

HOW DO MARKETING AND HISTORY RELATE?

Historic Hotels of America Cincinnati 2011

Bradford Hudson
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HISTORIC HOTELS
of AMERICA

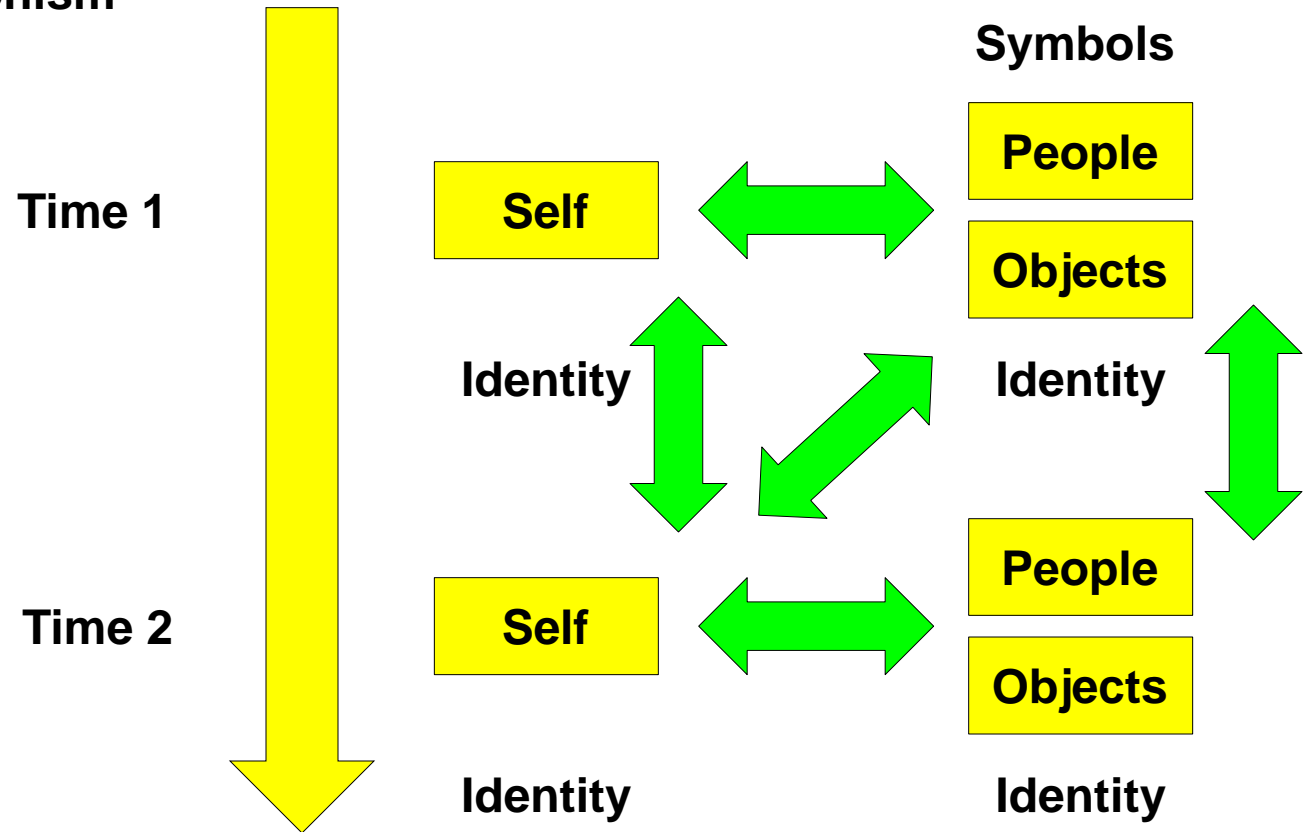
NATIONAL TRUST FOR HISTORIC PRESERVATION*

