Is Political Activism the New Black?

Consumers’ Attitudes toward a Brand that uses Political Activism in Advertisement

Authors: Cornelia Karlsson, Azra Kljako & Therése Pauldén
Supervisor: Viktor Magnusson
Examiner: Åsa Devine
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Abstract

**Background:** In 2017, brands have started to use their advertisements to take stance in political issues. However, since this trend has emerged in 2017, research in the field is limited. The research that is available is focused on how attitudes toward advertisements in general affect consumer attitudes toward the brand, which calls for deeper knowledge on how the political activism trend affect consumers’ attitudes.

**Purpose:** To explore how political activism in advertisements affect consumers’ attitudes toward the brand behind the advertisement.

**Research Question:** How does political activism in advertisements affect consumers’ attitudes toward the brand?

**Methodology:** This study is of qualitative nature and took an explorative approach. Data was collected through semi-structured interviews based on a convenience sample of 11 respondents.

**Conclusion:** The main findings from this study was that political activism in advertisement had an enhancing affect on respondents’ attitudes toward the brand behind the advertisement. Respondents that had positive attitudes toward the brand before were more positive toward the brand after the political advertisement, while the ones who were negative became more negative after the political advertisement.

**Keywords**
Political activism, attitudes toward advertisements (Aad), attitudes toward brands (Ab), incongruity and involvement.
Thanks

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Cornelia Karlsson              Azra Kljako                       Therése Pauldén

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1 Introduction

1.1 Background

Because of the growth in today’s competitive marketplace, companies use brands as a differentiator to make consumers choose their company over others (Kotler & Armstrong, 2016; Gupta, Czinkota & Melewar, 2013; De Chernatony & Segal-Horn, 2001; Narayandas & Rangan, 2004). By creating a distinct brand that outperforms competitors, companies can become more adept in how to satisfy their consumers and their values. This since brands add value and give meaning to consumers’ beliefs about a company (Kotler & Armstrong, 2015). Differentiation is, according to Ries and Trout (1986), that consumers must perceive a brand as different and valuable. This since consumers are always looking for reasons to be associated to a brand since there are a lot of different brands to choose from (Gupta, Czinkota & Melewar, 2013). However, differentiation can come in many forms and can give a competitive advantage (Taylor, 1997) and is therefore crucial for companies to use (Trout & Rivkin, 2008). De Chernatony and Dall’Olmo Riley (2001) further imply that depending on how companies work with the creation of brand differentiation, it affects how consumers perceive the brand and what attitudes they have toward it.

Attitudes toward brands can be described as feelings, beliefs or responses in a consistently favorable or unfavorable way (Blythe, 2000). Solomon, Bamossy, Askegaard and Hogg (2013) describe it as a general evaluation that is shaped over time. A consumer’s brand attitude is dependent upon how the individual retrieves the content of a message. Therefore, it is crucial for companies to create commercial messages such as advertisements that target an individual’s attention (McClung, Park & Sauer, 1985).

Kaushal and Kumar (2016) state that advertisements have become an essential part for companies due to the ever-increasing competition on the market. Advertisements are used in order to attract and persuade consumers (Hornik, Ofir & Rachamim, 2016) and are today focused on emotions rather than information (Dahlén & Rosengren, 2016). Companies are now taking more serious stands in their advertisements by aligning their brand values and beliefs with what is going on around the world. This phenomenon is called brand activism (Suggett, 2017).
Kotler and Sarkar (2017) break down brand activism into six subcategories: social activism, legal activism, business activism, economic activism, environmental activism and political activism. Social activism refers to social issues such as discrimination and other community problems, legal activism to employee rights and taxation and business activism refers to corporate organization issues like labor and union relations. Economic activism refers to wages and gender pay gaps and environmental activism to environmental issues. Political activism involves the action of taking stance in a political issue (Kotler & Sarkar, 2017) and has historically been avoided by brands since it has been considered to be a sensitive subject (Price, 2017).

1.2 Problem Discussion

Although taking political stance previously has been avoided, the most distinct advertisement trend during the 2017’s Super Bowl advertisements (Armano, 2017; Suggett, 2017), as well as during the 2017’s Oscars (Rath, 2017), was to take political stance (Suggett, 2017). Since the action of taking political stance can be differently interpreted depending on individuals’ own perceptions, this study defines political activism in advertisements to advertisements that are considered to be political by media. According to Butler and Judkis (2017) the most political advertisements from 2017’s Super Bowl were Budweiser, 84 Lumber, Airbnb, Audi and Google. Budweiser’s, 84 Lumber’s and Airbnb’s commercials all took stance in the immigration question as a response to president Donald Trump’s immigration ban, while Audi and Google highlighted racial, religious and sexual equality (Butler & Judkis, 2017). Brands also took political stance during the 2017’s Oscars. Cadillac used their advertisement to show that they wanted to unite the politically divided US nation, GE took a stance for equality by calling for more women in engineering and Hyatt showed a Muslim woman in different situations around the world with the message “For a world of understanding” (Rath, 2017).

As a response to the political activism in advertisements, Butler and Judkis (2017) argue that consumers are starting to support brands that were previously not interesting to them as well as boycotting the ones that provoke them. An example of a brand that was boycotted is Uber. The reason for the boycott was lack of political activism. In February 2017 Uber was accused for undermining a taxi protest against president
Donald Trump’s immigration ban, leading to the viral hashtag #deleteuber (Holder, 2017). Because of this, over 200 000 Uber consumers boycotted the brand for political reasons (Carson, 2017), which shows the crucial role of political activism in 2017 and the level of affect it has on consumers’ attitudes toward brands.

How political activism in advertisements affect consumers’ attitudes toward brands may be influenced by the level of incongruity in the advertisement. Dens, De Pelsmacker and Janssens (2008) along with Dahlén and Lange (2004) argue that if the content of an advertisement does not correspond with consumers’ expectations of it, the advertisement is incongruent. If the advertisement is incongruent, consumer interest will emerge. Since the political activism trend emerged in 2017, it is likely that such advertisements do not correspond with consumers’ expectation of advertisements. Hence, that it will generate consumer interest. However, Dens, De Pelsmacker and Janssens (2008) add that if the content is too distinct from consumers’ expectations, they can experience the advertisement as frustrating and irritating. In other words, that if political activism in advertisements is too distinct from consumers’ expectations, they can experience it negatively. This indicates that an exploration of political activism in advertisements is relevant since it can cause everything from consumer interest to frustration (Dens, De Pelsmacker & Janssens, 2008). Despite this relevance, and the fact that Shirley (2016) states that political activism has a phenomenal power, the research in the field of political activism in advertisements is still limited. It is likely that the limited research in the field in 2017 is due to the fact that the trend has emerged the same year and more research is therefore needed. Chances are that brands such as Uber who were negatively affected by lack of political activism, had avoided a boycott if more research in the field regarding political advertisements were available.

The research that is available in the field concern advertisements in general. Researchers such as MacKenzie and Lutz (1989), Derbaix (1995) and Hornik, Ofir and Rachamim (2016) argue that consumers’ attitudes toward advertisements affect consumers’ attitudes toward the brand behind the advertisement. This suggests that consumers’ attitudes toward political advertisements affect consumers’ attitudes toward the brand behind it, which in turn stresses the need for an exploration of the phenomena. However, not all researchers agree to this. Shimp (1981) argues that consumers must process brand information in order for attitudes toward the advertisement to affect
attitudes toward the brand. Since Heath (2017) argues that political activism in advertisements can distract consumers, it is possible that political activism in advertisements distract consumers from processing brand information. Hence, that attitudes toward political advertisements may not affect consumers’ attitudes toward the brand behind it, which is essential for brands to know before partaking in the political activism trend.

1.3 Purpose

The purpose of this paper is to explore how political activism in advertisements affects consumers’ attitudes toward the brand behind the advertisement.

1.4 Research Question

How does political activism in advertisements affect consumers’ attitudes toward the brand?
2 Theoretical Framework

This chapter provides the concepts and theories that together form the theoretical framework of this study, which is used as a basis in order to answer the purpose. The chapter is structured based on the main concepts: attitudes toward brands, level of incongruity and attitudes toward advertisements affect on brand attitudes. Finally, a table of the theoretical concept was conducted in order for the reader to get an overview of the chapter.

2.1 Attitudes toward Brands

According to Ajzen (2007) it is crucial to investigate underlying factors in order to understand and explain human behavior. These factors can differ in many ways, but Ajzen (2007) states that attitudes are one of the most discussed one among psychologists. He means that attitudes change over time and that they continuously emerge along with social issues. There are basic components within attitudes that help to explain the main influences toward an attitude object (Ajzen, 2007; Blythe, 2000). An attitude object is a general evaluation of people, issues or advertisements (Solomon et al., 2013). Evans, Jamal and Foxall (2009) state that there are three general bases of information that affects an attitude object: cognitive, affective and/or behavioral intentions. These three components impact how one responds towards attitude objects, which can either be in a favorable or unfavorable way (Ajzen, 2007; Blythe, 2000; Evans, Jamal & Foxall, 2009).

Evans, Jamal and Foxall (2009) mean that the cognitive component involves an individual’s beliefs about an attitude object, in other words how one perceives the object and what knowledge one has about it. The affective component on the other hand refers to the emotional responses toward the attitude object, which can either be negative or positive. The behavioral component can be seen as a combination of the two previously mentioned components. How the individual acts and behaves depends on the individual’s feelings and knowledge about the attitude object (Evans, Jamal & Foxall, 2009). Solomon et al. (2013) describe these responses as an evaluation that is formed over time, which creates feelings, knowledge and a certain behavior towards an attitude object. Walla, Brenner and Koller (2011) agrees with Evans, Jamal and Foxall (2009) to some extent. However, they mean that the attitude object affects consumers’ behavior...
and attitudes toward the brand. Walla, Brenner and Koller (2011) further add that attitudes are formed out of knowledge, experiences and emotions individuals have toward the brand.

According to De Chernatony, McDonald and Wallace (2011) a brand is more than a product or a service, they describe it as a relationship with the consumer. This is why it is of importance for brands to contribute both functionally and emotionally in order for consumers to see the brand as something valuable and beneficial. Walla, Brenner and Koller (2011) add that creating positive brand attitudes is one of the most important factors to take into consideration for companies. It is in other words dependent on how the company works with the creation of the brand that affects how the consumer perceives the brand and what attitudes they have toward it (De Chernatony & Dall’Olmo Riley, 2001). Solomon et al. (2013) explain that this behavior can have a direct impact on the attitudes towards the brand, which is referred to as Ab.

2.2 Level of Incongruity in Advertisements

The perception of a brand is due to consumers’ individual schemas of knowledge and expectations. If advertisement content corresponds to individuals’ existing schemas, it is congruent. When the information in the advertisement does not correspond with an individual’s existing knowledge and expectation schema, it is incongruent (Halkias & Kokkinaki, 2014; Jurca & Madlberger, 2015). Dens, De Pelsmacker and Janssens (2008) add that the schema is the cognitive structure that represents expectations and knowledge about brands, advertisements and products. Halkias and Kokkinaki (2014) as well as Jurca and Madlberger (2015) state that these schemas view the relationship of the semantic correspondence between content of a stimulus that individuals are exposed to and their cognitive schema to which a stimulus refers to.

According to Halkias and Kokkinaki (2014) as well as Dahlén and Lange (2004) advertising messages that have ad-brand incongruity, enhances brand attitudes positively. However, Halkias and Kokkinaki (2014) argue that it is still questionable whether the attitudinal responses of incongruity are determined by the content of the stimulus or the schematic knowledge. Dahlén and Lange (2004) state that the positive effect is due to consumers’ ability to know how to process the information carefully. When information in advertisement is incongruent, it most often challenges the
consumers’ perceptions such as their attitudes toward the advertisement, which is referred to as Aad in this study. This since it does not correspond with their existing schema of expectations and knowledge, which in turn creates arousal, interest and curiosity in the advertisement. In extent, this generates an increased Aad and Ab, both instantly and a while after the consumer has been exposed to the advertisement (Dahlén & Lange, 2004).

Although a positive increase in brand attitude can occur, consumers can also have a tendency to evaluate incongruent advertisement negatively (Dahlén & Lange, 2004). This is dependent upon if the incongruity impacts consumers to a large extent, meaning that consumers can perceive an advertisement as frustrating or irritating, since a high level of incongruity makes it difficult to decode the content. If the impact of an advertisement is congruent on the other hand, it does not affect the consumer enough (Dens, De Pelsmacker & Janssens, 2008; Halkias & Kokkinaki, 2014). According to Dahlén and Lange (2004) consumers can form one opinion about the advertisement and another opinion of the brand. One does not have to affect the other. However, if incongruity is reasonable in advertisements it is more stimulating (Dens, De Pelsmacker & Janssens, 2008; Halkias & Kokkinaki, 2014). This since it creates arousal, interest and curiosity (Dahlén & Lange, 2004) and is not too difficult to decode correctly, which creates a positive and successful affect on attitudes (Jurca & Madlberger, 2015; Dens, De Pelsmacker & Janssens, 2008).

2.3 Attitudes toward Advertisements affect on Brand Attitudes

Attitudes toward advertisements, Aad, can be defined as predispositions to respond in a positive or negative way to a specific advertising stimulus during a specific exposure occurrence (MacKenzie, Lutz & Belch, 1986). Aad is argued by researchers to affect attitudes toward the brand, Ab (Derbaix, 1995; MacKenzie & Lutz, 1989; Madden, Allen & Twible, 1988; Batra & Ray, 1986; Mitchell & Olson, 1981, MacKenzie, Lutz & Belch, 1986; Shimp, 1981; Hornik, Ofir & Rachamim, 2016; Kaushal & Kumar, 2016). Mitchell and Olson (1981) along with Madden, Allen and Twible (1988) mean that Aad is a moderator of Ab, which is supported by Homer (1990) and Kaushal and Kumar (2016) who argue that there is a direct connection between Aad and Ab. Homer (1990) states that if a consumer have positive Aad, the consumer is twice as likely to consider the advertised brand as the most favorable one. In contrast to Homer (1990),
MacKenzie, Lutz and Belch (1986) along with Hanson and Biehal (1995) argue that Aad has both a direct and indirect affect on Ab. Shimp (1981) on the other hand, argues that the moderating affect between Aad and Ab is affected by the consumer’s level of involvement in the ad. The importance of involvement in the advertisement that Shimp (1981) discusses is determined by the level of attention that is given to it and the information processing of it. If a consumer gives the advertisement attention and actively processes the information, the consumer has a high involvement and a potential connection between Aad and Ab can occur. However if one of these factors is limited, the consumer has a low involvement in the advertisement and the relationship between Aad and Ab is affected. Strategy limited low involvement is when little or no attention is given to brand information; attention is rather focused on non-brand information (Shimp, 1981). In order to form attitudes toward the advertisement as well as to the brand, the consumer must process brand information (Shimp 1981; Hansen & Biehal, 1995). This means that Aad under strategy limited low involvement, when little to no brand specific information is processed, is separated from Ab (Shimp, 1981).

However, Mitchell and Olson (1981) argue that consumers’ perception of brands does not have to emerge from brand information contexts, which is in direct contrast to Shimp’s (1981) opinion regarding the role of information processing. Mitchell and Olson (1981) mean that visual stimuli, even though it may be irrelevant to the brand and contain no specific brand information, make consumers form brand perceptions. This is due to the conversion of information from visual stimuli to semantic understanding, which is partly agreed to by Homer (1990), who argues that visual but also verbal stimuli components in advertisement forms Aad. Consumers may like some components and dislike others but still have a positive Aad. However, they may also have a negative Aad due to only disliking one component. Hornik, Ofir and Rachamim (2016) argue that advertisements that consist of different contrasts, sizes and colors that interrupts the visual attention and enriches consumers, which Kotler and Armstrong (2015) argue enhances consumers’ brand awareness. This process is called perceptual interruption and influences consumers’ attitudes toward the ad, which affects their perception of the brand (Hornik, Ofir & Rachamim, 2016).
Batra and Ray (1986) mean that depending on how the ad-execution is done; it can evoke emotions and feelings instead of only creating an evaluative reaction towards the commercial. Madden, Allen and Twible (1988) agree upon this to some extent, but distinguish the different responses to advertisements into cognitive evaluation and affective responses, where the affective responses are connected to the emotions and the cognitive evaluation to the preferences of the consumer.

MacKenzie and Lutz (1989) also discuss the affective and evaluative responses but in the form of several different factors that together affect Aad. They mean that depending on how consumers identify the advertisement’s credibility, how they perceive the advertisement and how the attitude towards the advertiser is will create a general response towards the Aad. This is partly agreed by Esmaeilpour and Aram (2016) as well as Wu and Wang (2011) who argue that source message credibility, which is how credible a sender of a message is, affects consumer attitudes. It plays an imperative part of how effective an advertisement can become. MacKenzie and Lutz (1989) mean that the most prominent of the factors mentioned above was found to be attitudes toward the advertiser. Together, these factors stand for 70% of the impact on Ab. While Mackenzie and Lutz (1989) present components that together form the Aad, Batra and Ray (1986) argue that it is rather a chain of effects. They mean that the affective responses in form of several different emotional indicators such as interest, skepticism and anger leads to Aad, which in turn leads to Ab (Batra & Ray, 1986).
### 2.4 Theoretical Framework Summary

<table>
<thead>
<tr>
<th>Theoretical Concepts</th>
<th>Summarized Definition</th>
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<tr>
<td><strong>Attitudes toward Brands</strong></td>
<td><em>Attitudes toward brands</em> are formed by three general bases of information that affects an attitude object: cognitive, affective and/or behavioral intentions. The cognitive component involves an individual’s beliefs about an attitude object, in other words how one perceives the object and what knowledge one has about it. The affective component on the other hand refers to the emotional responses towards the attitude object. The last component, the behavioral, can be seen as a combination of the two previously mentioned components (Evans, Jamal &amp; Foxall, 2009).</td>
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<td><strong>Level of Incongruity in Advertisements</strong></td>
<td><em>The level of incongruity</em> of an advertisement refers to the fact that the perception of a brand is due to consumers’ individual schemas of knowledge and expectations. If advertisement content corresponds to individuals’ existing schemas, it is congruent. When the information in the advertisement is not fitting with an individual’s existing knowledge and expectation schema, it is incongruent (Halkias &amp; Kokkinaki, 2014; Jurca &amp; Madlberger, 2015). A high level of incongruity makes it difficult to resolve the content. If the impact of an advertisement is congruent on the other hand, it does not affect the consumer enough (Dens, De Pelsmacker &amp; Janssens, 2008; Halkias &amp; Kokkinaki 2014).</td>
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<td><em>Attitudes toward advertisements</em>, referred to as Aad, can be defined as predispositions to respond in a positive or negative way to a specific advertising stimulus during a specific exposure occurrence (MacKenzie, Lutz &amp; Belch, 1986). Aad is argued by researchers to affect attitudes toward the brand, Ab (MacKenzie &amp; Lutz, 1989). <em>Involvement</em> is determined by the level of attention that is given to the advertisement and the information processing of it. If a consumer gives the advertisement attention and actively processes the information, the consumer has a high involvement in the advertisement and a potential connection between Aad and Ab can occur. However if one of these factors is limited, the consumer has a low involvement in the advertisement and the relationship between Aad and Ab is affected (Shimp, 1981). <em>Perceptual interruption</em> occurs from advertisements that consist of different contrasts, sizes and colors that interrupt the visual attention and enrich consumers (Hornik, Ofir &amp; Rachamin, 2016). <em>Source message credibility</em> is how credible a sender of a message is, which affects consumer attitudes toward the advertisement (Wu &amp; Wang, 2011).</td>
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3 Conceptual Framework

This chapter provides two models that are created based on the concepts in the theoretical framework. This was done in order to give the reader a clearer understanding of how the research was executed in relation to the theoretical framework.

3.1 Research Models

In order to meet the purpose and to clarify the theory for the reader, a model was created. The aim with the model is to guide the reader through the key concepts of the theoretical framework and how they are correlated to each other. The model is formed like a chain that starts with the consumer’s general brand attitude and ends with a potential new attitude towards the brand after being exposed to the political advertisement. The model is created by a basic frame that is inspired by the majority of the research in the theoretical framework (e.g. Mitchell & Olson, 1981; MacKenzie, Lutz & Belch, 1986; Homer, 1990). The basic frame of the model is formed by four steps; brand attitude, perception of political ad, attitudes toward the ad (Aad) and attitudes toward the brand (Ab). The first step in the model is brand attitude. This step represents the brand attitude that the consumer has about the brand before being exposed to the political ad. The next step represents the consumers’ perception of the political ad, which refers to the moment when the consumer is exposed to the advertisement. The respondent’s perception of the political ad includes the level of incongruity, since Dahlén and Lange (2004) and Halkias and Kokkinaki (2014) argue that the perception of an advertisement is influenced by the content of it.

The third step in the model is attitudes toward the ad (Aad), which is affected by the previous step: perception of the political ad. This means that when the consumer is exposed to the political ad, he or she will create attitudes toward the ad. The fourth and final step in the basic frame model is attitudes toward the brand (Ab). The third step (Aad) works as a mediator between the second step, perception of political ad, and of the fourth step (Ab). This implies that the Aad that emerges after exposure to the political ad does not have to correspond with the previous brand attitude. In extent, this means that the attitudes toward the ad (Aad) after exposure to the political ad can create a potential new attitude towards the brand (Ab).
However, all research does not state that Aad always affects Ab. Shimp (1981) argues that the relationship between Aad and Ab is affected by the consumer’s level of involvement in the advertisement. He means that the consumer must have a high involvement in the ad, in other words give the advertisement attention and actively process information, in order for Aad to affect Ab. If the consumer has a low involvement, either by not giving the advertisement attention or by not processing information, Aad is separated from Ab. That is why involvement is added as a component to the Basic Frame Political Ad Affect Model (Figure 1) to the Extended Political Ad Affect Model (Figure 2). However, Mitchell and Olson (1981) argue that consumers’ perception of brands does not have to emerge from brand information contexts. Since this is in direct contrast to Shimp’s (1981) statement, Figure 2 includes both Mitchell and Olson (1981) and Shimp’s (1981) explanations to the connection between Aad and Ab. What is added in Figure 2 is in other words the possibility that if the consumer’s involvement in the advertisement is low, Aad is separated from Ab. However if the consumer’s involvement in the advertisement is high, the relationship between Aad on Ab is the same as in Figure 1.

