC/Unilever NV	Dove U. S.	Pass the CROWN Act	<a href="https://www.youtube.com/watch?v=jZcdmDuzIS4&amp;list=PL0BRaXBPj6iYkExs1GP52yldlBUaHL8aP">https://www.youtube.com/watch?v=jZcdmDuzIS4&amp;list=PL0BRaXBPj6iYkExs1GP52yldlBUaHL8aP</a>	2020	Video platform: YouTube	5	Video on YouTube channel, topic with playlist	1	The CROWN Act is the first law to ban race-based hair discrimination at work and in schools. Dove co-founded the CROWN Coalition to pass the CROWN Act and eliminate hair discrimination. Help Dove pass the CROWN Act.	5	2	1	1	1	1	2	1	1	2	1	2	2
	BJ Website	Ben & Jerry's Homemade, Inc.	Ben & Jerry's	Change the Whirled	<a href="#">Change the Whirled: How Ben &amp; Jerry's and Colin Kaepernick Created a Flavor. Changing the World</a>	2020	Website	4	Sub-Webpage on third level navigation	1	Change the Whirled: How Ben & Jerry's and Colin Kaepernick Created a Flavor. Changing the World	5	2	1	1	1	1	2	1	2	1	2	2	2
	BJ YT-Video	Ben & Jerry's Homemade, Inc.	Ben & Jerry's	Change the Whirled	<a href="#">Kaepernick &amp; Ben &amp; Jerry's Team Up For</a>	2021	Video platform: YouTube	5	video on YouTube channel, part of general playlist of U. S. videos	1	Serve up some joy on the journey to justice. Find it now in freezers near you.	1	2	1	1	1	1	2	1	2	1	2	2	2
	(Nike) YT-Channel	NIKE, Inc.	NIKE	Dream Crazy	<a href="#">Nike releases full ad featuring Colin Kaepernick - YouTube</a>	2018	Video platform: YouTube	8	Video on YouTube channel of third party	2	Believe in something, even if it means sacrificing everything. Don't ask if your dreams are crazy. Ask if they are crazy enough.	5	2	1	1	1	1	2	2	2	2	2	2	2
	Wieden + Kenny	Wieden Kenny	NIKE	Dream Crazy	<a href="#">Nike: Dream Crazy   Wieden+Kenny</a>	2018	Poster	7	Posters in large U. S. cities	2	Believe in something, even if it means sacrificing everything.	2	2	1	1	1	1	1	2	2	2	2	2	2
16. Apr 24	The brand activism campaign is highlighted through particular programs / formats			Visual Language	Text Message	The messages evoke positive emotions	The messages avoid the impression of unfairness	The messages avoid the impression of disrespectfulness	The messages avoid the impression of accusation	The campaign makes political accusations	The campaign takes a conservative position	The campaign takes an inclusive approach	Through the campaign, the brand fights against prejudice	Evokes belonging to a social group	Dealing with BIPOC social group	Precise terms and specific language is used	The message contains claims that are misleading and irrelevant regarding the topic	The claims used are broad or exchangeable						
	Dove Website	1	3	3	1	1	1	1	2	2	1	1	1	1	1	1	2	2						
	Dove YT-Video	1	1	5	1	1	1	1	2	2	1	1	1	1	1	1	2	2						
	BJ Website	1	5	5	3	1	1	1	2	2	1	1	1	1	1	2	2	1						
	BJ YT-Video	1	5	5	3	1	1	1	2	2	3	1	1	1	1	2	2	1						
	(Nike) YT-Channel	1	3	3	1	1	1	1	2	2	1	1	1	1	1	1	2	2						
	Wieden + Kenny	1	4	3	1	1	1	1	2	2	1	1	1	1	1	1	2	2						



23. Apr 24	Company	Brand	Title	Link	Publication Year	Country of Relevance	Media / Communication channel	Scope/ Size	Position/ Placing	Type of content	Text	Kind of Text	The campaign violates the law	The topic of the brand activism campaign fits to the company's core business, reputation and culture	The campaign is in line with the brand's identity	Communicated messages are in line with strategic goals of the company	Concerned topic is in line with the brand's field of activity	Communicated topic refers to the brand's consumer	The campaign creates a thematic, non-commercial connection to the brand	The campaign raises the impression that the brand is trying to maximize their profits	The campaign actively involves and encourages the supporters to promote the message	Additional, active actions	Connected event	The communication style supports a dialogue	
Dove Website	Unilever PLC/Unilever NV	Dove U. S.	The Crown Act	<a href="https://www.dove.com/us/en/stories/campaigns/the-crown-act.html">https://www.dove.com/us/en/stories/campaigns/the-crown-act.html</a>		U. S.	Website	4	Sub-Webpage on third level navigation	1	We're ending race-based hair discrimination The time to act is NOW. Join us to #PassTheCrown Act and end race-based hair discrimination today.  The impact Join the movement to pass The CROWN Act in all 50 states.	4	2	1	1	1	1	1	1	3	1	1	2	1	
Dove YT-Video	Unilever PLC/Unilever NV	Dove U. S.	Pass the CROWN Act	<a href="https://www.youtube.com/watch?v=iZcdmDuzlS4&amp;list=PL08BaXBPI6iYKExs1GP52vldiBUaHL8aP">https://www.youtube.com/watch?v=iZcdmDuzlS4&amp;list=PL08BaXBPI6iYKExs1GP52vldiBUaHL8aP</a>	2020	U. S.	Videoplatform: YouTube	5	Video on YouTube channel, topic with playlist	1	The CROWN Act is the first law to ban race-based hair discrimination at work and in schools. Dove co-founded the CROWN Coalition to pass the CROWN Act and eliminate hair discrimination. Help Dove pass the CROWN Act.	5	2	1	1	1	1	1	1	2	1	1	2	2	
BJ Website	Ben & Jerry's Homemade, Inc.	Ben & Jerry's	Change the Whirled	<a href="https://www.benjerry.com/whirled">https://www.benjerry.com/whirled</a>	2020	U. S.	Website	4	Sub-Webpage on third level	1	Change the Whirled: How Ben & Jerry's and Colin Kaepernick Created a Flavor. Changing the World	5	2	1	1	1	1	1	2	1	2	1	2	2	
BJ YT-Video	Ben & Jerry's Homemade, Inc.	Ben & Jerry's	Change the Whirled	<a href="https://www.youtube.com/watch?v=KjYkEz1Gp52">https://www.youtube.com/watch?v=KjYkEz1Gp52</a>	2021	U. S.	Videoplatform: YouTube	5	Video on YouTube channel, part of	1	Serve up some joy on the journey to justice. Find it now in freezers near you.	1	2	1	1	1	1	1	2	1	2	1	2	2	
(Nike) YT-Channel	NIKE, Inc.	NIKE	Dream Crazy	<a href="https://www.youtube.com/watch?v=KjYkEz1Gp52">https://www.youtube.com/watch?v=KjYkEz1Gp52</a>	2018	U. S.	Videoplatform: YouTube	8	Video on YouTube channel of third party	2	Believe in something, even if it means sacrificing everything. Don't ask if your dreams are crazy. Ask if they are crazy enough.	5	2	1	1	1	1	1	1	2	2	2	2	2	
Wieden + Kenny	Wieden Kenny	NIKE	Dream Crazy	<a href="https://www.wieden.com/creative/crazy-dream">https://www.wieden.com/creative/crazy-dream</a>	2018	U. S.	Poster	7	Posters in large U. S. cities	2	Believe in something, even if it means sacrificing everything.	2	2	1	1	1	1	1	1	2	2	2	2	2	
23. Apr 24	The brand activism campaign is highlighted through particular programs / formats			Visual Language	Text Message	The messages evoke positive emotions	The messages avoid the impression of unfairness	The messages avoid the impression of disrespectfulness	The messages avoid the impression of accusation	The campaign makes political accusations	The campaign takes a conservative position	The campaign takes an inclusive approach	Through the campaign, the brand fights against prejudice	Evokes belonging to a social group	Dealing with BIPOC social group	Precise terms and specific language is used	The message contains claims that are misleading and irrelevant regarding the topic	The claims used are broad or exchangeable							
Dove Website	1	3	3	1	1	1	1	2	2	1	1	1	1	1	1	2	2								
Dove YT-Video	1	1	5	1	1	1	1	2	2	1	1	1	1	1	1	2	2								
BJ Website	1	5	5	3	1	1	1	2	2	1	1	1	1	1	2	2	2								
BJ YT-Video	1	5	5	3	1	1	1	2	2	3	1	1	1	1	2	2	2								
(Nike) YT-Channel	1	3	3	1	1	1	1	2	2	1	1	1	1	1	1	2	2								
Wieden + Kenny	1	4	3	1	1	1	1	2	2	1	1	1	1	1	1	2	2								

30. Apr 24	Company	Brand	Title	Link	Publication Year	Country of Relevance	Media / Communication channel	Scope/ Size	Position/ Placing	Type of content	Text	Kind of Text	The campaign violates the law	The topic of the brand activism campaign fits to the company's core business, reputation and culture	The campaign is in line with the brand's identity	Communicated messages are in line with strategic goals of the company	Concerned topic is in line with the brand's field of activity	Communicated topic refers to the brand's consumer	The campaign creates a thematic, non-commercial connection to the brand	The campaign raises the impression that the brand is trying to maximize their profits	The campaign actively involves and encourages the supporters to promote the message	Additional, active actions	Connected event	The communication style supports a dialogue
Dove Website	Unilever PLC/Unilever NV	Dove U. S.	The Crown Act	<a href="https://www.dove.com/us/en/stories/campaigns/the-crown-act.html">https://www.dove.com/us/en/stories/campaigns/the-crown-act.html</a>		U. S.	Website	4	Sub-Webpage on third level navigation	1	We're ending race-based hair discrimination The time to act is NOW. Join us to #PassTheCrown Act and end race-based hair discrimination today.  The impact Join the movement to pass The CROWN Act in all 50 states.	2	2	1	1	1	1	1	1	3	1	1	2	1
Dove YT-Video	Unilever PLC/Unilever NV	Dove U. S.	Pass the CROWN Act	<a href="https://www.youtube.com/watch?v=jZcdmDuzIS4&amp;list=PL0BRaXBPJ6iYKExs1GP52yIdiBUaHL8aP">https://www.youtube.com/watch?v=jZcdmDuzIS4&amp;list=PL0BRaXBPJ6iYKExs1GP52yIdiBUaHL8aP</a>	2020	U. S.	Videoplattform: YouTube	5	Video on YouTube channel, topic with playlist	1	The CROWN Act is the first law to ban race-based hair discrimination at work and in schools. Dove co-founded the CROWN Coalition to pass the CROWN Act and eliminate hair discrimination. Help Dove pass the CROWN Act.	5	2	1	1	1	1	1	1	2	1	1	2	2
BJ Website	Ben & Jerry's Homemade, Inc.	Ben & Jerry's	Change the Whirled	<a href="https://www.benjerry.com/whirled">Change the Whirled: How Ben &amp; Jerry's and Colin Kaepernick Created a Flavor. Changing the World</a>	2020	U. S.	Website	4	Sub-Webpage on third level	1	Change the Whirled: How Ben & Jerry's and Colin Kaepernick Created a Flavor. Changing the World	5	2	1	1	1	1	1	2	1	2	1	2	2
BJ YT-Video	Ben & Jerry's Homemade, Inc.	Ben & Jerry's	Change the Whirled	<a href="https://www.youtube.com/watch?v=UeEaUeEaUeEa">Colin Kaepernick &amp; Ben &amp; Jerry's Team</a>	2021	U. S.	Videoplattform: YouTube	5	Video on YouTube channel, part of playlist	1	Serve up some joy on the journey to justice. Find it now in freezers near you.	1	2	1	1	1	1	1	2	1	2	1	2	2
(Nike) YT-Channel	NIKE, Inc.	NIKE	Dream Crazy	<a href="https://www.youtube.com/watch?v=UeEaUeEaUeEa">saturating Color</a>	2018	U. S.	Videoplattform: YouTube	8	Video on YouTube channel of third party	2	Believe in something, even if it means sacrificing everything. Don't ask if your dreams are crazy. Ask if they are crazy enough.	5	2	1	1	1	1	1	2	2	2	2	2	2
Wieden + Kenny	Wieden Kenny	NIKE	Dream Crazy	<a href="https://www.wieden.com">by   Wieden+Kenny</a>	2018	U. S.	Poster	7	Posters in large U.S.	2	Believe in something, even if it means sacrificing everything.	2	2	1	1	1	1	1	2	2	2	2	2	2

