



Universität
Basel

Research Project

FV-54 Improving Negative Brand Image

Third-party funded project

Project title FV-54 Improving Negative Brand Image

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Organisation / Research unit

Departement Wirtschaftswissenschaften / Marketing (Brendl)

Department

Project start 01.01.2017

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Status Completed

The project investigates how to improve brand image when a brand suffers from negative emotional associations. It is a common problem that even the strongest brands are not immune to. It can arise as a result of fake news, unjustified rumors, product harm crises, ill-behavior of employees, of spokespeople, or of competitors, or from stereotypes toward the country of origin. Our previous research has developed theory as to which types of emotions are the most effective anti-dotes against negative emotional damage. In the current study we seek to strengthen our previous experimental evidence by distinguishing two types of explanations for why these positive counter-emotions are effective

Financed by

Foundations and Associations

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