

# A Framework for Viral Marketing: the Diffusion of Brands on the Associated Networks

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# Brands



# Brand Personality



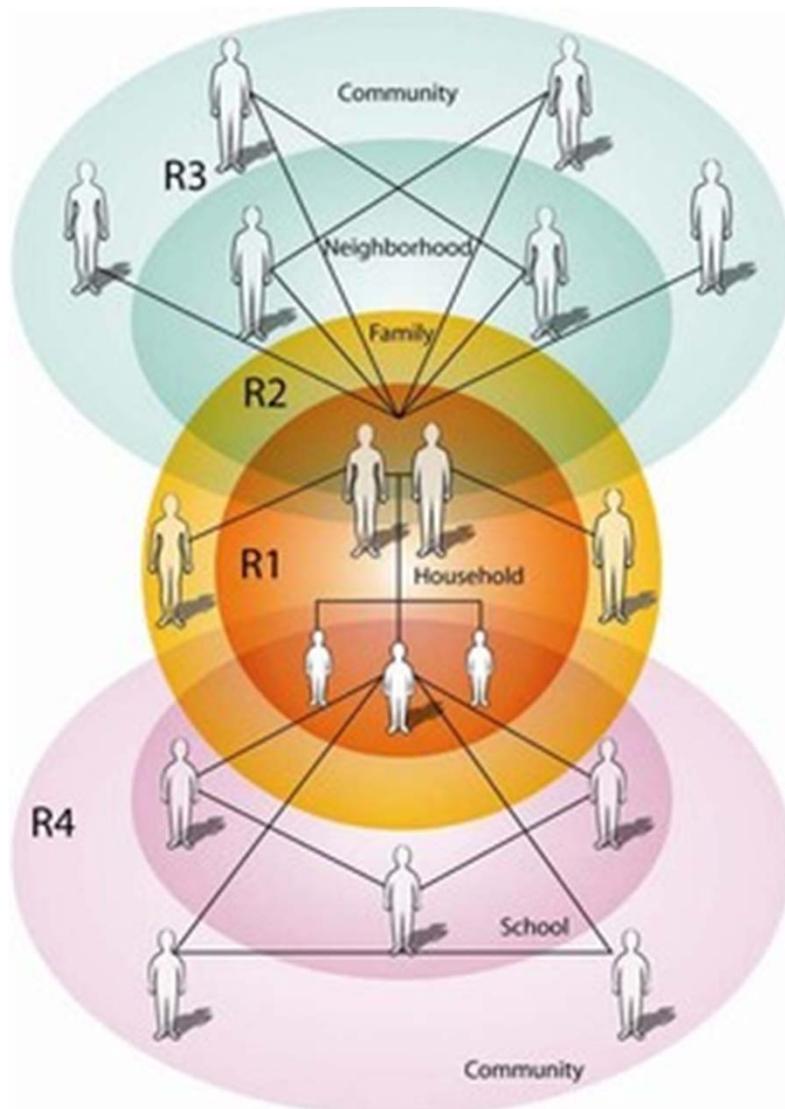
# Brand: A Concept in Mind



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# Can brand become Viral?