30. Apr 24	The brand activism campaign is highlighted through particular programs / formats	Visual Language	Text Message	The messages evoke positive emotions	The messages avoid the impression of unfairness	The messages avoid the impression of disrespectfulness	The messages avoid the impression of accusation	The campaign makes political accusations	The campaign takes a conservative position	The campaign takes an inclusive approach	Through the campaign, the brand fights against prejudice	Evokes belonging to a social group	Dealing with BIPOC social group	Precise terms and specific language is used	The message contains claims that are misleading and irrelevant regarding the topic	The claims used are broad or exchangeable
Dove Website	1	3	3	1	1	1	1	2	2	1	1	1	1	1	2	2
Dove YT-Video	1	1	5	1	1	1	1	2	2	1	1	1	1	2	2	2
BJ Website	1	5	5	3	1	1	1	2	2	1	1	1	2	2	1	1
BJ YT-Video	1	5	5	3	1	1	1	2	2	3	1	1	2	2	1	1
(Nike) YT-Channel	1	3	3	1	1	1	1	2	2	1	1	1	1	2	2	2
Wieden + Kenny	1	4	3	1	1	1	1	2	2	1	1	1	1	2	2	2

## Appendix 1.2: Reliability Qualitative Analysis

Characteristic / Date of Coding	04.04.2024	16.04.2024	23.04.2024	30.04.2024
Scope_Size	4	4	4	4
Type of content	1	1	1	1
Kind of Text	1	2	4	2
The campaign violates the law	2	2	2	2
The topic of the brand activism campaign fits to the company's core business, reputation and culture	1	1	1	1
The campaign is in line with the brand's identity	1	1	1	1
Communicated messages are in line with strategic goals of the company	1	1	1	1
Concerned topic is in line with the brand's field of activity	1	1	1	1
Communicated topic refers to the brand's consumer	1	1	1	1
The campaign creates a thematic, non-commercial connection to the brand	1	1	1	1
The campaign raises the impression that the brand is trying to maximize their profits	3	3	3	3
The campaign actively involves and encourages the supporters to promote the message	1	1	1	1
Additional, active actions	1	1	1	1
Connected event	2	2	2	2
The communication style supports a dialogue	1	1	1	1
The brand activism campaign is highlighted through particular programs_formats	1	1	1	1
Visual Language	1	3	3	3
Text Message	3	3	3	3
The messages evoke positive emotions	1	1	1	1
The messages avoid the impression of unfairness	1	1	1	1
The messages avoid the impression of disrespectfulness	1	1	1	1
The messages avoid the impression of accusation	1	1	1	1
The campaign makes political accusations	2	2	2	2
The campaign takes a conservative position	2	2	2	2
The campaign takes an inclusive approach	1	1	1	1
Through the campaign, the brand fights against prejudice	1	1	1	1
Evokes belonging to a social group	1	1	1	1
Dealing with BIPOC social group	1	1	1	1
Precise terms and specific language is used	1	1	1	1
The message contains claims that are misleading and irrelevant regarding the topic	2	2	2	2
The claims used are broad or exchangeable	2	2	2	2
	Dove Website Reliability:		(2*29)/62= 0,935483871	

Characteristic / Date of Coding	04.04.2024	16.04.2024	23.04.2024	30.04.2024
Scope_Size	5	5	5	5
Type of content	1	1	1	1
Kind of Text	5	5	5	5
The campaign violates the law	2	2	2	2
The topic of the brand activism campaign fits to the company's core business, reputation and culture	1	1	1	1
The campaign is in line with the brand's identity	1	1	1	1
Communicated messages are in line with strategic goals of the company	1	1	1	1
Concerned topic is in line with the brand's field of activity	1	1	1	1
Communicated topic refers to the brand's consumer	1	1	1	1
The campaign creates a thematic, non-commercial connection to the brand	1	1	1	1
The campaign raises the impression that the brand is trying to maximize their profits	2	2	2	2
The campaign actively involves and encourages the supporters to promote the message	1	1	1	1
Additional, active actions	1	1	1	1
Connected event	2	2	2	2
The communication style supports a dialogue	2	2	2	2
The brand activism campaign is highlighted through particular programs_formats	1	1	1	1
Visual Language	1	1	1	1
Text Message	5	5	5	5
The messages evoke positive emotions	1	1	1	1
The messages avoid the impression of unfairness	1	1	1	1
The messages avoid the impression of disrespectfulness	1	1	1	1
The messages avoid the impression of accusation	1	1	1	1
The campaign makes political accusations	2	2	2	2
The campaign takes a conservative position	2	2	2	2
The campaign takes an inclusive approach	1	1	1	1
Through the campaign, the brand fights against prejudice	1	1	1	1
Evokes belonging to a social group	1	1	1	1
Dealing with BIPOC social group	1	1	1	1
Precise terms and specific language is used	1	1	1	1
The message contains claims that are misleading and irrelevant regarding the topic	2	2	2	2
The claims used are broad or exchangeable	2	2	2	2
	Dove Video Reliability:		(2*31)/62= 1	

Characteristic / Date of Coding	04.04.2024	16.04.2024	23.04.2024	30.04.2024
Scope_Size	7	7	7	7
Type of content	2	2	2	2
Kind of Text	2	2	2	2
The campaign violates the law	2	2	2	2
The topic of the brand activism campaign fits to the company's core business, reputation and culture	1	1	1	1
The campaign is in line with the brand's identity	1	1	1	1
Communicated messages are in line with strategic goals of the company	1	1	1	1
Concerned topic is in line with the brand's field of activity	1	1	1	1
Communicated topic refers to the brand's consumer	1	1	1	1
The campaign creates a thematic, non-commercial connection to the brand	1	1	1	1
The campaign raises the impression that the brand is trying to maximize their profits	2	2	2	2
The campaign actively involves and encourages the supporters to promote the message	2	2	2	2
Additional, active actions	2	2	2	2
Connected event	2	2	2	2
The communication style supports a dialogue	2	2	2	2
The brand activism campaign is highlighted through particular programs_formats	1	1	1	1
Visual Language	4	4	4	4
Text Message	3	3	3	3
The messages evoke positive emotions	1	1	1	1
The messages avoid the impression of unfairness	1	1	1	1
The messages avoid the impression of disrespectfulness	1	1	1	1
The messages avoid the impression of accusation	1	1	1	1
The campaign makes political accusations	2	2	2	2
The campaign takes a conservative position	2	2	2	2
The campaign takes an inclusive approach	1	1	1	1
Through the campaign, the brand fights against prejudice	1	1	1	1
Evokes belonging to a social group	1	1	1	1
Dealing with BIPOC social group	1	1	1	1
Precise terms and specific language is used	1	1	1	1
The message contains claims that are misleading and irrelevant regarding the topic	2	2	2	2
The claims used are broad or exchangeable	2	2	2	2
	Nike Poster	Reliability:	(2*31)/62= 1	

Characteristic / Date of Coding	04.04.2024	16.04.2024	23.04.2024	30.04.2024
Scope_Size	8	8	8	8
Type of content	2	2	2	2
Kind of Text	5	5	5	5
The campaign violates the law	2	2	2	2
The topic of the brand activism campaign fits to the company's core business, reputation and culture	1	1	1	1
The campaign is in line with the brand's identity	1	1	1	1
Communicated messages are in line with strategic goals of the company	1	1	1	1
Concerned topic is in line with the brand's field of activity	1	1	1	1
Communicated topic refers to the brand's consumer	1	1	1	1
The campaign creates a thematic, non-commercial connection to the brand	1	1	1	1
The campaign raises the impression that the brand is trying to maximize their profits	2	2	2	2
The campaign actively involves and encourages the supporters to promote the message	2	2	2	2
Additional, active actions	2	2	2	2
Connected event	2	2	2	2
The communication style supports a dialogue	2	2	2	2
The brand activism campaign is highlighted through particular programs_formats	1	1	1	1
Visual Language	3	3	3	3
Text Message	3	3	3	3
The messages evoke positive emotions	1	1	1	1
The messages avoid the impression of unfairness	1	1	1	1
The messages avoid the impression of disrespectfulness	1	1	1	1
The messages avoid the impression of accusation	1	1	1	1
The campaign makes political accusations	2	2	2	2
The campaign takes a conservative position	2	2	2	2
The campaign takes an inclusive approach	1	1	1	1
Through the campaign, the brand fights against prejudice	1	1	1	1
Evokes belonging to a social group	1	1	1	1
Dealing with BIPOC social group	1	1	1	1
Precise terms and specific language is used	1	1	1	1
The message contains claims that are misleading and irrelevant regarding the topic	2	2	2	2
The claims used are broad or exchangeable	2	2	2	2
	Nike Video	Reliability:	(2*31)/62= 1	

Characteristic / Date of Coding	04.04.2024	16.04.2024	23.04.2024	30.04.2024
Scope_Size	6	5	5	5
Type of content	1	1	1	1
Kind of Text	1	1	1	1
The campaign violates the law	2	2	2	2
The topic of the brand activism campaign fits to the company's core business, reputation and culture	1	1	1	1
The campaign is in line with the brand's identity	1	1	1	1
Communicated messages are in line with strategic goals of the company	1	1	1	1
Concerned topic is in line with the brand's field of activity	1	1	1	1
Communicated topic refers to the brand's consumer	1	1	1	1
The campaign creates a thematic, non-commercial connection to the brand	2	2	2	2
The campaign raises the impression that the brand is trying to maximize their profits	1	1	1	1
The campaign actively involves and encourages the supporters to promote the message	2	2	2	2
Additional, active actions	1	1	1	1
Connected event	2	2	2	2
The communication style supports a dialogue	2	2	2	2
The brand activism campaign is highlighted through particular programs_formats	1	1	1	1
Visual Language	5	5	5	5
Text Message	5	5	5	5
The messages evoke positive emotions	3	3	3	3
The messages avoid the impression of unfairness	1	1	1	1
The messages avoid the impression of disrespectfulness	1	1	1	1
The messages avoid the impression of accusation	1	1	1	1
The campaign makes political accusations	2	2	2	2
The campaign takes a conservative position	2	2	2	2
The campaign takes an inclusive approach	3	3	3	3
Through the campaign, the brand fights against prejudice	1	1	1	1
Evokes belonging to a social group	1	1	1	1
Dealing with BIPOC social group	1	1	1	1
Precise terms and specific language is used	2	2	2	2
The message contains claims that are misleading and irrelevant regarding the topic	2	2	2	2
The claims used are broad or exchangeable	1	1	1	1
Ben and Jerry's Video Reliability:			(2*30)/62= 0,967741935	

Characteristic / Date of Coding	04.04.2024	16.04.2024	23.04.2024	30.04.2024
Scope_Size	4	4	4	4
Type of content	1	1	1	1
Kind of Text	1	5	5	5
The campaign violates the law	2	2	2	2
The topic of the brand activism campaign fits to the company's core business, reputation and culture	1	1	1	1
The campaign is in line with the brand's identity	1	1	1	1
Communicated messages are in line with strategic goals of the company	1	1	1	1
Concerned topic is in line with the brand's field of activity	1	1	1	1
Communicated topic refers to the brand's consumer	1	1	1	1
The campaign creates a thematic, non-commercial connection to the brand	2	2	2	2
The campaign raises the impression that the brand is trying to maximize their profits	1	1	1	1
The campaign actively involves and encourages the supporters to promote the message	2	2	2	2
Additional, active actions	1	1	1	1
Connected event	2	2	2	2
The communication style supports a dialogue	2	2	2	2
The brand activism campaign is highlighted through particular programs_formats	1	1	1	1
Visual Language	5	5	5	5
Text Message	5	5	5	5
The messages evoke positive emotions	3	3	3	3
The messages avoid the impression of unfairness	1	1	1	1
The messages avoid the impression of disrespectfulness	1	1	1	1
The messages avoid the impression of accusation	1	1	1	1
The campaign makes political accusations	2	2	2	2
The campaign takes a conservative position	2	2	2	2
The campaign takes an inclusive approach	1	1	1	1
Through the campaign, the brand fights against prejudice	1	1	1	1
Evokes belonging to a social group	1	1	1	1
Dealing with BIPOC social group	1	1	1	1
Precise terms and specific language is used	2	2	2	2
The message contains claims that are misleading and irrelevant regarding the topic	2	2	2	2
The claims used are broad or exchangeable	1	1	1	1
Ben and Jerry's Website Reliability:			(2*29)/62= 0,935483871	

