

# THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

## Brand Activation in Driving Customer Engagement: Theoretical and Practice Review

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### Abstract:

Brand Activation claimed to be a promotional tool use by organizations in order to induce their customers towards the brand. Literature evidence proves brand activation as an experiential learning technique compels customers to retain brand related information within the minds. The inconclusive literature on brand activation provides the platform further to investigate the area of brand activation with customer driven concepts. The review enlighten the avenues of brand activation in advance, customer engagement use as the outcome variable with brand activation as the predictor variable. The study adopted the literature and case review as the methodology. The review identified that brand activation is as a manipulative factor on customer engagement, and customer loyalty is the final result of it.

**Keywords:** Brand activation, customer engagement, customer experience, action learning

### 1. Introduction

Customer activation is one of the timely requirement and main purpose, despite weather it's a service or a product. Brand activation provides the platform in order to create a link between the customer and brand which result in a deeper bond between the customer and the brand (Saeed, Zameer, & Ahmad, 2015). Brand has become the vehicle which bring the emotional value prepositions towards the customer while work as the symbol of the specific competence which create the organization's competitive advantage (Morel, Preisler, & Nyström, 2002). Since it can make a preposition that, activation conjunct with a brand or an element of the brand which make the customer more physiologically attached towards the brand. Further according Saeed et al., (2015) brand activation by means of creative communication makes customer more attached towards the activated brand itself. Besides, with the technological improvement and advancement of customer digital behavior, most brands compel customers to engage with their respective brands online. Novice organizations to activations use to borrow concepts of creative activations as of competitors and implement accordingly (Gendron, 2017), where it refer as experiential marketing which understand customer behavior and give hands on experience to the customer. Anderson, (1969) reveals that 'action-learning' or 'experiential-learning' techniques result in up to 90% retention with prospects' mind and people learn best when they use perceptual learning styles. Perceptual learning styles are sensory based. The more sensory channels possible in interacting with a resource, the better chance that many can learn from it. Moreover Dale's cone of experience(1946) witness that concrete experience make someone to remember experience based learning in long time (Davis & Summers, 2015).

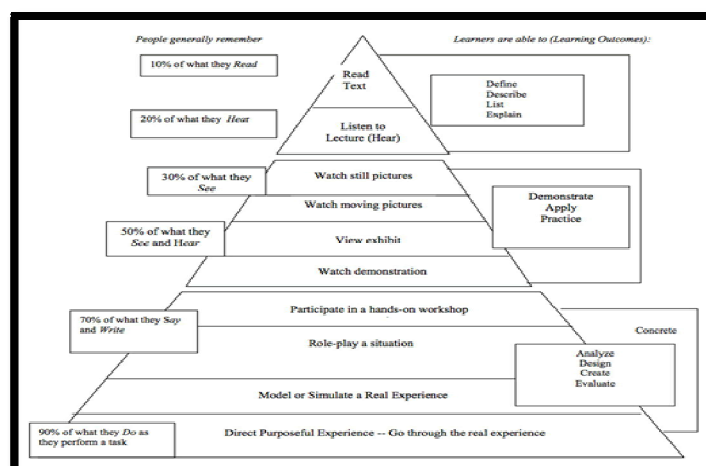


Figure 1: Dale's Cone of Experience

Source: Adapted from E. Dale, *Audiovisual Methods in Teaching*, 1969, NY: Dryden Press