

Branded Ritual

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One way for a brand to increase sales is to differentiate the brand by being associated with a *ritual* that is of a positive nature. A ritual is defined as “the established form of a ceremony” or “an act or series of acts regularly repeated in a set precise manner” (Merriam-Webster Online Dictionary). A *branded ritual* is an established routine or behaviour that is carried out in defined situations with respect to the consumption of a specific product-brand. Associating a brand name with cultural events can result in a branded ritual that has social relevance; other branded rituals may not gain this status or may be negative in nature.

In Japan, the Kit Kat® chocolate bar has become more than a comfort food by being incorporated as part of a branded ritual. The brand name, Kit Kat, is similar to the Japanese phrase, *kitto katsu*, essentially meaning, “you most likely will win,” “I hope you succeed,” or “good luck.” Prior to exams, students eat a [Kit Kat](#) as a good luck charm. [Nestlé](#) even created a green tea version in a blue package, a colour that symbolizes Heaven in Japan; it has also linked the brand to the ritual of saying a prayer (see Lindstrom, n.d., 2007). Visit Martin Lindstrom’s [Video Blog](#) website and view the branded ritual videos for Martini Barcardi Aperitif®, Corona Beer®, and Kit Kat®. Also see how [Magners Cider](#) [with ice] ([TV Ads](#)) and [Guinness Beer](#) (two-part pour) have achieved this status; and don’t forget about frozen Mars® and Snickers® bars.

Questions:

1. Identify all of the marketing theories and concepts that are relevant to the Kit Kat situation described and explain how these theories and concepts, including generic and selective demand, apply.
2. In your country, what product-brands are considered part of a branded ritual? Explain the nature of the associations between the market offering and the social environment or any psychological links.
3. Using [classical and operant conditioning](#), explain how the associations between a brand associated with a branded ritual and the social environment or an individual’s psychological entity develop.
5. What branded rituals which exist in your country would be considered negative in nature? If such a situation is not considered good for a marketer, what should the marketer do?
6. If you were given the task of establishing your brand as part of a positive, branded ritual (select a product-brand), how would you go about accomplishing your task?

References

Lindstrom, Martin (2007, June 11). Martin Lindstrom’s Weekly Video Reports. Advertising Age - Brand Flash. Retrieved June 13, 2007, from http://adage.com/article?article_id=115637 [see Kit Kat segment].

Lindstrom, Martin (n.d.). Advertising Age Brand Flash. Retrieved June 13, 2007, from http://www.martinlindstrom.com/index.php/cmsid__video_blog# [see Martini Barcardi Aperitif, Corona Beer, and Kit Kat segments].