### Appendix 1.3: Analysis of Qualitative Research

<b>Define the scope of the campaign</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Placed on Sub-Webpage with additional channels used	8	33,3	33,3	33,3
Placed centrally on Online-Plattformchannel	7	29,2	29,2	62,5
Placed on Subsite of Online-Plattformchannel	1	4,2	4,2	66,7
Printed component of	4	16,7	16,7	83,3
Other	4	16,7	16,7	100,0
Total	24	100,0	100,0	
<b>The campaign is rather informative / entertaining / neutral.</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Informative	16	66,7	66,7	66,7
Entertaining	8	33,3	33,3	100,0
Total	24	100,0	100,0	
<b>Kind of Text</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Headline	6	25,0	25,0	25,0
Slogan	6	25,0	25,0	50,0
Hashtag	1	4,2	4,2	54,2
Explanation	11	45,8	45,8	100,0
Total	24	100,0	100,0	
<b>The campaign violates the law</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
No	24	100,0	100,0	100,0
<b>The topic of the brand activism campaign fits to the company's core business, reputation and culture</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	24	100,0	100,0	100,0
<b>The campaign is in line with the brand's identity</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	24	100,0	100,0	100,0

<b>Communicated messages are in line with strategic goals of the company</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	24	100,0	100,0	100,0
<b>Concerned topic is in line with the brand's field of activity</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	24	100,0	100,0	100,0
<b>Communicated topic refers to the brand's consumer</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	24	100,0	100,0	100,0
<b>The campaign creates a thematic, non-commercial connection to the brand</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	16	66,7	66,7	66,7
No	8	33,3	33,3	100,0
Total	24	100,0	100,0	
<b>The campaign raises the impression that the brand is trying</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	8	33,3	33,3	33,3
No	12	50,0	50,0	83,3
Partly	4	16,7	16,7	100,0
Total	24	100,0	100,0	
<b>The campaign actively involves and encourages the</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	8	33,3	33,3	33,3
No	16	66,7	66,7	100,0
Total	24	100,0	100,0	
<b>Additional, active actions</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	16	66,7	66,7	66,7
No	8	33,3	33,3	100,0
Total	24	100,0	100,0	
<b>Connected event</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes, in the past	24	100,0	100,0	100,0

<b>The communication style supports a dialogue</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	4	16,7	16,7	16,7
No	20	83,3	83,3	100,0
Total	24	100,0	100,0	
<b>The brand activism campaign is highlighted through particular programs_formats</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	24	100,0	100,0	100,0
<b>Visual Language</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Emotional	5	20,8	20,8	20,8
Inspiring	7	29,2	29,2	50,0
Sad	4	16,7	16,7	66,7
Commercial	8	33,3	33,3	100,0
Total	24	100,0	100,0	
<b>Text Message</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Inspiring	12	50,0	50,0	50,0
Informative	12	50,0	50,0	100,0
Total	24	100,0	100,0	
<b>The messages evoke positive emotions</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	16	66,7	66,7	66,7
Partly	8	33,3	33,3	100,0
Total	24	100,0	100,0	
<b>The messages avoid the impression of unfairness</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	24	100,0	100,0	100,0
<b>The messages avoid the impression of disrespectfulness</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	24	100,0	100,0	100,0
<b>The messages avoid the impression of accusation</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	24	100,0	100,0	100,0
<b>The campaign makes political accusations</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
No	24	100,0	100,0	100,0



<b>The campaign takes a conservative position</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
No	24	100,0	100,0	100,0
<b>The campaign takes an inclusive approach</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	20	83,3	83,3	83,3
Unclear	4	16,7	16,7	100,0
Total	24	100,0	100,0	
<b>Through the campaign, the brand fights against prejudice</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	24	100,0	100,0	100,0
<b>Evokes belonging to a social group</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	24	100,0	100,0	100,0
<b>Dealing with BIPOC social group</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Opress	24	100,0	100,0	100,0
<b>Precise terms and specific language is used</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	16	66,7	66,7	66,7
No	8	33,3	33,3	100,0
Total	24	100,0	100,0	
<b>The message contains claims that are misleading and irrelevant regarding the topic</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
No	24	100,0	100,0	100,0
<b>The claims used are broad or exchangeable</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	8	33,3	33,3	33,3
No	16	66,7	66,7	100,0
Total	24	100,0	100,0	
<b>The Topic in inline with the companies identity, goals, values, products etc.</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	24	100,0	100,0	100,0
<b>The campaign evokes positive emotions on different levels.</b>				
	Frequency	Percent	Valid Percent	Cumulated Percent
Yes	16	66,7	66,7	66,7
1	4	16,7	16,7	83,3
2	4	16,7	16,7	100,0
Total	24	100,0	100,0	

## Appendix 1.4: Codebook

### Codebook

Category	Class	Code	Definition
Brand			Name the brand.
Title			Name the title of the campaign.
Link			If the campaign is published online, enter the link of the website.
Publication Year			Enter the publication date in the following way YYYY.
Country of Relevance			Name the country, for which the campaign is published.
Media / Communication channel			Specify the types of channels through which the campaign is published e. g. Social Media, Videoplattform, posters, magazines, etc.
Scope/Size	Placed centrally on Website	1	Define the scope of the campaign.
	Placed centrally on Website with other additonal channels used	2	
	Placed on Sub-Webpage	3	
	Placed on Sub-Webpage with additional channels used	4	
	Placed centrally on Online-Plattformchannel	5	
	Placed on Subsite of Online-Plattformchannel	6	
	Printed component of campaign	7	
	Other	8	
Position/Placing			Give details on the position / placing of the campaign e. g. landingpage of the website, advertisement during prime time etc.
Type of content	Informative	1	The campaign is rather informative / entertaining / neutral.
	Entertaining	2	
	Neutral	3	
Text			Enter the most important slogans / claims (text) that is used in the campaign.
Kind of Text			Name the kind of text that is used in the campaign e. g. Headline, Slogan, Article, Hashtag, Explanation.
The campaign violates the law	Yes	1	The campaign contains illegal content / actions.
	No	2	
	Unclear	3	
The topic of the brand activism campaign fits to the company's core business, reputation and culture	Yes	1	The message the brand sends through the campaign is in line with the brand's reputation, culture and identity.
	No	2	
	Partly	3	
The campaign is in line with the brand's identity	Yes	1	The campaign's message supports the brand's identity and their values.
	No	2	
	Unclear	3	
Communicated messages are in line with strategic goals of the company	Yes	1	The communicated message fits the strategic goals of the company.
	No	2	
	Partly	3	
Concerned topic is in line with the brand's field of activity	Yes	1	The company's branch does not contradict the concerned topic.
	No	2	
	Partly	3	
Communicated topic refers to the brand's consumer	Yes	1	Through the campaign, the brand refers to their consumers.
	No	2	
	Partly	3	
The campaign creates a thematic, non-commercial connection to the brand	Yes	1	The consumer does not get the impression of an advertisement while viewing the campaign.
	No	2	
	Unclear	3	
The campaign raises the impression that the brand is trying to maximize their profits	Yes	1	The consumer gets the impression the company adverts its products through the campaign.
	No	2	
	Partly	3	
The campaing actively involves and encourages the supporters to promote the message	Yes	1	People who will support the message of the campaign will likely take further actions to promote the message.
	No	2	
	Unclear	3	
Additional, active actions	Yes	1	Additional active actions are supported.
	No	2	
Connected event	Yes, recently	1	There is an event that links to the campaign.
	Yes, in the past	2	
	No	3	

The communication style supports a dialogue	Yes	1	Consumers can enter into dialog through the campaign.
	No	2	
	Unclear	3	
The brand activism campaign is highlighted through particular programs/formats	Yes	1	The brand uses programs/formats it usually does not use for adverts in addition to common communication channels.
	No	2	
	Partly	3	
Visual Language	Emotional	1	Describe the images / videos used briefly.
	Humorous	2	
	Inspiring	3	
	Sad	4	
	Commercial	5	
	Neutral	6	
	Other	7	
Text Message	Emotional	1	Describe the message the texts convey.
	Humorous	2	
	Inspiring	3	
	Sad	4	
	Informative	5	
	Neutral	6	
	Other	7	
The messages evoke positive emotions	Yes	1	The campaign evokes positive feelings or thoughts within the consumer.
	No	2	
	Partly	3	
The messages avoid the impression of unfairness	Yes	1	The campaign treats all people equally.
	No	2	
	Partly	3	
The messages avoid the impression of disrespectfulness	Yes	1	A respectful and appreciative tone is communicated through the campaign.
	No	2	
	Partly	3	
The messages avoid the impression of accusation	Yes	1	There are no accusations raised in any form.
	No	2	
	Partly	3	
The campaign makes political accusations	Yes	1	There are political accusations raised within the campaign.
	No	2	
	Unclear	3	
The campaign takes a conservative position	Yes	1	The message of the campaign supports stands nowadays perceived as conservative or oldfashioned rather than contemporary.
	No	2	
	Unclear	3	
The campaign takes an inclusive approach	Yes	1	Groups of social minorities are included in the communication.
	No	2	
	Unclear	3	
Through the campaign, the brand fights against prejudice	Yes	1	The campaign takes a standpoint that breaks down prejudices
	No	2	
	Unclear	3	
Evokes belonging to a social group	Yes	1	The spectator feels a sense of belonging to a specific social group then consuming the campaign.
	No	2	
	Unclear	3	
Dealing with BIPOC social group	Opress	1	The campaign concerns the BIPOC social group.
	Support	2	
	Neutral	3	
Precise terms and specific language is used	Yes	1	The campaigns communicate specific goals or convey a clear message.
	No	2	
	Partly	3	
The message contains claims that are misleading and irrelevant regarding the topic	Yes	1	The campaign is inconsistent e. g. pictures contradict with claims.
	No	2	
	Partly	3	
The claims used are broad or exchangeable	Yes	1	The campaign implicates empty promises and claims can be used in various correlations.
	No	2	
	Partly	3	

## Appendix 2: Quantitative Survey

### Appendix 2.1: Questionnaire

# The Influence of Brand Activism

*Companies or brands take a stand on controversial issues through broad campaigns and thus move entire groups of people. Nowadays, more and more brands are identifying with certain values and communicating them in campaigns - is that right? Or even important?*

Dear participant,

Through this survey, which will take about **15 minutes**, I would like to investigate the impact of brand activism campaigns as part of my Master's thesis. All your data and answers will be treated confidentially and are not personalized. They will only be used for academic purposes and will not be passed on to third parties.

**Thank you in advance for your participation!**

Click on the button "NEXT" to get started.

Next

## Introduction

\*

Brands should take a stand on specific, controversial issues (like racism, etc.) for example through printed poster, video or social media campaigns.

👉 Choose one of the following answers

- I agree.
- I disagree.

\*I have noticed, that some brand campaigns don't focus on the company's products or services but on social issues.

👉 Choose one of the following answers

- Yes
- No

\* I support specific brands because of their social attitude / values.

Choose one of the following answers

- I agree.
- I disagree.

\* Please choose your answer regarding the following brands.

	<b>I know and consume the brand.</b>	<b>I know the brand but don't consume it.</b>	<b>I don't know the brand.</b>
Nike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ben and Jerry's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dove	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* I am already aware of brand projects that support social justice or equality.

	<b>Yes</b>	<b>No</b>
Nike	<input type="radio"/>	<input type="radio"/>
Ben and Jerry's	<input type="radio"/>	<input type="radio"/>
Dove	<input type="radio"/>	<input type="radio"/>

# Nike

Please read the company values carefully.

**“Our purpose is to move the world forward through the power of sport.”**

This is Nike’s overarching goal, aligning with their slogan "If you have a body, you are an athlete." Nike's company values focus on innovation, diversity, inclusion, and sustainability. They emphasize the importance of pushing boundaries through innovation to benefit athletes, and they prioritize creating diverse and inclusive environments both within the company and through their products. Additionally, Nike is committed to sustainable practices.

\*Based on the company values, I have a positive impression of the brand.

👉 Choose one of the following answers

- Yes
- No
- Partly

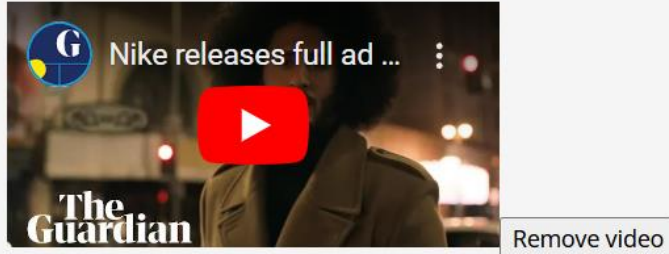
\*The values of the company influence my consumer choice.

👉 Choose one of the following answers

- Yes
- No
- Partly

## Nike Campaign "Dream Crazy"

Please, have a look at the following campaign.



\* I already knew the campaign beforehand.

👉 Choose one of the following answers

Yes

No



\*Please choose your answers.

	<b>I strongly agree.</b>	<b>I agree.</b>	<b>I don't know.</b>	<b>I disagree.</b>	<b>I strongly disagree.</b>
The campaign evokes positive emotions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I support the statements expressed in the campaign.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The campaign has a clear message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Now that I know the campaign, I feel more positive about the brand than before.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Now that I know the campaign, I would be more likely to buy the products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Now that I know the campaign, I would prefer the brand to other brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In my opinion, the campaign reflects the corporate values (as described before).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I think the topic of the campaign is relevant to the company's values.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Through the campaign I have the impression that the brand is committed to its corporate values.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the impression, that through the campaign, the brand mainly wants to increase its sales.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can identify with the values communicated through the campaign.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Ben and Jerry's

Please read the company values carefully.

**"We believe that ice cream can change the world."**

Ben & Jerry's mission is founded on three parts: Human Rights and Dignity, Social and Economic Justice and Environmental Protection, Restoration and Regeneration. The company is actively involved in various campaigns and projects and has long been committed to different social and environmental causes and community involvement. By that, the company demonstrates its ethical business practices and aims to create positive change in society.

\*Based on the company values, I have a positive impression of the brand.

👉 Choose one of the following answers

- Yes
- No
- Partly

\*The values of the company influence my consumer choice.

👉 Choose one of the following answers

- Yes
- No
- Partly

## Ben and Jerry's Campaign "Change the Whirled"

Please, have a look at the following campaign.



Remove video

\* I already knew the campaign beforehand.

📍 Choose one of the following answers

Yes

No

\*Please choose your answers.

	<b>I strongly agree.</b>	<b>I agree.</b>	<b>I don't know.</b>	<b>I disagree.</b>	<b>I strongly disagree.</b>
The campaign evokes positive emotions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I support the statements expressed in the campaign.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The campaign has a clear message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Now that I know the campaign, I feel more positive about the brand than before.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Now that I know the campaign, I would be more likely to buy the products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Now that I know the campaign, I would prefer the brand to other brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In my opinion, the campaign reflects the corporate values (as described before).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I think the topic of the campaign is relevant to the company's values.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Through the campaign I have the impression that the brand is committed to its corporate values.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the impression, that through the campaign, the brand mainly wants to increase its sales.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can identify with the values communicated through the campaign.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Dove

Please read the company values carefully.

**„We believe beauty should be a source of confidence, and not anxiety.“**

Their vision emphasizes that Dove seeks to establish a broader, more inclusive definition of beauty. Dove is renowned for its commitment to body positivity and self-esteem in its brand values. The company emphasizes real beauty in its advertising campaigns, challenging traditional beauty standards by featuring individuals of various shapes, sizes, ages, and ethnic backgrounds. Dove also focuses on caring through social initiatives. Additionally, Dove is committed to sustainability, aiming to reduce its environmental impact and use more sustainable solutions.

\*Based on the company values, I have a positive impression of the brand.

👉 Choose one of the following answers

- Yes
- No
- Partly

\*The values of the company influence my consumer choice.

👉 Choose one of the following answers

- Yes
- No
- Partly

## Dove Campaign "The Crown Act"

Please, have a look at the following campaign.



Remove video

\* I already knew the campaign beforehand.

👉 Choose one of the following answers

Yes

No

\*Please choose your answers.

	<b>I strongly agree.</b>	<b>I agree.</b>	<b>I don't know.</b>	<b>I disagree.</b>	<b>I strongly disagree.</b>
The campaign evokes positive emotions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I support the statements expressed in the campaign.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The campaign has a clear message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Now that I know the campaign, I feel more positive about the brand than before.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Now that I know the campaign, I would be more likely to buy the products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Now that I know the campaign, I would prefer the brand to other brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In my opinion, the campaign reflects the corporate values (as described before).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I think the topic of the campaign is relevant to the company's values.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Through the campaign I have the impression that the brand is committed to its corporate values.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand is committed to the values communicated through the campaign.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the impression, that through the campaign, the brand mainly wants to increase its sales.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can identify with the values communicated through the campaign.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Demographics

\*I identify as a

👉 Choose one of the following answers

Female.

Male.

Other.

\*I was born

👉 Choose one of the following answers

Before  
1980.

Between  
1980  
and  
1994.

Between  
1995  
and  
2010.

After  
2010.

You can make further comments and suggestions here.

**Thank you for taking part in my survey!**

If you are interested in the results, please send me an e-mail: [eva.eschbacher@student.hnu.de](mailto:eva.eschbacher@student.hnu.de).

Hochschule Neu-Ulm

Wileystraße 1, 89231 Neu-Ulm, Germany, Telefon: +49(0)731-9762-0, E-Mail: [info@hnu.de](mailto:info@hnu.de)



## Appendix 2.2: Reliability of the Quantitative Survey

### Appendix 2.2.1: Values for the Nike Campaign

#### Reliability Statistics

Cronbachs Alpha	Cronbachs Alpha for standardized Items	Number of Items
,758	,764	10

Inter-Item-Correlation Matrix										
	The campaign evokes positive emotions.	I support the statements expressed in the campaign.	The campaign has a clear message.	Now that I know the campaign, I feel more positive about the brand than before.	Now that I know the campaign, I would be more likely to buy the products.	Now that I know the campaign, I would prefer the brand to other brands.	In my opinion, the campaign reflects the corporate values (as described before).	I think the topic of the campaign is relevant to the company's values.	Through the campaign I have the impression that the brand is committed to its corporate values.	I can identify with the values communicated through the campaign.
The campaign evokes positive emotions.	1,000	,028	,222	,195	,213	,013	,365	,212	,176	,234
I support the statements expressed in the campaign.	,028	1,000	,297	,396	,187	,129	,109	,181	,339	,522
The campaign has a clear message.	,222	,297	1,000	,285	,211	,254	,354	,268	,159	,341
Now that I know the campaign, I feel more positive about the brand than before.	,195	,396	,285	1,000	,338	,194	,121	,383	,551	,304
Now that I know the campaign, I would be more likely to buy the products.	,213	,187	,211	,338	1,000	,297	,280	,321	,290	,164
Now that I know the campaign, I would prefer the brand to other brands.	,013	,129	,254	,194	,297	1,000	,271	,271	,015	,062
In my opinion, the campaign reflects the corporate values (as described before).	,365	,109	,354	,121	,280	,271	1,000	,383	,183	,178
I think the topic of the campaign is relevant to the company's values.	,212	,181	,268	,383	,321	,271	,383	1,000	,333	,063
Through the campaign I have the impression that the brand is committed to its corporate values.	,176	,339	,159	,551	,290	,015	,183	,333	1,000	,330
I can identify with the values communicated through the campaign.	,234	,522	,341	,304	,164	,062	,178	,063	,330	1,000

Item-Scale-Statistics					
	Mean, if Item removed	Varianz if Item removed	Corrected Item-Scale-Correlation	Quadrerte multiple Korrelation	Cronbachs Alpha, if Item removed
The campaign evokes positive emotions.	20,77	21,984	,309	,224	,755
I support the statements expressed in the campaign.	21,05	22,335	,422	,370	,739
The campaign has a clear message.	21,02	21,686	,463	,272	,733
Now that I know the campaign, I feel more positive about the brand than before.	20,08	19,692	,545	,442	,718
Now that I know the campaign, I would be more likely to buy the products.	19,58	20,776	,455	,236	,733
Now that I know the campaign, I would prefer the brand to other brands.	19,62	21,877	,282	,209	,761
In my opinion, the campaign reflects the corporate values (as described before).	20,80	22,067	,439	,329	,736
I think the topic of the campaign is relevant to the company's values.	20,74	21,280	,476	,323	,730
Through the campaign I have the impression that the brand is committed to its corporate values.	20,44	21,430	,464	,392	,732
I can identify with the values communicated through the campaign.	20,75	21,660	,410	,382	,739

## Appendix 2.2.2: Values for the Ben & Jerry's Campaign

### Reliability Statistics

Cronbachs Alpha	Cronbachs Alpha for standardized Items	Number of Items
,901	,903	10

Inter-Item-Correlation Matrix										
	The campaign evokes positive emotions.	I support the statements expressed in the campaign.	The campaign has a clear message.	Now that I know the campaign, I feel more positive about the brand than before.	Now that I know the campaign, I would be more likely to buy the products.	Now that I know the campaign, I would prefer the brand to other brands.	In my opinion, the campaign reflects the corporate values (as described before).	I think the topic of the campaign is relevant to the company's values.	Through the campaign I have the impression that the brand is committed to its corporate values.	I can identify with the values communicated through the campaign.
The campaign evokes positive emotions.	1,000	,536	,660	,482	,544	,490	,454	,429	,465	,486
I support the statements expressed in the campaign.	,536	1,000	,518	,385	,399	,412	,442	,481	,561	,584
The campaign has a clear message.	,660	,518	1,000	,430	,540	,481	,465	,483	,514	,482
Now that I know the campaign, I feel more positive about the brand than before.	,482	,385	,430	1,000	,498	,488	,448	,324	,425	,230
Now that I know the campaign, I would be more likely to buy the products.	,544	,399	,540	,498	1,000	,703	,490	,413	,508	,396
Now that I know the campaign, I would prefer the brand to other brands.	,490	,412	,481	,488	,703	1,000	,504	,385	,544	,374
In my opinion, the campaign reflects the corporate values (as described before).	,454	,442	,465	,448	,490	,504	1,000	,556	,570	,497
I think the topic of the campaign is relevant to the company's values.	,429	,481	,483	,324	,413	,385	,556	1,000	,610	,561
Through the campaign I have the impression that the brand is committed to its corporate values.	,465	,561	,514	,425	,508	,544	,570	,610	1,000	,411
I can identify with the values communicated through the campaign.	,486	,584	,482	,230	,396	,374	,497	,561	,411	1,000

Item-Scale-Statistics					
	Mean, if Item _removed	Varianz if Item __ _removed	Corrected Item-Scale-Correlation	Quadierte multiple Korrelation	Cronbachs Alpha, if Item tremoved
The campaign evokes positive emotions.	26,26	40,774	,692	,547	,889
I support the statements expressed in the campaign.	26,69	43,325	,650	,511	,892
The campaign has a clear message.	26,21	40,387	,695	,535	,888
Now that I know the campaign, I feel more positive about the brand than before.	25,87	42,404	,559	,384	,898
Now that I know the campaign, I would be more likely to buy the products.	25,70	42,621	,692	,580	,889
Now that I know the campaign, I would prefer the brand to other brands.	25,89	40,410	,664	,565	,891
In my opinion, the campaign reflects the corporate values (as described before).	26,55	41,022	,670	,488	,890
I think the topic of the campaign is relevant to the company's values.	26,64	42,473	,636	,516	,892
Through the campaign I have the impression that the brand is committed to its corporate values.	26,58	41,427	,701	,568	,888
I can identify with the values communicated through the campaign.	26,42	43,644	,599	,510	,895

## Appendix 2.2.3: Values for the Dove Campaign

### Reliability Statistics

Cronbachs Alpha	Cronbachs Alpha for standardized Items	Number of Items
,889	,892	11

