

BRANDS IN RAP MUSIC: WHEN NEGATIVE BRAND MENTIONS BENEFIT THE BRAND.

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Abstract

Rap music is the most downloaded musical genre in the world encompassing growing rates of brand usage. However today, we know little about the impact of brand mentions in rap, especially the effect of negative brand mentions on brands. Nor do we have an understanding of the mechanisms which could amplify or diminish the impact of brand mention in rap. How does a negative brand mention emitted by a rapper impact the brand? What element understates this effect? To answer those questions, we conducted an experimentation among 428 rap consumers. Our results show that negative brand mentions emitted by rappers, benefit more the brand than positive brand mentions emitted by rappers. And the level of attachment to the rapper moderates negatively this impact.

Keywords: *rap music ; brand mention; brand placement*

Track: Product and Brand Management