

Brand Impact and Popular Culture Academic Covering Statement - The Body Shop

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1. Introduction

This theme board used a lot of frameworks and academic model to the analysis and illustrates the relationship between the body shop and Emma Watson. The visual expression of the brand needed to be considered. The Body shop was High-quality facial skin and body care products retailer, was founded in 1976 in the United Kingdom by the Anita Roddick. These products were choosing raw materials to form the originals and naturals plants. As a natural skin care-leading brand, body shop has a huge international market and customer groups, there are different regional competitors.

This covering statement will critically evaluate and analysis why Emma Watson is the right celebrity to represent the body shop.

Choose the Emma Watson as a spokesperson powerful influence to help brands more established different customer base, but also, can be the perfect representative of the body shop Brands value. Moreover, it wills analysis the linking of the body shop and Emma Watson with reference to how the linking of the two will add value to each of them. This will be using theory and models such as the typologies, position map, target segments, self-concept theory, meaning transfer model, a level of product and brand values model. These models will show how the body shop and Emma link each impact and work.

2. Findings Section

2.1 Brand Typologies

This report uses different academic models to evaluate a business and celebrity brand. Firstly, in the brand typologies models (Figures 1), Treat skin and body care is the health and safety of the natural brand. Four celebrities and the natural brand was shown: LUSH, ORIGINS, INNISFREE, and the NATURE REPUBLIC. It comprises four different categories: 'Classic', 'Olympic', 'Presence' and 'Momentum'. Classic means well known, satisfactory but not great. Olympic refers to a good balance between product performance and price (WPP). Presence means a brand is

active on social media platforms. For example, the body shop uses social network websites to promote its products.

Momentum refers to brands receiving positive feedback from consumers due to their creativity and unique significance brand (Millward, 2014). In this model, the positioning of four natural skin brands is apparent. Moreover, the body shop had a beautiful unique design and had good value high quality for the body shop products. The body shop skin care brand occupies a large market in the global market. In addition, using the popular and healthy images movies star Emma Watson as the celebrity brand. The Emma Watson as a celebrity means that she has become the embodiment of the body shop and the face of the product range.

From the figure 1 and Figure, 2 shows the body shop definition for the classical brand need become development become the Olympic brand in the future. It was clearly that explains how positioning mapping is a useful tool to show differences and similarities between competitors, as regards to their attributes and their target markets. Figure 2 shows the positioning of the body shop four main competitive. They are currently positioned divided from the two parts, the first part in youth or aged markets, and the second part as for products prices expensive or affordable markets.

Currently, the products prices and position for the body shop was had big competitive. The products prices were had good and high-quality products positioned for the aged and affordable. Among the customers, it is a long time classic brand, reasonable price, and good natural raw materials, have a certain customer base. This is the body shop competitive advantage. However, links with the Innis free and the natural republic was Korea natural treat skin brand. They were new momentum and presence brand; they as are new brand had affordable prices. For the body shop will be had the impact of price competition in the Asian market. In additional, the LUSH and Origins Occupy a certain market share in Europe, some of their prices and product positioning are also at higher quality and age, it would be easier to attract more customers, they are two big competitors for the body shop European marketing.