Inter-Item-Correlation Matrix											
	The campaign evokes positive emotions.	I support the statements expressed in the campaign.	The campaign has a clear message.	Now that I know the campaign, I feel more positive about the brand than before.	Now that I know the campaign, I would be more likely to buy the products.	Now that I know the campaign, I would prefer the brand to other brands.	In my opinion, the campaign reflects the corporate values (as described before).	I think the topic of the campaign is relevant to the company's values.	Through the campaign I have the impression that the brand is committed to its corporate values.	I can identify with the values communicated through the campaign.	
The campaign evokes positive emotions.	1,000	,573	,483	,418	,486	,261	,415	,387	,402	,455	,492
I support the statements expressed in the campaign.	,573	1,000	,458	,291	,352	,224	,248	,313	,240	,354	,432
The campaign has a clear message.	,483	,458	1,000	,521	,440	,426	,398	,435	,486	,638	,435
Now that I know the campaign, I feel more positive about the brand than before.	,418	,291	,521	1,000	,451	,405	,320	,379	,498	,609	,351
Now that I know the campaign, I would be more likely to buy the products.	,486	,352	,440	,451	1,000	,558	,313	,281	,338	,559	,457
Now that I know the campaign, I would prefer the brand to other brands.	,261	,224	,426	,405	,558	1,000	,470	,258	,547	,473	,310
In my opinion, the campaign reflects the corporate values (as described before).	,415	,248	,398	,320	,313	,470	1,000	,401	,469	,435	,377
I think the topic of the campaign is relevant to the company's values.	,387	,313	,435	,379	,281	,258	,401	1,000	,615	,693	,365
Through the campaign I have the impression that the brand is committed to its corporate values.	,402	,240	,486	,498	,338	,547	,469	,615	1,000	,660	,466
I can identify with the values communicated through the campaign.	,455	,354	,638	,609	,559	,473	,435	,693	,660	1,000	,488
	,492	,432	,435	,351	,457	,310	,377	,365	,466	,488	1,000

Item-Scale-Statistics					
	Mean, if Item removed	Varianz if Item removed	Corrected Item-Scale-Correlation	Quadrerte multiple Korrelation	Cronbachs Alpha, if Item removed
The campaign evokes positive emotions.	21,00	41,373	,618	,528	,878
I support the statements expressed in the campaign.	21,01	43,771	,488	,410	,885
The campaign has a clear message.	21,04	41,722	,682	,512	,875
Now that I know the campaign, I feel more positive about the brand than before.	20,46	39,938	,610	,441	,879
Now that I know the campaign, I would be more likely to buy the products.	19,63	39,874	,617	,558	,879
Now that I know the campaign, I would prefer the brand to other brands.	19,55	39,962	,563	,552	,884
In my opinion, the campaign reflects the corporate values (as described before).	20,79	43,688	,548	,375	,883
I think the topic of the campaign is relevant to the company's values.	20,68	41,956	,577	,579	,881
Through the campaign I have the impression that the brand is committed to its corporate values.	20,67	40,996	,685	,633	,874
I can identify with the values communicated through the campaign.	20,71	41,893	,591	,414	,880

## Appendix 2.3: Results of the Quantitative Survey

### Appendix 2.3.1: General Information

<b>Brands should take a stand on specific, controversial issues (like racism, etc.) for example through printed poster, video or social media campaigns.</b>					
		Frequency	Percent	Valid Percent	Cumulated Percent
Valid	I agree.	58	69,0	69,0	69,0
	I disagree.	26	31,0	31,0	100,0
	Total	84	100,0	100,0	
<b>I have noticed, that some brand campaigns don't focus on the company's products or services but on social issues.</b>					
		Frequency	Percent	Valid Percent	Cumulated Percent
Valid	Yes	60	71,4	71,4	71,4
	No	24	28,6	28,6	100,0
	Total	84	100,0	100,0	
<b>I support specific brands because of their social attitude / values.</b>					
		Frequency	Percent	Valid Percent	Cumulated Percent
Valid	I agree.	48	57,1	57,1	57,1
	I disagree.	36	42,9	42,9	100,0
	Total	84	100,0	100,0	
<b>I identify as a</b>					
		Frequency	Percent	Valid Percent	Cumulated Percent
Valid		2	2,4	2,4	2,4
	Female.	64	76,2	76,2	78,6
	Male.	18	21,4	21,4	100,0
	Total	84	100,0	100,0	

## Appendix 2.3.2: Values for the Nike Campaign

			Now that I know the campaign, I feel more positive about the brand than before.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I can identify with the values communicated through the campaign.	I strongly agree.	Number	7	11	5	4	0	27
		I can identify with the values communicated through the campaign.	25,9%	40,7%	18,5%	14,8%	0,0%	100,0%
	I agree.	Number	3	12	10	8	1	34
		I can identify with the values communicated through the campaign.	8,8%	35,3%	29,4%	23,5%	2,9%	100,0%
	I don't know.	Number	1	4	6	6	1	18
I can identify with the values communicated through the campaign.		5,6%	22,2%	33,3%	33,3%	5,6%	100,0%	
I disagree.	Number	0	1	3	1	0	5	
	I can identify with the values communicated through the campaign.	0,0%	20,0%	60,0%	20,0%	0,0%	100,0%	
Total	Number		11	28	24	19	2	84
	I can identify with the values communicated through the campaign.		13,1%	33,3%	28,6%	22,6%	2,4%	100,0%
			Now that I know the campaign, I would prefer the brand to other brands.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I can identify with the values communicated through the campaign.	I strongly agree.	Number	2	7	9	8	1	27
		I can identify with the values communicated through the campaign.	7,4%	25,9%	33,3%	29,6%	3,7%	100,0%
	I agree.	Number	4	3	8	18	1	34
		I can identify with the values communicated through the campaign.	11,8%	8,8%	23,5%	52,9%	2,9%	100,0%
	I don't know.	Number	3	0	5	10	0	18
I can identify with the values communicated through the campaign.		16,7%	0,0%	27,8%	55,6%	0,0%	100,0%	
I disagree.	Number	1	0	2	2	0	5	
	I can identify with the values communicated through the campaign.	20,0%	0,0%	40,0%	40,0%	0,0%	100,0%	
Total	Number		10	10	24	38	2	84
	I can identify with the values communicated through the campaign.		11,9%	11,9%	28,6%	45,2%	2,4%	100,0%
			Now that I know the campaign, I would be more likely to buy the products.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I can identify with the values communicated through the campaign.	I strongly agree.	Number	3	6	9	9	0	27
		I can identify with the values communicated through the campaign.	11,1%	22,2%	33,3%	33,3%	0,0%	100,0%
	I agree.	Number	1	7	7	17	2	34
		I can identify with the values communicated through the campaign.	2,9%	20,6%	20,6%	50,0%	5,9%	100,0%
	I don't know.	Number	0	5	6	6	1	18
I can identify with the values communicated through the campaign.		0,0%	27,8%	33,3%	33,3%	5,6%	100,0%	
I disagree.	Number	0	1	0	4	0	5	
	I can identify with the values communicated through the campaign.	0,0%	20,0%	0,0%	80,0%	0,0%	100,0%	
Total	Number		4	19	22	36	3	84
	I can identify with the values communicated through the campaign.		4,8%	22,6%	26,2%	42,9%	3,6%	100,0%
			Now that I know the campaign, I feel more positive about the brand than before.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I support the statements expressed in the campaign.	I strongly agree.	Number	10	14	7	5	0	36
		I support the statements expressed in the campaign.	27,8%	38,9%	19,4%	13,9%	0,0%	100,0%
	I agree.	Number	1	11	13	13	0	38
		I support the statements expressed in the campaign.	2,6%	28,9%	34,2%	34,2%	0,0%	100,0%
	I don't know.	Number	0	3	3	1	1	8
I support the statements expressed in the campaign.		0,0%	37,5%	37,5%	12,5%	12,5%	100,0%	
I disagree.	Number	0	0	1	0	1	2	
	I support the statements expressed in the campaign.	0,0%	0,0%	50,0%	0,0%	50,0%	100,0%	
Total	Number		11	28	24	19	2	84
	I support the statements expressed in the campaign.		13,1%	33,3%	28,6%	22,6%	2,4%	100,0%

			Now that I know the campaign, I would prefer the brand to other brands.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I support the statements expressed in the campaign.	I strongly agree.	Number	4	9	10	12	1	36
		I support the statements expressed in the campaign.	11,1%	25,0%	27,8%	33,3%	2,8%	100,0%
	I agree.	Number	4	1	12	21	0	38
		I support the statements expressed in the campaign.	10,5%	2,6%	31,6%	55,3%	0,0%	100,0%
I don't know.	Number	1	0	2	4	1	8	
	I support the statements expressed in the campaign.	12,5%	0,0%	25,0%	50,0%	12,5%	100,0%	
I disagree.	Number	1	0	0	1	0	2	
	I support the statements expressed in the campaign.	50,0%	0,0%	0,0%	50,0%	0,0%	100,0%	
Total	Number		10	10	24	38	2	84
	I support the statements expressed in the campaign.		11,9%	11,9%	28,6%	45,2%	2,4%	100,0%

			Now that I know the campaign, I would be more likely to buy the products.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I support the statements expressed in the campaign.	I strongly agree.	Number	3	9	10	14	0	36
		I support the statements expressed in the campaign.	8,3%	25,0%	27,8%	38,9%	0,0%	100,0%
	I agree.	Number	1	8	11	16	2	38
		I support the statements expressed in the campaign.	2,6%	21,1%	28,9%	42,1%	5,3%	100,0%
I don't know.	Number	0	1	1	5	1	8	
	I support the statements expressed in the campaign.	0,0%	12,5%	12,5%	62,5%	12,5%	100,0%	
I disagree.	Number	0	1	0	1	0	2	
	I support the statements expressed in the campaign.	0,0%	50,0%	0,0%	50,0%	0,0%	100,0%	
Total	Number		4	19	22	36	3	84
	I support the statements expressed in the campaign.		4,8%	22,6%	26,2%	42,9%	3,6%	100,0%

			I can identify with the values communicated through the campaign. *				
			I can identify with the values communicated				Total
			I strongly agree.	I agree.	I don't know.	I disagree.	Total
I support the statements expressed in the campaign.	I strongly agree.	Number	22	10	3	1	36
		I support the statements expressed in the campaign.	61,1%	27,8%	8,3%	2,8%	100,0%
	I agree.	Number	5	20	11	2	38
		I support the statements expressed in the campaign.	13,2%	52,6%	28,9%	5,3%	100,0%
I don't know.	Number	0	4	3	1	8	
	I support the statements expressed in the campaign.	0,0%	50,0%	37,5%	12,5%	100,0%	
I disagree.	Number	0	0	1	1	2	
	I support the statements expressed in the campaign.	0,0%	0,0%	50,0%	50,0%	100,0%	
Total	Number		27	34	18	5	84
	I support the statements expressed in the campaign.		32,1%	40,5%	21,4%	6,0%	100,0%

			Now that I know the campaign, I would prefer the brand to other brands.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
The campaign has a clear message.	I strongly agree.	Number	6	8	10	12	1	37
		The campaign has a clear message.	16,2%	21,6%	27,0%	32,4%	2,7%	100,0%
	I agree.	Number	4	2	10	19	1	36
		The campaign has a clear message.	11,1%	5,6%	27,8%	52,8%	2,8%	100,0%
	I don't know.	Number	0	0	2	5	0	7
		The campaign has a clear message.	0,0%	0,0%	28,6%	71,4%	0,0%	100,0%
I disagree.	Number	0	0	2	2	0	4	
	The campaign has a clear message.	0,0%	0,0%	50,0%	50,0%	0,0%	100,0%	
Total	Number	10	10	24	38	2	84	
	The campaign has a clear message.	11,9%	11,9%	28,6%	45,2%	2,4%	100,0%	

			Now that I know the campaign, I feel more positive about the brand than before.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
The campaign has a clear message.	I strongly agree.	Number	8	16	9	4	0	37
		The campaign has a clear message.	21,6%	43,2%	24,3%	10,8%	0,0%	100,0%
	I agree.	Number	2	10	10	12	2	36
		The campaign has a clear message.	5,6%	27,8%	27,8%	33,3%	5,6%	100,0%
	I don't know.	Number	1	1	3	2	0	7
		The campaign has a clear message.	14,3%	14,3%	42,9%	28,6%	0,0%	100,0%
I disagree.	Number	0	1	2	1	0	4	
	The campaign has a clear message.	0,0%	25,0%	50,0%	25,0%	0,0%	100,0%	
Total	Number	11	28	24	19	2	84	
	The campaign has a clear message.	13,1%	33,3%	28,6%	22,6%	2,4%	100,0%	

