

Brand Equity and Virality: An Integrative Model

Mike Nguyen
University of Missouri
Detelina Marinova
University of Missouri

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Abstract

Virality and brand equity are two seemingly unrelated and even opposite constructs. However, they can be cast in a new light, as embedded in a simultaneous and perpetual process. This paper conceptualizes the dynamic flow between brand equity and its virality, and offers applications for established firms and startups to utilize their assets. More specifically, this simultaneity is based on their shared elements: social currency (brand identity/ image), observability (awareness), accessibility (brand prominence), emotions, and narratives.

Keywords: *virality; word-of-mouth; brand equity*

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