

Brand Lab Calendar *

October 2011	<p>Brand Venture V – John Schouten & Diane Martin</p> <ul style="list-style-type: none"> ■ 20.10.2011, 19:30h. Lecture. "The Evolution of a Consumption Community: Lessons from the Harley-Davidson Experience" ■ 21.10.2011, 09-12:00h. Workshop. "Managing the Evolution of Customer Communities"
January 2012	<p>Brand Venture VI – Diego Rinallo</p> <ul style="list-style-type: none"> ■ 12.01.2011, 18:30h. Lecture. "Branding as Magic" ■ 13.01.2011, 09-12:00h. Workshop. "Making Magic with Brands" <p>Research Visit – Heiko Hosomi Spitzbeck</p> <ul style="list-style-type: none"> ■ 10.01.2012, 12:30h. Brown Bag Talk. "Developing Humanism in Management" ■ 17.01. & 19.01.2012. Master Course. "A Business Case for Humanistic Management and Marketing"
February 2012	<p>Research Visit – Caroline Wiertz</p> <ul style="list-style-type: none"> ■ 07.02.2012, 12:30h. Brown Bag Talk. "Governance, Free-Riding, and the Long-Term Sustainability of a Virtual Peer-to-Peer Problem Solving Community" ■ 15.02.2012, 17:00h. Reflections on Theory. "Working with Practice Theory"

* Full program at www.brand-lab.at

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University of Innsbruck
Brand Research Laboratory



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Inspirations

Winter 2011/12



Dear Brand Lab Friends,

After an intense research summer at the Brand Research Laboratory, we are excited to present you five inspiring research professors and two extraordinary Brand Ventures in the Winter semester 2011/12.

For Brand Venture V in October, we will welcome **Prof. John Schouten** and **Prof. Diane Martin** of the University of Portland. These eminent scholars will share with us their unique knowledge on the dynamic sides of customer communities, which have turned into popular means for enhancing customer loyalty, devotion, and innovation.

Prof. Diego Rinallo will be our guest for Brand Venture VI in January. Diego will take us on an experiential journey into the mythic and magic dimensions of brands. If you are ready to move beyond mind-centered research and practice your meditation, visualization, and poetry skills, don't miss Diego's lecture and workshop.

We are looking forward to seeing you in the Brand Lab and exchanging ideas with you and our guest professors.

Sincerely yours,



Hans Mühlbacher Marius Lüdicke

BRAND VENTURE V

Prof. John Schouten and Prof. Diane Martin



With his path-breaking research on the Harley-Davidson "Subculture of Consumption" John Schouten was among the first to demonstrate the relevance of culture research for brand managers. Since 1992, John and his spouse Diane Martin kept following the Harley-Davidson community to gain unique insights into the evolution of subcultures over time.

20.10.2011, HS 3, SoWi

19:30 Lecture on "The Evolution of a Consumption Community: Lessons from the Harley-Davidson Experience"
Is your brand associated with a consumption subculture? A brand community? Multiple communities? What will happen to these groups over time as market forces shift and change? Prof. Schouten and Prof. Martin discuss the Harley-Davidson brand community as it evolved from a relatively homogeneous to a multi-faceted subculture of consumption.

21.10.2011, Marketing Besprechung o.3.30, SoWi, 3rd floor

09-12:00 Workshop on "Managing the Evolution of Customer Communities"
In this workshop Professors Schouten and Martin will help participants to examine the current status of their customer communities with an eye to managing their evolution. Participants will investigate the key relationships that form a brand community and reflect on their implications for the future of the brand.

14-16:00 Lab Space

Creative space for personal talks with Prof.s Schouten and Martin and our resident researchers.

BRAND VENTURE VI

Prof. Diego Rinallo



Diego Rinallo is Assistant Professor of Marketing at Italy's prestigious Bocconi University. His interest in esoteric myths and religions inspired Diego's recent work on the magic of brands. Be prepared for the most unconventional approach to branding thus far discussed in the Brand Lab.

12.01.2012, HS 2, SoWi

18:30 Lecture on "Branding as Magic"
Many scholars have adopted magico-religious metaphors to understand branding. In this presentation, this idea is brought to its extreme consequences drawing on post-modern magic theories developed in esoteric communities. Prof. Rinallo will look at brands as astral entities that, despite being created by humans, are of the same nature as gods and angels. Such theories provide original insights on how to strengthen brands. Prepare for a thought-provoking experience!

13.01.2012, Marketing Besprechung o.3.30, SoWi, 3rd floor

09-12:00 Workshop on "Making Magic With Brands"
In this experiential workshop, we will use neo-shamanic techniques, based on meditation, visualization and poetry, to access a brand's mythical landscape, narratives and characters. The images, symbolism and insight thus obtained will result in a better understanding of the brand, based on participants' intuitive skills. This approach can usefully complement the more cognitive and analytical approaches prevalent in marketing education and practice.

14-16:00 Lab Space

Creative space for personal talks with Prof. Rinallo and our resident researchers.