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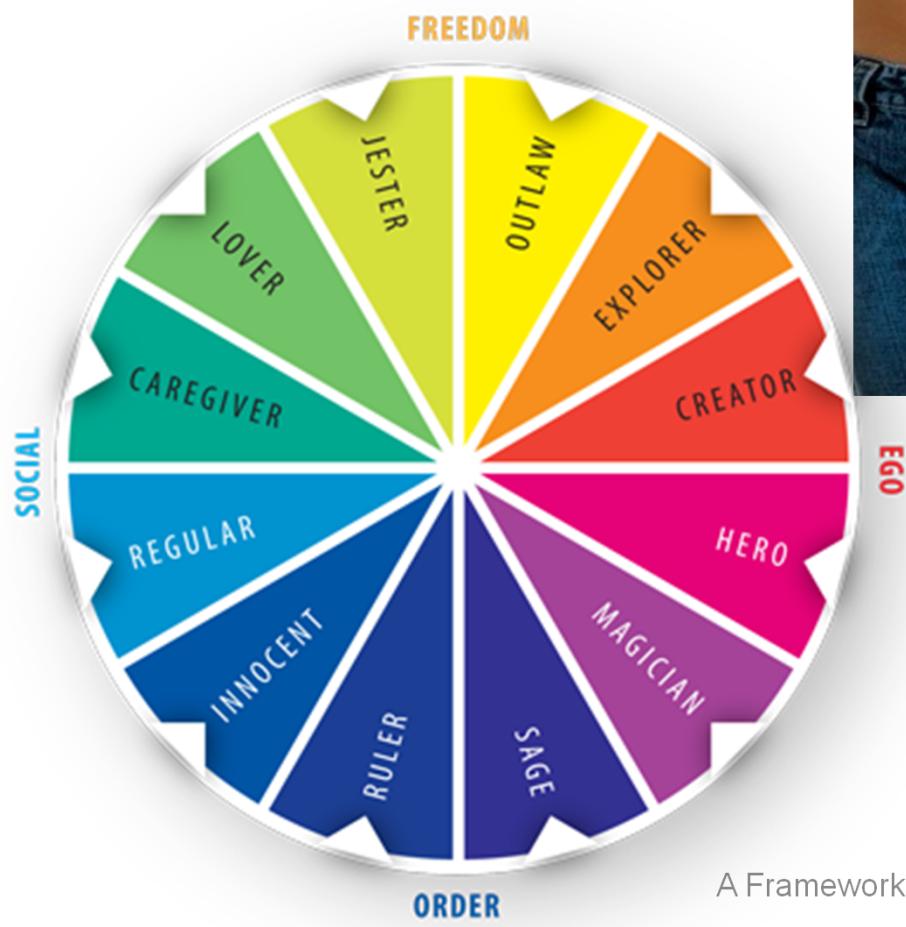
# What does brand virility mean?



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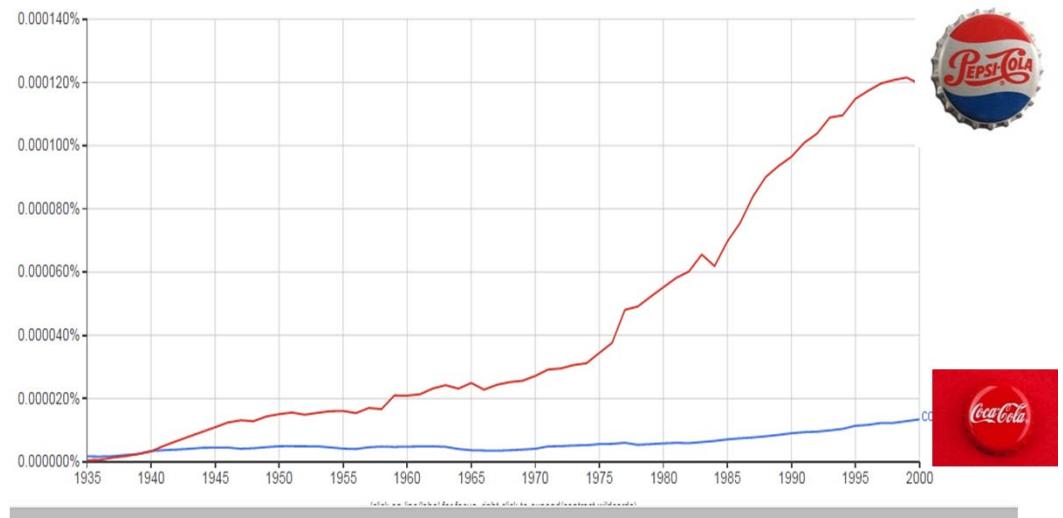
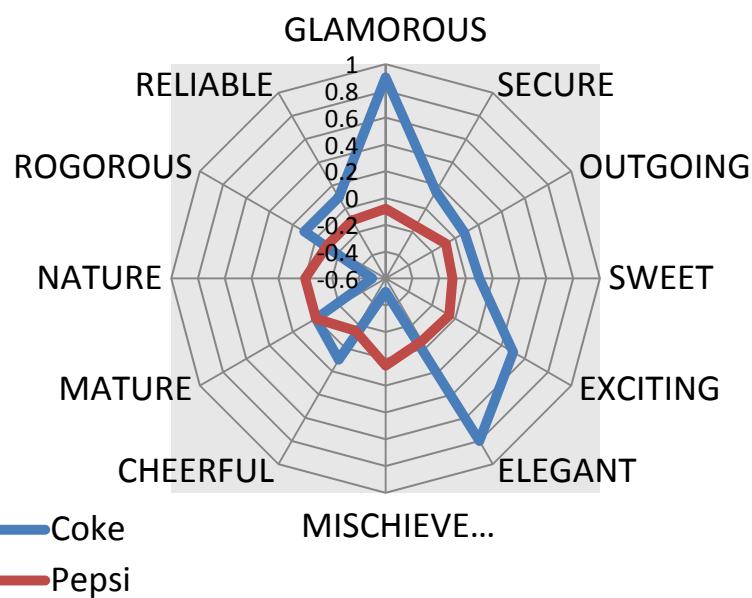
# Brand Association?