To summarize Figure 2, it starts with brand attitude. The model moves on to perception of the political ad, which can be affected by the involvement in the advertisement. If the perception of the political ad is not affected by involvement, it leads to a direct formation of Aad that affects Ab. However, if the consumer has a high or low involvement in the advertisement it will result in a different Aad and Ab relationship. If the involvement is high, the relationship is unchanged which means that Aad affects Ab. However if the involvement is low, there is a separation of Aad from Ab.
Figure 2: Extended Political Ad Affect Model
4 Methodology

This chapter provides the methodology chosen for the study as well as justifications of these choices. It guides the reader through the different choices that were taken in order to conduct the study such as the research approach, research design, data sources, data collection method, data collection instruments, sampling, ethics in research, data analysis method and quality criteria. This is followed by a chapter summary in order to give the reader an overview of the chosen methodology.

4.1 Research Approach

According to Bryman and Bell (2011) there are two main approaches to take into consideration when doing a research in order to connect theory and empirical data, which are inductive and deductive approach. The two approaches separates from each other since they have different philosophical perspectives and ways of observing theory (Bryman & Bell, 2011). In an inductive research one collects data and creates a theory based on this data (Saunders, Lewis & Thornhill, 2009). This approach often follows an iterative research process that goes back and forth in order to be able to go from case specific to generalizable results (Bryman & Bell, 2011). In contrast to the inductive approach, the deductive approach follows a structured process and can be described as a theory-based approach (Saunders, Lewis & Thornhill, 2009). Based on the theory, the researchers create a theory and test it. Saunders, Lewis and Thornhill (2009) further explain the deductive approach as a common way for researchers to use in order to explain a relationship between different variables. This is why a deductive approach can be useful in quantitative studies, while an inductive is often more preferable for qualitative research since it gain a deeper knowledge of the study (Bryman & Bell, 2011). Even though there are differences between the two approaches it does not entail that the inductive approach excludes the deductive approach, they can both be applicable on quantitative as well as qualitative studies (Saunders, Lewis & Thornhill, 2009).

Saunders, Lewis and Thornhill (2009) suggest that when basing a study on existing theory the most suitable approach is a deductive one. Even though the research shows that political activism is an emerging trend that has not yet been thoroughly studied, the foundational theory of attitudes is established, which makes it possible to base the
research on existing theory. This argues for a deductive approach since it culminates from existing theory and is suitable for this research.

4.1.1 Quantitative or Qualitative Approach

Conduction of research can either take a quantitative or qualitative approach (Bryman & Bell, 2011; Saunders, Lewis & Thornhill, 2009). Quantitative research emphasizes collection of hard reliable and quantifiable data from large sample sizes. The approach is structured and focuses on numbers rather than words (Bryman & Bell, 2011), which enables an extensive statistical analysis but makes it difficult to differentiate people (Yin, 2014; Bryman & Bell, 2011). Quantitative research tends to generate a static perspective of social life, which questions the ability to apply quantitative research results on everyday social life (Bryman & Bell, 2011). Qualitative research on the other hand, strives toward an understanding of people’s constructed meaning of reality and how they reason with their everyday experiences and surroundings (Merriam, 1998). A qualitative research’s purpose is to generate rich deep data and to uncover as well as understand the parts that form the whole (Merriam, 1998). While quantitative research approaches focus on numbers, qualitative research approaches put emphasis on words. Qualitative research is thereby often conducted through focus groups and interviews and is not as structured and as formal as a quantitative research (Bryman & Bell, 2011).

Because qualitative research strives toward an understanding of people’s constructed meaning of reality and how they reason with their everyday experiences and surroundings (Merriam, 1998), a qualitative approach is more appropriate for the purpose of this research. With the characteristics of quantitative versus qualitative research approaches mentioned above in mind, along with the fact that the purpose of this research is to explore the affect in everyday life that requires rich deep data, this research has a qualitative research approach. Criticizers against the approach argue that qualitative research is too subjective (Merriam, 1998). To minimize this risk, Yin (2014) advocates for an operationalization of the theoretical framework, which is presented later in this chapter. People do not always know why they feel as they do and why they have certain attitudes (Evans, Jamal & Foxall, 2009). This suggests that the use of a qualitative research approach is preferable for this study in order to get in depth knowledge of the phenomena. Since words are more relevant than numbers when
conducting research on attitudes, a qualitative research approach is more relevant than a quantitative research approach in order to meet the purpose of this study.

4.2 Research Design

According to Bryman and Bell (2011) and Saunders, Lewis and Thornhill (2009) a research design is the fundamental part of a study. It gives a detailed outline of how the research is conducted and helps the researchers to create the foundation and structure of the research, which makes it possible to answer the research question. Bryman and Bell (2011) mean that what research design that is chosen affects the way the research is structured and what procedures it entails. The choice of research design does in other words imply what steps in the research that is crucial in order to collect the acquired data. According to Bryman and Bell (2011) there are five types of research designs: experimental, comparative, case study, longitudinal and cross-sectional.

The experimental design involves an experimental group and a control group, where the experimental group is exposed to manipulations of independent variables in order to see the result it has on the dependent variables. A comparative research design is defined as the study of two or more cases with the same method and the purpose to discover contrasting results. A case study research design is a comprehensive and severe analysis of a single case (Bryman & Bell, 2011). According to Malhotra (2010) the research designs described above can be used both individually and combined with the longitudinal or cross-sectional research designs. What differentiates the designs is the time aspect (Rindfleisch et al., 2008). While longitudinal research design is defined as the study of a single case during several occasions or a period of time, the cross-sectional research design implies the study of a single case from two or more sources during a specific point of time (Bryman & Bell, 2011; Rindfleisch et al., 2008). Rindfleisch et al. (2008) describes it in terms of a “snapshot” of the cases.

Since this research aims to study one case from different sources, a cross-sectional research design was chosen for this study. This since the aim was to provide a snapshot of how consumers’ attitudes are affected by being exposed to an advertisement. By having several different attitudes from different sources, a general attitude of the chosen subject can be found.
4.3 Research Purpose

The research purpose gives a direction to the study and systematizes the research. It can mainly be done through three different approaches: explanatory, descriptive and exploratory (Bryman & Bell, 2011). An explanatory research is when focusing on relationships between different variables and/or a specific situation, or a single problem (Saunders, Lewis & Thornhill, 2009). A descriptive study on the other hand is there to provide a precise outline of specific situations or events (Robson, 2002). What is of focus here is that the research is built upon previous findings and the capability to be analytical (Grønmo & Winqvist, 2006). When doing an exploratory study the research is conducted on a subject that has not yet been studied clearly, or to gather perceptiveness of a current problem. This means that it can be used in areas where one needs to have more understanding of a topic or is looking for emerging ones (Saunders, Lewis & Thornhill, 2009).

Since political activism is an emerging trend that has not yet been thoroughly studied, the research is in accordance with an exploratory purpose. This since it aims to gather perceptiveness of the connection between the advertisement and the consumers’ attitudes toward a brand. There is also a deficiency from a qualitative standpoint when it comes to consumer attitudes regarding political activism, which furthermore indicates that this is a research field that requires exploration of new perceptions (Saunders, Lewis & Thornhill, 2009). With the chosen phenomena of this study and the area of interest being fairly confined, it implies that an exploratory research purpose is the most suitable one.

4.4 Data Sources

Bryman and Bell (2011) state that data can be both primary and secondary when collecting empirical material. The secondary data is a conduction of new research by analyzing data that already exist from external sources in order to gain a better understanding of the investigated subject (Saunders, Lewis & Thornhill, 2009). The sources can for instance be cases, articles or photographs (Saunders, Lewis & Thornhill, 2009). If a study is done within a new research area that requires new information, primary data is needed (Ghauri & Grønhaug, 2005). In that way, the researcher will be able to control the procedure, gain the accurate data that helps the study and meet the purpose, even though it is within an area that has not been investigated before. The
procedures in a primary data collection can be interviews, observations, focus groups or specific case studies (Bryman & Bell, 2011). Hair, Wolfinbarger, Money, Samouel and Page (2011) argue that these procedures makes it possible to gain information that is up to date, specific and reliable even though the procedures tend to take more time (Hair et al., 2011; Saunders, Lewis & Thornhill, 2009).

Since this study concerns political activism in advertisement that has not been thoroughly researched before, primary data was needed in order to fulfill and collect accurate data for the study. Data was collected from primary sources in order to explore what the connection between political advertisements and the consumers’ attitudes toward a brand was.

4.5 Data Collection Method

According to Merriam (1998) collecting data is about watching, reviewing and asking. There are different methods of collecting the data, but the five most common once that are used are observations, surveys, focus groups, in-depth interviews and content analysis (Bryman & Bell, 2011). However, when having a qualitative approach like this study has, in-depth interviews is recommended since it most often leads to profound and rich data from the respondents (Bryman & Bell, 2011).

Bryman and Bell (2011) further argue that interviews are the method out of the three mentioned above that is most often used because of how flexible it can be. However, there are different ways of conducting interviews when having a qualitative research, such as semi-structured and unstructured interviews (Bryman & Bell, 2011). The difference between the two is that in unstructured interviews it is justifiable to just ask one question since the interviewer wants the respondent to be free in which direction to go and in their answers. Nevertheless, there is a possibility for the interviewer to ask follow up questions (Bryman & Bell, 2011). Semi structured interviews are more organized and structured because the interviewer may have questions prepared and there is a level of interest in a specific topic. However, there is still a possibility for follow up questions and for the respondents to influence their reply (Saunders, Lewis & Thornhill, 2009).
Flexibility was of importance in this study and because the focus was less on what the researchers found of importance and rather what the respondents viewed as important, semi structured interviews were considered to be the best method in order to collect data. Since the study was about how political activism in advertisements affect consumers’ attitudes toward the brand behind the advertisement and since rich and profound data was wanted, in-depth semi-structured interviews were chosen. Furthermore, semi structured face to face interviews were chosen because of the interest in a specific subject and because of the possibility for the interviewer to ask follow-up questions and be able to influence their answers. The reason for having face-to-face interviews was to see the reactions of the respondents when answering the questions since this can be of interest when conducting the empirical material. Since the relationship between political activism and the consumer attitudes towards the brand would be hard to measure, observe and get accurate results about, unstructured interviews or observations was not suitable for this study.

4.6 Data Collection Instruments

4.6.1 Interview Guide

According to Bryman and Bell (2011) an interview guide can be a helpful tool when doing semi-structured interviews where one wants to guide and lead the respondents in the right direction. By conducting questions that are in accordance with the purpose of the study, the researcher is able to cover the areas that one wants to understand or solve (Ghauri & Grønhaug, 2005). That is why an interview guide (see Appendix 1) was used in this study. The interview guide was designed with the main objective to collect information regarding the respondents’ attitudes toward the brand both before and after exposure to an advertisement containing political activism, more specifically a political ad from Airbnb. The advertisement that was shown during the interviews was “We Accept” that was released in December 2016 and was shown in a shorter version during the Super Bowl of 2017. The advertisement consists of different faces from different ethnicities, genders and ages with the message to accept everyone (Airbnb, 2016). Because of that, the interview guide clearly divided the questions into a before versus an after exposure to the political advertisement. This was done in order to be able to distinguish between the respondents’ attitudes toward the brand before and after the advertisement, but also in order to make it easier for the respondents to distinguish between their perceptions pre and post exposure to it. Before the interviews took place,
the researchers did pre-tests of the interview guide in order to see if the questions were understandable, easy to follow or needed to be adjusted. The pre-tests were done on two respondents at two different occasions. After the pre-tests were done, the adjusted interview guide was constructed and followed during the interviews.

More specifically the interview guide was constructed in the following steps: before the respondents saw the advertisement questions of respondents attitudes toward the brand were asked, this was followed by questions regarding the respondent’s attitudes toward the advertisement after the political advertisement was shown. Then questions regarding the respondent’s attitudes toward the brand after exposure to the advertisement were asked. The interview guide also provided questions regarding the respondent’s interest in political questions as well as opinion regarding brands that take a stance in political questions. This was included in order to gain information of respondents’ attitudes toward politics and political advertisements in specific, to explore whether those attitudes had a possible impact on respondents’ attitudes toward the brand behind the political advertisement. Since politics can be a sensitive subject, those questions were asked at the end of the interview.

4.6.2 Operationalization

An operationalization is the procedure in which intangible theoretical ideas are transmitted into more measurable concepts that enables the researcher to collect relevant empirical material (Saunders, Lewis & Thornhill, 2009). Bryman and Bell (2011) agree with the fact that an operationalization is performed in order to collect the data needed for the research, but mean that it also enables researchers to draw more precise conclusions.

Out of the theoretical framework, three main theoretical concepts were defined in the operationalization (see Table 2): attitudes toward the brand, level of incongruity and attitudes toward the advertisement. Within the three main theoretical concepts there are sub concepts: brand attitude, incongruent advertisements, involvement, perceptual interruption, source message credibility and ad attitude. These concepts are described in the third column. In order to get a better understanding of the chosen concepts, an operational definition was provided (Ghauri & Grønhaug, 2005). The main focus of the operational definitions was to explore how the responses was toward the political
advertisement from different perspectives and insights, both in relation to the brand and the attitudes toward it. This was done with the help of several questions, which can be seen in the last column in the operationalization.
Table 2: Operationalization

<table>
<thead>
<tr>
<th>Theoretical Concepts</th>
<th>Sub Concepts</th>
<th>Concept Definition</th>
<th>Operational Definition</th>
<th>Questions</th>
</tr>
</thead>
</table>
| **Attitudes toward Brands** | Brand Attitude | To distinguish the *cognitive* (perception and thoughts) and *affective* (emotions) responses toward the brand (Madden, Allen & Twible, 1988). | To explore respondents attitudes toward the brand before and after the political advertisement. | **Before the political ad**  
• Are you familiar with this brand?  
• What do you know about this brand?  
• What are your thoughts about the brand?  
• What feelings are evoked when thinking about the brand?  
**After the political ad**  
• How do you perceive the brand behind this ad?  
• What are your thoughts about the brand after seeing this ad?  
• What feelings towards the brand are evoked after seeing this ad?  
• Do you think the brand took a political stance? |
| **Level of Incongruity** | Incongruent Advertisements | When the information in the ad is not fitting with an individuals *existing knowledge* and *expectation schema* (Halkias & Kokkinaki 2014; Jurca & Madlberger, 2015). | To explore the level of incongruity in political activism in advertisements. | **Did the content of the ad meet your expectations? Why?**  
**Do you think the message corresponds with the brand? If yes, what is the connection? If no, why not?**  
**Are you interested in political questions?**  
**What do you think about brands taking stance on political issues? Pros and cons?** |
<table>
<thead>
<tr>
<th>Attitudes toward Advertisements</th>
<th>Involvement</th>
<th>Perceptual Interruption</th>
<th>Source Message Credibility</th>
<th>Ad Attitude</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Involvement refers to the level of attention that is given to the advertisement and the respondent’s processing of <em>brand-</em> and <em>non-brand information</em> (Shimp, 1981).</td>
<td>Advertisements that consist of different <em>contrasts, sizes and colors</em> that interrupts the visual attention and that enriches consumers and enhances their brand awareness (Hornik, Ofir &amp; Rachamim 2016; Kotler &amp; Armstrong, 2015)</td>
<td>How <em>credible</em> the sender of a message is according to the respondent (Wu &amp; Wang, 2011).</td>
<td>To distinguish the <em>cognitive</em> (perception and thoughts) and <em>affective</em> (emotions) responses towards the advertisement (Madden Allen &amp; Twible, 1988).</td>
</tr>
<tr>
<td></td>
<td>To explore respondents level of involvement in the advertisement and whether they process brand- or non-brand information.</td>
<td>To explore if political activism in advertisements generates perceptual interruption.</td>
<td>To explore whether the respondents perceives the sender of the message as a credible source.</td>
<td>To explore respondents attitudes toward the advertisement.</td>
</tr>
</tbody>
</table>
|                               | • What do you recall from the ad? Describe.  
• What do you consider is the message of the ad? | • Did something specific catch your attention in this ad? Why?  
• What do you consider is the ad’s unique characteristics? | • Do you believe that the brand is a credible sender of this message? | • How do you perceive this ad?  
• What are your thoughts after seeing this ad?  
• What feelings are evoked after seeing this ad? |
4.7 Sampling

A sample can be defined as a selected representation of a whole population (Holme & Krohn, 1997). A population is a group of individuals that have shared characteristics such as age, work or city of origin (Levy & Lemeshow, 2008). Saunders, Lewis and Thornhill (2009) describe samples as chosen segments of the population that are used in specific researches. It is used since it takes time, is expensive and in some cases not possible to conduct a study on a whole population (Holme & Krohn, 1997). A research conducted on a whole population is a complex procedure since it implies collection of detailed data from every member of the population, which is why it is preferable to use samples. This procedure is called sampling and entails a gathering of a sample that represents the population and that holds the empirical material that the researcher wants to gather (Levy & Lemeshow, 2008). Malhotra (2010) as well as Bryman and Bell (2011) argue that there are two types of techniques in sampling: probability and non-probability sampling. Probability sampling involves a randomly selected sample, while non-probability sampling entails that some units of the population are more likely to be selected (Bryman & Bell, 2011).

There are three main types of nonprobability sampling according to Bryman and Bell (2011). A quota sample, which is when researchers want to produce a sample that is of relevant proportions to different categories such as age groups, ethnicities and genders. A snowball sample is when researchers makes initial contact with a smaller group of people that are relevant to the research area and further on uses those participants to establish contact with others. The last type is convenience sample, which means that researchers base the sample on what is simply available since they seek for accessibility for various different reasons. Furthermore, when conducting the sample for a qualitative research one carries on sampling theoretically until a subject has been saturated with the data that is needed. This means that the sample of a study is dependent on if relevant or new data is not emerging, different dimensions and variations in awareness has started to appear and relationships among results are validated and well established (Bryman & Bell, 2011).
Since this study aims to find the general attitudes toward a brand, a convenience sample was used. Since age, gender and work occupation was not of importance, the respondents that were simply available for the researchers were chosen. Even though this study used a convenience sample and the aim was not the get a specific sample, the distribution of respondents resulted in 7 men and 4 women with an age span between 22-28. Bryman and Bell (2011) also add that because of the fact that convenience sampling is a part of a non-probability sample the results are hard to generalize because it is hard to have a representative sample. Still, it is also seen as cost efficient, time saving and a convenient type of sampling method, which is suitable for this study since it aims to catch an emerging trend. Bryman and Bell (2011) further state that words are more relevant than numbers when doing a qualitative study. This is why the focus was rather to look at when saturation was reached since this research cannot be generalized nor is a statistically representation of a whole population. Saturation was reached after 11 interviews because no new data was emerging, dimensions and variations started to appear and patterns were established.

4.8 Ethics in Research

When it comes to business research, it is of importance to take ethical issues into consideration (Bryman & Bell, 2011; Wallace & Sheldon, 2015). According to Bryman and Bell (2011) there are several guidelines to follow in order to execute the gathering of social data in an ethical way: if there is harm to the participants, if deception is involved, if there is invasion of privacy and lastly if the participants are well informed with what the purpose of the study is.

To avoid generating any harm to the participants and invading the respondents privacy, this study respected the individual's values and did not mention the respondents by name meaning given them anonymity, which they were informed about before the interviews began. The 11 respondents were randomly assigned after colors in the transcribing and empirical findings in order for them to be anonymous, but also for the researchers to be able to separate the different respondents’ answers. Before participating in the interview the respondents were informed about the research topic and given the chance to not participate if feeling hesitant or stressed regarding the subject. They were also informed on how the interview would proceed. This was done in order to inform the participants and avoid deception. Deception was further avoided
by being clear about how the interview would be conducted and in what order questions would be asked, both before and during the interviews. Furthermore, to ensure privacy towards the respondents the interviewers held the interviews in a place where the respondents felt confident and comfortable of sharing their opinions. The respondents were also informed with an approximate time length of the interviews beforehand and were encouraged to ask questions.

4.9 Data Analysis Method

In order to analyze the collected data and to make it possible to meet the purpose of the study, a qualitative analysis was executed based on the theoretical framework. Bryman and Bell (2011) mean that one of the key contributions of a qualitative research is the large and rich data that it entails. However, large amounts of rich data also imply a comprehensive analysis. It is therefore crucial to give the reader a thorough portrayal of the data collection. The aim is to provide a portrayal that makes the reader feel as if he or she was present during the occasion (Bryman & Bell, 2011). Transcription is recommended by Bryman and Bell (2011) to be done as early as possible in the research process in order to be able to code in time. Although the transcription should be comprehensive and make the reader feel present, it is important to allow the reader to have his or her own interpretation since it is something that directly corresponds to the trustworthiness of the study (Bryman & Bell, 2011).

Most qualitative data analyses imply coding in the analysis process (Bryman & Bell, 2011), which was the data analysis method chosen for this study. To code refers to the process of identifying and labeling pieces of essential empirical data (Saldaña, 2009; Birks & Mills, 2011). In that way, the analysis starts already with the coding (Bryman & Bell, 2011). The definition of a code is a word or a small phrase that labels a specific piece of data (Saldaña, 2009; Birks & Mills, 2011). To make sure that the data is of relevance it should be carefully studied, decoded and theorized (Bryman & Bell, 2011). It should be structured methodically in order to accurately place information (Saldaña, 2009). The purpose is to transfer the data into themes that constitute the basis of broader themes or theories (Bryman & Bell, 2011). That is why the first step in a qualitative analysis is to systematically structure the collected data in order to prepare for the coding (Creswell, 2013; Ghauri & Grønhaug, 2005). The second step involves reduction of data. Not all data collected in a research is needed in order to answer the purpose,
which is why some of it has to be elicited (Bryman & Bell, 2011). When the structuring and reducing is done, data is compiled into codes (Urquhart, 2012). By structuring and reducing data, it is easier to convert the data into themes, which is the last step in the coding process (Ghauri & Grønhaug, 2005) where codes are linked together forming a visualization of the results (Urquhart, 2012).