			Now that I know the campaign, I would be more likely to buy the products.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
The campaign has a clear message.	I strongly agree.	Number	3	10	10	14	0	37
		The campaign has a clear message.	8,1%	27,0%	27,0%	37,8%	0,0%	100,0%
	I agree.	Number	1	7	8	19	1	36
		The campaign has a clear message.	2,8%	19,4%	22,2%	52,8%	2,8%	100,0%
	I don't know.	Number	0	2	2	2	1	7
		The campaign has a clear message.	0,0%	28,6%	28,6%	28,6%	14,3%	100,0%
I disagree.	Number	0	0	2	1	1	4	
	The campaign has a clear message.	0,0%	0,0%	50,0%	25,0%	25,0%	100,0%	
Total	Number	4	19	22	36	3	84	
	The campaign has a clear message.	4,8%	22,6%	26,2%	42,9%	3,6%	100,0%	

			Now that I know the campaign, I would prefer the brand to other brands.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I think the topic of the campaign is relevant to the company's values.	I strongly agree.	Number	4	5	7	7	1	24
		I think the topic of the campaign is relevant to the company's values.	16,7%	20,8%	29,2%	29,2%	4,2%	100,0%
	I agree.	Number	4	5	11	19	0	39
		I think the topic of the campaign is relevant to the company's values.	10,3%	12,8%	28,2%	48,7%	0,0%	100,0%
	I don't know.	Number	2	0	6	9	0	17
		I think the topic of the campaign is relevant to the company's values.	11,8%	0,0%	35,3%	52,9%	0,0%	100,0%
	I disagree.	Number	0	0	0	3	0	3
		I think the topic of the campaign is relevant to the company's values.	0,0%	0,0%	0,0%	100,0%	0,0%	100,0%
	I strongly disagree.	Number	0	0	0	0	1	1
		I think the topic of the campaign is relevant to the company's values.	0,0%	0,0%	0,0%	0,0%	100,0%	100,0%
Total	Number	10	10	24	38	2	84	
	I think the topic of the campaign is relevant to the company's values.	11,9%	11,9%	28,6%	45,2%	2,4%	100,0%	

			Now that I know the campaign, I feel more positive about the brand than before.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I think the topic of the campaign is relevant to the company's values.	I strongly agree.	Number	8	8	6	2	0	24
		I think the topic of the campaign is relevant to the company's values.	33,3%	33,3%	25,0%	8,3%	0,0%	100,0%
	I agree.	Number	2	15	11	10	1	39
		I think the topic of the campaign is relevant to the company's values.	5,1%	38,5%	28,2%	25,6%	2,6%	100,0%
	I don't know.	Number	1	4	6	6	0	17
		I think the topic of the campaign is relevant to the company's values.	5,9%	23,5%	35,3%	35,3%	0,0%	100,0%
	I disagree.	Number	0	1	1	1	0	3
		I think the topic of the campaign is relevant to the company's values.	0,0%	33,3%	33,3%	33,3%	0,0%	100,0%
	I strongly disagree.	Number	0	0	0	0	1	1
		I think the topic of the campaign is relevant to the company's values.	0,0%	0,0%	0,0%	0,0%	100,0%	100,0%
Total	Number	11	28	24	19	2	84	
	I think the topic of the campaign is relevant to the company's values.	13,1%	33,3%	28,6%	22,6%	2,4%	100,0%	

			Now that I know the campaign, I would be more likely to buy the products.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I think the topic of the campaign is relevant to the company's values.	I strongly agree.	Number	2	9	5	8	0	24
		I think the topic of the campaign is relevant to the company's values.	8,3%	37,5%	20,8%	33,3%	0,0%	100,0%
	I agree.	Number	2	7	9	21	0	39
		I think the topic of the campaign is relevant to the company's values.	5,1%	17,9%	23,1%	53,8%	0,0%	100,0%
	I don't know.	Number	0	3	8	5	1	17
		I think the topic of the campaign is relevant to the company's values.	0,0%	17,6%	47,1%	29,4%	5,9%	100,0%
I disagree.	Number	0	0	0	2	1	3	
	I think the topic of the campaign is relevant to the company's values.	0,0%	0,0%	0,0%	66,7%	33,3%	100,0%	
I strongly disagree.	Number	0	0	0	0	1	1	
	I think the topic of the campaign is relevant to the company's values.	0,0%	0,0%	0,0%	0,0%	100,0%	100,0%	
Total	Number	4	19	22	36	3	84	
	I think the topic of the campaign is relevant to the company's values.	4,8%	22,6%	26,2%	42,9%	3,6%	100,0%	

			I have the impression, that through the campaign, the brand mainly wants to increase its sales.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
The campaign has a clear message.	I strongly agree.	Number	6	12	9	6	4	37
		The campaign has a clear message.	16,2%	32,4%	24,3%	16,2%	10,8%	100,0%
	I agree.	Number	3	21	7	5	0	36
		The campaign has a clear message.	8,3%	58,3%	19,4%	13,9%	0,0%	100,0%
I don't know.	Number	0	2	3	2	0	7	
	The campaign has a clear message.	0,0%	28,6%	42,9%	28,6%	0,0%	100,0%	
I disagree.	Number	1	0	0	3	0	4	
	The campaign has a clear message.	25,0%	0,0%	0,0%	75,0%	0,0%	100,0%	
Total	Number	10	35	19	16	4	84	
	The campaign has a clear message.	11,9%	41,7%	22,6%	19,0%	4,8%	100,0%	

I already knew the campaign beforehand.					
		Frequency	Percent	Valid Percent	Cumulated Percent
Valid	Yes	28	33,3	33,3	33,3
	No	56	66,7	66,7	100,0
	Total	84	100,0	100,0	

The opinion of others has influenced my opinion of the campaign.					
		Frequency	Percent	Valid Percent	Cumulated Percent
Valid	I strongly agree.	2	2,4	7,7	7,7
	I agree.	3	3,6	11,5	19,2
	I don't know.	3	3,6	11,5	30,8
	I disagree.	16	19,0	61,5	92,3
	I strongly disagree.	2	2,4	7,7	100,0
Total		26	31,0	100,0	
Fehlend	System	58	69,0		
Total		84	100,0		

I knew the campaign and had a positive / negative / neutral impression beforehand.					
		Frequency	Percent	Valid Percent	Cumulated Percent
Valid	I knew the campaign and had a positive impression beforehand.	19	22,6	67,9	67,9
	I knew the campaign and had a negative impression beforehand.	9	10,7	32,1	100,0
	Total	28	33,3	100,0	
Fehlend	System	56	66,7		
Total		84	100,0		



### Appendix 2.3.3: Values for the Ben & Jerry's Campaign

			I can identify with the values communicated through the campaign.					
			I strongly agree.	I agree.	I don't know.	I disagree.	Total	
I support the statements expressed in the campaign.	I strongly agree.	Number	3	4	2	0	9	
		I support the statements expressed in the campaign.	33,3%	44,4%	22,2%	0,0%	100,0%	
	I agree.	Number	0	19	12	1	32	
		I support the statements expressed in the campaign.	0,0%	59,4%	37,5%	3,1%	100,0%	
	I don't know.	Number	1	5	16	12	34	
		I support the statements expressed in the campaign.	2,9%	14,7%	47,1%	35,3%	100,0%	
I disagree.	Number	0	1	2	6	9		
	I support the statements expressed in the campaign.	0,0%	11,1%	22,2%	66,7%	100,0%		
Total	Number	4	29	32	19	84		
	I support the statements expressed in the campaign.	4,8%	34,5%	38,1%	22,6%	100,0%		
			The campaign evokes positive emotions.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I support the statements expressed in the campaign.	I strongly agree.	Number	3	4	1	1	0	9
		I support the statements expressed in the campaign.	33,3%	44,4%	11,1%	11,1%	0,0%	100,0%
	I agree.	Number	2	17	6	7	0	32
		I support the statements expressed in the campaign.	6,3%	53,1%	18,8%	21,9%	0,0%	100,0%
	I don't know.	Number	0	9	9	14	2	34
		I support the statements expressed in the campaign.	0,0%	26,5%	26,5%	41,2%	5,9%	100,0%
I disagree.	Number	0	0	1	7	1	9	
	I support the statements expressed in the campaign.	0,0%	0,0%	11,1%	77,8%	11,1%	100,0%	
Total	Number	5	30	17	29	3	84	
	I support the statements expressed in the campaign.	6,0%	35,7%	20,2%	34,5%	3,6%	100,0%	
			Now that I know the campaign, I would prefer the brand to other brands.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I support the statements expressed in the campaign.	I strongly agree.	Number	4	2	1	2	0	9
		I support the statements expressed in the campaign.	44,4%	22,2%	11,1%	22,2%	0,0%	100,0%
	I agree.	Number	3	4	13	9	3	32
		I support the statements expressed in the campaign.	9,4%	12,5%	40,6%	28,1%	9,4%	100,0%
	I don't know.	Number	1	2	10	17	4	34
		I support the statements expressed in the campaign.	2,9%	5,9%	29,4%	50,0%	11,8%	100,0%
I disagree.	Number	0	1	2	3	3	9	
	I support the statements expressed in the campaign.	0,0%	11,1%	22,2%	33,3%	33,3%	100,0%	
Total	Number	8	9	26	31	10	84	
	I support the statements expressed in the campaign.	9,5%	10,7%	31,0%	36,9%	11,9%	100,0%	
			Now that I know the campaign, I would be more likely to buy the products.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I support the statements expressed in the campaign.	I strongly agree.	Number	2	2	3	2	0	9
		I support the statements expressed in the campaign.	22,2%	22,2%	33,3%	22,2%	0,0%	100,0%
	I agree.	Number	0	3	13	14	2	32
		I support the statements expressed in the campaign.	0,0%	9,4%	40,6%	43,8%	6,3%	100,0%
	I don't know.	Number	0	2	12	17	3	34
		I support the statements expressed in the campaign.	0,0%	5,9%	35,3%	50,0%	8,8%	100,0%
I disagree.	Number	0	0	1	6	2	9	
	I support the statements expressed in the campaign.	0,0%	0,0%	11,1%	66,7%	22,2%	100,0%	
Total	Number	2	7	29	39	7	84	
	I support the statements expressed in the campaign.	2,4%	8,3%	34,5%	46,4%	8,3%	100,0%	

			The campaign evokes positive emotions.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I can identify with the values communicated through the campaign.	I strongly agree.	Number	2	0	0	2	0	4
		I can identify with the values communicated through the campaign.	50,0%	0,0%	0,0%	50,0%	0,0%	100,0%
	I agree.	Number	2	18	6	3	0	29
		I can identify with the values communicated through the campaign.	6,9%	62,1%	20,7%	10,3%	0,0%	100,0%
	I don't know.	Number	0	11	8	13	0	32
		I can identify with the values communicated through the campaign.	0,0%	34,4%	25,0%	40,6%	0,0%	100,0%
I disagree.	Number	1	1	3	11	3	19	
	I can identify with the values communicated through the campaign.	5,3%	5,3%	15,8%	57,9%	15,8%	100,0%	
Total	Number	5	30	17	29	3	84	
	I can identify with the values communicated through the campaign.	6,0%	35,7%	20,2%	34,5%	3,6%	100,0%	

			Now that I know the campaign, I would prefer the brand to other brands.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I can identify with the values communicated through the campaign.	I strongly agree.	Number	1	1	1	1	0	4
		I can identify with the values communicated through the campaign.	25,0%	25,0%	25,0%	25,0%	0,0%	100,0%
	I agree.	Number	7	3	10	6	3	29
		I can identify with the values communicated through the campaign.	24,1%	10,3%	34,5%	20,7%	10,3%	100,0%
	I don't know.	Number	0	3	11	15	3	32
		I can identify with the values communicated through the campaign.	0,0%	9,4%	34,4%	46,9%	9,4%	100,0%
I disagree.	Number	0	2	4	9	4	19	
	I can identify with the values communicated through the campaign.	0,0%	10,5%	21,1%	47,4%	21,1%	100,0%	
Total	Number	8	9	26	31	10	84	
	I can identify with the values communicated through the campaign.	9,5%	10,7%	31,0%	36,9%	11,9%	100,0%	