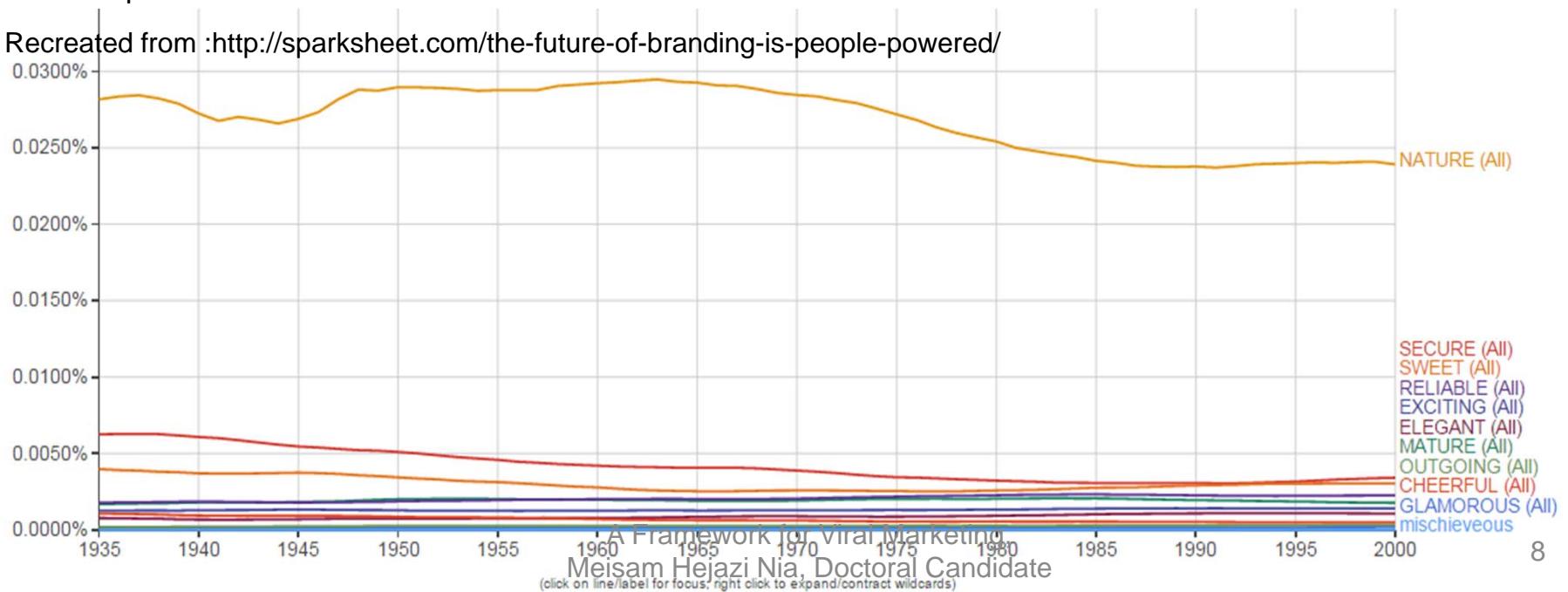
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