Human Brands: When People become Brands (Mandy Pick)

Sprache/Language: German/ English

We all know perfumes by David Beckham or Christina Aguilera or other products by celebrities who use their names to sell products. In addition, more and more social media based Influencer are starting to sell products under their name, e.g. in Germany Bianca Heinicke – bilou or Sophia Thiel – fitness concept. These brands, which are at the same time people as well as commercially available brands, can be extremely effective and at the same time highly risky.

The aim of this thesis is to identify and structure the research conducted on human brands and to briefly discuss important findings. As a result, the work should explain how managers benefit from the power of these brands while reducing their inherent risk. In addition, an empirical study should be conducted to transfer the results of celebrity brands to the new "celebrities" the social media based influencers.

Introductory Literature:

