

Co-Activism in Branding: Collaboration is a Strength

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Abstract

This conceptual article introduces the 'co-activism' concept guided by the transformative branding approach. Drawing on collaborative coupling dimensions of transformative branding that demonstrate commitment, sharing expertise and resources, and establishing legitimacy, co-activism represents a dual approach between consumer and brand activism. This paper discusses consumer and brand activism through the lenses of these three dimensions. It proposes the concept of co-activism based upon the commitment of both activist brands and consumers to socio-political causes, shared in/tangible and individual/corporate resources and expertise, and legitimacy of the co-activist movement via social proof and earned trust. It exemplifies this conceptualization by presenting the case of Elidor's a #dedimolabilir (I said, it's possible) campaign.

Keywords: *co-activism, transformative branding, collaborative coupling*