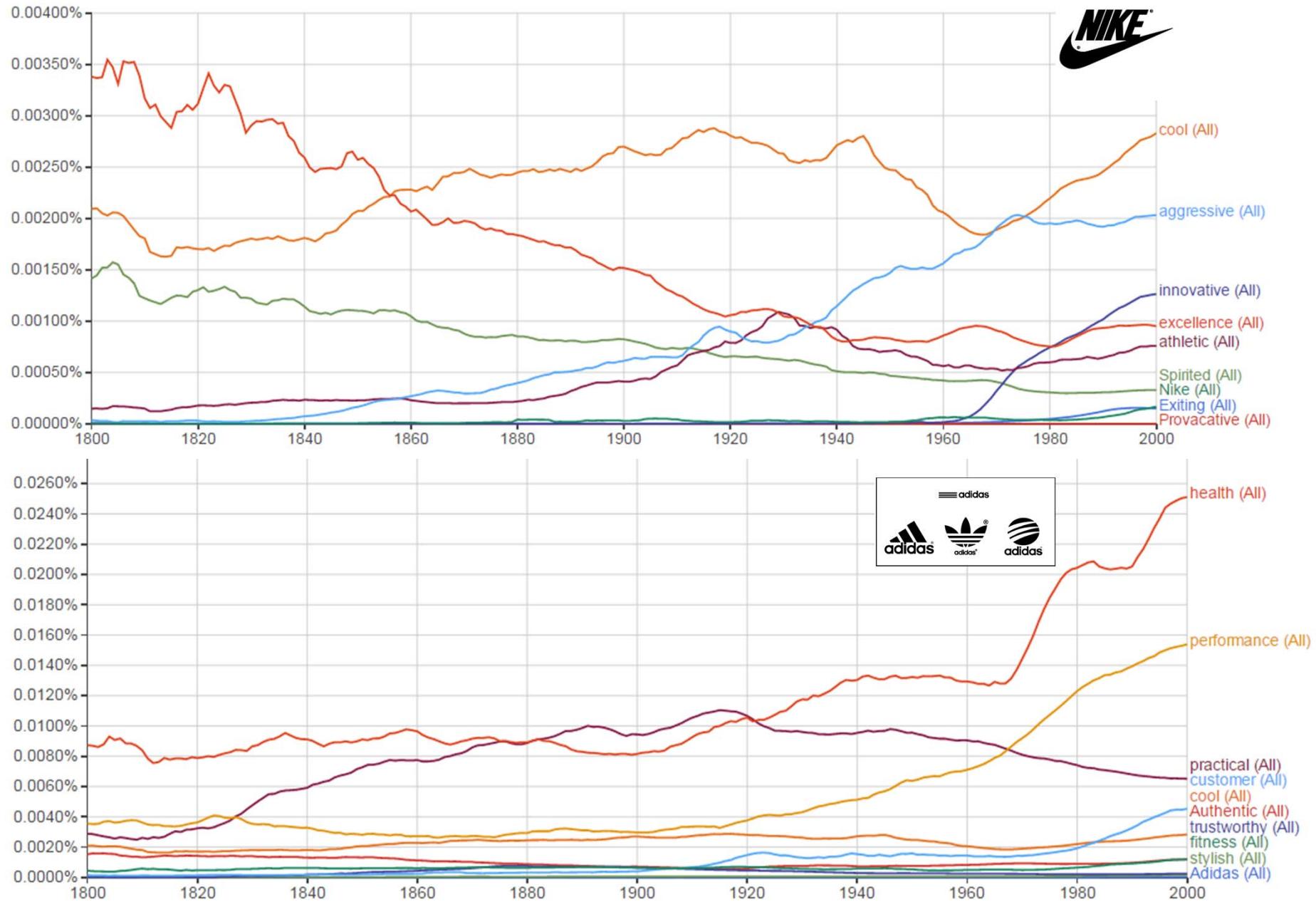
# Coca Cola vs. Pepsi