The data analysis method of this study followed the disposition of structuring, reducing and visualizing as suggested above. After transcribing the interviews, the data was structured in order to ease the coding process. Data that was not useful in order to answer the purpose of the study was then reduced. When this was done, the remaining data was compiled into codes that labeled and represented specific pieces of data. The coding was executed with the help of a squared table that was divided into four boxes for each respondent. The four boxes represented the three main theoretical concepts of the study: attitudes toward the brand, level of incongruity and attitudes toward the advertisement. The table had four boxes and not three since attitudes toward the brand was divided into two boxes: attitudes toward the brand before ad and attitudes toward the brand after ad, since the aim was to separate brand attitudes before and after exposure to the political advertisement. The answers that the respondents gave to the questions that were asked in order to explore each of the main theoretical concepts were then coded and placed in the box representing that specific theoretical concept. In that way, the table gave an overview of the codes that represented each respondent. The coding table can be found in Appendix 2.

The last step in the coding process after structuring and reducing the collected data was to link the codes together into themes in order to form a visualization of the results. The codes were linked based on what theoretical concept it aimed to describe. Out of the themes, the data was analyzed in order to explore how they correspond, or not correspond, with the theoretical concepts. This gave a visualization of the results that was useful in order to answer this study’s purpose as well as the research question.

4.10 Quality Criteria

According to Bryman and Bell (2011) it is important to ensure that a study is evaluated in a thorough way. This is something that can be done by evaluating the research in accordance to different quality concepts. When it comes to quantitative studies, validity
and reliability are the two most prominent ones. Validity is a concept that in general can be explained as if the study really measures what it is suppose to: if it is in accordance to the purpose of the study. Reliability on the other hand refers to if a study is stable over time (Bryman & Bell, 2011). Since validity and reliability are more suitable for quantitative research, Bryman and Bell (2011) presents trustworthiness as quality criteria for qualitative studies.

4.10.1 Trustworthiness

Bryman and Bell (2011) has defined four different categories that can be used in order to define the trustworthiness of a qualitative approach: credibility, transferability, dependability and conformability. Graneheim and Lundman (2004) state that credibility is how the application of the study is done, if it matches the purpose of the study or not. Bryman and Bell (2011) mean that credibility can be ensured if the findings of a research are done according to principles of good practices. In order to make the findings credible, it can be helpful to identify patterns of the respondents that are recurring. In that way, the research support valid data and can be seen as of higher credibility (Krefting, 1991).

In contrast to credibility, which refers to trustworthiness, transferability concerns whether a study can be transferred into other groups or situations (Graneheim & Lundman, 2004). According to Morrow (2005) the reader should be able to transfer the findings of the study, which is why it is important to specify information of how the research process was done. Krefting (1991) adds the importance of being critical, which he means can be done by contributing with clear information regarding the research context and the settings.

Dependability is according to Krefting (1991) a connection to reliability and consistency. The findings of the study should be conducted in a clear and consistent way (Morrow, 2005), which is why Krefting (1991) connects consistency with reliability since reliability increases if the study indicates that it is of consistent nature. Bryman and Bell (2011) mean that the research needs to be fully recorded in order to achieve dependability. The last category within trustworthiness is conformability. Bryman and Bell (2011) refers to conformability as objectivity, which means that the
researcher should avoid influencing the research and the process with own values, even though it is not possible to accomplish true objectivity.

In order for this study to be seen as trustworthy, the four different criteria of trustworthiness were discussed. To be able to meet credibility; the questions that were asked within the research were carefully constructed in order for them to be in accordance to the purpose of the study. After conducting 11 interviews, the researchers were able to see some recurring patterns between the different participants which makes the study of higher credibility and more trustworthy.

Through an interview guide that worked as a guideline during the interview sessions and by later transcribing all the interviews, transferability was met in the form of a detailed description of how the data collection procedure was done. In addition, transferability was also met by having an operationalization table that makes it easier to follow the questions that were asked in accordance to the suitable theoretical concepts. If a new similar research would have been done, one could benefit from the findings in this study and use it as a base to get a deeper understanding of how people are influenced by political advertisements and how it affects their attitudes toward the brand.

Out of the pre-tests before the in-depth interviews, the research process was adjusted, which resulted in a clear and consistent interview guide. All of the interviews followed the structure of the interview guide and were recorded, which makes the research consistent and can according to Bryman and Bell’s (2011) criteria achieve dependability. By avoiding leading questions, which can affect the respondent’s answers, this research can be seen as objective and meet the criterion of conformability. The respondents were able to share their own opinions and perspectives during the interview without being influenced. Since all of the interviews were transcribed, the analysis and interpretation of the interviews were done from an objective side and did not exclude anything that the respondent said.
### 4.11 Methodology Summary

**Table 3: Methodology Summary**

<table>
<thead>
<tr>
<th>Subjects</th>
<th>Application of Method</th>
</tr>
</thead>
</table>
| **Research Approach**  | **Deductive approach**: the study follows a structured process, which can be described as a theory based approach (Saunders, Lewis & Thornhill, 2009).  
**Qualitative approach** is used in order to get rich and deep data from respondents (Bryman & Bell, 2011).                                                                                                                                       |
| **Research Design**    | **Cross-sectional** is a research design that implies the study of a single case from two or more sources during a specific point of time (Bryman & Bell, 2011; Rindfleisch et al., 2008).                                                                                                                                         |
| **Research Purpose**   | **Exploratory**: when doing an exploratory study the research is conducted on a subject that has not yet been studied clearly or to gather perceptiveness of a current problem (Saunders, Lewis & Thornhill, 2009).                                                                 |
| **Data Sources**       | **Primary data**: the study is done within a new research area that requires new information (Ghauri & Gronhaug, 2005).                                                                                                                                                                                                                       |
| **Data Collection Method** | **Semi-structured interviews** are more organized than unstructured since the interviewer may have questions prepared and since there is a level of interest in a specific topic but also room for follow up questions (Saunders, Lewis & Thornhill, 2009). |
| **Data Collection Instruments** | **Operationalization** is used in order to collect the data needed for the research and also enables researchers to draw more precise conclusions (Bryman & Bell, 2011)  
**Interview guide** is a helpful tool when doing semi-structured interviews when wanting to guide and lead the respondents in the right direction (Bryman & Bell, 2011). |
| **Sampling**           | **Convenience sample**: the sample is based on what is simply available. Researchers are looking at accessibility for several different reasons when collecting a sample (Bryman & Bell, 2011).                                                                 |
| **Ethics in Research** | **Guidelines** are followed in order to execute the gathering of social data in an ethical way: if there is harm to the participants, if deception is involved, invasion of privacy and lastly if the participants are well informed with what the purpose of the study is (Bryman & Bell, 2011). |
| **Data Analysis Method** | **Transcription** is used in order to allow the reader to do his or her own interpretation since it is something that directly corresponds to the trustworthiness of the study (Bryman & Bell, 2011).  
**Coding** refers to the process of identifying and labeling pieces of essential empirical data (Saldaña, 2009; Birks & Mills, 2011).                                                                                                           |
| **Quality Criteria**   | **Trustworthiness**: there are four different categories that can be used in order to define the trustworthiness of a qualitative approach: credibility, transferability, dependability and conformability (Bryman & Bell, 2011).                                                                                         |
5 Empirical Material

This chapter contains the empirical findings from the semi-structured interviews. The empirical findings are divided into three main theoretical concepts: attitudes toward the brand, level of incongruity and attitudes toward the advertisement. The different respondents from the interviews were randomly named after the colors: Pink, Orange, Blue, Red, Green, White, Black, Purple, Yellow, Gold and Silver.

5.1 Attitudes toward the Brand

5.1.1 Before Political Ad

All of the 11 respondents were familiar with the brand that was discussed during the interviews. Orange, Blue, Red, Green, Purple, Yellow and Gold had all experience of using the brand. Orange had used the brand once but did not know much about it and was very insecure because of others’ bad experiences of it. Blue on the other hand, had trust towards the brand. “Because of the rating system, they allow me and others to rate people which might be subjective but still there is a system I trust. Not only trust towards the company or the brand, but also the consumers on the same platform as well.” Blue had an overall attitude of openness towards the brand and felt that it was easy to use. Green, like Blue, felt that the brand was easy to use and had trust towards the brand. Red also had a good experience of the brand. The brand was associated with fun and was seen as a cheaper alternative to other brands. However, Red still had some insecurity because of bad experiences. Purple associated the brand with the feeling of fun and thought that it was a cheap and convenient alternative. Yellow also thought it was cheap, but had more of an excitement towards the brand due to own positive experiences. It was associated with culture and traveling: “I think about culture, traveling, sunshine and that it’s cheap. I feel excited.” Gold was also positive about the brand due to previous experiences. It was seen as a cheaper alternative that aroused positive feelings. “I like that it is possible to travel around the world and get a comfortable living for a cheap price. I think that the positive feeling also arouse from my own experiences I have regarding Airbnb.”

Pink, White, Black and Silver had no experience of using the brand. Due to that, Pink felt some insecurity about using it. “I’ve never been at an Airbnb before, mostly because I’m not sure if I trust it, because based on who has the place I would like to be
informed if the person is kind, how is the house standards, if it is clean or dirty, how is the food and all that kind of stuff.” However, regarding the overall view of the brand, Pink saw the brand as friendly. “Like friendly in somewhat, in the term of economically friendly and also the environmental friendly stuff.” White had not used the brand either, but still saw it as a convenient and efficient middle hand between consumers. Black on the other hand, saw the brand as a compliment to hostels rather than a middle hand. In contrast to White, Black was skeptic towards using the brand because of it being too personal and therefore somewhat uncomfortable. When the interviewer asked about the feelings towards the brand, Black responded: “It’s that it’s more negatively loaded. The feeling becomes negative, if that’s what you mean.” While Black expressed not feeling comfortable, Silver who neither had used the brand, expressed comfortableness. But still, Silver felt suspicious about the brand. “I have never used it, so sometimes I feel suspicious towards it. Like when you go into a website and hire a place from a random person you may be fooled and then you are on the other side of the world without a place to stay.” As many others, Silver thought that the brand was a cheap alternative to other brands on the market.

5.1.2 After Political Ad

After the political ad was shown, Pink felt an openness and warmth towards the brand. “So I feel that this is like an enjoyment for me that with this ad, it is at least heading to the right direction in terms of that brand. It feels good that someone is doing something for connecting people.” Orange on the other hand had an increased insecurity towards the brand. Orange directly connected the problems that were shown in the ad, to problems that the brand has. “It deepens the feeling of insecurity I would say, since that was my thought of Airbnb from the beginning and I have heard about problems around the brand before and this is a new side of problems and nothing that I have experienced myself but... Yeah, it makes me feel insecure regarding their brand.” In contrast to this, Blue expressed that the previous positive attitudes toward the brand of openness, trust and easy access was confirmed. However, satisfaction was added among the positive feelings. Red also had a positive attitude and expressed that it was an enhancement of the feeling of fun that was associated to the brand before the ad. Though Red felt some insecurity before, Red had more trustworthiness towards the brand after the ad. Green also felt that the ad confirmed the previous attitudes towards the brand and felt more secure about it. White was more positive towards the brand after the ad. The attitude
after the ad was that the brand was more emotional, welcoming and that they stand for equal rights: “If I use Airbnb I will expect like really good service and they care about the customer and everyone has the same value for them. Everyone is welcome. They don’t have any preconceived notions. It’s a good feeling.” Black on the other hand, said that the skepticism increased but added that “I’m skeptic but also curious”. Purple’s feelings were also enhanced, but instead of skepticism, Purple felt happiness and that the brand is unique and up to date. Yellow was the only respondent that expressed that the brand was political, which aroused a bigger interest in the brand. Yellow describes it as: “I feel that wow good that Airbnb takes this stand for humans even though one shouldn’t do that in 2017 because we should already know that now, it is good that they show that this is how it should be because obviously one need to take this stand”. Gold only felt positively about the brand after the ad and expressed that the brand was unifying and international. “I would say that my positive feelings even increased after seeing the ad since I only saw it as a flexible service before but now I see it more as a brand that wants to create this unified community, where people share their different cultures and new experiences at different locations.” The last respondent, Silver, also saw the brand as unifying but also added that it was inviting, genuine and humane.

5.2 Level of Incongruity

All respondents except Red experienced that the ad did not meet their expectations. Red felt that the ad corresponded to previous experiences of the brand. “It’s not like they show apartments that would be really strange. So for that specific site I think it met my expectations.” Pink, Blue, Green, White, Purple, Yellow, Gold and Silver said that the ad did not meet their expectations, but expressed that it was in a positive way. White expressed “I didn’t expect it from what I knew before about the company, but I have to say that this ad makes me like more positive towards the company than I was before. Like the emotional feelings of welcoming and things.” Orange and Black on the other hand, felt that it was in a negative way, which Orange continuously referred back to during the interview. Black said: “Since I was skeptic towards Airbnb before, that impression increased due to the ad. But of course you have an expectation that when you book a trip that it should be colorful, fun, it should be attracting, but that was not the expression I got.” Yellow on the other hand, was first irritated by the content of the ad. However, the irritation arose due to anger on the world rather than on the brand. Yellow was irritated that the world needed such ads nowadays, but after some
Whether the message in the ad corresponds with the brand was also discussed with the respondents. Orange was the only respondent who thought that the message did not correspond to the brand, that it rather added a new dimension to the perception of it. However, Pink, Black and Purple thought that the message partly corresponded with the brand. Black explained that the hesitation comes from not knowing if the message in the ad is transferred to reality. The rest of the respondents, Blue, Red, Green, White, Yellow, Silver and Gold, thought that the message corresponded to the brand. White explains why “They interact with people from all over the world, so I guess that’s kind of connected to the ad.” Pink said “Today, we have a lot of commotions going on with like Donald Trump, that there should be segregation between all the people, and it feels like this brand Airbnb, with their ad, are trying to connect people rather than disconnecting them.”

Pink was interested in political questions that involved equality. Red was interested in foreign questions and Purple highlighted questions regarding gender equality. Orange was only interested in self-concerning politics. Green was interested in what he referred to as the big issues: equality between gender and ethnicities. Yellow and Purple were only partly interested. White, Black, Gold and Silver were not interested in political questions. Blue only liked politics when it was for good causes and not trash talking: “This ad is a statement in a way that goes against the regular rules of politics, since regular rules of politics is us and them.” Blue continues: “Airbnb is an example of a political ad, but not in the way as many people see politics as.” Orange, White and Purple were also positive towards it. Pink was hesitant but still positive towards brands taking stance in political questions. Red thought that brands only should take political stance in questions that are related to the brand. Black was positive to it if it involved environmental issues. Yellow expressed that it is good if the brand is 100% behind the statement. Silver was hesitant and saw it as a balancing act for the brand, while Green did not care and Gold was against it. Gold said: “It feels like some brands only are doing it for the money. I know that Pepsi did a commercial recently that evoked a lot of negative reactions. So for the brands sake they should avoid it, even though they mean it in a positive way it can be perceived wrong.” Gold also did not think that the brand took a political stand in the shown ad, which Silver also argued. The rest of the
respondent considered the ad as political, however they had different opinions regarding why. Pink mentioned unity in diversity, which Orange, Green, White, Black and Red agreed to by referring to equality. However, Red also added immigrants. Yellow talked about acceptance while Purple mentioned including differences. Purple said: “Well since they included all different ethnicities, nationalities, religions, gender and they take up something that most companies don’t want to talk about in a way, so that is why I think they take a political standpoint.”

5.3 Attitudes toward the Advertisement

Pink, Orange, Blue, Green, White, Gold, Silver, Purple and Yellow all pinpointed that they recalled the diversity in the ad. Green said: “They show all these different faces of men and women, black and white people and Muslim people so I think they focus on the variety of all kinds of people to make everybody feel comfortable and welcome.” However, Purple also recalled the logo of the brand in the ad. Red and Black had other recalls. Red remembered the word community and referred to the fact that “it was a lot of positive messages all the time”. Black also highlighted the community message, but interpreted it negatively due to their face expressions that were perceived as sad. More specifically, Black argued that the message conveyed belongingness, which Gold also highlighted. Pink, Blue, Green and Yellow interpreted the message of the ad as welcoming. Yellow said: “Everybody is welcomed no matter where you’re from.” Green added security while Blue highlighted that the message of the ad was not selling: “It doesn’t try to sell me anything; it doesn’t say that here is a cup of coffee, buy it because of several reasons. It doesn’t care about that. It says just come here and be one of us and you will enjoy.” White, Purple and Silver instead expressed that the message of the ad was about equality. Red on the other hand said that the ad conveys the message of community and that you could meet new friends. Orange had another interpretation. Orange said: “Since they like cover a lot of different words, I don’t remember all the different words they used but like ethnicity, gender and age and a lot of other things. It feels as though they want to like cover everything that they have had problems with regarding like disrespecting people and things like that.” While Orange was attentive to the words in the ad, Silver brought up the minorities: “They only had people with darker skin or darker hair. I would say that this mostly caught my attention in the ad. When you bring up a subject as equality, it is important to bring all the different people around the world and not only the minorities”. Pink and Green on the
other hand, highlighted that the fact that the ad showed diversity in the form of different types of people was what caught their attention. Red and Yellow mentioned community while Blue expressed that the ad had an open message: “I like that they highlight religion, sex, age etc, because it is all about being decent in some way, being open and welcoming.” Black rather felt that the message of the ad was conflicting since it was about sharing belongingness but the people's faces in the ad were sad. White on the other hand laid attention on the contrasts in the ad. Purple and Gold expressed that nothing specifically caught their attention.

Gold did however, along with Orange, expressed that the ad distinguished from other ads on the market “I don’t think that there is something specific that stands out, but the ad itself really distinguishes from other ads if you compare it with similar concepts like hotels or travel agencies. Regular hotels tend to have ads that consist of a beautiful environment with perfect weather, while Airbnb instead try to create a feeling and a community.” Purple on the other hand said that the brand behind the ad “Bring up these issues that have been issues for a long time but they take them all together basically and that they show that everyone is welcomed to use their site and service.” Blue and Silver specifically mentioned equality traits as an issue and what was unique with the ad. Yellow instead highlighted that “They use a lot of colors that draws my attention and like the appeal of trying to get people to care about the individuals that can get mistreated and that affects me a lot. I honestly get like touched by this, and it gets me to think about my own beliefs...” White highlighted text and images while Red and Green both mentioned that the ad was more emotional than selling. Pink on the other hand, meant that the ad was unique due to the attention it lays on differentiation amongst people. Black also highlighted the people in the ad, but expressed another view: “It’s not that happy and it’s dark. It’s not as much colors as you’re used to. You’re used to hotels or booking filming nice hotel rooms, in like Paris or under the palm trees in Mallorca, and then you really want to go there. But here there were no specific location, it was more people”.

Blue, Red, Green, White, Gold and Silver conveyed that the brand was a credible sender of the message in the ad. Blue means that it was due to the rating systems that the brand offers. Green considers them to be trustworthy and that they take their responsibilities. White agrees to this but adds that it is because they are well known, which Silver also
pinpointed. Gold consider the brand to be credible to own experiences. Red states the reason: “I think they are strict with that information, some people are very serious and then you feel more safe. They have a good and safe site.” Purple and Yellow see the brand as a credible sender of the message in the ad, but mean that there is no guarantee. Purple explains: “Yes I think it is but still there is always a problem that they are just a platform so they say everyone can use this platform but then it is hard for them since it is private people that basically are renting out their apartments”. While Pink was positively hesitant to the brand as a sender of the message by saying “Well, it’s a start. But I don’t think they really have the power to affect everyone on earth, like come together”. Orange and Black were hesitant. Orange said: “Yeah they are a credible sender but they should do more in order to really like make the receiver of the message feel that they do what they can in order to not make this happen” while Black was hesitant to the brand as a sender of the ad due to not having any experience of using the brand.

Pink thought that the ad was emotional and political, Orange thought it was serious and Silver thought it was modern and genuine. Silver described that: “It feels very present and modern, that we all should accept each other and the differences. It is in some way their way to promote themselves but I also think that this comes from a genuine side of the brand, that they really stand for these opinions.” Blue’s attitude toward the ad was that it conveyed belongingness, being part of a community and openness, which Black also expressed. However, while Blue mentioned openness, Black rather expressed that it was emotional. Purple’s attitude towards the brand also involved community, but added that it was including, happy, up to date. Purple was also surprised. Red mentioned community as many others, but added equality, simplicity and trustworthiness towards the ad. Green also thought that the ad was trustworthy and that it showed equality, but also that it was welcoming. White’s attitude was somewhat similar to Green, but White also highlighted that it as emotional. Yellow was also emotional about it by meaning that it caused irritation and that it was lame. However, Yellow still thought that the ad was welcoming. “In some way I honestly think that it is so like... lame, and that is because they really have a good message in the commercial and that it is a community that everybody can be apart of but it feels like that is not really their way of going about this issue. I feel like they take it a bit too far.” Gold also thought that the ad was welcoming, but saw it in a positive way and that it was unifying and accepting.
6 Analysis

This chapter contains an analysis of the theoretical framework with the empirical material in order to answer the research question. The analysis was done in order to visualize the different patterns that arose from the empirical material and coding. The analysis follows the structure of the theoretical framework starting with brand attitudes, which is followed by the level incongruity in advertisements and finishes with the overall attitudes toward the brand after exposure to the advertisement.

