

**HOW BRANDS BECOME ICONS: THE PRINCIPLES OF  
CULTURAL BRANDING**

**Kathleen Annette Carchi**

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The first step in composing the myth is to prepare a myth treatment: Similarly, Anheuser-Busch and DDB-Chicago have had great success with Bud Light, in no small part because both sides of the account are stocked with mostly Midwestern guys who share their target's sense of humor because they've grown up in a similar cultural climate. Like Volkswagen, identical strategies produced very different campaigns with diametrically opposite results. Thisismoreofaofa3. Develop Empathic Understanding of Followers' Identity Projects In conventional branding models, consumer research seeks to unearth deep insights into how customers think and behave. Rather, successful brands develop reputations for telling a certain kind of story that addresses the identity desires of a particular constituency. University of Western Australia. TheUniversityofQueensland.TagsWhataretags?Lists with This

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