			Now that I know the campaign, I would be more likely to buy the products.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I can identify with the values communicated through the campaign.	I strongly agree.	Number	1	1	1	1	0	4
		I can identify with the values communicated through the campaign.	25,0%	25,0%	25,0%	25,0%	0,0%	100,0%
	I agree.	Number	1	3	16	7	2	29
		I can identify with the values communicated through the campaign.	3,4%	10,3%	55,2%	24,1%	6,9%	100,0%
	I don't know.	Number	0	2	9	19	2	32
		I can identify with the values communicated through the campaign.	0,0%	6,3%	28,1%	59,4%	6,3%	100,0%
I disagree.	Number	0	1	3	12	3	19	
	I can identify with the values communicated through the campaign.	0,0%	5,3%	15,8%	63,2%	15,8%	100,0%	
Total	Number	2	7	29	39	7	84	
	I can identify with the values communicated through the campaign.	2,4%	8,3%	34,5%	46,4%	8,3%	100,0%	

			Now that I know the campaign, I would prefer the brand to other brands.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
The campaign has a clear message.	I strongly agree.	Number	4	1	1	1	0	7
		The campaign has a clear message.	57,1%	14,3%	14,3%	14,3%	0,0%	100,0%
	I agree.	Number	2	4	13	7	0	26
		The campaign has a clear message.	7,7%	15,4%	50,0%	26,9%	0,0%	100,0%
	I don't know.	Number	2	0	4	6	2	14
		The campaign has a clear message.	14,3%	0,0%	28,6%	42,9%	14,3%	100,0%
	I disagree.	Number	0	4	8	15	8	35
The campaign has a clear message.		0,0%	11,4%	22,9%	42,9%	22,9%	100,0%	
I strongly disagree.	Number	0	0	0	2	0	2	
	The campaign has a clear message.	0,0%	0,0%	0,0%	100,0%	0,0%	100,0%	
Total		Number	8	9	26	31	10	84
		The campaign has a clear message.	9,5%	10,7%	31,0%	36,9%	11,9%	100,0%
			Now that I know the campaign, I feel more positive about the brand than before.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
The campaign has a clear message.	I strongly agree.	Number	3	3	0	1	0	7
		The campaign has a clear message.	42,9%	42,9%	0,0%	14,3%	0,0%	100,0%
	I agree.	Number	1	7	8	9	1	26
		The campaign has a clear message.	3,8%	26,9%	30,8%	34,6%	3,8%	100,0%
	I don't know.	Number	0	0	7	4	3	14
		The campaign has a clear message.	0,0%	0,0%	50,0%	28,6%	21,4%	100,0%
	I disagree.	Number	1	3	7	21	3	35
The campaign has a clear message.		2,9%	8,6%	20,0%	60,0%	8,6%	100,0%	
I strongly disagree.	Number	0	0	1	0	1	2	
	The campaign has a clear message.	0,0%	0,0%	50,0%	0,0%	50,0%	100,0%	
Total		Number	5	13	23	35	8	84
		The campaign has a clear message.	6,0%	15,5%	27,4%	41,7%	9,5%	100,0%
			Now that I know the campaign, I would be more likely to buy the products.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
The campaign has a clear message.	I strongly agree.	Number	2	2	3	0	0	7
		The campaign has a clear message.	28,6%	28,6%	42,9%	0,0%	0,0%	100,0%
	I agree.	Number	0	2	15	9	0	26
		The campaign has a clear message.	0,0%	7,7%	57,7%	34,6%	0,0%	100,0%
	I don't know.	Number	0	1	5	7	1	14
		The campaign has a clear message.	0,0%	7,1%	35,7%	50,0%	7,1%	100,0%
	I disagree.	Number	0	2	6	22	5	35
The campaign has a clear message.		0,0%	5,7%	17,1%	62,9%	14,3%	100,0%	
I strongly disagree.	Number	0	0	0	1	1	2	
	The campaign has a clear message.	0,0%	0,0%	0,0%	50,0%	50,0%	100,0%	
Total		Number	2	7	29	39	7	84
		The campaign has a clear message.	2,4%	8,3%	34,5%	46,4%	8,3%	100,0%

			Now that I know the campaign, I would prefer the brand to other brands.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I think the topic of the campaign is relevant to the company's values.	I strongly agree.	Number	4	2	1	3	0	10
		I think the topic of the campaign is relevant to the company's values.	40,0%	20,0%	10,0%	30,0%	0,0%	100,0%
	I agree.	Number	2	5	10	12	2	31
		I think the topic of the campaign is relevant to the company's values.	6,5%	16,1%	32,3%	38,7%	6,5%	100,0%
	I don't know.	Number	2	2	12	11	4	31
		I think the topic of the campaign is relevant to the company's values.	6,5%	6,5%	38,7%	35,5%	12,9%	100,0%
I disagree.	Number	0	0	2	5	3	10	
	I think the topic of the campaign is relevant to the company's values.	0,0%	0,0%	20,0%	50,0%	30,0%	100,0%	
I strongly disagree.	Number	0	0	1	0	1	2	
	I think the topic of the campaign is relevant to the company's values.	0,0%	0,0%	50,0%	0,0%	50,0%	100,0%	
Total	Number	8	9	26	31	10	84	
	I think the topic of the campaign is relevant to the company's values.	9,5%	10,7%	31,0%	36,9%	11,9%	100,0%	

			Now that I know the campaign, I feel more positive about the brand than before.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I think the topic of the campaign is relevant to the company's values.	I strongly agree.	Number	3	2	2	2	1	10
		I think the topic of the campaign is relevant to the company's values.	30,0%	20,0%	20,0%	20,0%	10,0%	100,0%
	I agree.	Number	1	8	8	13	1	31
		I think the topic of the campaign is relevant to the company's values.	3,2%	25,8%	25,8%	41,9%	3,2%	100,0%
	I don't know.	Number	0	3	12	13	3	31
		I think the topic of the campaign is relevant to the company's values.	0,0%	9,7%	38,7%	41,9%	9,7%	100,0%
I disagree.	Number	0	0	1	7	2	10	
	I think the topic of the campaign is relevant to the company's values.	0,0%	0,0%	10,0%	70,0%	20,0%	100,0%	
I strongly disagree.	Number	1	0	0	0	1	2	
	I think the topic of the campaign is relevant to the company's values.	50,0%	0,0%	0,0%	0,0%	50,0%	100,0%	
Total	Number	5	13	23	35	8	84	
	I think the topic of the campaign is relevant to the company's values.	6,0%	15,5%	27,4%	41,7%	9,5%	100,0%	

			Now that I know the campaign, I would be more likely to buy the products.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I think the topic of the campaign is relevant to the company's values.	I strongly agree.	Number	1	3	4	2	0	10
		I think the topic of the campaign is relevant to the company's values.	10,0%	30,0%	40,0%	20,0%	0,0%	100,0%
	I agree.	Number	1	2	11	16	1	31
		I think the topic of the campaign is relevant to the company's values.	3,2%	6,5%	35,5%	51,6%	3,2%	100,0%
	I don't know.	Number	0	2	12	16	1	31
		I think the topic of the campaign is relevant to the company's values.	0,0%	6,5%	38,7%	51,6%	3,2%	100,0%
I disagree.	Number	0	0	1	5	4	10	
	I think the topic of the campaign is relevant to the company's values.	0,0%	0,0%	10,0%	50,0%	40,0%	100,0%	
I strongly disagree.	Number	0	0	1	0	1	2	
	I think the topic of the campaign is relevant to the company's values.	0,0%	0,0%	50,0%	0,0%	50,0%	100,0%	
Total	Number	2	7	29	39	7	84	
	I think the topic of the campaign is relevant to the company's values.	2,4%	8,3%	34,5%	46,4%	8,3%	100,0%	

			I have the impression, that through the campaign, the brand mainly wants to increase its sales.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
The campaign has a clear message.	I strongly agree.	Number	2	2	2	0	1	7
		The campaign has a clear message.	28,6%	28,6%	28,6%	0,0%	14,3%	100,0%
	I agree.	Number	7	13	4	2	0	26
		The campaign has a clear message.	26,9%	50,0%	15,4%	7,7%	0,0%	100,0%
	I don't know.	Number	3	3	7	1	0	14
		The campaign has a clear message.	21,4%	21,4%	50,0%	7,1%	0,0%	100,0%
	I disagree.	Number	8	17	7	2	1	35
		The campaign has a clear message.	22,9%	48,6%	20,0%	5,7%	2,9%	100,0%
	I strongly disagree.	Number	1	1	0	0	0	2
		The campaign has a clear message.	50,0%	50,0%	0,0%	0,0%	0,0%	100,0%
Total	Number	21	36	20	5	2	84	
	The campaign has a clear message.	25,0%	42,9%	23,8%	6,0%	2,4%	100,0%	

<b>I already knew the campaign beforehand.</b>					
		Frequency	Percent	Valid Percent	Cumulated Percent
Valid	Yes	15	17,9	17,9	17,9
	No	69	82,1	82,1	100,0
	Total	84	100,0	100,0	
<b>The opinion of others has influenced my opinion of the campaign.</b>					
		Frequency	Percent	Valid Percent	Cumulated Percent
Valid	I disagree.	11	13,1	73,3	73,3
	I strongly disagree.	4	4,8	26,7	100,0
	Total	15	17,9	100,0	
Fehlend	System	69	82,1		
Total		84	100,0		
<b>I knew the campaign and had a positive / negative / neutral impression beforehand.</b>					
		Frequency	Percent	Valid Percent	Cumulated Percent
Valid	I knew the campaign and had a positive impression beforehand.	6	7,1	37,5	37,5
	I knew the campaign and had a negative impression beforehand.	8	9,5	50,0	87,5
	I knew the campaign and had a neutral impression beforehand.	2	2,4	12,5	100,0
	Total	16	19,0	100,0	
Fehlend	System	68	81,0		
Total		84	100,0		

## Appendix 2.3.4: Values for the Dove Campaign

			Now that I know the campaign, I would prefer the brand to other brands.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I support the statements expressed in the campaign.	I strongly agree.	Number	11	11	9	13	2	46
		I support the statements expressed in the campaign.	23,9%	23,9%	19,6%	28,3%	4,3%	100,0%
	I agree.	Number	0	1	9	18	2	30
		I support the statements expressed in the campaign.	0,0%	3,3%	30,0%	60,0%	6,7%	100,0%
I don't know.	Number	0	1	1	2	0	4	
	I support the statements expressed in the campaign.	0,0%	25,0%	25,0%	50,0%	0,0%	100,0%	
I disagree.	Number	1	0	2	1	0	4	
	I support the statements expressed in the campaign.	25,0%	0,0%	50,0%	25,0%	0,0%	100,0%	
Total	Number	12	13	21	34	4	84	
	I support the statements expressed in the campaign.	14,3%	15,5%	25,0%	40,5%	4,8%	100,0%	

			Now that I know the campaign, I would be more likely to buy the products.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I support the statements expressed in the campaign.	I strongly agree.	Number	9	13	11	12	1	46
		I support the statements expressed in the campaign.	19,6%	28,3%	23,9%	26,1%	2,2%	100,0%
	I agree.	Number	1	5	9	14	1	30
		I support the statements expressed in the campaign.	3,3%	16,7%	30,0%	46,7%	3,3%	100,0%
I don't know.	Number	0	0	1	3	0	4	
	I support the statements expressed in the campaign.	0,0%	0,0%	25,0%	75,0%	0,0%	100,0%	
I disagree.	Number	0	0	1	3	0	4	
	I support the statements expressed in the campaign.	0,0%	0,0%	25,0%	75,0%	0,0%	100,0%	
Total	Number	10	18	22	32	2	84	
	I support the statements expressed in the campaign.	11,9%	21,4%	26,2%	38,1%	2,4%	100,0%	