Recreated from :<http://sparksheet.com/the-future-of-branding-is-people-powered/>

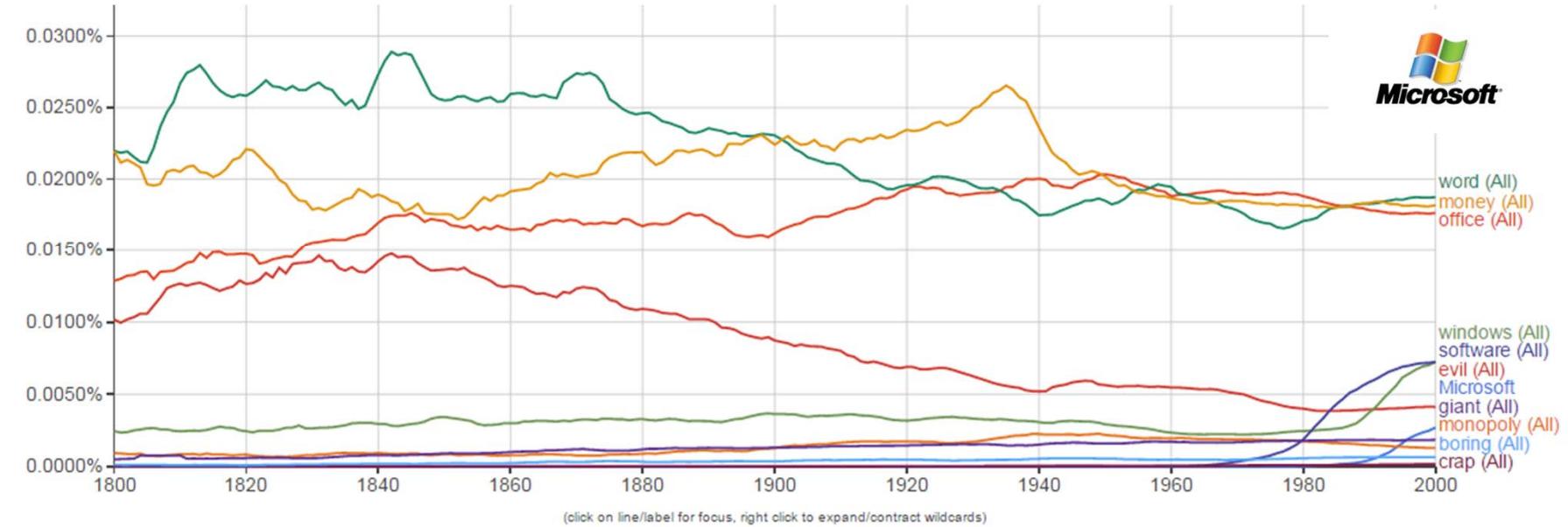
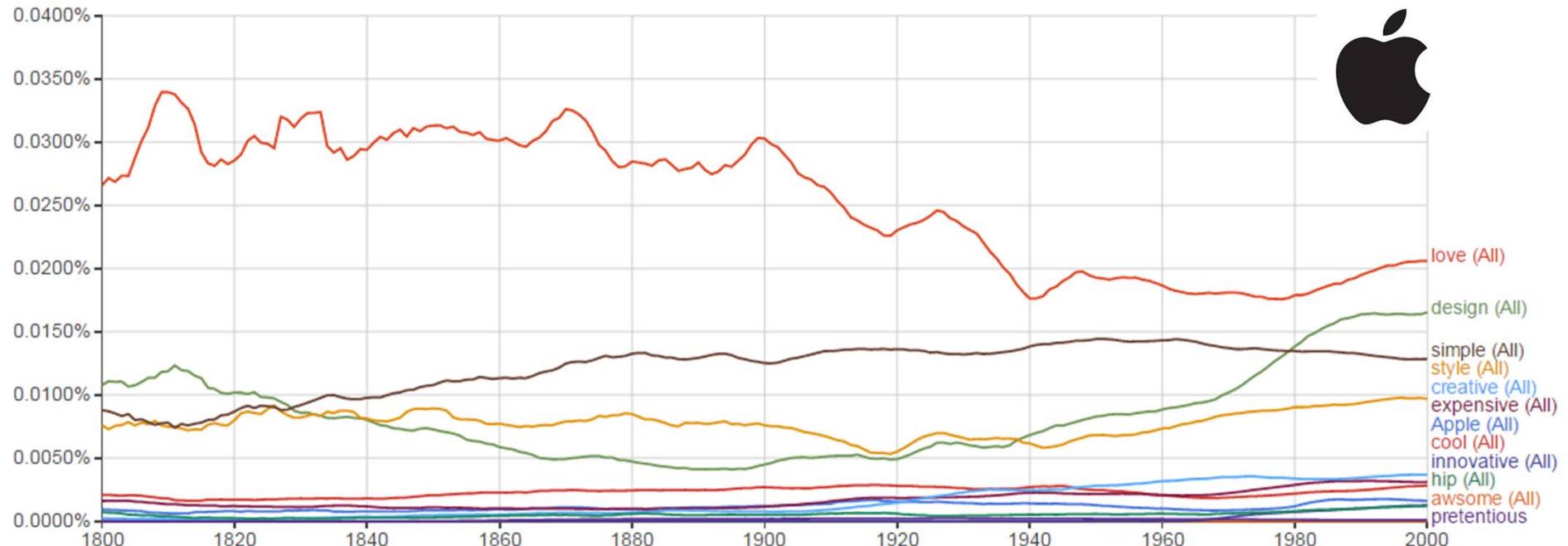


# Nike vs. Adidas



Source of data: <http://www.slideshare.net/luvnhok4ever/brand-knowledges-structurenike-vs-adidas>