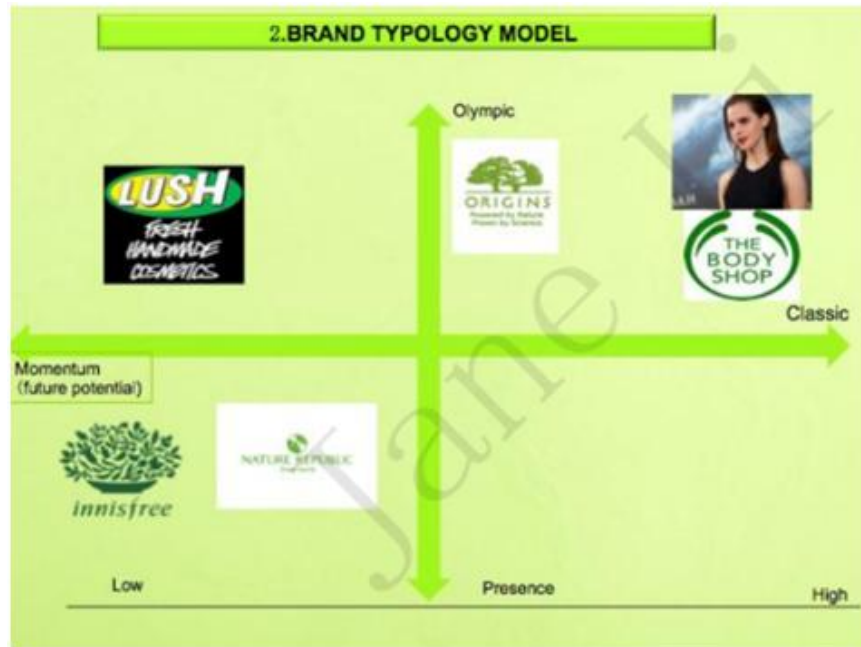


Figure 1: Brand Typology model

2.2 The Body Shop & Emma Watson Brand Analysis



Figure 2: Position Map

2.3 Target Market

The brand and celebrity endorser will influence the target market. The marketing segmentation and targeting refer to the division of a market into distinct groups of buyers with different characteristics or behaviors and make sure who potentially customer needs require and products market sharing (Kotler et al, 2002 cited by Bihani, 2004, p.14). The Body shop is a famous global treat skin natural brand. This brand re-presented customer traits and natural healthy lifestyle. The most important were a need to consideration created an emotional connection between the products and target markets (Swisher, Shepard, 2013).

Potter movies. From analysis the buying motivation, Firstly, the body shop product is natural and healthy skin care products, its that she wanted quality skin care products. And secondly reason, according to from an emotional connection to the brand's representative brand celebrity Emma Watson is good to learn and healthy graduates representative, because she was graduated from Brown University with outstanding achievement (Agencies, 2014), this is a good student representative to purchase the body shop a young student population, Finally Alisa loves Harry Potter film, And Alisa in as young girls, Emma has international recognition and popularity, it will attract more young female customer's desire purchase the body shop products.



Figure 3

As for another persons: Jane as a successful female managers working in the business and international trade company, Jane as another mature working woman, she has a steady job and higher income, it is decided her attitudes about skincare brand and quality requirements will be higher, and this type of target customer has established its own brand for skin care requirements, for example, what skin series are suitable for their skin, and what type they are most needed in different work situations and specific requirements. In additional, these targets market their attitudes and values will be the impact of their choice of products. Including emotional quality of the product as well as the intrinsic meaning expressed, Jane as a busy business woman, however, busy city life caused she like the natural way of life in deep heart, therefore she likes to join the have a significant environmental health organization as volunteers. Based on the analysis characteristic for the customer, this types customer purchase motivation it is consistent with the body shop core value.

2.4 Brand and celebrity Personality Model

The Brand personality model (Figure 4) defined the customer feeling for the brand, and symbol of the brand's products and customers want the feeling expressed by the product, and self-expression (Aaker, 1997). In the model, in the model, before Emma Watson, the brand characteristic tends to be serious and passive. After Emma Watson, the direction has changed to reliable and exciting. Emma Watson personality makes good effect on this phenomenon. This is based on five points Emma Watson makes the brand more able to represent the natural and healthy image of nature, but also to become attractive beautiful body shop a brand, to convey good wishes to protect the environment and emotions.



Figure 4

2.5 Elaboration likelihood model

The Elaboration likelihood model to analysis the body shop brand. (Figure5) From the four main points to analysis the brand links backs with the target market. The first points were persuasion attempt messages (Bitner and Obermiller, 1985). The Emma Watson as the brand celebrity will persuade customers because she had big popular influence in the world. On the other hand, as for the body shop core product designs are healthy, unique, and authentic and trustworthy than its competitors. The second points are audience factors (Bitner and Obermiller, 1985). This point included two parts: the high motivation and ability to think about the customer begin to associate herself with beauty, learn from the Emma Watson shows healthy natural brilliant symbol, another had the emotional connection is an inspiration for women power. On another the lower motivation analysis the customer can understand the body shop definition for the brand definition, but carries on buy from different stores. The third points are progressing approach (Bitner and Obermiller, 1985). focus on the