			The campaign evokes positive emotions.					
			I strongly agree.	I agree.	I don't know.	I disagree.	Total	
I support the statements expressed in the campaign.	I strongly agree.	Number	39	7	0	0	46	
		I support the statements expressed in the campaign.	84,8%	15,2%	0,0%	0,0%	100,0%	
	I agree.	Number	11	11	4	4	30	
		I support the statements expressed in the campaign.	36,7%	36,7%	13,3%	13,3%	100,0%	
I don't know.	Number	1	1	2	0	4		
	I support the statements expressed in the campaign.	25,0%	25,0%	50,0%	0,0%	100,0%		
I disagree.	Number	1	0	1	2	4		
	I support the statements expressed in the campaign.	25,0%	0,0%	25,0%	50,0%	100,0%		
Total	Number	52	19	7	6	84		
	I support the statements expressed in the campaign.	61,9%	22,6%	8,3%	7,1%	100,0%		

			Now that I know the campaign, I would prefer the brand to other brands.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I can identify with the values communicated through the campaign.	I strongly agree.	Number	7	6	7	9	1	30
		I can identify with the values communicated through the campaign.	23,3%	20,0%	23,3%	30,0%	3,3%	100,0%
	I agree.	Number	5	7	10	17	2	41
		I can identify with the values communicated through the campaign.	12,2%	17,1%	24,4%	41,5%	4,9%	100,0%
I don't know.	Number	0	0	3	1	1	5	
	I can identify with the values communicated through the campaign.	0,0%	0,0%	60,0%	20,0%	20,0%	100,0%	
I disagree.	Number	0	0	1	7	0	8	
	I can identify with the values communicated through the campaign.	0,0%	0,0%	12,5%	87,5%	0,0%	100,0%	
Total	Number	12	13	21	34	4	84	
	I can identify with the values communicated through the campaign.	14,3%	15,5%	25,0%	40,5%	4,8%	100,0%	

			Now that I know the campaign, I would be more likely to buy the products.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I can identify with the values communicated through the campaign.	I strongly agree.	Number	7	13	6	4	0	30
		I can identify with the values communicated through the campaign.	23,3%	43,3%	20,0%	13,3%	0,0%	100,0%
	I agree.	Number	3	3	14	19	2	41
		I can identify with the values communicated through the campaign.	7,3%	7,3%	34,1%	46,3%	4,9%	100,0%
I don't know.	Number	0	2	1	2	0	5	
	I can identify with the values communicated through the campaign.	0,0%	40,0%	20,0%	40,0%	0,0%	100,0%	
I disagree.	Number	0	0	1	7	0	8	
	I can identify with the values communicated through the campaign.	0,0%	0,0%	12,5%	87,5%	0,0%	100,0%	
Total	Number	10	18	22	32	2	84	
	I can identify with the values communicated through the campaign.	11,9%	21,4%	26,2%	38,1%	2,4%	100,0%	

			The campaign evokes positive emotions.				
			I strongly agree.	I agree.	I don't know.	I disagree.	Total
I can identify with the values communicated through the campaign.	I strongly agree.	Number I can identify with the values communicated through the campaign.	30	0	0	0	30
			100,0%	0,0%	0,0%	0,0%	100,0%
	I agree.	Number I can identify with the values communicated through the campaign.	19	14	4	4	41
			46,3%	34,1%	9,8%	9,8%	100,0%
I don't know.	I don't know.	Number I can identify with the values communicated through the campaign.	1	2	2	0	5
			20,0%	40,0%	40,0%	0,0%	100,0%
I disagree.	I disagree.	Number I can identify with the values communicated through the campaign.	2	3	1	2	8
			25,0%	37,5%	12,5%	25,0%	100,0%
Total		Number I can identify with the values communicated through the campaign.	52	19	7	6	84
			61,9%	22,6%	8,3%	7,1%	100,0%

			I can identify with the values communicated through the campaign.				
			I strongly agree.	I agree.	I don't know.	I disagree.	Total
I support the statements expressed in the campaign.	I strongly agree.	Number I support the statements expressed in the campaign.	25	19	1	1	46
			54,3%	41,3%	2,2%	2,2%	100,0%
	I agree.	Number I support the statements expressed in the campaign.	4	19	3	4	30
			13,3%	63,3%	10,0%	13,3%	100,0%
I don't know.	I don't know.	Number I support the statements expressed in the campaign.	0	1	1	2	4
			0,0%	25,0%	25,0%	50,0%	100,0%
I disagree.	I disagree.	Number I support the statements expressed in the campaign.	1	2	0	1	4
			25,0%	50,0%	0,0%	25,0%	100,0%
Total		Number I support the statements expressed in the campaign.	30	41	5	8	84
			35,7%	48,8%	6,0%	9,5%	100,0%

			Now that I know the campaign, I would prefer the brand to other brands.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
The campaign has a clear message.	I strongly agree.	Number The campaign has a clear message.	11	11	12	15	0	49
			22,4%	22,4%	24,5%	30,6%	0,0%	100,0%
	I agree.	Number The campaign has a clear message.	1	2	7	13	3	26
			3,8%	7,7%	26,9%	50,0%	11,5%	100,0%
I don't know.	I don't know.	Number The campaign has a clear message.	0	0	2	3	0	5
			0,0%	0,0%	40,0%	60,0%	0,0%	100,0%
I disagree.	I disagree.	Number The campaign has a clear message.	0	0	0	3	1	4
			0,0%	0,0%	0,0%	75,0%	25,0%	100,0%
Total		Number The campaign has a clear message.	12	13	21	34	4	84
			14,3%	15,5%	25,0%	40,5%	4,8%	100,0%

			Now that I know the campaign, I feel more positive about the brand than before.				
			I strongly agree.	I agree.	I don't know.	I disagree.	Total
The campaign has a clear message.	I strongly agree.	Number The campaign has a clear message.	26	15	1	7	49
			53,1%	30,6%	2,0%	14,3%	100,0%
	I agree.	Number The campaign has a clear message.	2	16	5	3	26
			7,7%	61,5%	19,2%	11,5%	100,0%
I don't know.	I don't know.	Number The campaign has a clear message.	0	1	2	2	5
			0,0%	20,0%	40,0%	40,0%	100,0%
I disagree.	I disagree.	Number The campaign has a clear message.	0	0	0	4	4
			0,0%	0,0%	0,0%	100,0%	100,0%
Total		Number The campaign has a clear message.	28	32	8	16	84
			33,3%	38,1%	9,5%	19,0%	100,0%

			Now that I know the campaign, I would be more likely to buy the products.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
The campaign has a clear message.	I strongly agree.	Number The campaign has a clear message.	10	14	13	12	0	49
			20,4%	28,6%	26,5%	24,5%	0,0%	100,0%
	I agree.	Number The campaign has a clear message.	0	3	6	17	0	26
			0,0%	11,5%	23,1%	65,4%	0,0%	100,0%
I don't know.	I don't know.	Number The campaign has a clear message.	0	1	3	0	1	5
			0,0%	20,0%	60,0%	0,0%	20,0%	100,0%
I disagree.	I disagree.	Number The campaign has a clear message.	0	0	0	3	1	4
			0,0%	0,0%	0,0%	75,0%	25,0%	100,0%
Total		Number The campaign has a clear message.	10	18	22	32	2	84
			11,9%	21,4%	26,2%	38,1%	2,4%	100,0%

			Now that I know the campaign, I would prefer the brand to other brands.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I think the topic of the campaign is relevant to the company's values.	I strongly agree.	Number	8	6	7	9	1	31
		I think the topic of the campaign is relevant to the company's values.	25,8%	19,4%	22,6%	29,0%	3,2%	100,0%
	I agree.	Number	3	3	9	18	1	34
		I think the topic of the campaign is relevant to the company's values.	8,8%	8,8%	26,5%	52,9%	2,9%	100,0%
	I don't know.	Number	1	4	4	3	1	13
I think the topic of the campaign is relevant to the company's values.		7,7%	30,8%	30,8%	23,1%	7,7%	100,0%	
I disagree.	Number	0	0	1	4	1	6	
	I think the topic of the campaign is relevant to the company's values.	0,0%	0,0%	16,7%	66,7%	16,7%	100,0%	
Total	Number	12	13	21	34	4	84	
	I think the topic of the campaign is relevant to the company's values.	14,3%	15,5%	25,0%	40,5%	4,8%	100,0%	

			Now that I know the campaign, I feel more positive about the brand than before.					
			I strongly agree.	I agree.	I don't know.	I disagree.	Total	
I think the topic of the campaign is relevant to the company's values.	I strongly agree.	Number	17	10	2	2	31	
		I think the topic of the campaign is relevant to the company's values.	54,8%	32,3%	6,5%	6,5%	100,0%	
	I agree.	Number	7	17	1	9	34	
		I think the topic of the campaign is relevant to the company's values.	20,6%	50,0%	2,9%	26,5%	100,0%	
	I don't know.	Number	3	5	4	1	13	
I think the topic of the campaign is relevant to the company's values.		23,1%	38,5%	30,8%	7,7%	100,0%		
I disagree.	Number	1	0	1	4	6		
	I think the topic of the campaign is relevant to the company's values.	16,7%	0,0%	16,7%	66,7%	100,0%		
Total	Number	28	32	8	16	84		
	I think the topic of the campaign is relevant to the company's values.	33,3%	38,1%	9,5%	19,0%	100,0%		

			Now that I know the campaign, I would be more likely to buy the products.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
I think the topic of the campaign is relevant to the company's values.	I strongly agree.	Number	7	8	8	8	0	31
		I think the topic of the campaign is relevant to the company's values.	22,6%	25,8%	25,8%	25,8%	0,0%	100,0%
	I agree.	Number	2	6	9	16	1	34
		I think the topic of the campaign is relevant to the company's values.	5,9%	17,6%	26,5%	47,1%	2,9%	100,0%
	I don't know.	Number	1	3	5	4	0	13
I think the topic of the campaign is relevant to the company's values.		7,7%	23,1%	38,5%	30,8%	0,0%	100,0%	
I disagree.	Number	0	1	0	4	1	6	
	I think the topic of the campaign is relevant to the company's values.	0,0%	16,7%	0,0%	66,7%	16,7%	100,0%	
Total	Number	10	18	22	32	2	84	
	I think the topic of the campaign is relevant to the company's values.	11,9%	21,4%	26,2%	38,1%	2,4%	100,0%	

			I have the impression, that through the campaign, the brand mainly wants to increase its sales.					
			I strongly agree.	I agree.	I don't know.	I disagree.	I strongly disagree.	Total
The campaign has a clear message.	I strongly agree.	Number	3	10	6	19	11	49
		The campaign has a clear message.	6,1%	20,4%	12,2%	38,8%	22,4%	100,0%
	I agree.	Number	0	3	9	10	4	26
		The campaign has a clear message.	0,0%	11,5%	34,6%	38,5%	15,4%	100,0%
	I don't know.	Number	1	0	1	2	1	5
		The campaign has a clear message.	20,0%	0,0%	20,0%	40,0%	20,0%	100,0%
	I disagree.	Number	1	2	0	1	0	4
		The campaign has a clear message.	25,0%	50,0%	0,0%	25,0%	0,0%	100,0%
Total	Number	5	15	16	32	16	84	
	The campaign has a clear message.	6,0%	17,9%	19,0%	38,1%	19,0%	100,0%	



<b>I already knew the campaign beforehand.</b>					
		Frequency	Percent	Valid Percent	Cumulated Percent
Valid	Yes	11	13,1	13,1	13,1
	No	73	86,9	86,9	100,0
	Total	84	100,0	100,0	
<b>The opinion of others has influenced my opinion of the campaign.</b>					
		Frequency	Percent	Valid Percent	Cumulated Percent
Valid	I don't know.	4	4,8	36,4	36,4
	I disagree.	5	6,0	45,5	81,8
	I strongly disagree.	2	2,4	18,2	100,0
	Total	11	13,1	100,0	
Fehlend	System	73	86,9		
Total		84	100,0		
<b>I knew the campaign and had a positive / negative / neutral impression beforehand.</b>					
		Frequency	Percent	Valid Percent	Cumulated Percent
Valid		73	86,9	86,9	86,9
	I knew the campaign and had a positive impression beforehand.	4	4,8	4,8	91,7
	I knew the campaign and had a neutral impression beforehand.	7	8,3	8,3	100,0
	Total	84	100,0	100,0	