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We're all in this together: Brand 2.0 or Branding's Co-creation Paradigm

Web 2.0 draws attention to a new and potentially empowering relationship between consumers and producers. But to what extent are these paradigm and practices new and unique to digital network culture? Even in old paradigm, characteristic of Web 2.0, or reliance on relatively autonomous productive forces external to producers, has always been the main source of value in wider area of global cultural economy.

Branding is a quintessential platform of control that organises and systematically put to work active participation of consumers in the production and maintenance of values. Using a case study of Japanese brands, I look at the ways in which brand value is produced in/through a great number of interfaces between the brand and consumers — experiential retail spaces, products, sales staffs, analogue and digital media, face to face communication — majority of which are outside the control of brand owners.