product quality and research the body shop different kinds of products, and make sure the customer will become more know product criterion. Then Superficial progressing focused on surface features such as the Communicator's attractiveness or the number of arguments presented (Bitner and Obermiller, 1985). Because the consumer will know the aim of the body shop. However still has another, Brand that is at the top of her list for beauty Skin cares products. the fourth points are persuasion outcome as for the body shop lasting change that resists fading and counterattacks, the body shop needs to be increased brand awareness demand, changed for some products targets. According to changes in market demand for the customer, because this marketing strategy the customer will want focus on purchase the body shop products, and get more attractiveness for different types customer, and ignoring other competitors. On the another hand, the body shop may be the customer purchase one of the body shop products but still purchase from the body shop competitors.

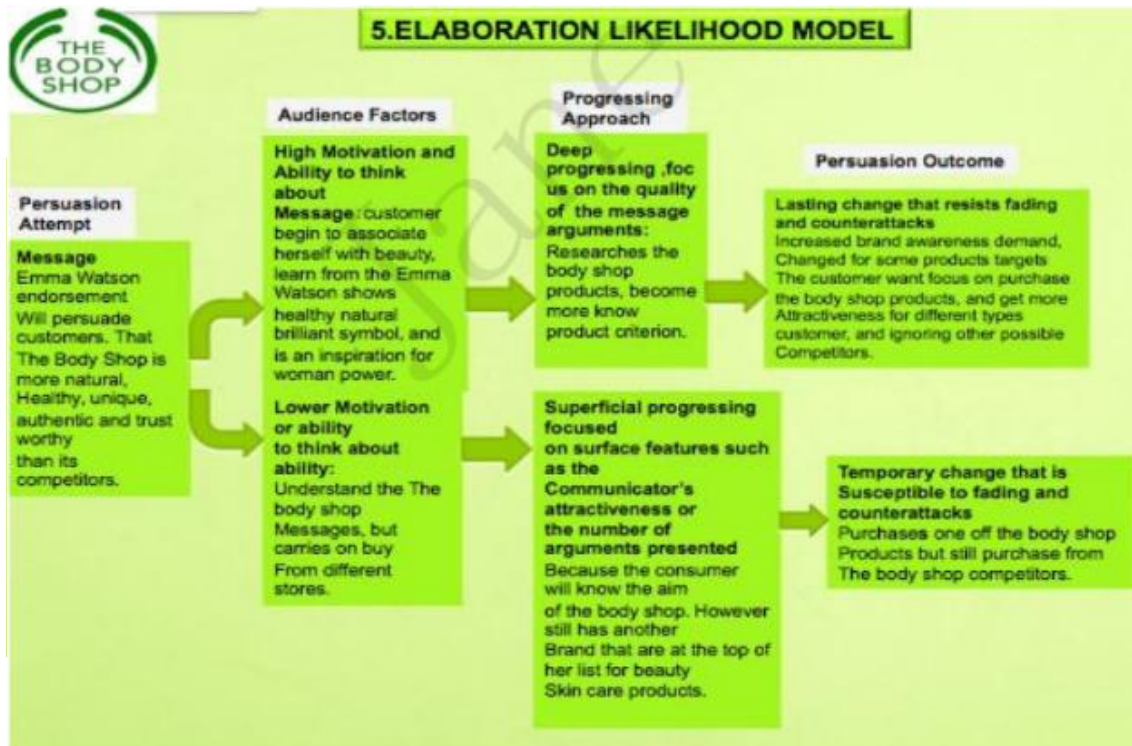


Figure 5

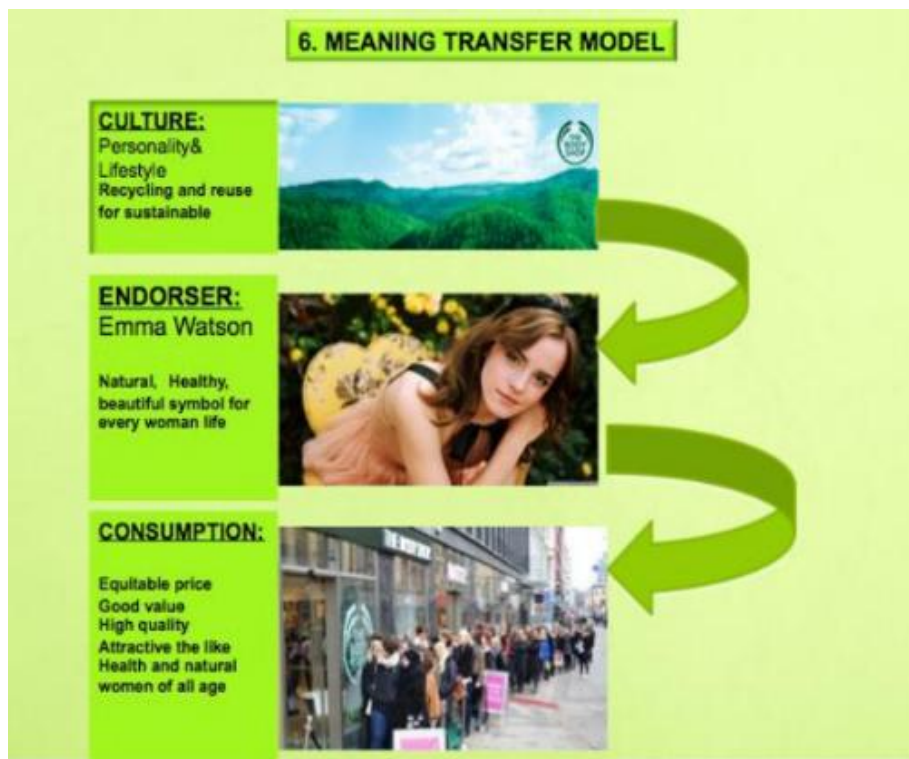


Figure 6: Meaning transfer Model

The meaning transfer model (Figure 6) links to culture, endorser, and consumption. Definitely, the modern mass media has increased the exposure and power of celebrity. There are also differences in cultural information in different cultural environments, celebrity endorsements and convey, With this model combined spokesperson expressed the body shop want to express the concept of environmental health, will give customers the safety of natural health products. Thus, the meaning transfer model is based on the assumption

that celebrity endorsers bring their own symbolic meaning to the endorsement process (Erdogan, 2009, pp15-16).



Figure 7

The self-concept model (Figure 6) is based on the self-discrepancy theory, the self-discrepancy theory analysis the Emma Watson as the celebrity link with the brand, Emma had good manners and friendly and charming imagine, it is true about of the body shop. According to this model, the meaning of the brand and celebrity model is targeting the persona market, thereby establishing the customer’s brand perception (Burns and R, 1979).

3.1The Level of products Model

Moreover, the level of the brand model (figure9) used make established marketing and supply chain and what is a level of products. In the brand analysis, a product meets the needs of a consumer and in addition to a tangible value; this product also has an abstract value (Syam and Bhatnagar, 2015, pp.12-21). The body shop core actual products internal and external skin body care products and the actual products are the brand characteristics. Another is about the focus on the products relevant services.



Figure 8

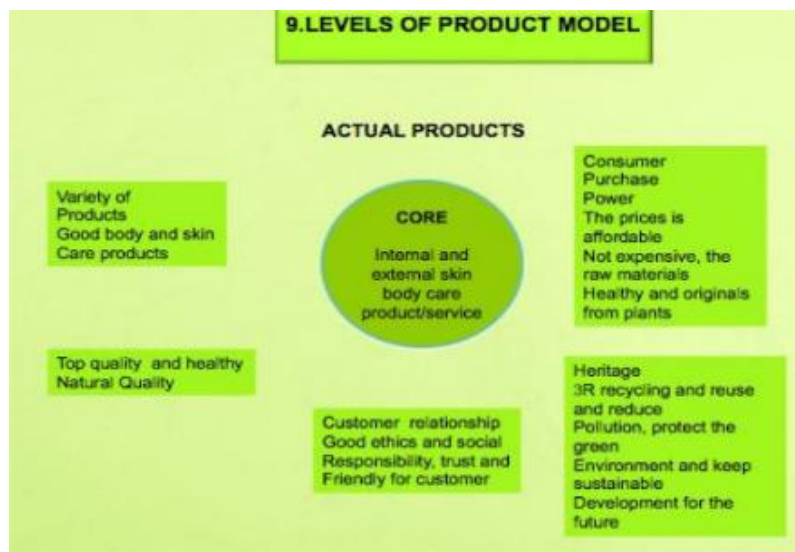


Figure 9

3.2The Add Value Model

From the add value model (Figure 10) This part of the focus of the market value definition, value creation through the establishment of customer for the brand emotional connection, this connection allows expression of the brand

