EXPLAINING DILUTION THROUGH BALANCE THEORY

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Trademark Dilution Conference

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Who Am I?

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Agenda

1. Balance Theory Explained
2. Consumers Own the Brand
3. When Undesirable Links to the Brand are made
4. It’s a Marketing Problem
Balance Theory

• My Friend’s Friend is my Friend

• My Enemy’s Enemy is my Friend

• Goal is to avoid tension, especially in a busy life
Balance Theory and Consumer Motivation

• The Individual feels that those who purchase or use a particular brand possess the characteristics that he or she would like to have

• “I saw Kelly Holmes at the Balmoral Road race and she was wearing Adidas. I went to JJB with my sister, checked out the Adidas section and bought a top and pair of trainers” (female tween)
Heider’s Balance Theory

Kelly Holmes + Adidas
Heider’s Balance Theory

Teenager + Kelly Holmes + Adidas

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Heider’s Balance Theory

Teenager + + Adidas

Kelly Holmes
Rap Stars Appropriate Brand

Busta Rhymes & P. Diddy + Courvoisier
Consumer Digs the Rap

Consumer + Busta Rhymes & P. Diddy + Courvoisier
Consumer Digs the Brand

Consumer + Busta Rhymes & P. Diddy

Consumer + Courvoisier
Socially Occurring Links to Image

Person + Girl Scouts

Person - Unwed Pregnancy
Unbalanced State: Tension

- Person
  - Unwed Pregnancy
  + Girl Scouts

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Girl Scouts Suffers Dilution by Undesirable Link
There’s no clothing allowance

FASHION LABELS BLACKLISTED BY CLUBS

Customers wearing brands associated with gangs may be turned back at the door

BY LESLIE KEENAN

Downtown bars are turning people away because they’re being identified as gangster wear.

The crackdown on couture began about three weeks ago, according to Vancouver club owners.

“Somebody in a gangster wear needs to be turned away,” one owner said.

That’s about the time several gang-related shootings occurred in Metro Vancouver.

In early September, two people were killed in a gunfight at Quicksilver on Pender Street, the same night six shots were fired into an East Vancouver home. In mid-September, a man was shot while driving his son to school.

Since then, bars along the Granville entertainment strip have been focusing on what they consider to be a problem.

“People are getting to know each other, and this is just one line of defense against gangs,” said John D., president of Bar Watch, a group that represents Vancouver bars.

“Do you think putting your customers in jeopardy because you’ve chosen to let somebody in wearing this kind of clothing is ok?”

Clubs are getting stricter because they want to protect law-abiding customers, he said.

“Nobody wants to see somebody get hurt within their club. It’s about public safety,” said D.

Chris, one of the trendy establishments, said they have been turning back customers wearing gang-affiliated clothing.

“We have a zero-tolerance policy for anyone wearing gang attire,” he said.

The crackdown has extended to downtown clubs as well.

“I put a shirt on because it’s fashionable, and now I’m being turned away,” said a patron.

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Brands Involved
Dilution by Undesirable Customers

- UK Pubs banned young people wearing Burberry due to an association with “football hooliganism.”
Dilution by Undesirable Customers

• **Chav**: UK slang for a subcultural stereotype
  – wear fake Burberry clothing, fake jewelry, and street/hip hop clothes
  – associated with juvenile delinquency, lower class

• **Video**: Chavs in Me Burberry
Marketing Solutions

• Change look of brand
  – 2004: Burberry ended production of branded baseball cap
  – 2007/2008 Burberry Fall Collection