

New Product Introductions in the Brand “Echoverse”: Owned, Earned, and Paid Media Communications Effectiveness Pre- and Post- Product Launch

Olga Ungureanu
BI Norwegian Business School
Rutger van Oest
BI Norwegian Business School
koen pauwels
Northeastern university

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Abstract

Owned, paid, and earned media reinforce each other and impact firm performance in the brand “echoverse”. However, these effects may change surrounding new product introductions because the pre- and post-launch time periods differ with respect to a) information availability and uncertainty, and b) the role of different media.

Understanding the effectiveness of different types of media in the pre- and post-product launch periods is critical for leveraging owned and paid media to increase new product success. Pre-launch, owned and paid media play a defining role in creating demand and expectations for the product. Furthermore, firms have the most control over the information available to the public. In contrast, more information becomes available post-launch, reflecting customer satisfaction and product experience. The objective of this paper is to quantify the relative effects of owned, earned, and paid media on firm value pre- compared to post- launch.

Keywords: *new product introductions; pre- and post- launch; media communications*

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