out of this product in the mass media, to expand the emotional value influence also established specific marketing programs, established specified the marketing strategy in the future (Davis, 2009). As for the body shop CSR for effect in the organization. In 2005, The Body Shop is the excellent performance in terms of animal protection,

the UK (Royal) Humane Society (Royal Society for Prevention of Cruelty to Animals) Independent Review Committee in accordance with The Body Shop's policy against animal testing, at the inaugural ceremony of its

Awarding of the year Award. Emma Watson's endorsement can enrich the brand added value; the brand personality can combine with the added value to impact the brand.



Figure 10

Finally, this part will talk about the sustainable brand development of the authentic brand values and products values. The determinants of celebrity endorsement model (Figure 11) are a conceptual model, which influence the attitude toward. Celebrities not only draw consumers' attention to the ad but also generate favorable attitude toward the product and induce purchase action. Because on September 20, 2014, Emma Watson held in New York the United Nations conference motion He For She published 10 minutes speech: Feminist advocacy can liberate women (women, 2014). Likewise, the body shop core brand had Believe in natural rights, including freedom of expression, protection of life and property, and to take concrete actions to express support for fundamental human rights and maintenance. Dedicated to helping subjected to domestic violence, victims of child abuse (About the body shop, 2016). The Emma Watson can satisfy almost best

characteristic of a perfect person. The sustainable brand development brand values for the brand need keep protect environment and keep recycling and reduce and reuse, the body shop First launched long-term environmental action recycled bottles, raise environmental awareness among consumers, and to support research and development "regeneration" and "green" energy (About the body shop, 2016). Finally, in the quality of product development, the body shop has remained opposed to the brutal manner of cosmetics tested on animals, and to other technological methods to test cosmetic ingredients, never purchase animal-tested ingredients (The body shop, 2016). This will increase the brand value of good social and moral responsibility, and trust the quality of products, improve customer loyalty to the brand.

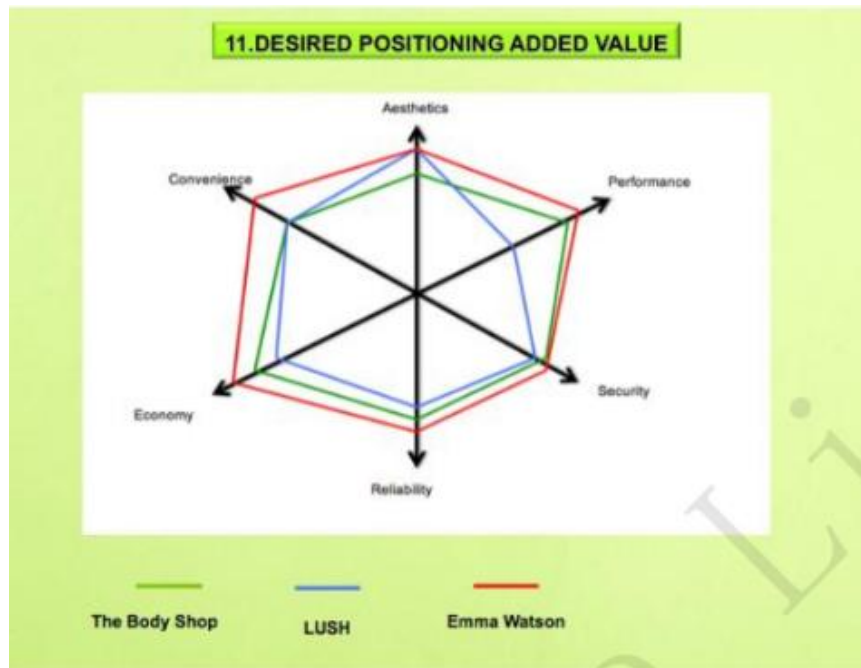


Figure 11



Figure 12

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