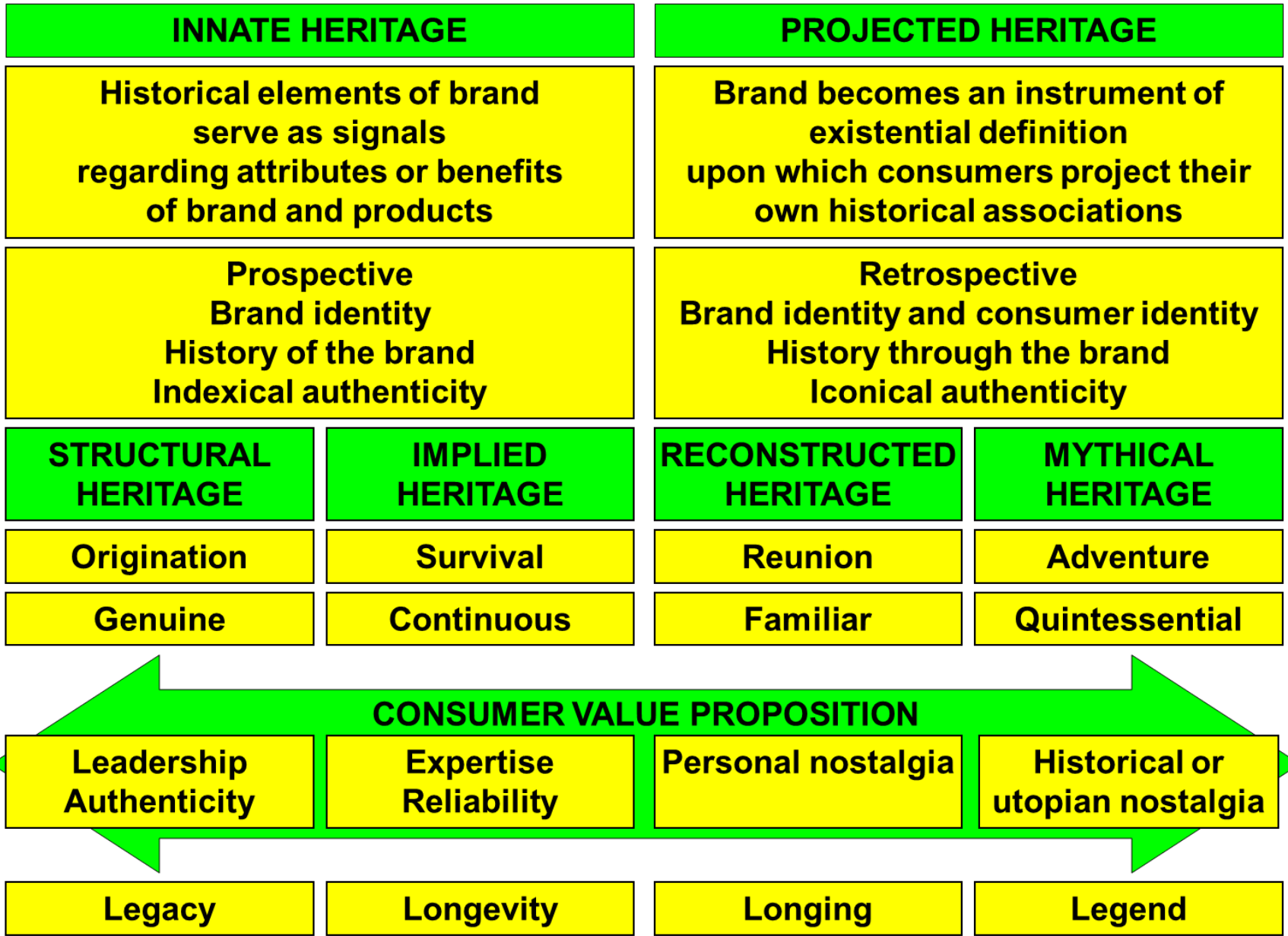
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How does history function in human behavior?

George Herbert Mead (1863-1931)
Sociologist and psychologist

Symbolic interactionism
Role of the past





Hudson, B.T. (2010), "The Role of the Past in Brand Heritage," Working Paper, Boston University
 Maines, D.R., Sugrue, N.M. and Katovich, M.A. (1983) "The Sociological Import of G.H. Mead's Theory of the Past," *American Sociological Review* 48 (2), pp. 161-73
 Mead, G.H. (1932) *The Philosophy of the Present*, ed. A.E. Murphy, Chicago: Open Court

How does history function in consumer behavior?

Brand heritage is an approach to marketing that involves reference to the past.

It encourages the engagement of consumers with the history of the brand, or the engagement of consumers with history through the brand. The former is operative in defining the identity of the brand alone, while the latter is also operative in defining the identity of the consumer.

The brand heritage concept encompasses a wide variety of historical references in contemporary marketing, including interpretations and faux applications, provided that they relate to the brand and support the process of identity definition.

How is brand heritage activated?

Symbols

Signals or cues that trigger associations

- Corporate
- Contextual
- Cultural
- Personal

Such as...

- Logos
- People
- Products
- Buildings
- Decor
- Uniforms
- Signage
- Livery
- Artifacts
- Images
- Narratives
- Music ...or combination

Thanks

- Historic Hotels of America
- YOU

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