6.1 Attitude toward the Advertisements affect on Brand Attitudes

Since Evans, Jamal and Foxall (2009) argue that attitudes consist of cognitive, affective and behavioral components; interview questions were designed to separate the respondents’ perceptions, thoughts and feelings toward the brand. However, what emerged in the coding process was that the respondents had a tendency to combine the different components together into an overall attitude towards the brand. Blue for example had an overall openness toward the brand and felt that it was easy to use, while Orange felt an overall insecurity towards the brand. These examples are in line with Ajzen (2007) and Blythe (2000) who argue that these three components combined impacts how one responds toward an attitude object, which can either create a favorable or unfavorable overall attitude toward the brand. This suggests that Blue in this case had an overall favorable attitude toward the brand, while Orange’s attitude was unfavorable.

According to Halkias and Kokkinaki (2014) and Jurca and Madlberger (2015) the perception of a brand is due to consumers’ individual schemas of knowledge and expectations. Since all of the respondents were familiar with the brand, they all had knowledge and an expectation of the brand. However, Red was the only respondent who thought that the advertisement met existing expectations. Halkias and Kokkinaki (2014) and Jurca and Madlberger (2015) state that if the advertisement’s content corresponds to individuals’ existing schemas, it is congruent, which indicates that Red experienced the advertisement as congruent since the execution of it corresponded with what Red thought the brand would do. Other respondents expressed that the advertisement did not meet their expectations, which indicates that it was incongruent with their existing schemas of knowledge and expectations (Halkias & Kokkinaki, 2014; Jurca & Madlberger, 2015).
Black and Yellow were two of the respondents who experienced the advertisement as incongruent. Both Black and Yellow said that the advertisement did not correspond to their expectations of it. Due to this, Black felt an increased skepticism and Yellow arose feelings of irritation. Consumers have a tendency to evaluate incongruent advertisements as frustrating or irritating if the level of incongruity is high, as a high level of incongruity makes it difficult to resolve the content (Dahlén & Lange, 2004). This indicates that Black and Yellow experienced the level of incongruity in the advertisement as high. It suggests that they had difficulties with resolving the content due to the advertisement being too distinct from their schemas of knowledge and expectations of the brand. Another respondent that experienced the advertisement as incongruent was Orange. Orange saw it as problematic and expressed that it enhanced the insecurity towards the brand. Orange thought that the political advertisement brought up problems that the company had instead of perceiving it as them taking a political stance. Orange continuously came back to the problems and pinpointed that the company did not try to solve the problems they had, but that they rather highlighted the problems that could occur when using the brand. This also goes in line with what Dahlén and Lange (2004) state about high level of incongruity and can be interpreted as that the level of incongruity in the advertisement was so high that it was difficult for Orange to resolve the content of it.

Pink, Blue, Green, White, Gold and Silver expressed that they did not expect the content of the advertisement to be executed in the way that it was, which indicates that they experienced it as incongruent as well (Dahlén & Lange, 2004). However, what distinguish these respondents experience of the advertisement to Black, Yellow and Orange who had a high level of incongruity, is the fact that these respondents perceived it as a positive incongruence. Since Dahlén and Lange (2004) argue that incongruence creates arousal, interest and curiosity in advertisements, it indicates that Pink, Blue, Green, White, Purple, Gold and Silver perceived it as incongruent in a way that was not so high that it caused irritation and frustration but that it rather was a median level of incongruity since it arose positive feelings. White described the feelings as emotional and welcoming and expressed that the advertisement did not meet the expectations, but that it arose more positive feelings toward the company. This is in accordance with Halkias and Kokkinaki (2014) as well as Dahlén and Lange (2004) who argue that advertising messages that have ad-brand incongruity, enhances brand attitudes.
Regarding the message of the advertisement, Purple and Pink were the only respondents that experienced it as incongruent in a positive way, but also considered the message to partly correspond with the brand. Since Purple and Pink only thought that the message partly corresponded with the brand, it strengthens the suggestion that their perception of the advertisement was incongruent but not highly incongruent. They rather perceived it to have low incongruity (Dahlén & Lange, 2004). This suggests that if Purple and Pink had thought that the message did not correspond to the brand, they would have experienced the advertisement as highly incongruent. Blue, Green, White, Yellow, Gold and Silver on the other hand thought that the message corresponded with the brand, even though they did not expect the advertisement to be in the way that it was. They were like Pink and Purple positive towards it, but did not express any doubt about it. This indicates that Blue, Green, White, Yellow, Gold and Silver experienced the advertisement as incongruent, but that it rather was a median level of incongruity instead of a low as Pink and Purple had (Dahlén & Lange, 2004). Orange and Black on the other hand, were the only ones who perceived it negatively when it did not correspond to their existing schemas of knowledge and expectations (Halkias & Kokkinaki, 2014; Jurca & Madlberger, 2015). Black was also hesitant regarding whether the advertisement corresponded with the brand, while Orange did not consider it to correspond. This may be due to their perception of the advertisement not meeting their expectations, which indicates that Orange and Black perceived it as incongruent. Since they perceived the advertisement negatively due to the incongruity as well as that they did not consider the message of the advertisement to correspond with the brand, it strengthens the suggestion that the level of incongruity in it was too high (Dens, De Pelsmacker & Janssens, 2008; Halkias & Kokkinaki, 2014).

Since Halkias and Kokkinaki (2014) and Jurca and Madlberger (2015) argue that the level of incongruity is based on individuals’ existing schemas of knowledge and expectations, if the respondents are interested in political questions it may affect their perception of incongruity in the political advertisement. Hence, that the respondents will perceive the advertisement as incongruent if they are not interested in political questions. Silver, Gold, Black and White all conveyed that they were not interested in political questions. This strengthens the previous suggestion that these respondents
perceived the advertisement as incongruent. Yellow, Purple, Red, Orange, Green, Blue and Pink were partly interested in political questions. Since Yellow, Purple, Orange, Green, Blue and Pink considered the advertisement as incongruent; it further strengthens the statement that interest in political questions may affect their perception of incongruity. However, since Red considered the advertisement to correspond with what was expected of the brand and perceived it as congruent, it questions whether interest in politics affect the perception of the advertisement. This may be due to the fact that Halkias and Kokkinaki (2014) argue that it is questionable whether the attitudinal responses of incongruity are determined by the content of the stimulus or of the schematic knowledge. Since Red expressed that the advertisement was congruent to Red’s own experience, it may be determined by the schematic knowledge rather than the content of the stimulus. In extent, this suggests that Yellow, Purple, Orange, Green, Blue and Pink’s attitudes emerged from the content of the stimulus. However, as all of these respondents except from Pink, had used the brand before, it would imply that they also would determine their attitudes due to schematic knowledge. As Silver, Gold, Black and White all conveyed that they were not interested in political questions, it becomes difficult to distinguish whether their attitudes are formed by the schematic knowledge or the content of the stimulus.

The level of incongruity among the respondents’ perceptions could be due to the fact that some of the respondents thought that brands who take political stance is not always a good idea. Hence, taking political stance may not be according to their existing knowledge and expectation schema (Halkias & Kokkinaki, 2014; Jurca & Madlberger, 2015). Gold was against it, while Pink, Black, Yellow, Silver and Red were hesitant towards it. However, Red perceived the advertisement as congruent, which argues against this suggestion. In addition, Blue, Orange, White and Purple, who all perceived the advertisement as incongruent, were positive toward brands taking political stance. This further strengthens that the opinion regarding brands taking political stance is not significantly corresponding to the level of incongruity. Another indicator that further strengthens this is the fact that Green, who perceived the advertisement as incongruent as well, was careless regarding brands taking stance in political questions.

Shimp (1981) argues that the involvement in the advertisement affects how consumers relate their attitudes toward the advertisement with their attitudes toward the brand and
mean that it is determined by the level of attention that is given to it and the information processing of it. Orange, Green, White, Gold and Silver expressed that they remembered diversity and Red and Black highlighted the message of the advertisement, while Pink, Yellow and Blue were attentive to it but did not mention the brand. This according to Shimp (1981) can be interpreted as that they did not process brand information. Hence, that they only interpreted non-brand information and that they had a low involvement in the advertisement that Shimp (1981) refers to as Strategy limited low involvement. Purple expressed that it contained diversity as well as the logo, which in accordance with Shimp (1981) means that Purple processed both non-brand and brand information. In other words that Purple had a high involvement in the advertisement (Shimp, 1981). When it comes to the message of the advertisement, Green, Yellow, Blue, Orange and Red connected the message to the brand, which indicates that they were attentive to the brand in the advertisement. Black, Gold, Pink, White, Purple and Silver on the other hand did not connect the message of it to the brand, which suggests that they did not process brand information. This is in contrast to what was previously discussed since Purple was the only one who according to Shimp’s (1981) criteria for involvement had a high involvement in the advertisement. In extent, this means that Green, Yellow, Blue, Orange and Red who only expressed that they remembered non-brand information but connected the message to the brand, did have high involvement in the advertisement but not as high as Purple. It also means that Black, Gold, Pink, White, Purple and Silver who neither processed brand information nor connected the message to the brand, had low involvement (Shimp, 1981).

Furthermore, Yellow and White highlighted that the contrasts in the advertisement caught their attention. More specifically, Yellow said that there were colors that drew attention while White mentioned text and images. This indicates that Yellow and White experienced perceptual interruption (Hornik, Ofir & Rachamim, 2016). Since perceptual interruption is argued by Kotler and Armstrong (2015) to enhance brand awareness, it would imply that White and Yellow processed brand information in the advertisement. Since Shimp (1981) argues that if an individual process brand information, the involvement in the advertisement is high, it would imply that White and Yellow who experienced perceptual interruption processed brand information. Hence, that they had a high instead of a low involvement in the advertisement as it was stated before. However, since it is Kotler and Armstrong (2015) who argue for the connection
between perceptual interruption and enhanced brand awareness and not Shimp (1981) who is the one that discuss level of involvement, this assumption cannot be made.

Regarding the attitudes toward the advertisement, Yellow expressed that it arouse irritation. However, after further consideration Yellow said that the advertisement was welcoming. This in line with Batra and Ray (1986) who mean that depending on how the advertisement is executed, emotions and feelings can be evoked, instead of only an evaluative reaction towards the commercial. This suggests that the advertisement caused both emotions and an evaluative reaction for Yellow. When it comes to White and Black, they both perceived the advertisement as emotional. White also expressed attitudes of welcoming, while Black expressed community. This further strengthens Batra and Ray’s (1986) statement, since it not only caused an evaluative reaction, but also an emotional response.

Since Pink thought that the advertisement was emotional and political, Blue and Black expressed openness, Red trustworthiness, Green, Yellow and White welcoming, Purple happiness, Gold acceptance and Silver genuine and modern, it indicates that these respondents had positive attitudes toward the advertisement. The only respondent who did not conveyed positive attitudes toward the advertisement was Orange who expressed that it was serious. This is in line with MacKenzie, Lutz and Belch (1986) who argue that attitudes toward advertisements can be defined as predispositions to respond in a positive or negative way to a specific advertising stimulus. Pink, Orange, Blue, Red, Green, White, Black, Purple and Yellow considered the brand to take political stance in the advertisement, while Gold and Silver did not. However, they had different opinions regarding what the brand took a stand in. This may have affected the respondents’ attitudes toward the advertisement. The fact that Orange saw it as political may be the reason to why Orange also perceived it as serious. This also indicates that for Pink, Blue, Red, Green, White, Black, Purple and Yellow, who all had positive attitudes toward the advertisement, taking political stance was considered a positive action.

The fact that Red, Green, White, Purple, Yellow, Gold, Silver and Blue had positive attitudes toward the advertisement can be due to them perceiving the brand as a credible sender of the message in it. This is in line with MacKenzie and Lutz (1989),
Esmailpour and Aram (2016) and Wu and Wang (2011) who argue that attitudes toward the advertisement also can be affected by how consumers identify the brand’s credibility, referred to as source message credibility. The same goes for Pink who was positively hesitant towards the brand as a sender of the message and also had a positive attitude toward the advertisement. Orange, who perceived it as serious, was also hesitant regarding the source message credibility, which may have caused the negative attitude toward the advertisement. Black on the other hand, experienced it positively, but was also hesitant towards the brand as a credible sender. This questions whether source message credibility affects attitudes toward the brand. However, Black also expressed skepticism toward the brand, which may be the reason to why Black did not see the brand as a credible sender even though the advertisement was perceived positively.

Although the respondents had different attitudes toward the brand before the political advertisement was shown, an enhancement of these previous attitudes arose after the political advertisement. Respondents, who had positive attitudes toward the brand before, felt more positive toward the brand after the political advertisement was shown, while the respondents with negative attitudes experienced an enhancement of those attitudes instead. Solomon et al. (2013) mean that attitudes are formed over time based on attitude objects. The attitude object in this study was the political advertisement. However, the results showed that it enhanced rather than formed the respondents’ attitudes toward the brand, which instead corresponds with Walla, Brenner and Koller (2011) who mean that attitudes toward attitude objects affect attitudes toward the brand.

Before the political advertisement was shown, Blue and Green were very positive towards the brand and expressed that they had trust towards it. After the advertisement, both respondents confirmed their trust towards the brand and expressed that it enhanced their attitudes in a positive way. Orange and Black on the other hand, had negative attitudes toward the brand that were enhanced after the political advertisement. Orange had an increased insecurity, while Black’s skepticism increased. In addition, the empirical material showed that whether or not the respondents had experience of using the brand before, it did not influence the respondents’ attitude towards the brand significantly. Orange had used the brand but was still insecure about it, while Red who also had used it was positive towards the brand.
According to Shimp (1981) a low involvement in the advertisement separates Aad and Ab. Since Black, Gold, Pink, White, Purple and Silver according to Shimp’s (1981) criteria had a low involvement in the advertisement, it would imply that these respondents separate their Aad from their Ab. However, since these respondents expressed that they connected the brand with the advertisement, it indicates that they do not separate Aad from Ab. This along with the fact that Shimp (1981) is the only researcher who states the separation between Aad from Ab when other researchers argue that Aad and Ab are related, it suggests that Shimp’s (1981) separation is not applicable on political advertisements. Hence, that level of involvement in the advertisement did not have a significant affect on the respondents’ attitudes toward the brand behind the advertisement. This suggests that the respondents instead followed the relation between Aad and Ab that is argued by e.g. MacKenzie and Lutz (1989), Madden, Allen and Twible (1988) and Mitchell and Olson (1981).

The result from the study is rather in line with Mitchell and Olson (1981) who argue that consumers’ perception of brands does not have to emerge from brand information contexts, which is in direct contrast to Shimp’s (1981) opinion regarding the role of brand information processing. Mitchell and Olson (1981) mean that a visual stimulus, even though it may be irrelevant to the brand and contain no specific brand information, makes consumers form brand perception. This is in line with Black, Gold, Pink, White, Purple and Silver who conveyed that they remembered non-brand information, in other words visual stimulus, but still formed brand perceptions out of the advertisement. This suggests that the results of the study are in line with the Basic Frame Political Ad Affect Model rather than the Extended Political Ad Affect Model.
7 Conclusion

The research model that was created out of the theoretical framework that was used as a foundation in this study gave two different suggestions on how consumers’ attitudes toward political advertisements affect their attitudes toward the brand behind the advertisement. The results of this study indicated that Shimp’s (1981) separation of Aad from Ab if the consumer’s involvement in the advertisement is low was not applicable on the result of this study. This since some of the respondents who according to Shimp (1981) had a low involvement in the advertisement still connected the message in the advertisement to the brand behind it. This is rather in line with Mitchell and Olson (1981) who state that consumers form attitudes toward the brand based on visual stimulus in the advertisement, which does not have to involve brand information. In other words, the respondents highlighted non-brand information such as the different elements in the advertisement that caught their attention, but still connected their Aad to Ab. This means that the results of this study were in line with the Basic Frame Political Ad Affect Model rather than the Extended Political Ad Affect Model.

![Figure 3: Basic Frame Political Ad Affect Model](image)

This shows that the results of this study rather followed the suggestion that Aad affects Ab regardless of the respondents’ level of involvement in the advertisement. More specifically, this research showed that the respondents’ attitudes toward the brand before the political advertisement were enhanced after the political advertisement was shown. Hence, that political activism in the advertisement had an enhancing affect on respondents’ attitudes toward the brand. Respondents, who had positive attitudes toward the brand before the advertisement, were more positive towards it after the political advertisement, while the ones who were negative before had enhanced negative attitudes toward the brand after the political advertisement.
8 Research Implications

8.1 Theoretical Contribution

This study is a contribution to the field of political activism in advertisements that has emerged in 2017. The study took a consumer perspective and explored how consumers’ attitudes toward a brand are affected by political activism in advertisements. Since political activism in advertisements is a trend that has emerged in 2017, the research in the field is limited. Therefore, the study involves finding new paradigms and took an explorative approach. The research that is available however, concerns attitudes toward advertisements affect on attitudes toward the brand behind advertisement. Therefore, the aim with this study was to contribute with knowledge regarding how it affects consumers’ attitudes toward the brand behind the advertisement. Since research in political activism is limited, this study took a qualitative approach in order to get an in-depth knowledge in the subject. Hence, the study brought nuances and aspects to the field of consumer attitudes toward the brand behind it. The contribution of this study was that the respondents’ previous attitudes toward the brand, whether they were positive or negative, were enhanced by the political advertisement. The results also showed that the level of involvement in the advertisement had no significant affect on consumers’ attitudes toward the brand behind the political advertisement.

8.2 Managerial Contribution

This study has shown that political activism is a trend that has emerged in advertisements in 2017, which may be a contribution for companies that aim to be up-to-date, modern and who wants to take a political stance in their advertisement. However, this study has also contributed with the fact that respondents’ attitudes toward the brand behind the advertisement were enhanced after the political advertisement was shown. This could be a valuable contribution for brands before taking political stance in advertisements. Even though political activism in advertisements may lead to consumers enhancing their positive attitudes toward the brand, those who are negative towards the brand may enhance their negative attitudes as well. Brands should therefore carefully consider whether it is beneficial or not to take the risk of using political activism in advertisements.
8.3 Future Research

Since the results of this study showed that political activism in advertisements enhances consumers’ attitudes toward the brand, whether they are positive or negative, a suggestion for future research is to build on the results of this research in order to get a more detailed way of how the enhancement affects the brand. Furthermore, since this study had a qualitative approach, the findings are not generalizable. Therefore, a suggestion for future research is to conduct the study with a quantitative approach in order to get more generalizable results. Since a qualitative approach aims to understand a phenomenon and since this study wanted to explore how political activism affects consumers’ attitudes toward the brand behind the advertisement, a quantitative approach can be used to get an explanation of the relationships within the phenomenon. The Basic Frame Political Ad Affect Model, which was found to be in accordance to the result of this study, can be tested with the help of a quantitative approach. Another suggestion for future research is to use another way of sampling. This study used a convenience sample, which may have affected the results. Therefore, other results may be found if a different sample is used. For instance, if the respondents are sampled out of different age and culture groups, the results may be different from the findings in this study. In addition, more in-depth and detailed understanding of how political activism in advertisements’ affect consumers’ attitudes toward the brand behind the advertisement may be gained if several advertisements and brands are used in the research.
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Appendices

Appendix 1 Interview Guide

**Before ad**

*Describe how the interview will proceed and that respondents are anonymous.*

Are you familiar with this brand?
What do you know about this brand?
What are your thoughts about the brand?
What feelings are evoked when thinking about the brand?

**After ad**

*Now we will ask about the ad itself.*

How do you perceive this ad?
What are your thoughts after seeing this ad?
What feelings are evoked after seeing this ad?
What do you recall from the ad? Describe.
Did something specific catch your attention in this ad? Why?
Did the content of the ad meet your expectations of it? Why?
What do you consider is the ad’s unique characteristics?

*Now we will ask questions about the brand*

How do you perceive the brand behind this ad?
What are your thoughts about the brand after seeing this ad?
What feelings towards the brand are evoked after seeing this ad?
What do you consider is the message of the ad?
Do you believe that the brand is a credible sender of this message?
Do you think the message corresponds with the brand?
If yes, what is the connection? If no, why not?
Are you interested in political questions?
What do you think about brands taking stands on political issues? Pros, cons?
Do you think that the brand took a political stance? If yes, in what way?
### Appendix 2 Coding Scheme

<table>
<thead>
<tr>
<th>Interview</th>
<th>Pink</th>
<th>Orange</th>
<th>Blue</th>
<th>Red</th>
<th>Green</th>
<th>White</th>
<th>Black</th>
<th>Purple</th>
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</thead>
<tbody>
<tr>
<td><strong>Attitudes toward the Brand before Ad</strong></td>
<td>Travel accommodation&lt;br&gt;Self-Insecurity. Friendly.&lt;br&gt;(Not used it)</td>
<td>Previous experience. Insecurity.</td>
<td>Platform between consumers. Trust, easy, open.</td>
<td>Good experience. Cheap, fun. Some insecurity.</td>
<td>Easy access. Trust.</td>
<td>Middle hand, convenient, efficient.</td>
<td>Complement to hostels. Skepticism, uncomfortabl e, too personal. (Not used it)</td>
<td>Fun, convenient, cheap.</td>
</tr>
<tr>
<td>Political stand about unity and diversity</td>
<td>Political equality stands in ad.</td>
<td>political stand in ad.</td>
<td>balanced political stand in ad</td>
<td>good to connect. Equality is the political stand in ad.</td>
<td>the political stand in ad.</td>
<td>positive. Including differences is the political stand in ad.</td>
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<tr>
<td><strong>Interview</strong></td>
<td><strong>Yellow</strong></td>
<td><strong>Gold</strong></td>
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<tr>
<td><strong>Attitudes toward the Brand before Ad</strong></td>
<td>Positive experience, culture, traveling, excitement, cheap</td>
<td>Platform, cheaper alternative, positive experiences, positive feelings</td>
<td>Cheaper alternative, suspicious, comfortableness. (Not used it)</td>
<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Attitudes toward the Brand after Ad</strong></td>
<td>Strong political, emotional affect, aroused bigger interest. Puts irritation aside.</td>
<td>Serious, international, unifying, only positive. Increased feelings.</td>
<td>Humanity, inviting, genuine, divided thoughts, unifying.</td>
<td></td>
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</tr>
<tr>
<td><strong>Level of Incongruity</strong></td>
<td>Not expected, Positive. Corresponds – community. Political interest – partly. political stand in ad is good if 100% supports. Community, acceptance its the political stand in ad.</td>
<td>Not expected, Positive. Corresponds – sharing. Political interest – not interested. political stand in ads should be avoided. This ad is not political.</td>
<td>Not expected, Positive. Corresponds – awareness of world problems. Political interest – no interest. Political stand in ads is a balancing act. This ad is not political.</td>
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Interview – Pink

Before ad
Are you familiar with Airbnb?
Yes.

