

When Red Bull Gives Wings To Sleepy Consumers: How Sleepiness Moderates the Impact of Brand Exposure Effects

Sebastian Sadowski

Radboud University Nijmegen

Yannick Joye

ISM: University of Management and Economics

Bob Fennis

University of Groningen

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Abstract

We explore the impact of relevant brand-exposure effects (Red Bull logo) on the cognitive performance of sleepy consumers. Across two experiments we find that characteristics of the task during which brand-related associations could be used constitute an important factor helping to better grasp the possible impact of brand exposure effects on task performance for consumers high in sleepiness. We identify the positive influence of the Red Bull logo on the cognitive performance of sleepy people when the task during which they can use brand-related associations is effortful. In contrast, exposure to a Red Bull logo hinders the cognitive performance of sleepy people when the task is effortless.

Subject Areas: *Branding, Cognition, Consumer Behaviour*

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