

Soaring High, Falling Hard: When Brand Placebos Help versus Hurt Consumer Cognitive Performance.

Sebastian Sadowski

Radboud University Nijmegen

Bob Fennis

University of Groningen

Yannick Joye

ISM: University of Management and Economics

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Abstract

This research examines the impact of brand-related cues, specifically the Red Bull logo, on the cognitive performance of sleep-deprived individuals. Our studies reveal that the cognitive benefits of brand exposure for sleepy people are contingent upon the nature of the task. While the Red Bull logo can facilitate performance on cognitively demanding tasks, it may have a detrimental effect on the performance of simple tasks.

Keywords: Sleepiness, Brand-Exposure Effects, Cognitive Performance

Track: Advertising & Marketing Communications