What do you know about Airbnb?
I’m quite familiar with the term of Airbnb, more or less how it functions and how it is used in our modern society.

Could you develop that?
As far as I’m informed, I know that Airbnb is a term where people travel to different destinations and where the people in that destination can offer and provide an accommodation for people travelling and they can set an own price, which is usually in their own home.

What are your thoughts about the brand?
I’ve never been at an Airbnb before, mostly because I’m not sure if I trust it, because based on who has the place I would like to be informed if the person is kind, how is the house standards, if it is clean or dirty, how is the food and all that kind of stuff. I think that place a big role. But I haven’t ever stayed at an Airbnb and I think that is due to those indicators.

What feelings are evoked when thinking about the brand?
I think about cheap, accessibility… Like friendly in somewhat, in the term of economically friendly and also the environmental friendly stuff. You don’t have to build new houses.

So if you should describe a feeling that evokes in you and not the functions, what would it be?
I would say that I feel somewhat a term of kindness and hospitality, from the people who actually invite you to their homes. I feel that it is very kind of them to do that, heartwarming.

**After ad**

**How do you perceive this ad?**

I perceive this ad very closely connected to IKEA, they have some ads as well. In this case Airbnb stands for an accommodation and it’s like the bases of its function, but they connect sensitivity, like emotions of peace. They connect feelings towards the brand more or less and they awake very interesting feelings. They really put like effort in peace, ethnicity, gender, identity and all these kinds of things that no matter whom you are you should be able to stay at this place. I actually like that idea because it feels for me that I would rather maybe go to that place due to that ad.

**What are your thoughts after seeing this ad?**

Today, we have a lot of commotions going on with like Donald Trump, that there should be segregation between all the people, and it feels like this brand Airbnb, with their ad, are trying to connect people rather than disconnecting them. So I feel that this is like an enjoyment for me that with this ad, it is at least heading to the right direction in terms of that brand. It feels good that someone is doing something for connecting people.

**What feelings are evoked after seeing this ad?**

Warmth, honesty, ethnicity.

**What do you recall from the ad? Describe.**

I recall, from the beginning you see different faces and they overlap each other. Then you see transitions between the different faces, you see one eye and the half of the face of every individual. And then they write all this no matter who you are, where you’re from, no matter gender, sex orientation, age, wealth.. Anything that regards to a person. Mostly they put the pressure on no matter who you are you can always stay with Airbnb. There was one guy with a turban, there was an old lady, there was a Chinese guy, a Chinese girl, a Japanese looking girl, an Indian guy, African- American guy, a white person, an old man with grey beard.
Did something specific catch your attention in this ad? Why?
I like the way they put the heads together, when they show one half and another half. So you get an imagination of connecting people. There is something behind the ad that is interesting, but I really don’t know what.

Did the content of the ad meet your expectations of it? Why?
I wasn’t really prepared to see this kind of ad. I was more looking forward to see an ad like this is one house, it can look like this and this… But instead they showed like only pictures of the individuals stand points and beliefs instead of showing what they actually offer, what the product is. If there wouldn’t been a text of Airbnb in the end, I don’t think I would have been able to connect that it was Airbnb.

But did you connect the brand now?
Afterwards, I connected it because you saw like in the end that it was AirBnb. You saw that you belong anywhere, you should be able to accept anyone, then it came an accept button and then you get the connection that it is connected to AirBnb. But prior to that, I would not believe that it was AirBnb who did the ad.

What do you consider is the ad’s unique characteristics?
This goes hands in hand with what I just said earlier, because I don’t feel like it is connected towards the product, what they actually offering in simple terms. But what they are trying to fulfill is that they really put the pressure on feelings and emotions and how people no matter who you are can stay together somewhere else independently of their religion, race or anything else. So I would say that how they put on the individuals emotions and all these kind of things are the unique characteristics.

How do you perceive the brand behind this ad?
I’ve never had this picture of AirBnb before. I had an intentions of what it was before, but I’ve never like discovered the website or really looked into it because I never considered to be staying at a place like that. But now, after seeing this ad, I feel a lot more informed of what they are trying to do, as well as their implementation of using connections to the races and all this kind of things. Overall, I would get a better perception of the brand now, of what AirBnb is compared to earlier.
What are your thoughts about the brand after seeing this ad?
Compared to what I previously thought, I would say that it has increased. It feels like I’ve been more informed of what it is. It feels better in a way.

What feelings towards the brand are evoked after seeing this ad?
It like a tricky question in one way… I know that I mention this earlier as well but you feel like a sort of warmth. You feel a kindness, harmful and peaceful process going on. It feels good inside of you.

But if you are going to compare the feelings that are evoked towards the ad and the feelings towards the brand, are there any differences or similarities?
No, not really any differences. I know that Airbnb stand for one thing and then their ad stands for something completely different, trying to awake like emotions that you connect peace with Airbnb. So I still have the same perception of AirBnb in one way, because I still know that it stands for accommodations, that it is a cheap alternative and very accessible. But at the same time, the ad try to focus on something else like emotions, sensitivity, warmth, happiness, enjoyment so that I would get a different perceptions of it and actually they do succeed with that perception as well. But I do have a better perception of Airbnb as a brand from now on, but I still have the intentions of when I think of AirBnb I still connect it to somewhat a cheap alternative and accessibility.

So what would you say that the feelings toward the brand are after this ad?
I’m a person that has a hard time with coping with feelings… but I would say warmth, I wouldn’t say love since it is a very broad term but they are focusing on something within love, like a subcategory within that. And this is what I feel. The ad evoked some feelings that increased and feelings that I didn’t have earlier towards Airbnb.

What do you consider is the message of the ad?
I think that they putting really hard focus on reaching out to people and informing them that we stand for every single person no matter what, where you’re from, who you are, we always have an accommodation for you. I think that is the big message of it all, so that they welcome everyone with open hands.
Do you believe that the brand is a credible sender of this message?
Well, it’s a start. But I don’t think they really have the power to affect everyone on earth, like come together. But it is a good start and I think AirBnb or tourism is a big industry and I don’t know how many millions of people that are travelling. But if we all can come together as one, accommodations is a good starting point.

Do you think the message corresponds with the brand? If yes, what is the connection? If no, why not?
Yeah, more or less. Of course, there are different indicators that affects them but I would still think that AirBnb has some sort of impact on that, that they can provide services and also bring people together which is the message.

Are you interested in political questions?
Yes.

In what way?
I’ve spent my entire life abroad, most of my life living in Sri Lanka and Spain. Political issues have never been a concern for me until recently, when I moved back to Sweden. I was very dedicated to different people, where they’re from etc, and I’ve never had any problem with that whatsoever. Especially from my childhood where we had special integration like no matter where you’re from, you should always be together and it doesn’t matter what color you have on your skin. However, when I arrived to Sweden, I saw that there was a specific political party that were kind of against integration of people and since the launch of that I felt that at least you can have an opinion on revoke them or take them away. Of course you don’t individually have the power but at least you can do something to give an effort to people on what they actually are doing.

What do you think about brands taking stands on political issues? Pros, cons?
I think it’s a good idea, but then at the same time it could be used both ways. Sometimes it can be a problem, because if brands take a political position, if you think of the brand specially it is not a good idea if they directly create a message that takes a political stance. They directly take away people who doesn’t agree with them. So basically when they say in this case (AirBnb) that they open their hands to all the people, there may be people that doesn’t agree with them. So I’m not sure if it is a really good way but at
least they are doing a good cause, so I like what they are doing. It would be a different story if they would have done it the other way around.

**Do you think that the brand took a political stance? If yes, in what way?**
Absolutely, with all this immigration and the gender diversity that they are putting a stand on with a unity in diversity, they take a political stands. I’m not sure when this ad was released, but I assume that it was released after Donald Trump took over which I can see be a reason for why creating this ad.

**Interview - Orange**

**Before ad**

**Are you familiar with Airbnb?**
Yes.

**What do you know about Airbnb?**
I haven’t booked anything through the site, but I have been looking at it when I was studying in the states, so I was looking at it before spring break and things like that, but it always ends up with me booking a hotel. So I have looked at it but I have not used it.

*Why is that you think? That you choose not to book with Airbnb?*
Since I have not done it before it feels like.. I don’t really know, I am not sure of the security of it. Oh actually! I have used it once but I did not book it by myself. It was another one that booked it but then it worked out very well, but he had experiences with people getting conned.

*You mean that the place did not exist?*
They paid and everything but when they arrived the address did not exist. So I think I have been a little hesitant towards it.

**What are your thoughts about Airbnb?**
I think it is a good thing as long as you can be sure that everything works they way it should, maybe.. I don’t really know how it works in detailed, but maybe it is possible to do something with like the payment things. The problem maybe though If you book by Airbnb and you go there and the address does not exist. Even if you have not paid yet, it
is still a problem if you are there on vacation and maybe it is hard to find a hotel the same day. So I think it is a good idea overall but it seems to be a bit insecure.

**What feelings are evoked when thinking about Airbnb?**  
Feelings? I think possibilities, since it offers possibilities depending on where you want to live, what standards you want, and things like that. It is possible to chose something outside of different areas in order to get in more cheep but, there is also a little bit of insecurity since I haven’t really tried it that much myself since I am not assure that it really works. But, overall the feeling I get about it is possibilities and insecurities

**After the ad**  
**How do you perceive this ad?**  
It feels as though they want to be very responsible and I think that the first impression is that it doesn’t really have anything to do with their brand but when thinking about it a little bit more… maybe it does. I get the feeling that maybe they have had problems with people treating like guest or people that are renting their places have been treated differently depending on gender, ethnicity and things like that. So yeah, it makes me feel like they maybe want to be like responsible and show their standpoint.

**What are your thoughts after seeing this ad?**  
Actually in one way it makes me feel a little bit or maybe even more insecure about using Airbnb because it feels like they maybe have had problems like this and that just makes my first impression of it a little bit stronger.. But it think it is really good that they take a standpoint but the commercial feels really sad in a way and for me the brand is connected to vacation and doing fun things so I think it is a bit of a strange approach for Airbnb to take.

**What feelings are evoked after seeing this ad?**  
I think it is a strange choice for an ad from them. My though is that maybe they want to picture themselves as more responsible but also more of a serious company. However I think that I would have responded to it better if it was a little bit more fun, not like that serious.
So what feeling do you especially get then, if you can be more detailed?
As I talked about previously it deepens the feeling of insecurity I would say, since that was my thought of Airbnb from the beginning and I have heard about problems around the brand before and this is a new side of problems and nothing that I have experienced myself but.. Yeah it makes me feel insecure regarding their brand.

What do you recall from the ad? Describe.
All the different faces, talking about gender, ethnicity…I don’t really know if they said respect but it feels.. it is everything that they want to direct their commercial towards I that, respect. It is like a sad song, instrumental, that is pretty much it.

Did something specific catch your attention in this ad? Why?
I think it was made in a nice way with the faces like floating into each other so that is like eye-catching…

Why do you think it is like that?
Because it feels like that they want to like.. They state what they really want to say with all of the different words like ethnicity and things like that but they also want to show it through the different faces so that the viewer gets a deeper understanding of the message they want to convey in the commercial.

Because you mention that, do you feel that you got that deeper understanding?
Yeah I think so..

What do you consider is the ad´s unique characteristics?
I think it is pretty unique because.. I don’t know if I have the wrong perception of what the brand wants to stand for like.. From the beginning.. But it feels like they go on a different path by doing this commercial and that feels pretty unique because it changes like my perception of the brand in general a little bit when it comes to the insecurity of it, but it doesn’t really strengthen my foundational perception of what the brand is regarding vacations and fun experiences.

What do you mean with that they go on a different path?
Because it feels like this is more serious and my perception of Airbnb hasn’t been that they are like this… my thought of them is more of a fun, outgoing vacation and thinks like that and this is a whole different approach to market themselves. And it gives me another perception of the brand.

Which is?
Maybe that they are a serious company than I thought of them to be but I don’t really think that they solved the problem since they bring up problems in the commercial but don’t really solve them.. they just leave it to the users of Airbnb to be more respectful of others more or less and I don’t think that they have the power to do that through the commercial. But they bring up problems that are really serious but don’t really solve it.

And how does that make you feel or think?
It strengthens the feeling of insecurity regarding Airbnb.. I don’t really experience these problems in my everyday life and since I haven’t used Airbnb and I haven’t had those experiences with the brand either maybe it doesn’t speak to me in a really deep way. But, since they don’t really as I said before solve the problems in any way they don’t recommend a solution or anything to make they users feel more safe it doesn’t make me feel more like.. tempted to use it.

How do you perceive Airbnb as the brand behind this ad?
As though they want to be responsible and want to be a mature brand but I also feel as I said before maybe they could have offered something to try to solve the problems that they bring up in the commercial. So, responsible but maybe not on a deep level as though they want to picture themselves as responsible but I don’t really know that that is the real deal.

So what feeling does that evoke in you?
The ad is pretty sad in one way so it doesn’t make me feel that good the ad itself.

But If you should connect it to the brand?
I don’t know really it feels like they want to take responsibility and picture themselves as responsible brand but for example they could have had like.. A phone nr. Or a customer service that could help people if there is a problem, but they don’t really do
anything to strengthen their responsible side of the brand so in one way it feels kind of.. vague but in another way the commercial is good because they try to take a standpoint so it makes me.. or my perception of Airbnb is like a little more broad because of the commercial.

**What are your thoughts about the brand after seeing this ad?**
I think it is a really good idea behind the whole Airbnb thing so I would like to use it and often when I was planning my trips I looked at their webpage and looked at different apartments but in the end I always book a hotel and I think that is mainly because more.. you know what you get sort of in a way and I think.. I would really like to use it and If they tried to develop their brand a little bit more and the things around it. Maybe if the company could be more responsible towards their users, like a plan B if something isn’t what is was promised to be or a customer service, someone you can contact because you are pretty by yourself if you use Airbnb. The user and the one who is renting their apartment. I think Airbnb is a good thing but that they need to develop a little bit more.

**What feelings towards the brand are evoked after seeing this ad?**
As I said before I get the feeling that they want to be more responsible but I haven’t seen a commercial from Airbnb before that I can remember really. It feels more like a brand that you hear about in social media. However my perception of the brand before was more built on my own experiences and what I have heard from people so this is the first thing that they really show from their own brand and that changes what I really think about them but they need to do it more in order to strengthen their image of the brand.

*So you still have the feeling of insecurity as you said before?*
Yes because the reasons I haven’t used it is like paying for something that you don’t get or that you don’t know that the place doesn’t exist, it is other problems that they take up in their commercial it is another way of insecurity because they bring up that they have other problems with their brand more or less.

*So you would like to see a different type of advertisement?*
I think it is better that if you want to bring up problems like these, which is really good because they address problems that really are real problems in the world. But then
maybe should have thought of a solution more than just saying that are users should be respectful, since it is not something that really someone to do in order to use Airbnb. So presenting the problem and then present a solution or like something that can make the problem better I think would have been a better approach in order to affect me more in positive way regarding a brand.

*You talked about insecurities, do you think that this ad actually increases that insecurities you had before or decrease it or is it the same?*

It increases it a little bit even though it is another type of problem, it is not the problems I have thought about that Airbnb have had before but, is like they add more dimensions regarding problems around the brand therefore I would say that it increased the insecurity I had of the brand before a little bit.

**What do you consider is the message of the ad?**

Since they like cover a lot of different words, I don’t remember all the different words they used but like ethnicity, gender and age and a lot of other things it feels as though they want to like cover everything that have been problems regarding like disrespecting people and things like that. So the message I feel is that as they want to be respectful because they don’t only choose one thing to focus on they want to address a lot of different things in order to make a lot of people feel maybe like.. Affected by the commercial. So I think they want to show that they are respectful and that they are a brand that works for everyone.

**Do you believe that Airbnb is a credible sender of this message?**

Yes because I think the brand it self has really good intentions and it feels like a really good thing. It is like a win win situation as long as it really works it’s no negative with the idea. So yeah they are a credible sender but they should do more in order to really like make the receiver of the message feel that they do what they can in order to not make this happen.

**Do you think the message corresponds with the brand? If yes, what is the connection? If no, why not?**

Because of the fact that my perception of Airbnb is of what I have heard from friends and I have only used it once it is hard for me to say that is corresponds since it for me is rather that this creates a new picture of the brand since I have not heard any
communication from them before I can't really say that it corresponds but that it more so adds a new dimension to my thought of them.

**Are you interested in political questions?**
Yes, sometimes it depends on what it regards.

*Something specific?*
If it affects me, and my personal life, I think it is more interesting. It is hard to find interests for questions that are not a part of my life or people I know or who I am.

**What do you think about brands taking stands on political issues? Pros, cons?**
I think that it is good in one way because I think it is possible for me as a consumer to choose brands that have similar opinions as I do.

**Do you think that the brand took a political stance? If yes, in what way?**
Yes they do since the things they took up is regarding like, equality, ethnicity age spans and things like that so yes I think so.

**Interview - Blue**

**Before ad**
Are you familiar with this brand?
Yes.

**What do you know about this brand?**
Airbnb is basically an accommodation platform between consumers and consumers basically, so without the extra parts of an actual company. They operate worldwide. Their website itself is kind of easy, you basically just search for the place you want to live in and then places pop up and you can choose.

**How do you perceive the brand?**
I like it, it’s easy. So far when I’ve used it, I’ve only had good encounters with people. I’ve heard that there can be some bad ones as well but because of the way that the website works with the rating system. If a person that use Airbnb to rent out their own apartments gets bad ratings, after one of those ratings you are pretty much done. You
won’t get any more renters. So because of the rating system it is easier to trust the owner of the apartment because of the previous consumers experiences and ratings.

**What are your thoughts about the brand?**
Effective, easy to use through the platform.

**What feelings are evoked when thinking about the brand?**
I know what I’m getting when I go there, so basically I feel a pretty big trust. In the brand I would say because of the way that they present it. I trust the company because of the easy way to meet other people. I trust the way that they are doing it, I feel safe.

*Why are you feeling safe?*
Because of the rating system, they allow me to and others to rate people which might be subjective but still there is a system I trust. Not only trust towards the company or the brand, but also the consumers on the same platform as well. If someone rates a zero star, I trust in that consumer as well about the brand and that accommodator basically.

**After ad**
**How do you perceive this ad?**
I like it, it’s kind of calm and the whole community and belonging thing comes out as well because of the way that there are all different kinds of people, sort of coming together. It’s sincere in a way. I like the way that they bring up all the different sex, age, race, religion and stuff like that as well, because it shows decency in the ad.

**What are your thoughts after seeing this ad?**
I suppose that it refer to that they include everyone and that they don’t really have any barriers, anyone can use it. They feel open and the ad makes you feel that you can get there without any disabilities, age or whatever. Anyone can use it, everyone is friendly there and if you’re not friendly, you can go somewhere else basically.

**What feelings are evoked after seeing this ad?**
The belonging part I would say. Anyone who comes there, I can feel safe when I come there. I know that everyone else would feel safe as well. I like the way that they present it as a community as well, because a community to me is something that stands for
everyone are united basically. So if you want to come into this community, you need to accept the rules of the community in the way that they present it as: we don’t care about the age, the sex, the disabilities, religion or whatever. As long as you accept these facts, it’s okay and you can join and use the product or services.

So is it possible to put a feeling on this?
Is belonging a feeling? I think so…

You mention trust earlier?
Trust and belongingness comes together, if you feel that you belong to something, you need to trust the surroundings as well. If you don’t do that, it will always be a part of you that doesn’t belong so they are kind of connected. I trust the community basically that is presented.

And why do you do that?
Because of the way that they present it, everyone is welcome. And if you look at it the other way, if you don’t like what they are saying, then you don’t have that trust which means that everyone who comes there and accepts those rules will at least try to share that trust between each other in the community as well.

What do you recall from the ad? Describe.
I recall a lot of faces, the words belongingness and community comes to mind a lot. The things that they mention related to sex, gender, and age. The calm medium that was presented and the chill background music as well. Nothing aggressive about it, just come here and let’s be free. Inviting and welcoming.

Did something specific catch your attention in this ad? Why?
Not really, except from the things I previously mentioned. I like the way that they presented it, with just the faces basically and that they kept that going throughout the entire ad. I caught attention of it but it was nice basically. It was welcoming and presented in a calm way, appreciative ad. When I watch it, I can sort of put myself in that position as well. My face could be there, or your faces. We all can be there. As long as you commit to these rules, which are not rules but human decency. I like that they highlight religion, sex, age etc, because it is all about being decent in some way, being
open and welcoming. So what caught my attention, it was that. They don’t necessarily mention them as keywords for the company, but are keywords that can be related to anyone.

**Did the content of the ad meet your expectations of it? Why?**

No, not really. When I think of Airbnb, I think of the travelling part. I suppose it is because every other travelling agency always shows this wanderlust pictures, nice beaches, hotels and fancy drinks. In a way, Airbnb is more than that, it about people as well. So yes, my expectations were not reflected in the ad but when I think about it Airbnb is more about the people itself than the places you go to. Because they create an experience you can’t really have at any other standards travelling place. When you go to a hotel, you meet a service person but now you meet a normal person basically. So every new place you go to you will get new ways of interaction with people as well.

**What do you consider is the ad’s unique characteristics?**

The point where they mention that we don’t care who you are, your sex, age, gender etc. Just come and be you. This is something that you don’t see among other companies these days. Special brand or companies that makes you wish you had certain characteristics, which you got to have in order to feel a belongingness into a company. Here it’s like these traits or characteristics can belong to everyone.

