

A LOVE STORY BY TIFFANY & CO. AND THOUSANDS OF LOVERS: STORY GIVING AS A CO-CREATION TOOL

Wendy Bandoni, Woodbury University, USA¹⁾
Mine Üçok Hughes, Woodbury University, USA²⁾
Ekin Pehlivan, Bentley University, USA³⁾

ABSTRACT

Social media marketing as part of integrated marketing communication strategies depends heavily on the successful utilization of social media platforms to achieve the brand's overall goal. Web 2.0 is enabling companies to create promotion campaigns to build online brand communities by utilizing "collaborative consumer generated content" (Muñiz & Schau, 2011). Recent research on digital marketing and digital consumers reveal the increased involvement of consumers in every aspect of marketing processes from new product innovation (Hoyer *et al.*, 2010; Kozinets, Hemetsberger & Schau, 2008) to print and broadcast advertising (Pehlivan, Berthon & Pitt, 2013). As online brand communities are forming collaborations based on their favorite brands, products or hobbies, the companies are looking for ways to be part of these conversations without appearing as intruders. In this paper we describe the concept of *story giving* as a co-creation tool and provide a strategy guideline for marketing managers by using Tiffany & Co.'s "What Makes Love True" online campaign as the main example.

Keywords: Social media, co-creation, story telling, story giving, luxury brands

References

- Hoyer, W., Chandy, R., Dorothy, M., Kraft, M. & Singh, S. S. (2010). Consumer co-creation in new product development. *Journal of Service Research*, 13(3), 283-296.
- Kozinets, R., Hemetsberger, A. and Schau, H. (2008). The wisdom of consumer crowds: Collective innovation in the age of networked marketing, *Journal of Macromarketing*, 28(4), 339-354.
- Muñiz, A. & Schau H. J. (2011). How to inspire value-laden collaborative consumer-generated content. *Business Horizons*, 54(3), 209-217.
- Pehlivan, E., Berthon, P. & Pitt, L. (2013). When outsourcing fragments: Customer creativity and technological transmutations. *Production Planning and Control*, 24(4-5), 284-293.

¹⁾ wendy.bandoni@woodbury.edu

²⁾ mine.hughes@woodbury.edu

³⁾ phd.ekin@gmail.com