

MARKETING SCIENCE INSTITUTE


Afternoon Activity: Brand Alignment Think–Pair–Share


The goal of this activity is to think more about a brand you manage and its connection to sociopolitical issues.

1. One person will be selected as the focal company.
2. The selected person will draw a sociopolitical issue and a stance (conservative/republican-leaning or liberal/democratic-leaning).
3. Each person at the table will THINK (separately) about how the issue and stance align with the focal company/brand’s stakeholders (see table below from slides).
4. Everyone at the table will PAIR into a table-wide conversation to compare each other’s alignment predictions.
5. Finally, as a group we will discuss the similarities and differences that arose at tables across the group. Ideally, someone from the group will give a brief summary to the room about how well their predictions matched.
6. We will repeat this for a different focal company, time permitting.

Alignment table. Which Group would your company/brand fall into based on the alignment of the brand concept and the selected sociopolitical issue and stance? You’ll want to consider the dominant sociopolitical values of each stakeholder group (consumers, employees, government) and the stance. Also, consider the alignment with the brand concept, which may boost or diminish the performance outcomes.

Level of Deviation:	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7	Group 8
	29%	9%	10%	11%	7%	11%	10%	12%
from Customers	Low	Low	Low	High	Low	High	High	High
from Employees	Low	Low	High	Low	High	High	Low	High
from Government	Low	High	Low	Low	High	Low	High	High
Stock return	.71%**	.39%	.01%	-.62%*	-1.79%**	-.26%	-.94%**	-2.45%***
Quarterly Sales Growth	.084***	.085**	.042***	.0095	.034**	.017	-.051*	-.040**
Annual Sales Growth	.12***	.081**	.10***	.0044	.045**	.0097	-.053*	-.043**
***p < .01, **p < .05, *p < .10								


 Alignment boosts stock return and sales growth (Nike Effect)


 Misalignment has a stronger negative effect on stock and sales