*Can you see that there is someone who doesn’t feel that they belong to this ad?*

Absolutely, say if I was Orthodox-Christian I might not enjoy this. Because of the various values that I would have. If I was anti gay I suppose I wouldn’t like this ad. It basically goes down to what I like as a person, if I don’t appreciate some aspect of a culture I have, the childhood. It can be several reasons to why. If people don’t have the values that are shown in the ad, then I wouldn’t like it.

*What do you think that these values are in the ad?*

Decency, and in a way it comes out in trust. If you don’t really have a trust towards these age spans, opinions on sex or religion as well, if you don’t trust these you won’t like this at all. So it comes down to trust between different people.
How do you perceive the brand behind this ad?
Open, accepting of all. And open in a way that they don’t really do much. They just say hey you are welcome here, use our services. But they don’t really act in between but they show you all the tools that you need, but not necessarily say do this and that. It’s just here you can do it if you want to, rate the person if you want or don’t. We see that you rate both for your sake and for the person you are renting from.

Would you say that the perception of the brand is the same as before the ad?
Kind of the same. Since I have used the services before, I already had a perception of the brand as open and this just reaffirm these thoughts basically. I already felt that trust in a way, both to the users of the platform and the company itself. And this is in alignment with that, in a good way.

What are your thoughts about the brand after seeing this ad?
Basically the same. They give me the tools that I need, welcoming me into the community with similar people of similar mindset. We want to travel, meet new people, welcoming each other. We don’t really care who you are as long as you got the place and I got the money.

What feelings towards the brand are evoked after seeing this ad?
Trust is the major feeling I suppose. I still trust in all the people that are there and the company itself. I like it after using it as well, it means that I can come back in anytime I want. I wouldn’t say that it is a commit to the company, but in a way I do cause there is no really other competitors as well. I feel that they do have the traveller aspect; it is so easy and effective to go out there and in 30 seconds I can have hundreds of apartments to choose between.

If you should put a feeling to this, what would it be?
Trust and also happiness in some way. I feel satisfied.

Why satisfied?
Because they allow me to use it in an effective manner and it allow me to come with my own insight, so they don’t have any restrictions to what I can say about the experience.
itself. I can say whatever I want, if it was horrible or if it the experience was a five star rating.

**What do you consider is the message of the ad?**

Unity in a way, welcoming unity. All people, despite the differences, everyone is welcome. Come here and enjoy. Nothing that pushing me towards something, it’s more like luring me into it.

*When you say pushing me towards something, what do you mean by that?*

It doesn’t try to sell me anything; it doesn’t say that here is a cup of coffee, buy it because of several reasons. It doesn’t care about that. It says just come here and be one of us and you will enjoy. You will get what you want, whatever that is. If you have less money, that’s okay or if you have tons of money, come here and we will fix it. They just have the platform for it, where everyone can gather and get it.

**Do you believe that the brand is a credible sender of this message?**

I do, yeah. I was a bit cautious the first time I used it. Since I didn’t have any really competitors to choose from, so it’s like when it is a new experience for you, is this going to go well or bad? You never know. But because of the rating system, it’s good seeing those who already had a lot of different ratings. I’ve seen people who had like a thousands of five star ratings which makes the credibility of those people goes up very high. Because Airbnb allow that rating system, they also become a credible source to this.

**Do you think the message corresponds with the brand? If yes, what is the connection? If no, why not?**

I do, everything they do is about facilitating others. It’s not so much that you would buy the product, you use it for your own good and for other peoples’ well being basically. They are just there for the platform, they don’t want to mess with anything or push things on to you. I think that they have different settings on the platform, such as e-mails from them if you want to, about specific locations and it is really easy to just click no on these options as well. So I like the way that they are there but not really. They are just there in the sense of helping me and other peoples in America or in South Africa etc.
Are you interested in political questions?
Slightly, it depends. Politics are nasty stuff, most of the time it is about bad mouthing another person. But if there are political questions that mean to improve things, like immigrants and environmental questions or sustainability questions I’m all down for that, but as long as it doesn’t necessarily is done by bad mouthing another person or a company, because that is kind of stupid. Politics for the greater good basically.

What do you think about brands taking stands on political issues? Pros, cons?
Same thing there, if they do it for a good cause, not only look at us we are doing this right now but more like we are just doing this because it is something that we want to do we know that it would be better for a lot of people, then I like it. It is easier to join if they stand for something good. It is difficult when it comes to politics, because everything is politics at the end of the day. It can be about so many different questions. Airbnb is an example of a political ad, but not in the way as many people see politics as. Politics has become a way to just share of yourself, make money basically. This ad is a statement in a way that goes against the regular rules of politics, since regular rules of politics is us and them. Every single country has their different parties and it is always us against them. This is the opposite of that, this is everyone is welcome. And it is politics in a way but maybe, I don’t know if it is the next level or a level lower but it do connected to it at least.

Do you think that the brand took a political stance? If yes, in what way?
Yes.

Interview - Red

Before ad
Are you familiar with Airbnb?
Yes.

What do you know about this brand?
I would never rent my own apartment, my boyfriend did it and it was not nice. But I think it is very good when you are abroad and I have used it several times myself.
What happened when your boyfriend rented his apartment?
We happened to get a Russian prostitute. Or at least we think. There were always two glasses of everything. They drank up his liqueur as well.

But except that, how did you experience Airbnb when you used it?
I think it is really good. Now that I was in Tokyo and used it I got a whole house and paid nothing – really good. I’ve used it in Barcelona as well. When you go abroad it’s really good. I haven’t done it in Sweden.

What are your thoughts about the brand?
What I think… Cheaper than hotel.

What feelings are evoked when thinking about the brand?
I associate it with… I would never live at an Airbnb myself. So it is something fun you do with your friends.

Why would you not use it by yourself?
To meet someone myself to get the keys… I don’t know…

Does it make you feel unsafe?
Yes, I think so. But I haven’t done it in Sweden either and I feel like, I don’t go on vacation alone either. So it’s hard to know…

So if you would go by yourself on vacation you wouldn’t use it?
No, then I would indulge myself with some nice hotel.

Why don’t you want to use it in Sweden?
Mostly because I have friends who live in the cities I usually visit. So then I live with them.

So if you should highlight the feelings connected to Airbnb, what would it be?
Feelings… I can’t combine any feelings to it… I associate it with the feelings I’ve had when I’ve been with my friends in an apartment and that’s only been positive. So… It’s hard to answer.

Previously you mentioned that it was a fun thing with your friends, could that be your feeling to the brand?
Yes. You know that if you use Airbnb you’re about to do something fun.

So you associate it with happiness?
Yes.

**After ad**

**How do you perceive this ad?**

As if they really want to partly be in different countries and… It’s a bit like we can come to every country and they can come to us. Because my boyfriend hasn’t rented to any swede, its only other people like the Russian. Someone from India, Germany, it’s only from other countries. I also think that Sweden is kind of expensive regarding hotels, so it may be easier for them as well. If we go abroad it might be cheaper.

**What are your thoughts after seeing this ad?**

That they want to show that they are… What is the word? Equal?

*In what way do you think they are equal?*
They show all ages, all different ethnicities.

**What feelings are evoked after seeing this ad?**

Community. New friends. That you become well-traveled. I like it because it’s very simple. They don’t have to put a lot of money on marketing. It is pretty simple to do but yet a good message.

**What do you recall from the ad? Describe.**

A lot of faces and text in front of the faces. It was only a lot of positive messages all the time.
Did something specific catch your attention in this ad? Why?
The only message I remember is community. I don’t know if they paused it a bit longer at that message because they were very fast on all words except community. There they held the word a bit longer I think and that is also what I associate Airbnb, that it is a big community, with so it’s what I automatically think.

Did the content of the ad meet your expectations of it? Why?
Yes, from such a site I think. It’s not like they show apartments that would be really strange. So for that specific site I think.

In what way do you think it would have been strange if they showed apartments?
In what way… It feels too selling. This is more about feelings, that you associate it in a certain way, than if it would have been a lot of product pictures.

What feeling is it that you associate it with now that you believe you wouldn’t have got if the ad would show apartments like you described?
I think people today don’t want to see a product picture, it’s very boring, you want to see it in a context or someone who uses it. It feels more trustworthy than just a product picture.

Is it a feeling of trustworthiness?
Yes, I would say that.

What do you consider is the ad’s unique characteristics?
Well I think I’ve seen similar ads, with faces that stands out. But everyone knows what Airbnb is, according to me, so you don’t have to have that much more. They have their brand so they don’t have to have much more. It feels like they want to deliver a feeling rather than to sell something.

Would you say that the feeling is what stands out?
Yes.

How do you perceive the brand behind this ad?
It feels like I repeat myself but positive and trustworthy.
Is that different from what you thought before?
I’ve had a positive picture so I think it’s the same.

What are your thoughts about the brand after seeing this ad?
I want to go abroad! So that is positive.

Why do you feel like that?
Well, because I associate it with how fun we had in Tokyo.

What feelings towards the brand are evoked after seeing this ad?
It’s pretty much the same as before.

Would you say that it is enhanced or…?
Yes it is.

Why is that?
The whole combination of music, texts, how it is executed. Its very simple but it is a lot of feelings like we said.

What are you most affected by?
Mostly it’s the pictures I think. It feels like I’ve met the people, when I’ve received them to my boyfriend’s apartment sometimes and some where really nice so it’s not only negative. At the same time as I’ve also got good treatment abroad, so I would say the pictures. Everything has been so easy, partly because I’ve chosen apartments with good rates, so as a hotel but you get a whole house or apartment for yourself.

What do you consider is the message of the ad?
Community - that you can go wherever you want and you still have that community everywhere.

Why do you think so?
It conveys that the person here, you could meet this one. Maybe be friends. I have friends who have become friends with their Airbnb renters.
Do you believe that the brand is a credible sender of this message?
Yes, absolutely. I think they are strictly with that information, some people are very serious, and then you feel more safe. They have a good and safe site. You can choose since you see who rents it. But there might be negatives as well, but I haven’t experienced that.

Do you think the message corresponds with the brand? If yes, what is the connection? If no, why not?
Yes I think so.

What is the connection?
I’m going to say the same as before but it’s because I have the associations from my previous travels. Since there are so many nationalities it makes me think of when I was in Tokyo or Barcelona or where I was.

Are you interested in political questions?
On a scale 1-10, 6 maybe.

Would you like to elaborate when, where and what you are interested in?
The funny thing is that I think it is more interesting with what is happening abroad than in Sweden I think. Swedish politicians are so boring right now. I might have become more interested than I was before, I watched the French election last night. I don’t know why really but it is exciting. Or in Osaka when I followed the Us election all day.

Why do you think it has increased?
Because of the idiots like SD, Donald Trump and Le Pen. There wasn’t much of that when we were younger. So I think that is why it has increased.

Do you think that it is more important to partake in political questions today?
Yes because I think they focus on all the wrong things right now. I’ve voted for Moderaterna but now I’m not feeling to do so because I don’t like Kinberg Batra. I don’t know what to vote for in the future because I don’t think any party is good anymore.
Why do you feel that you cannot stand behind a specific party?
It feels like you have to start a new party because there is no one that has the same values that I have really. It feels like they focus on such strange things to what they should do.

What do you think they should focus on?
Oh it feels like we’re really jumping off of Airbnb but education, elderly… I think the Swedish law system is the worst ever. They have too low punishments and not enough proof to convict. So a little more against the American way, but not all like that. No death punishments and that sort of things.

What do you think about brands taking stands on political issues?
Hmm… It’s very dependent on what it is. If they show that they are against SD I guess I agree to them but if they do it too much it only feels weird.

Would you like to elaborate on what it is that feels weird?
If we talk about clothing companies I absolutely believe they should do the environment aspects, but maybe they shouldn’t do anything that is not in their genre.

Are there pros and cons for brands by taking political stance?
Yes they can lose customers if the customers don’t think like you do, but they can get more customers if it is a good message. They have to be careful with what they want to convey and if it would be positive or negative, so that they not just throw themselves out.

Generally seen, do you think it’s good or bad?
I think about swedes, when I read Facebook, that there are so many idiots. What are you doing? How can you bother to care about this? If a person says something that not all agree with, then it’s a huge outcry. Don’t you have better things to do? Or the ones that go on bloggers because they don’t blog every day? It like… no. But its like comedy, you have something to do – check idiotic comments.

Do you think that the brand took a stance?
Yes, but I positive stance.
What do you think it was?
That they do not group people, everyone can come along.

Do you think that it was a political stance?
Hmm, yes in one way. It feels like they go against the ones who want to throw out immigrants. That everyone is welcome.

Would you say that it is immigration they take a stand on?
Yes. It felt like they were careful to represent everyone.

Interview - Green

Before ad
Are you familiar with Airbnb?
Yes.

What do you know about this brand?
Well I know it’s a living service for people going away or people wanting to try new, broader move around the country. A people service that they hold for other people.

What are your thoughts about the brand?
I think it’s an easy way for people to get where they want to or to stay at a place for a limited time, so it’s an easy access for people who don’t have any other contacts or knowledge of a place.

What feelings are evoked when thinking about the brand?
The first feeling is sort of a trust that you need to know the people who rent your place and the people who rent out their own places need to feel safe and know what you’re going to get.

Do you feel that when you think about the brand?
I’m pretty naive so I always think the best of people. I don’t have any trust issues.
Does that mean that trust is the feeling that is evoked?
Yes, trust and easy access.

After ad
How do you perceive this ad?
Well I think they lay focus on that it doesn’t matter what kind of sex or race you belong to. Everyone should feel welcome and secure. That’s the kind of feeling I get of the ad.

What are your thoughts after seeing this ad?
Well as I was into before with the trust, they really focus on that part. To make the customer feel safe and welcome.

In what way do you feel that they do that?
They raise those kinds of questions almost the whole ad and that it is their focus I think.

What feelings are evoked after seeing this ad?
I feel welcomed and I feel positive about it that it is a living for anybody.

Why do you feel this in particular?
Just because of the diversity.

What do you recall from the ad? Describe.
That they show all these different faces of men and women, black and white people and Muslim people so I think they focus on the variety of all kinds of people to make everybody feel comfortable and welcome.

Did something specific catch your attention in this ad?
No, just the variety and the focus of that. Because I think that if I were to deliver this service myself, I think it is the question I would focus on. Cause I think it is the most important part. That everybody should feel welcome and secure of using this service. I think that’s the key.
Did the content of the ad meet your expectations of it?
No, because I thought that they would market all the leading up to this. Cause there’s almost nothing about the living or the service itself it’s almost only focused on the variety and that everyone is welcome.

Do you feel that focus on the living or service itself is missing in the ad? Or was it what you expected?
I think it doesn’t have to show it that you can have this and this, I think people get their eyes on Airbnb and maybe sees them differently because of this. So I think it’s a good ad as well.

What do you consider is the ad’s unique characteristics?
Hm… what stands out… It’s pretty easy to get and it’s not that selling. You do not feel that they are pushing anything on you, cause you can just sit back and take it in yourself.

You say that it don’t push it on you, what do you mean by that?
There’s a lot of commercials where they’re like “take this and this and you will also get this for free” they’re just trying to sell as much as possible at the same time.

What do you think that they want to do with this ad instead?
I think they want you to discover Airbnb yourself and do it in your own way. To make you feel that you can take it slow and use it every week, once a year, they just want you to know that they are there.

How do you perceive the brand behind this ad?
Well I think, cause when we went to Warsaw this new years eve, it was the first time I used it. I didn’t have much thought of it, but I think after trying it that I would use it much more often now than before.

Why do you think that is?
Because the ad makes you feel welcomed to use their services and they don’t sell it in the same way as a lot of other ads try to do.
What are your thoughts about the brand after seeing this ad?
No I think my thoughts are that they want to make sure people feel safe and secure when using their services.

Do you think that there is a change in what you felt before versus after seeing the ad?
I think it is pretty much the same. They just confirmed what I thought. So I’m pretty more secure to use it.

What feelings towards the brand are evoked after seeing this ad?
Well, the whole ad is kind of cozy so I feel positive to use their product.

Do you think that the way you see the ad transfers to how you see Airbnb?
They don’t focus much on the renting part, they just focus on that everyone should feel welcomed and safe, so it doesn’t really apply to my expectations of it so it’s a lot different.

What do you consider is the message of the ad?
Again, to make people feel secure and that everyone should feel welcome and not be afraid of like a women renting from a guy or a black man from a white man and stuff like that.

Do you believe that the brand is a credible sender of this message?
Yes, sure.

Why do you think so?
When I first thought of it I thought there was going to be a lot of problems with it, a possibility that it was going to be a criminal center or something, but when they later focus on the important questions that they are doing I think that they are really reliable. You think you can trust them.

What kind of questions do you mean?
That you shouldn’t have any worries using their services because you don’t know what kind of person you’re renting from, who’s living there and what the neighbors are like.
and those questions so you need to feel that you can trust the product. That’s Airbnb’s responsibility.

**Do you think the message corresponds with the brand? If yes, what is the connection?**
Yes. I didn’t know much about the brand before, it solved the questions I wanted answered when using their product so yes.

**Are you interested in political questions?**
Not very much, just the big ones. That everyone should have the same opportunities, men and women and all the different races and the whole work issue. All those big issues.

*Why do you see them as big questions?*
Maybe because those questions are closest to me or that they are the ones you hear or read about most often. But I don’t feel that I take interest in politics per say, I think it’s boring to be honest. I follow some TV news and of course you discuss them with your friends but I don’t interest myself in it deeply.

**What do you think about brands taking stands on political issues? Pros, cons?**
I think they use people in some way, because everyone should have their own opinion. But I don’t think they’re doing anything wrong, the only one who can lose something with it is the brand itself since there are people who don’t have the same ideas or way of thinking. I don’t give much about it.

*Do you think that the brand took a stance?*
Yes the whole gender and race part. That everyone should be equal no matter what gender or race they are. But that’s the only thing that I thought of. It’s important questions and I think they did it the smart way.

*In what way do you think it’s smart?*
I don’t think nobody would disagree with what they are taking up. Most people think that everybody is equal and that they should feel equal as well.
Do you think that there are any pros or cons with taking political stance in advertisements?

I think it depends on what questions you’re raising, because if you’re raising a more sensitive question I think you can lose more customers, which is negative of course for the brand. But I also think it can, if they’re not raising the wrong question, they can make people feel that this is a trustworthy brand and I think they are doing a good thing as Airbnb did here. So it depends on what question you’re taking up.

Do you think that Airbnb took a political stance?

Yes in some way in this ad with all the equality questions but I don’t think they crossed any lines. I don’t think that the first thought you get is that “wow this is a political ad”, I think it’s more marketing of their brand.

Do you think that is the main focus?

Yes.

**Interview - White**

**Before ad**

Are you familiar with Airbnb?

Yes.

What do you know about this brand?

I know that they are like a middle hand, that people who want to rent their apartment or room, go to Airbnb and then they rent it to like regular people. I think.

What are your thoughts about the brand?

I think it’s a good idea. I like the concept but I haven’t used it on my own so I can’t really evaluate the service they have but I really like the thing, the concept.

What is it with the concept that you like?

Well I like… It’s easy for people who has an apartment and don’t want to spend so much time and energy to find people who wants to rent something, so it’s a convenient way for both parts involved.
What feelings are evoked when thinking about the brand?
Ehh… convenience I guess. Timesaving, efficient. Yes, I think that’s it.

After ad
How do you perceive this ad?
Well it’s like really emotional and… yeah I don’t know just like gets really emotional and I don’t know how to say it they do it in a nice way like talk about different ethnics and races and they do it in a good way.

What are your thoughts after seeing this ad?
I don’t know it’s a tricky question but it makes me think that they want to like get away with all the racist things and like all people have the same value and so on.

Why is that?
Well they show different kinds of people and say that whoever you are and wherever you come from, it doesn’t matter everyone is welcome. So it gets like a feeling that it’s very friendly and welcoming.

What feelings are evoked after seeing this ad?
Welcoming and like warm. Like if I use Airbnb I will expect like really good service and they care about the customer and everyone has the same value for them. Everyone is welcome. They don’t have any preconceived notions. Like everyone’s welcome. It’s a good feeling.

What do you recall from the ad? Describe.
Well I remember that they had a lot of different persons, like different faces and they have text about ethnicities and where they come from and so on. I think it was a text like “whoever you are, you belong here” or something. I don’t remember exactly but it was like some powerful words that make you feel like you belong here.

Did something specific catch your attention in this ad? Why?
Well I guess it’s like, when they show you the different faces all the time, it gets like really… Yeah you want to watch it, like it really catches your attention. Because they switch faces all the time, it caught my attention.
Did the content of the ad meet your expectations of it? Why?
I didn’t really have any expectations. I haven’t seen it before and I don’t think I’ve seen any ad from Airbnb. I was just aware of the company, so I can’t really say I had some expectations.

But if you think about what you knew about the ad before and how the ad was executed?
Well then I guess it wouldn’t meet my expectations. I’ve just seen it as a product or service that fills some kind of purpose, but I haven’t really reflected upon the values they have. But, yeah I didn’t expect it from what I knew before about the company, but I have to say that this ad makes me like more positive towards the company than I was before. Like the emotional feelings of welcoming and things.

So if you compare this to how you thought it would be executed?
I thought it would be more informative, but this was way more emotional than I expected and it has like a message behind it. I think that’s good.

So what type of ad do you think is the most suitable for Airbnb?
Of course the one they had, it’s way better.

Why do you think that?
Because when you as marketer play on emotions, you like get reactions and feelings that make you remember the company and you get like a good awareness of it and in a positive way also.

What do you think you will remember about this ad?
Probably like the switching of faces all the time and together with the text. That’s pretty much what I remember the most.

What do you consider is the ad’s unique characteristics?
I think the text together with the images is the unique thing. All the people.
How do you perceive the brand behind this ad?
Ehh… well I perceive them as a company that cares about their customers in a very friendly and welcoming way. So I guess I have another feeling now than I had before. Like way more positive.

In what way do you think the ad made you feel more positive about the brand?
By waking up the like emotions and message about it. It makes me feel more positive about it.