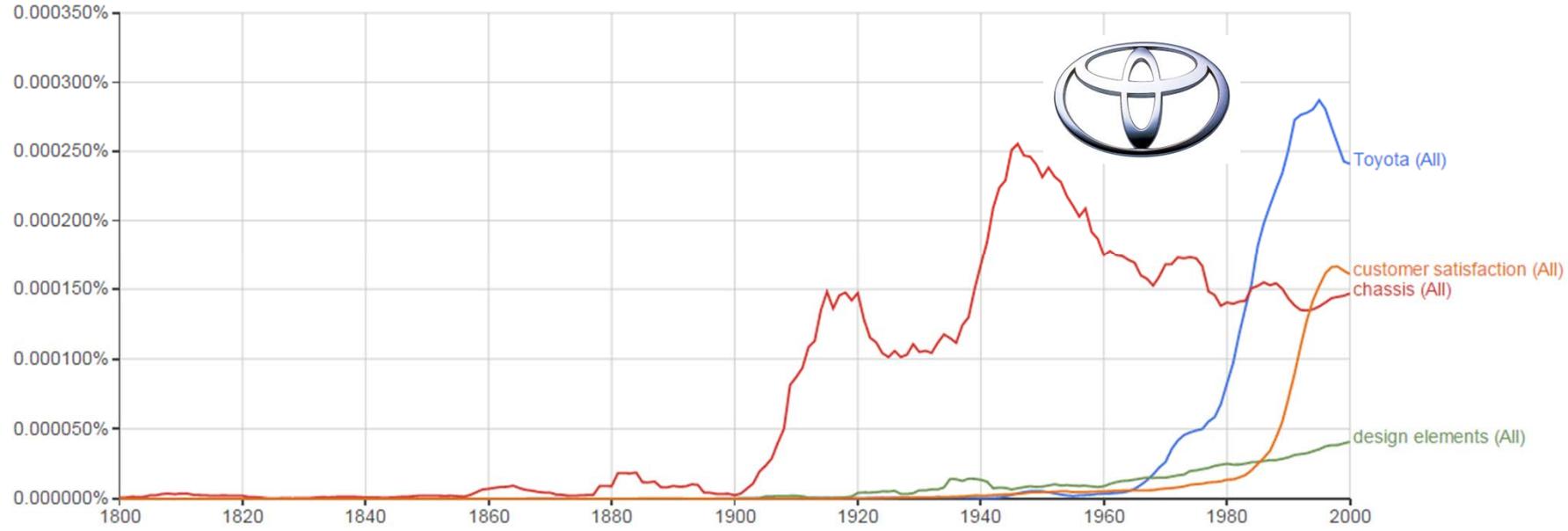
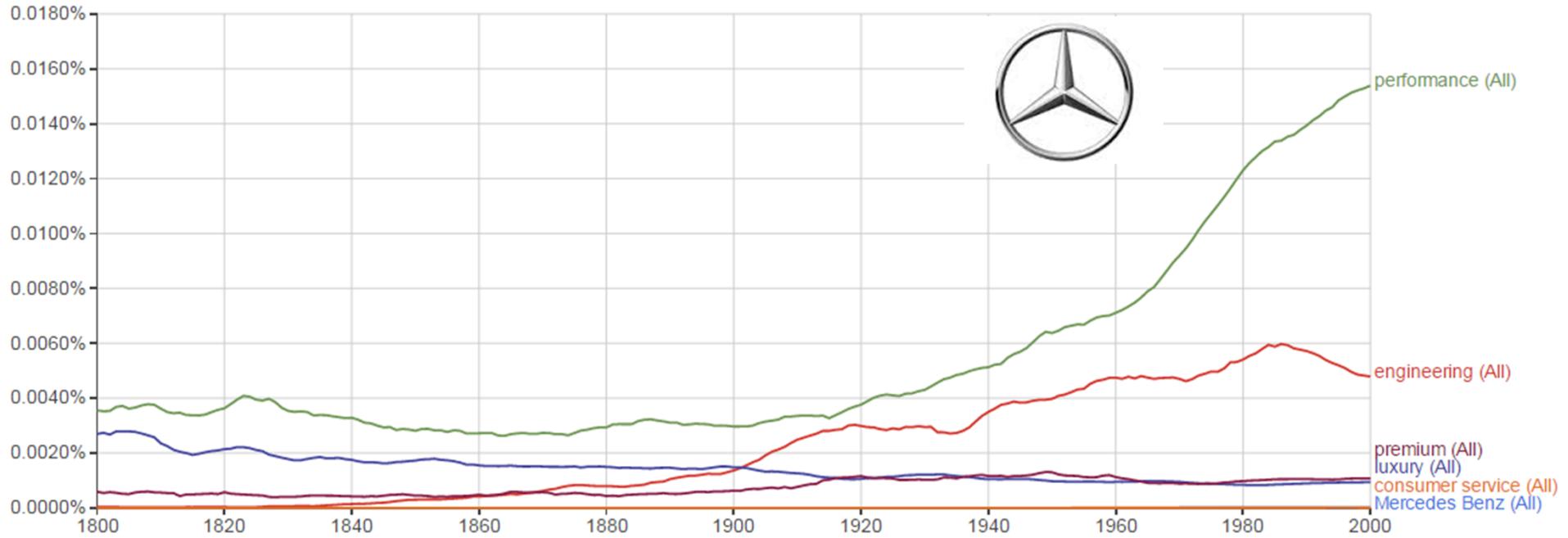
# Apple vs. Microsoft



