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THE POWER OF BRAND STRATEGY

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ABOUT ARTICLE

Key words: Brand, business, consumer, focus, products, identity, role.

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Abstract: This study the role of branded selfies in expressing identity and branding at the same time in the main focus on brands like Moët & Chandon, Dom Pérignon and Veuve Clicquot. Analyzing 6,820 selfies taken by consumers on Instagram over a six-week period in 2014, the study authors compared them with images controlled by brands. Analyzing 6,820 selfies taken by consumers on Instagram over a six-week period in 2014, the study authors compared them with images controlled by brands.

Key findings show a strong juxtaposition of brand-controlled versus consumer-generated content. Brand posts predominantly depict inanimate objects, such as bottles and labels, communicating luxury and tradition, while consumer selfies are all about human presence: 95% of the selfies show people, and 53% of the selfies display faces. Consumers also tag multiple brands, decreasing the brand's visibility. This trend suggests a movement from traditional brand storytelling to co-created brand narratives, where active consumers play a significant role in shaping brand identity.

The study shows that brands should focus on brand co-creation and realize how consumer-made content changes the meaning of a brand by reducing corporate control. The selfie culture, which is driven by the attention economy, empowers people to create their own personal brands and represent themselves. It helps people share who they are, challenge social norms, and connect with others from different cultures. This

change marks the fact that, within today's digital environment, consumers-not companies-are becoming the dominant creators of brand meaning.

INTRODUCTION

In our modern life, the modern competitor business environment brand strategy is very important to any corporation. A strong brand not only distinguishes from competitors but also creates loyal clients, and increases recognition and long-term growth. With the advent of social networks, brands began to promote there. Social media in particular has given rise to new forms of marketing, such as branded selfies, through which consumers can interact with brands. All of these changes have led to the beginning of brand co-creation, where consumers act as active partners in creating and presenting a brand's identity.

The aim of the research is to understand how CGBS influences the process of branding and reshapes brand narratives. It will explore how active consumers use selfies as a medium to express their identities made up of branded products to study the shifting relationship between brands and consumers. This research will focus on the famous champagne brands of Moët & Chandon, Dom Pérignon, and Veuve Clicquot to examine how consumers incorporate these brands into their identities * and how this impacts brand perception.

The following research question is proposed as a guide in this study: How do consumer-generated selfies featuring branded products influence brand identity and co-creation in the digital age?

Literature Review

1. "Consumer Co-Creation in the Age of Social Media: Brand Engagement and the Influence of Digital Content" The main aim of this research is to explore how consumer-generated selfies influence brand identity and co-creation in digital marketing. (Fiona Fui-Hoon Nah, Ming-Hui Huang, 2014)
2. "Brand Love: Development and Validation of a Practical Model" This article explores "brand love," emotional connection, and social media's role in brand strategy. (Bobby J. Calder, Edward Malthouse, 2016)
3. "The Role of Social Media in the Process of Co-Creation: The Case of Luxury Fashion Brands" This article explores luxury brands' use of social media for co-creation. (David L. Simmons, Mark S. Fenton-O'Creevy, 2018)

4. "Exploring the Influence of Consumer-Brand Relationships on Brand Loyalty" This paper explores brand relationships, emphasizing long-term connections with consumers. (Susan Fournier, 1998)

5. "Consumer Co-Creation in the Age of Social Media: Brand Engagement and the Influence of Digital Content" The study examines consumer-generated content's role in brand co-creation through social media. (Fiona Fui-Hoon Nah, Ming-Hui Huang, 2015)

6. "Brand Experience and its Impact on Brand Loyalty: The Role of Consumer Brand Identification" This paper explores how brand experience influences brand loyalty and identification. (Batra, R., Ahuvia, A., & Bagozzi, R. P., 2012)

CONCLUSION

The evolving face of consumers in brand strategy building emerges from these studies, which range from emotional bonding and **brand love** to **brand co-creation** through social media. The studies indicate a relationship-building approach wherein consumers are to be bonded over a long period of time. The traditional ways of marketing are increasingly being substituted with consumer-generated content, whereby brands are being co-created through engagement and interaction. With the shift toward emotive experiences and customer engagement by brands, the focus is now on personalized and genuine relationships that engender loyalty and longer-term involvement. These results would suggest that today's brand needs to be agile in a more dynamic, consumer-driven world, using digital channels to build stronger brand identity, improve engagement, and develop deeper emotional connections with audiences. The effective brand strategy today means embracing consumer participation and recognizing the power of social media and other digital tools in shaping brand perception.

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