What are your thoughts about the brand after seeing this ad?
Ehh… well about the service it’s pretty much the same, but as a whole I think I have another like feeling about the brand and what they stand for.

What feelings towards the brand are evoked after seeing this ad?
Like equal rights and same value for everyone and that’s everyone is welcome.

What do you consider is the message of the ad?
Equal rights.

Do you believe that the brand is a credible sender of this message?
I haven’t really reflected of it, like what they stand for, what standpoints and values they had before, but like if they want to communicate this – sure, it feels like a well known and trustworthy company.

Do you think the message corresponds with the brand?
Ehh… Yeah I guess in a way. As I said I didn’t know what values they stand for but I can see this approach as suiting for the company. So yes.

In what way do you think they connect, or correspond?
Well because I think they are like on the whole world so they have interactions with people all over the world so I guess they really experience the multi racial or what to say… Like they interact with people from all over the world, so I guess that’s kind of connected to the ad.
Are you interested in political questions?
Not really, no. Not very much.

What do you base that on?
Like… I don’t know, I just think politics is kind of boring. I’m not very involved in Swedish politics, but like I think American politics is way more interesting I don’t know why. I don’t have anything to say there, it’s way more drama, that’s fun.

What do you think about brands taking stands on political issues?
I think it’s good because then they can really communicate what they stand for and consumers that have the same feeling as the brand, or sympathize with their thoughts, can really find a connection with the brand.

Can you see any pros or cons with it?
Yeah of course the people who don’t like agree with what the brand stands for might choose another brand or company to use. Like if you take Airbnb as an example again, and there is some racist guy watching the commercial, he would probably not use Airbnb. So I guess that’s the cons, but maybe they don’t want that kind of people to like be involved with the brand. So in that case it’s a problem.

Do you think that the brand took a political stance?
Yeah I think they did.

In what way?
Well it’s like the equal right question. Like they really… Yeah it’s really clear what they stand. They think all people have the same value, kind of.

Interview - Black

Before ad
Are you familiar with Airbnb?
Yes.

What do you know about this brand?
I know that you go on the Internet and then there’s people who rent their apartments or house or room or something and it becomes a cheaper way for the traveler to find accommodation. It becomes easier and you get a feeling of what the country is like for real. Not just a hotel, but how they really live in that country.

**What are your thoughts about the brand?**
I think it’s a good compliment to hostels; it’s a bit the same but that you live alone with Airbnb. If I have interpreted it right. But I don’t know if it’s anything for me, to live in someone else’s bed. It’s too personal, hostels are less personal. It fits me more.

**What is your perception of the brand?**
It was not long ago that I heard about Airbnb for the first time, it was when I was on my exchange semester. Then I thought, at first, that it felt a bit unserious because I didn’t know much about it. But, yeah… About the brand, it’s not for me so I haven’t reflected on using it when I travel but I think it’s a really good option for others who might be more comfortable with living at hostels. Then it’s a good compliment for them.

**What feelings are evoked when thinking about the brand?**
First it felt unserious and that it’s not for me, that it would feel uncomfortable to come to someone’s home and live your vacation in someone’s home - no, I don’t know. It’s not really for me.

**What is the strongest feeling towards the brand?**
It’s that it’s more negatively loaded. The feeling becomes negative, if that’s what you mean.

**Is there any specific feeling?**
It would be that I’m very skeptic about it, but when you haven’t tried it before I think you’re always skeptic towards it. If I would try Airbnb and get a good impression, then it would be a whole other feeling. More positively loaded if I feel that you save money that you can lay on other stuff on your vacation instead. But right now I’m skeptic towards it.
**After ad**

**How do you perceive this ad?**

It’s very emotionally loaded with the fact that it should be diversity among people and ethnicities. Like among countries, that it is what Airbnb wants to create. That you feel home in someone else’s country. So yes it was emotional, that you should belong to a certain group with Airbnb.

**What is it that makes it emotional for you?**

Partly how it is executed, firstly people don’t even look happy in the ad. They almost look a bit sad and that. Then you don’t become happy of the ad, but you understand their message that it is to create belongingness among people and countries and that’s an emotional subject. Then the ad becomes emotional as well.

**What are your thoughts after seeing this ad?**

You always want to belong to a group and that you want to have belongingness. They want to create a community of people where you share each other’s homes.

**What feelings are evoked after seeing this ad?**

Partly I’m still skeptic because it doesn’t make you happy. It’s not like “wow now I want to go with Airbnb instead of like booking or hotels.com that are loaded more positively than Airbnb. You also feel confused because they have the message to come and be a part of our belongingness, but the people in the ad look sad so do I want to belong to them? What is it that is fun with that? What is it that is good? But at the same time its positive since they write that you share each other’s homes, you experience how it’s like to live in other religions, other ethnicities, other backgrounds and values and that stuff. You want to take a part of that, because that’s how society works today. So I’m skeptic but also curious.

**What do you recall from the ad? Describe.**

Their face expressions, that they just weren’t happy and that their eyes like… Yeah it’s the face expressions that they want to express, which also was shown with the text. That, like I said before, you should share each other’s homes and belong to a community. So that’s what’s caught me.
**Did something specific catch your attention in this ad? Why?**
Yes, it was the face expressions and that it feels like the messages conflict a bit. They want you to share belongingness, but that the people in the ad don’t look that happy so you’re skeptic.

**Would you want to see the same ad but with happier people?**
Yes, exactly because it’s about traveling and explore. To travel should be fun and to share someone’s home like Airbnb should also be fun. It should be safe and secure. But it almost looked like the people in the ad had a fear in their eyes and that their expression in the whole face was skepticism.

**Why do you think that is?**
Maybe because it’s so divided today, that they want to change that so that you should take the ad seriously. That it should have another message than other accommodation sites like this. It’s a whole other approach that they have, in comparison to other similar companies. So it’s separates them a lot, but yet I wouldn’t choose them before hotels or booking. When I travel I want it to be fun and that the feeling should be nice when I look at an ad. Like Airbnb that you should live in someone else’s house and that, then they have to convey a feeling of trust and safety that you should feel that it’s safe that you can rent your home and that you can live in someone else’s. But that feeling and that interpretation I didn’t get.

**Did the content of the ad meet your expectations of it? Why?**
Since I was skeptic towards Airbnb before, that impression increased due to the ad. But of course you have an expectation that when you book a trip that it should be colorful, fun, it should be attracting, but that was not the expression I got.

**Was that what you had expected?**
Yes, since all other booking ads are like that, this was all different. That’s why I expected it to be more happy and that.

**What do you consider is the ad’s unique characteristics?**
That it’s not that happy and it’s dark. It’s not as much colors as you’re used to. You’re used to hotels or booking filming nice hotel rooms, in like Paris or under the palm trees.
in Mallorca, and then you really want to go there. But here there were no specific location, it was more people, so it was not the location that was the basic idea with their ad. It was more how you get to know other people by staying at their homes. I think that’s what stands out.

Would you say that that’s the message?
Yes, absolutely. That’s what they stand for and what they convey in their ad. You understand their message directly and what it is they want to convey. If you hadn’t known what Airbnb was before, I still think you would have understood it from the ad.

How do you perceive the brand behind this ad?
Well, it’s not a happy feeling of the brand. It’s more belongingness as they pinpoint all the time and as I always comes back to as well, it’s really the message that they want to convey. But I don’t know. If I was to change the ad I would have the same message but with a bit more positive approach. I think since it’s a bit more negatively loaded for me and even if their message and brand stands for something good, I’m not convinced. Not when it’s in that branch, with that purpose, then I’m not convinced. It’s not how I want to travel.

If you should compare how you perceive Airbnb before and after the brand?
I think I had a more positive, or happier, feeling towards Airbnb before I saw the ad, actually. Now it’s more serious and when I travel I want it to be happier.

What are your thoughts about the brand after seeing this ad?
It convinces my skeptic feeling, it’s not hard to be skeptic about a brand and it becomes more negatively loaded for me.

What feelings towards the brand are evoked after seeing this ad?
It mostly catches people and that people share each other’s homes and everything like that so it’s the right message to the brand. But then I don’t know about the brand name, if I connect Airbnb to the belongingness. It should be more about the community or belongingness. Still skeptic.
What do you consider is the message of the ad?
Belongingness - belongingness among people from different countries.

Do you believe that the brand is a credible sender of this message?
Hmm… Yes, there’s nothing to compare it with. There’s no other company that’s done the same, what I know. But since I haven’t used it myself, I don’t know if they stand for what they say and I haven’t heard anyone who’s used it before so actually I don’t know if they really like stand for what they say.

Do you think the message corresponds with the brand?
Yes the message corresponds to Airbnb, but if it does in reality I don’t know.

In what way do you mean?
Since I haven’t used Airbnb, I don’t know. I’m very critical, but it’s because they have something new, so I don’t know if it works. Not according to what I know, at least.

Are you interested in political questions?
No, not that much. I’m not that interested in it, but of course some questions interest me since it belongs to the public knowledge.

What are you interested in and what are you not interested in?
Like nationalities and that stuff, I don’t know…

Are there any specific questions?
I think foreign questions are important, that the environment is important even though I’m no environmentalist myself. I think it’s really important to have insight in the question since it affects the earth a lot. Its also domestic political questions since it affects me directly, it’s also something I listen a lot to.

What do you think about brands taking stands on political issues?
It depends on what stands they take. If it is good for the environment I think it’s really good, if it’s something that’s negatively loaded that might divide people or that differentiates people I don’t think it’s a good political stance. I think it should benefit
both today and in the future, with political stands. So it really depends on what political stand it is.

*Do you think there are pros or cons with taking political stance as a brand?*

The positive is the environment. A negative example is like Åhléns who wanted to sell their smoke affected clothes from the terror attack, I don’t know if that’s a political stand but that was not to be respectful to people.

*Do you think Airbnb took a political stance?*

Yes, definitely. It’s a European brand so I think it connects people in the European union. A lot about feeling at home in EU. They stand for people’s equal value, so that’s a political stance of course. Then it’s very positive.

*Do you think someone consider it to be negative?*

There could be the ones who work more with tourism domestically. Otherwise I don’t know. Some countries might be more introvert and don’t want to share, but I don’t know what country that might be.

**Interview - Purple**

**Before ad**

**Are you familiar with Airbnb?**

Yes.

**What do you know about Airbnb?**

I know that you can rent out your place through this website called Airbnb, so you basically post it on this site and then you can rent out your apartment or house to anyone that has a login to this page as well.

**What are your thoughts about Airbnb?**

That it is very convenient, it is cheaper than like staying in a hotel at least that was my experience. However, I have heard stories from friends that it does not meet their expectations because it is a bit high and then when you come to the place it looks like shit. So I mean you always have this uncertainty if it actually looks like the pictures because there are private persons who are renting out their places. But it is a good thing
I mean when my family went to Barcelona instead of having like separate hotel rooms for everyone because we are a big family we just rented an apartment instead, so everyone could stay there, it is more convenient and cheaper most of the times, I would say.

So your overall experience of it was good when you used it?
Yes, definitely.

What feelings are evoked when thinking about Airbnb?
It is hard to describe a feeling when I think of Airbnb but I associate it with fun I would say, the trips I have used Airbnb it was very fun, so I would say fun.

After ad
How do you perceive this ad?
I perceive it as very up to date the whole commercial the topic is very new and they talk about it a lot in media and a lot of companies take this standpoint I would say. It is becoming more and more common and I really like the ad it is … or I didn’t know that they were so like.. Thinking about this stuff and how they can adapt it to a company that actually have a website that rents out apartments I didn’t expect the commercial to be like that. But it is very cool commercial the message is great.

You said that a lot of companies take this stand, what do you mean that that stand is?
I mean like a lot of companies talk about, gender equality example. I think it is more and more common that they take that stand like… Before blue was for boys and pink was for girls and I think a lot of companies are thinking ahead and are already developing a mean of going from this old way and manner of thinking that blue and pink are for boy and girls for example and gender equality. I know companies that, for example makes the captain swatthe for football teams in the pride colors and stuff like that. So I think it is becoming more and more something that companies think of.

What are your thoughts after seeing this ad?
I was a bit surprised that they had this type of commercial, but I actually think that it fits very good into what they do because it shows that they really don’t care if you have a different religion and that everybody is different and that people can come together in this community, and they basically say that they don’t care if you’re black, white and
other things, that you can all use Airbnb and they want to bring people together and you
do not have to feel excluded from anything.

**What feelings are evoked after seeing this ad?**
I... get mad because weird that we have to have these type of commercials it should in
my opinion be like take for granted that it should be this way. But I understand that they
use it and it makes me happy that they have taken this statement and that they make a
platform for everyone. They don’t exclude anyone, they want to include everybody to
use Airbnb. I would say the main this I feel is happiness.

**What do you recall from the ad? Describe.**
I recall that they had a close up on different people with different skin colors, ethnicity
and they had this religious point and was very nicely done and how they change the
pictures from each faces. It was easy to understand it. All the text was in the right time
you could read all of it. I saw the logo in the end so they incorporated it in a nice way,
they moved it in slowly which was good and cool.

**Did something specific catch your attention in this ad? Why?**
Well.. Nothing that specifically.. but. Because UEFA had the no to racism campaign, I
felt like they had the same type of concept because different football players faces and
they said the slogan no to racism in different languages so that got me thinking about
the same thing as the campaign.

*So overall it was the different ethnicities and faces that you focused on?*
Yes, because when they mention it I came to think about the UEFA commercial and it
that was associated it with racism and how it should be prevented but that is just for
racism Airbnb also mention other things that I mention before.

*Why do you think that that specific aspect of the commercial chough your attention?*
Because of the UEFA and that the also had faces on football players in their commercial
however this commercial is broad in the way that it talk about ethnicity, gender equality
age and so on.
Did the content of the ad meet your expectations of it? Why?
Yes definitely, I guess I didn’t expect it to be this kind of commercial from them but they definitely.. I think it maybe even over emphasized on the things I didn’t know about this, I was like okay this I very cool in the beginning then I started to think of.. That they had a really strong standpoint in this area and I did not expect that from them.

So why?
It was hard for me to see how a company that has a website that you can rent out apartments on could like incorporate this kind of deep messages in their commercial.

What did you then expect that the ad should be like. Before you saw it?
Like more on how you use the website or like, focusing on bringing your friends together when you are going on a trip and stuff like that, that was more my expectation. But, this is another totally different viewpoint of Airbnb but I dint expect that from them.

Do you think that that is a good or a bad thing then?
Definitely a good thing!

What do you consider is the ad’s unique characteristics?
That they bring up these issues that have been issues for a long time but they take them all together basically and that they show that everyone is welcomed to use their site and service.

How do you perceive the brand behind this ad?
I perceived them to be up-to-date, kind of unique in their area because of what they do for the first thing and because of this commercial. They show that they are on top of this area and showing where they stand in it.

Why do you think that?
Because it is a unique service that they were first with or at least that is what I think that they were the first to do this kind of thing and after seeing the commercial I feel that they are very up to date in all of the problems that are going on around the world I would say.
What are your thoughts about the brand after seeing this ad?
I think better of it than before, I mean I have the experience of using it and I before even thought that it was a good company and good service but I think I value them even higher now because of this commercial.

What feelings towards the brand are evoked after seeing this ad?
I think they are the same as before because I felt happiness towards them because one can bring together family and friends in a way that a hotel maybe can’t. That feeling is still there but also … it is hard to say but I just feel even stronger for them as a brand.

What do you consider is the message of the ad?
That it should not be an issue of whether you are Muslim, Christian or gay or whatever differences you have you all should feel welcomed to use this community, Airbnb.

Do you believe that the brand is a credible sender of this message?
Yes I think it is but still there is always a problem that they are just a platform so they say everyone can use this platform but then it is hard for them since it is private people that basically are renting out their apartments and individuals will meet other people when they are giving the keys, therefore it is hard for them to say how they will react if they meet a gay couple or whatever.. So I mean it is a good statement, but it can be hard for them to accomplish it in the whole organization. Since they are service providers and the people using Airbnb are no employees they are just basically using the service.

Do you think the message corresponds with the brand? If yes, what is the connection? If no, why not?
In some way yes and in some way no.. because it is a platform for bringing people together and going to places and whatever you are doing so in that case yes, because there are a lot of different nationalities and cultures and because you meet different people. But the same time it might be hard because it is just a platform and a website for people to use to bring them together, so a mixed connection.

Before you mention equality, ethnicity etc. Why don’t you feel that that can correspond with Airbnb?
Since it is not what I think of at the top of my mind when I think of Airbnb as a company before, maybe now that I have seen the commercial, I really get it because
they have thought of different people using their platform. So before I was thinking that it was very good way of finding places to live, has a good quality and so on and now think I have added a better perception of the brand and the image of it to what I previously also thought was good.

Are you interested in political questions?
I would say not that much, some questions more than others.. I guess.

Which questions?
I am more interested in like.. Social questions.. gender equality is more of importance for me.

What do you think about brands taking stands on political issues? Pros, cons?
It think it is good because they are huge influencers on people’s perception of everything basically. Like when it comes to lifestyle brands, people adapt their way of living to them like Red Bull or whatever. So I think that there is a good standpoint that companies can take since it influences a lot of people

Do your think that there are any pros or cons with brands taking political stands?
The pros is that they can influence people to the better good but it could be bad since people do not always agree with them.. So, they could lose customers because of it, but in general I would say that the pros outtakes the cons.

Do you think that the brand took a political stance? If yes, in what way?
Yes I do.

In what way?
Well since they included all different ethnicities, nationalities, religions, gender and they take up something that most companies don’t want to talk about in a way, so that is why I think they take a political standpoint. Because they bring up issues that are very current and not that many companies are doing. And since they are the first one in their platform to adapt it on like a service.
Interview - Yellow

Before ad
Are you familiar with this brand?
Yes.

What do you know about this brand?
I know that it is a webpage where you can rent out and rent an apartment in different cities and countries.

What are your thoughts about the brand?
I think that Airbnb is a good company since I have used it myself a few times. However, the first time I tried it was when I was living in Spain and then it was one of my friends who convinced me to try it because I was confused about how it really worked and I didn’t really trust it. So I was not the one so initial wanted to used it but rather my friend but it turn out to be really good and we lived with different families and couples and they were so nice and it all really turned out for the better, but I think it could have gone really bad as well, but I think that that is because I am really sceptical individual. But as I said I have only had good experiences.

What feelings are evoked when thinking about the brand?
I think about traveling.

Can you elaborate on that?
Based on my previous experience I think about traveling, that one is going places and is tired of doing the same old traditional hotel and wants to do something new and like for me it was that I got and want to get more involved in the Spanish culture and families and community. One landed a little bit more in their everyday life in another way, since we lived with people who were home but one can choose to live in a house that is for rent also and then you got the place for yourself but that has not been the case for me so I can’t really say how that is.

Can you then in any way name a special feeling or feelings when you think about Airbnb?
Culture, traveling, sunshine and that it is cheap.

_Could you then connect that to a feeling you feel within you?_

When I think about Airbnb I automatically see an image of a house in Spain.

_And what do you feel when you see that image in front of you?_

I think about California haha… but maybe then excited when I try to name a feeling.

**After ad**

_How do you perceive this ad?_

I perceived that this ad is directed towards everybody, both people that want to rent a place and also them who want to rent our their own places. And when I say that they are trying to target everybody, I literally mean everybody in the whole world, no matter where you are from, what language you speak.. It feels a bit political than consumer minded I have to say. And also that It feels like.. how can I but this, too well produced in a way.

**What are your thoughts after seeing this ad?**

In some way I honestly think that it is so like.. lame, and that is because they really have a good message in the commercial and that it is a community that everybody can be apart of but it feels like that is not really their way of going about this issue. I feel like they take it a bit too far. Because when having a commercial like this one it only shows that they are attentive towards that everybody is not welcomed everywhere, and that can in a way be perceived badly I think and also that they push on that issue a bit too much in a sense.

_In what way do you mean that it can be perceived badly?_

I mean that.. I honestly am a bit irritated after seeing this ad, because like honestly, we, or let’s say all sane-minded individuals know that all individuals in a community should be welcomed and that that is common sense for most human beings anyways and because of that I feel that they bring up this issue way too much, that, everybody is welcome, doesn’t matter which language you speak, the eye color you have, the color of your hair… and like yeah, good that you also now know that know, when we already knew that us sane-minded individuals.
What feelings are evoked after seeing this ad?
Honestly I get like irritated haha…

So you feel irritated after seeing this ad?
Yes, because I feel that it was a bit wishy-washy, like yes I understand what you want to say with this ad like, yes it should targeted towards everybody and the thought behind it is really good and thoughtful. Like no matter whom you are, where you are from or where you are going you can also find something with Airbnb, and that everybody is always welcomed to use Airbnb. But I feel that if one is renting out their house or apartment one I already welcoming everybody to use it. And if you visit a page like Airbnb and individual knows what they are getting themselves into and doing in a sense.

What do you recall from the ad? Describe.
I remember the pink background color, I remember all the different eye colors, brown, blue, different identities, girls, guys, different ages, different skin colors.

Did something specific catch your attention in this ad? Why?
I would say that the man with the turban caught my attention and the word community.

Why do you think that specifically caught your attention?
I don’t know…like his eyes where in the commercial a few times.. So maybe that is why.

Why do you think the word community caught your attention?
Because they emphasize that a lot since that is their basic idea with the company, since it is a community where everybody gets together from different places to rent or rent our their cribs. You can use Airbnb instead of choosing a hotel you can rent privately which I think a lot of individuals appreciate and therefore choose Airbnb instead, and in that way I feel that one wants to create a like private community that is open to everybody.

Did the content of the ad meet your expectations of it? Why?
Honestly I have to say that I got a bit chocked when I saw it because Airbnb is according to me a company that the focus is on vacation, sun, good atmosphere
focusing on renting, good quality, good housing situations and this ad then comes with a political statement that feels totally out of the blue for me… but it is also convenient in time, so I say that I got a bit chocked and that they took it one step further since that is not what I expected from them it is like Apollo would take up stuff like this or Ving for that matter, so of course my reactions is like wow for bringing it up but like I feel that it is good that they do it in a way since they are a private company, like they started small and now are pretty well know, but it is still private individuals who control it in a way. And individuals who use it to travel so I just want to say that I am choked that they took a stand to market themselves.