Source of data: <http://www.trulydeeply.com.au/madly/2010/02/08/graphic-design-melbourne-apple-microsoft-brand-association/>

(click on line/label for focus, right click to expand/contract wildcards)

# Mercedes-Benz vs. Toyota



Source of data: <http://www.how-to-branding.com/Branding-Examples.html>

## Association from Product Review Text: Toyota



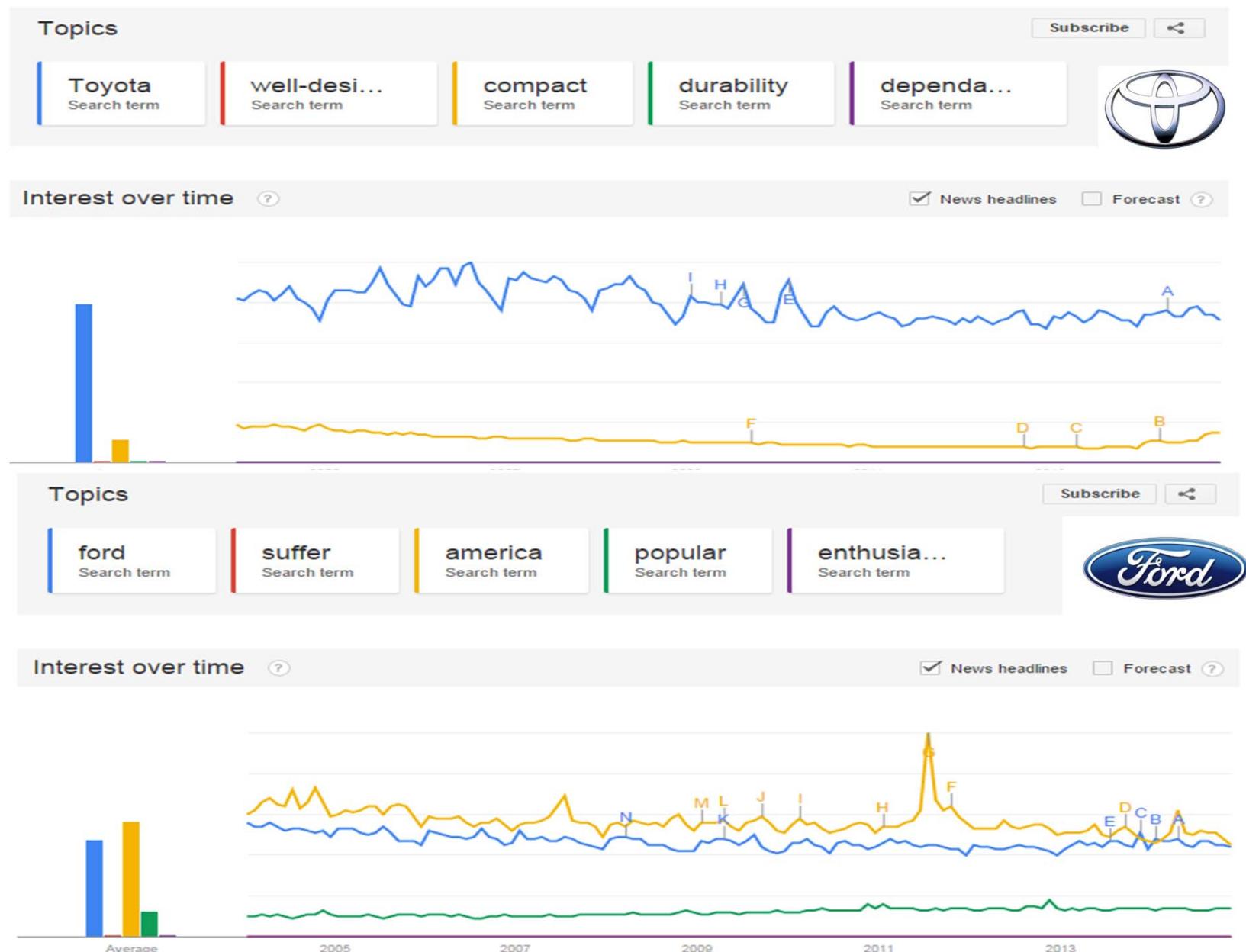
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Source of data: <http://www.edmunds.com/toyota/>

