

4.10: Brand Community

Learning Objectives

- Define a brand community

A brand community is a community formed on the basis of attachment to a product or brand, stressing the connection between brand, individual identity, and culture. In the advertising and marketing world, “brand community” has become a term used to encompass a brand’s customers, fans, and advocates. Having a strong and loyal brand community can turn a small brand into a success if it is nurtured and appreciated properly.

The advertising agency Blade Creative Branding writes, “The people out in the marketplace who embrace the values of the brand, as customers and/or purchase influencers, are the brand’s true ‘owners.’” This philosophy has become especially popular with marketers creating and working on social media campaigns with easier interaction and more opportunities to tap into the brand community to leverage the brand.

Practice Questions

<https://assessments.lumenlearning.co...sessments/9176>

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