So it was not what you expected then?
No, absolutely not.. I don’t think so because I feel that there web page is a bit boring, like I think about the movie the holiday when they want to switch houses and I feel like Airbnb’s web page is a bit like that since they are similar but there you switch houses more. This advertisement feel a lot more creative, they are ground values in the background you got more emotionally involved than if I would se like.. Sunbathing chair and the beach, sure I think about vacation and being off but like, this commercial was more like wow you stand for something, you are serious you do not just want to arouse one’s feeling of want to go on a holiday.

So do you think that that is positive, negative or does it contribute with your thoughts about the brand?
I feel that this commercial is so serious that a lost a bit of the feeling of going on vacation, renting a house the excitement of. But now I am more like…

Was that what you thought of before when you said it was lame?
I like, think that I got a bit caught off guard like, wow. So in that way the commercial did not meet my expectations since when I think about vacating I think about it being simple for me in a way and that it should just go with the flow, like I want the sun, a book in my hand and the ocean in front of me. And Airbnb then just.. like chocks me with their ad but in a positive way of course since they really have but a lot of effort in it. This commercial felt more like a commercial that speaks to the world as a whole, like everybody is welcomed haha, and they brand Is just about renting or renting out houses.
What do you consider is the ad’s unique characteristics?
I like that… they use a lot of colors that draws my attention and like the appeal of trying to get people to care about the individuals that can get mistreated and that affects me a lot. I honestly get like touched by this, and it gets me to think about my own beliefs and I think that the different eyes do a lot, it shows that they have put a lot of effort into the eyes so that they stand out, but the whole vacation feeling I don’t get at all.

How do you perceive the brand behind this ad?
Like taking everything to a new level…

*In what way?*
Like, when I have used them before they have only been a webpage that you go to when you want to rent an apartment but now I feel that they have grown as a company and with that I mean that a company can not have a commercial like this everywhere if one is not an establish company and they are a lot bigger than what they were before and therefore they have to attract a larger audience.

*And you feel that that is what they do through this advertisement?*
Yes because I feel that one gets that feeling, and I felt that because when I was in USA and read a course on advertising and I instantly thought okay, what is the message? And who does it target? And like the message is that everybody is welcomed to use Airbnb and that it is addresses everybody since they have a lot of different people in the advertisements and bring up a lot of different appearances, age gender and so on.

*And is that a good thing, a bad thing, what does that do for you?*
It is good because people have the same need when wanting to use Airbnb and then it does not matter what gender you are or where you are from everybody needs a place to stay.

What are your thoughts about the brand after seeing this ad?
I think that I strong of them to do this commercial, and since I feel that they have grown a lot as a company and are not at the point where they are so big that they can take a political stand in their commercial, they know that a lot of different people can see it and I connect that with the brand and think that Airbnb is a brand that is strong and that
a lot of people are attracted towards if not wanting to book a hotel, since they are on top of their game.

*You mention that Airbnb takes a political stand and that they have grown a lot since you have used it and therefore can take this stand, what do you mean by that?*

I mean that of course you can take a political stand as a small company and a lot companies do so but they do not get the same impact and reach as many individuals with their commercials or advertisements as example Airbnb since they have a lot more customers it is easier for them to get a better reach with their message and that they want to take a stand in something.

*What do you then feel that they take a stand in?*

That unfortunately in today’s society everybody is still not welcomed everywhere the worlds is going back to how it was like a 100 years ago and in that they then take a stand in that they are a community that takes a stand for all different individuals, we do not care about who you are, how you look, where you are from, but more so that some wants to rent others want to rent out their house and we accept everybody.

*What feelings towards the brand are evoked after seeing this ad?*

I felt that I get irritated on them before but like now when I think of it I am more angry on the world that when I see a commercial like this one and feel that you have to do commercials like this to show that everybody is accepted, that that is not obvious for everybody I get more irritated on the world and that transcended to Airbnb since they are bringing it up in their commercial. And when I then think about it more and put my irritation aside I feel that wow good that Airbnb takes this stand for humans even though one shouldn’t do that in 2017 because we should already know that now, it is good that they show that this is how it should be because obviously one need to take this stand. I also think that it is embarrassing that one should have to use this in their marketing in 2017 because people should know better by now.

*So what values will you take with you on how you see the brand then?*

I feel that this commercial focuses on evoking people’s emotions and that that is their ambition with this commercial, they do not show the product or service for their matter but more so that they want to affect people’s emotions. And they do that with me and that I connect to the brand. I don’t want to use a brand that does not affect me in
anyway absolutely not negatively but positively. They arouse me in a way and that creates a bigger interest for me.

What do you consider is the message of the ad?
That everybody is welcomed no matter where you’re from.

Do you believe that the brand is a credible sender of this message?
I think so… or like I maybe don’t know since if one Is a part of this community then one should stand for the same thing as Airbnb does otherwise it is not credible in my opinion. So it would be bad marketing if I saw this commercial and thought that wow, good brand, I will rent a house in Alicante and do so, but the landlord is not nice at all and says that, ah you Swedish people just come here and try to take our land away from us, then I would be affected and think that I will never rent from Airbnb again since they do not take this up as a company. Because Airbnb wants to stand for a community that accepts all individuals, it is hard from all individuals how are a part of it to have the same values but that should be crucial to become a part of it I feel. And I believe that that is hard since they are all over the world, a lot of different people are involved and just because you are a part of a community it does not mean that everybody has the same norms and values. They can’t control everybody. And people may also do it for the money and don’t care about being nice and accepting the people who are wanting to rent something. I think overall it is hard to take this stand all the way to the final consumer. But I generally think that okay, the company stands for this, sure I think that is great, but if one gets a bad experienced it becomes hard for them.

Do you think the message corresponds with the brand? If yes, what is the connection? If no, why not?
Yes in a way, because it is private people who are using the service most and that everybody is accepted in their community. Because when I used it I saw that there is something for everybody and that fits all as well both economically and so on. So yes.

What do you think the connection is then if you could be more specific, about the brand and then commercial?
That Airbnb wants to create a community where everybody is welcomed and that they have something for everybody, and the commercial highlights this as well, no matter what you are from we have something for you.
Are you interested in political questions?
Both yes and no.

In what way then if you can elaborate?
I am interested in political partly because it affects me as an individual but also that I can take a stand and also affect something in the society. But sometimes I can’t take a political stand because I get so mad about other people’s stupid opinion so I don’t want to put an effort into it. And then I will be mad over caring too much and so on. So now I am in a period in my life when I am very much involved in equal right questions and when people then have according to me stupid opinions I get so mad, and then it is better that I know where I stand, what is important and don’t bother about other people’s opinions.

What do you think about brands taking stands on political issues? Pros, cons?
I think that I can be so good but also so bad. Since all individuals feel differently about politics in particularly so if company chooses to take a political stand they need to be sure about it and can stand behind it. No matter where you stand on something there will always be individuals that want to praise you or bring you down, so one should be careful with it if not being 100% behind it.

What do you then think are the pros and cons of it more, or is it?
It depends on which company it is. I think that H&M is a very big company that exist all over the world should they not take a political stands on lets say.. Child labor they would not have exist today because people are becoming more and more aware of what is going on and wants to prioritize that as well when buying something and if they then wouldn’t take a political stand about child labor seize to exist, it would not have ended well for them I think so they had to take a stand to survive. But then doing a commercial about that does not work out for the better, it can destroy brand. So In some cases I believe that one has to take a political stand but in others I feel that maybe one shouldn’t.

What consensuses do you then think there is when taking a political stand?
Something’s’ that are hard to talk to people about is economy and politics because a lot of emotion can be evoked and… sometimes it can arouse too much emotion and not be
perceived as intended and... if then taking a stand that destroys you brand I feel that... being in charged of the PR a week like this.. I wouldn’t want that.. But like this commercial affected me so strongly and I am just one individual

But if we then focus on you as a consumer, how do you feel about brands taking political stands?

I as a consumer I am very hard in a way that I think about a lot of different elements and not just the product or the service... I demand so much, I don’t just go with the flow I analyze think more and pic based on what I feel and so on.. and with that I mean that If a company would have done something that wouldn’t me according to my values and so on I would never use the again. Like because this commercial evoked a lot of emotions in me, I got irritated but not on the brand more on the fact that this is still an issues in 2017, if I would have gotten a band experience with. Airbnb now I wouldn’t come back to them but that is more affected by the experience itself not with the commercial effect.

Do you think that the brand took a political stance? If yes, in what way?

Yes, and because Airbnb took a political stand instead of just say that hey, everybody is welcomed to use Airbnb in our community, they don’t have to mention that people that have different skin colors or religions on whatever and faces because people know that are different, can use Airbnb.

You do you then feel they should have done it instead?

They should have had like different clip of different big cities around the world, shopping experiences, beaches, houses with private people, people interacting with each other, one is guided with the commercial, and then just in the and like: Airbnb, in our community everybody is welcomed, the end. That for me is not the same as they did it in this commercial. Now they emphasize it so much more because of the different nationalities, eye colors, hair colors, all of it, and it is is directly more connected to taking a political stand.

So do you then feel that the commercial that Airbnb did, and the one you described affects you thought about Airbnb in different ways?

As a consumer I get more affected by the one they did then the one I describe would do and whether that is negative or positive, I will remember this ad, which means that I
will remember Airbnb more than I would otherwise and in the long run companies want that and this is for a good cause also. Since it evoked emotions I will remember the ad and will not forget about Airbnb and think about what they took up as a company.

**Interview - Gold**

**Before ad**

*Are you familiar with this brand?*

Yes.

*What do you know about this brand?*

I know that it is a platform where individuals can rent out their accommodations and also rent others accommodations.

*What are your thoughts about the brand?*

I think the whole idea is good, if people have their vacation-houses available or if they are away on vacation themselves, it is a perfect opportunity to rent out their house during that time. And it is most often a cheaper alternative if you would like to rent an accommodation if you compare it to hotels and you may get an whole apartment instead that is fresh and of higher standard for the same amount of money. So I think the whole concept is a good idea and it doesn’t necessarily has to be a lot of accommodations that just stays empty.

*Have you tried AirBnb yourself?*

Yeah, I’ve tried it in and so far it is only positive experiences from AirBnb. Out of my experiences, they have a very good service system. We got a ride from the airport for free and lead us to the apartment. So I really like the concept.

*What feelings are evoked when thinking about the brand?*

Positive feeling. I like that it is possible to travel around the world and get a comfortable living for a cheap price. I think that the positive feeling also arouse from my own experiences I have regarding AirBnb.

*If you were going to put a specific feeling on this, what would it be?*

I guess you get a new and positive feeling.
**After ad**

**How do you perceive this ad?**
I believe that they blur out the lines and that they unify all to one. You can go away and live at a random individual’s house but still have a feeling of home.

**What are your thoughts after seeing this ad?**
They try to take advantage of it and at the same time make people aware of the community and what they stand for. That the community is a family, where everyone is welcomed no matter what.

**What feelings are evoked after seeing this ad?**
Only positive feelings, something nice about it. Even though the message is something that should be accepted everywhere, it is nice that they highlight it in their commercial.

**What do you recall from the ad? Describe.**
A lot of faces, different cultures and people. The message that everybody is welcomed.

**Did something specific catch your attention in this ad? Why?**
No, not really. Just that the message of the ad were interesting and different. There was nothing that really stood out in the commercial since they just showed a lot of different faces with different messages. So I think that is the reason to why there was nothing specific that caught my attention, it was rather the message of the ad that caught my attention.

**Did the content of the ad meet your expectations of it? Why?**
No, now it feels like they try to evoke emotions. I thought it would be more of an informative ad where they explain the concept of Airbnb and that is not what you get in this ad. Now they rather negotiate a feeling and that was not what I expected it to be.

*And what do you think about that?*
If you know what Airbnb is, I would say that this ad is so much better. But for those who aren’t familiar with the brand, it can become a bit unclear of what Airbnb does. I think everyone understands what message they try to convey but it is still hard to know
the concept of Airbnb if you aren’t familiar of it, it can be a trip agency, an airline or whatever comes in mind.

**What do you consider is the ad’s unique characteristics?**
I don’t think that there is something specific that stands out, but the ad itself really distinguishes from other ads if you compare it with similar concepts like hotels or travel agencies. Regular hotels tend to have ads that consist of a beautiful environment with perfect weather, while Airbnb instead try to create a feeling and a community.

**How do you perceive the brand behind this ad?**
I perceive it as a serious and international or globalized brand. Also trustworthy in the way that they want to do something good for the society.

*Did your perception of the brand change after the ad or is it the same?*
To some extent... I didn’t really have a certain feeling towards the brand before the ad, I just saw it as an flexible service or platform where you can rent apartments.

*What do you consider to be the reason to why you changed the perception?*
I think it was dependent on how they constructed the ad. My previous perception as I mentioned earlier was just that it is was a flexible service where you can hire a place but now I rather see it as a community where everyone is welcome and share the experiences with each other. It is not just a place to stay anymore; it is also an experience.

**What are your thoughts about the brand after seeing this ad?**
As I said before, I think of them as a serious brand that wants to do something good. That people should open up their homes, share their culture and experiences with each other. Break these walls that are built and blur out the lines, so all can come together as one.

**What feelings towards the brand are evoked after seeing this ad?**
Positive feelings, you get a feeling of happiness since they really try to create a community and unify the people. So only positive feelings, nothing negative at all. I would say that my positive feelings even increased after seeing the ad since I only saw
it as a flexible service before but now I see it more as a brand that wants to create this unified community, where people share their different cultures and new experiences at different locations.

**What do you consider is the message of the ad?**
A feeling of belongingness and family, that everyone is welcome, everyone can share their experiences with each other.

**Do you believe that the brand is a credible sender of this message?**
Yeah, I would say that. I don’t have any negative pictures of the brand so would say that they are a credible sender.

*So what would you say is the reason for why you see it as a credible sender?*
My own experiences of Airbnb first and foremost, that you have tried the concept and know what you get, which in this case are only positive experiences. And also the rating system, that you can rate the places you have stayed at, which makes it as an even more credible service. So those who denigrate the brand can in the end easily disappear from the community, which is good.

**Do you think the message corresponds with the brand? If yes, what is the connection? If no, why not?**
Yes, I would say that. I didn’t have this kind of picture of Airbnb as a brand before, but I would say that it goes hand in hand with what they are offering. I like that they are not going for the whole selling ad thing, they are building something around the brand.

*More specifically, what would you say is the connection?*
The things they are offering, that people can share what’s mine is yours and vice verse.

**Are you interested in political questions?**
Not really, nothing that I’m truly passionate about.

**What do you think about brands taking stands on political issues? Pros, cons?**
Overall, I think they should avoid it. It feels like some brands only are doing it for the money. I know that Pepsi did a commercial recently that evoked a lot of negative
reactions. So for the brands sake they should avoid it, even though they mean it in a positive way it can be perceived wrong.

Do you think that the brand took a political stance? If yes, in what way?
…Some might say that. But I don’t think so. I see it more as a given reason that people do have different races and these barriers between the people are just something that people themselves have built, it is just stupid to divide people differently.

Interview - Silver

Before ad
Are you familiar with this brand?
Yes.

What do you know about this brand?
I see Airbnb as a cheaper alternative to hotels. As far as I know it is mostly backpackers that have used it. You go into a website, where private people publish pictures of their own rooms, apartments or houses, set a price for it so people can rent it. You can say that it is similar to Blocket but that this if for accommodations instead and is available around the world.

What are your thoughts about the brand?
I have never used it, so sometimes I feel suspicious towards it. Like when you go into a website and hire a place from a random person you may be fooled and then you are on the other side of the world without a place to stay. But at the same time it feels like Airbnb today is a well-established company, so in some way it feels trustworthy but I was suspicious at first.

What feelings are evoked when thinking about the brand?
Comfortableness, it seem to be so comfortable to just visit a website and choose a nice room or apartment and come to the place during the same day.
After ad

How do you perceive this ad?
It feels very present and modern, that we all should accept each other and the differences. It is in some way their way to promote themselves but I also think that this comes from a genuine side of the brand, that they really stand for these opinions.

What are your thoughts after seeing this ad?
From the beginning I thought of Airbnb as a simple way to find accommodations and an easy way for people to rent out their own apartments. But now it feels more like the brand wants to connect to world in some way, to get rid of all these preconceptions people have of each other, to dare people to invite other into their homes no matter what.

What feelings are evoked after seeing this ad?
I don’t know, a sort of humanity from their side. Not everything is just business where you as a company want to earn a lot of money, there is another underlying factor behind the ad; to connect the whole world to each other.

What do you recall from the ad? Describe.
I remember the cozy music, a lot of different people, different ethnicities, ages, looks and so on. There were some lines with different messages, typical messages that people tend to judge from like age, gender and ethnicity.

Did something specific catch your attention in this ad? Why?
I noticed that they didn’t have a Western-European person in the ad. They only had people with darker skin or darker hair. I would say that this mostly caught my attention in the ad. When you bring up a subject as equality, it is important to bring all the different people around the world and not only the minorities. Except from that, I think they divide the different age spans, genders and people in a good way.

Did the content of the ad meet your expectations of it? Why?
No, if they did an ad according to my expectations it would have been executed in a different way. An ad that consisted of pictures in the form of vacation, traveling, easy to travel around the world and to feel comfortable to find a place to stay wherever you are;
so more a commercial with that niche. Now they took it to a totally different level, unexpected and different. I think it was very nice of them that they highlight these kinds of problems that the world actually has today. The society divide people into different categories and by having an ad like this, they make the people aware of the problem, which is good.

**What do you consider is the ad’s unique characteristics?**
The fact that they highlight every individual’s value as equal, it is something about that since I didn’t expect that to be a part of Airbnb’s ad. You connect or expect Airbnb to be vacation and sun, not this.

**How do you perceive the brand behind this ad?**
In a better way, they think one step ahead. It’s not only a comfortable thing for people to book a place to stay; there is a genuine thought behind the ad. They unify the world and by joining the community Airbnb, you can be a part of that.

**What are your thoughts about the brand after seeing this ad?**
When I visit Airbnb’s website to book a room, I will do it for my own sake, that I need a place to stay during a period of time. I don’t think that this ad and the message will be in my mind when I’m going to use the website. However, there is both a way for them to promote themselves but also a genuine side that really wants to do something. So I like the idea, but will not have it in mind when I’m using the community. I get a different perception of Airbnb since it didn’t meet my expectations of what I thought Airbnb’s ad would be, but it definitely increased my thoughts of the brand in a better way. So to some extent when I have booked an accommodation through Airbnb I may think afterwards that I am a part of something good and may experience something nice from a totally different culture.

**What feelings towards the brand are evoked after seeing this ad?**
That the brand has a genuine side and a humanity interest to connect the world as one. To be a part of something good and makes it to a better place, not only think of it from a business perspective where money is the major and most important thing. It also feel like they need and want people that contribute to AirBnb with the same thoughts as the
brand self. They can’t do anything by themselves; they need people with them in order to make changes in the world.

**What do you consider is the message of the ad?**
The importance of every individual’s value as equal, the look of people doesn’t matter, we are all people.. Something like that.

**Do you believe that the brand is a credible sender of this message?**
Yeah, I would say that. They are a well-established company now and have been on the market for several years. There is a reason for their success of Airbnb, so definitely believe they are a credible sender. They know how the market works by now and that people will continue to use the community, so they know that it was time for a change or a development of the brand which is why they may have created this ad. They think one step ahead. From the beginning they probably thought of using informative advertisements but they have probably realized that they need to do something more. I have noticed that bigger companies tend to use ads more of this approach, environmental ads and involving people and so on. So I think that smaller companies wouldn’t have the same penetrating power of this kind of advertisement as bigger or more established companies would have had. I wouldn’t notice or care if a smaller company would have used eco-friendly product as much as if a well-known brand would have used it.

**Do you think the message corresponds with the brand? If yes, what is the connection? If no, why not?**
Since it is a message that is not that impregnated in people’s minds yet and since people still see Airbnb as a website to rent accommodations on, I don’t think it is an ad that is suitable for the company yet. But at the same time I think that is something that they want to work on and create in people’s minds, the message that we want to unify the world. It is a message that they want to convey to people in the long run, it is not something that can be done in a few months, rather several years or even 10 years.
So what would you say more specific is the connection between the message and the brand?

Let’s say that a person from Spain can travel to a totally unknown destination for them, say for example Africa, but still feel comfortable in that new environment. That you should not be afraid of welcoming new people into your house or meet new people, because we all are people in the end.

Are you interested in political questions?

No, I’m not. Politics have never been an interest of mine, I have never followed any big happenings regarding politics such as the American election. I hardly even follow the government elections here in Sweden. I think politics always are in the same way, in a very formal way, you have to speak and act in a certain way.

What do you think about brands taking stands on political issues? Pros, cons?

Hm.. I think they both can gain from it but also loose from it. It depends on which target group they want. If you say Rolex for example, they want a wealthy and rich target group, in that way they can use politics in a way to aim for people that vote for the right side. From my own perception, lets say if a food market would use SD as a political stands, I would have choose to buy my food at a different supermarket. So it depends.

So if you would see any pros or cons with it, what would you say that would be?

I’ve never experienced it, so it is hard to answer. But the pros may be that they can find their target group faster, in a more efficient way. They are probably few or alone on the market that uses this approach and support that political party. The cons can be that they at the same time may lose a lot of customers from it, it is a endangerment. Everything that is too much is never good, so it is important to find a balance. From my own perspective, I don’t think it would affect my perception of a brand, if I would buy their products or not.

Do you think that the brand took a political stance? If yes, in what way?

No, not a political stance. They took stance due to the fact that we all should be on the same level but I don’t consider that as a political stance. I rather see it as a humane attitude, a more humanity standpoint. But if they’d talked a lot of women or feminism in the ad, I would have considered it to be a more political statement.