## Association from Product Review Text



## Toyota vs. Ford based on keywords of consumer report



# Why does it matter?

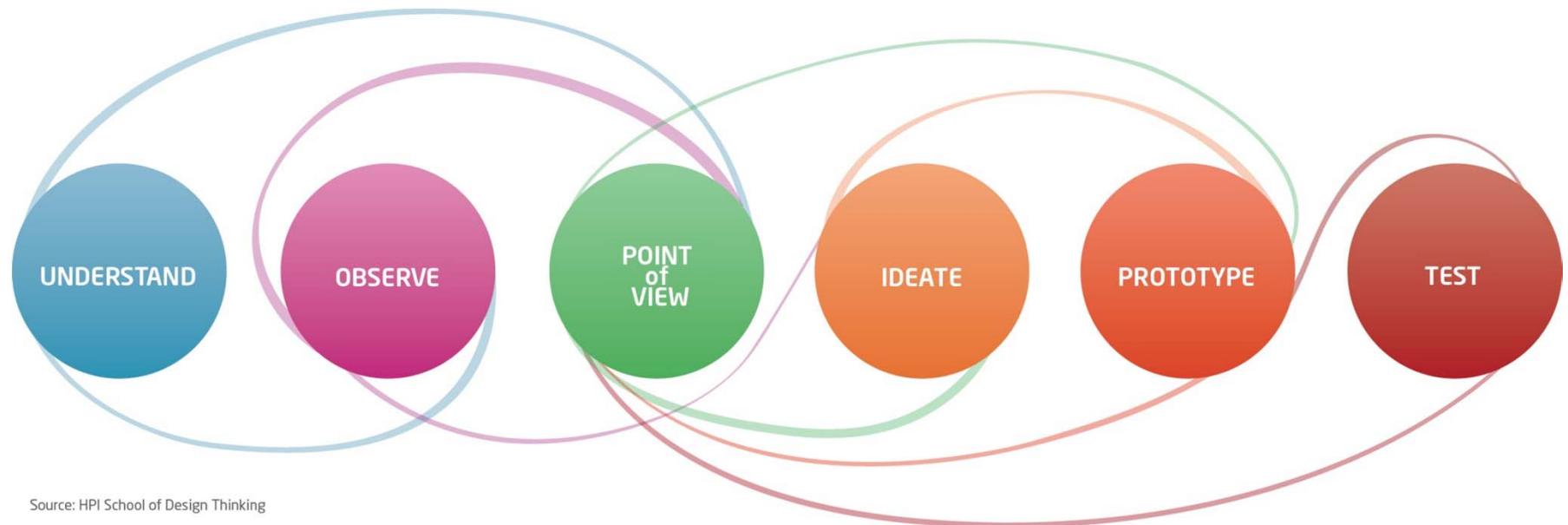


# Brand Design

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# Brand Design Process



Source: HPI School of Design Thinking

## A Framework for Viral Marketing: the Diffusion of Brands on the Associated Networks

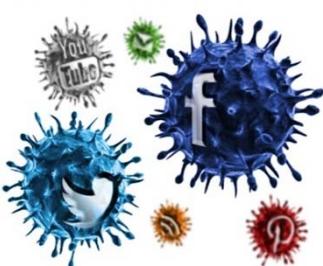
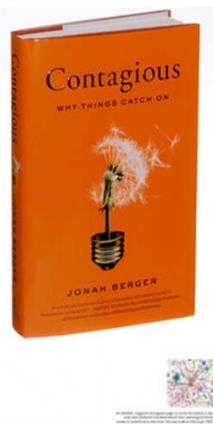
The process of diffusion is mostly studied for products, services, innovations and diseases. These are important phenomenon for marketers of course, for example marketers may use different seeding strategies to optimize their viral marketing campaign, and minimize their costs of campaign for scale free social networks. Yet, an old vehicle to implement marketing strategies is brand that diffuses on the scale free neural network of brains. In my work, I investigate the diffusion of top 100 fortune brand on the associative keywords to quantify how important is the dynamic of each of the associative keywords diffusion. Results will shed light on the importance of updating associative keywords for each brand, in dynamic fashion, to maximize brand diffusion on the evolutionary updated scale free network of consumers brain. The key premise of my work is that, analogous to changes in the social structure, which make marketers design new product and services, the change in knowledge and scale free network of members of social community, has an important implication for marketers to update their brands' associative network of keywords.

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