

Memetic Marketing: An Emerging Online Marketing Trend and the Case with #TFWGucci Meme Campaign

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Abstract : The primary objective of the current study is to explore how brand managers can employ Internet memes as a marketing tool. Internet memes are marked for their sarcastic and entertaining content and their amateur/DIY natures. The current study focuses on #TFWGucci, a collaborative marketing project enacted by Gucci, which is marked for being one of the first structured collaborative memetic marketing campaigns in the world. By embracing a qualitative approach, the study will explore production and meaning making processes of #TFWGucci campaign via analysis of sample campaign contents. The study will provide hints and insights for digital marketers on how to employ memetic marketing strategies in successful ways.

Keywords : meme, internet meme, online marketing, memetic marketing, #TFWGucci

Conference Title : ICCME 2018 : International Conference on Cinema and Media Engineering

Conference Location : Berlin, Germany

Conference Dates : May 21-22, 2018