

# **A Brand Meaning approach to User Generated Branding**

**An empirical case-study on the impact of a UGB campaign on perceived  
brand meaning of a streetwear fashion brand**



**WORN DIFFERENT**

**Master Thesis**

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# Abstract

Given a substantial paradigm shift in branding literature in line with the new Service Dominant logic of marketing, and the concurrent rise of Social Media, the last 20 years have seen an increased interest among researchers and practitioners on Brand Meaning and the management of brand related User Generated Content (UGC). However, despite a call for it by both managers and academics, a modern brand meaning approach to the management of such content on social media is not found in branding literature.

Through the selection of Dr Martens global branding campaign #worndifferent as the case study at hand, this research aims at addressing this gap in literature by analyzing the impact of the User Generated Branding (UGB) campaign on perceived brand meaning of two relevant stakeholders groups, namely customers and prospect customers. Thus, through a single-case study, made up of 3 stages of qualitative data collection and analysis, the researchers believe the results bring significant theoretical and managerial contributions.

Brand meaning gains validity as a construct that should be more considered by brand managers and researchers when it comes to planning and executing a sponsored UGB campaign. Conversely, the key dimension to focus on should be that of Brand Image, as results show how this construct's subdimensions are the ones most impacted by the brand related UGCs analyzed. Finally, brand knowledge and knowledge of contextual factors to the brand should be taken as a discriminant when segmenting target recipients of a sponsored UGB campaign.

Finally, future research that address fundamental and methodological limitations of the study are suggested.

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# 1. Introduction

In recent years, in line with the S-D paradigm shift in marketing studies (Lusch & Vargo, 2004), brand scholars have emphasized the increased importance of considering the role of and the dynamics involving a wide array of different stakeholders in brands and brand management studies (Merz et al. 2009).

Seemingly, in the same period researchers have extensively focused on the role of web 2.0 and its Social Media applications in this paradigm shift, defining new and exciting topics of interest for research and redefining the key priorities and characteristics of brand management (Asmussen, Harridge-March, Occhiocupo, & Farquhar, 2012).

In this line of thoughts, Brand Meaning construct has emerged as one of the most relevant from an academic perspective, while the discussion between researchers and practitioners on how brand management practice should change in order to properly address the increased online brand environment and in particular Social Medias has been by far the hottest topic of discussion in the last 20 years (Asmussen et al., 2012; Batey, 2016; Iglesias & Bonet, 2012; Iglesias, Ind, & Alfaro, 2013; Vallaster & von Wallpach, 2013).

As of today, however, the authors find that Brand Meaning construct has not reached yet the level of theoretical development (both from a conceptual and managerial perspective) (Iglesias & Bonet, 2012; Vallaster & von Wallpach, 2013) that many researchers have wished for, especially compared to other constructs such as brand image and brand identity.

Similarly, complete managerial frameworks for brand management on social medias are scarce, and none of them places the due emphasis on brand meaning construct from an all-stakeholders-inclusive perspective (Asmussen et al., 2012).

For these reasons, by building on the state of the art of research on Brand Meaning and Social Media brand management, this study aims to provide a first link between these increasingly relevant topics of interest for both academics, brand and social media managers.

Thus, by constructing an encompassing theoretical framework of brand meaning construct, and using as managerial framework to social media brand management the study of Burmann & Arnhold (2008) on User Generated Branding, the authors propose as main research objective that of studying the impact of a User Generated Branding Campaign on perceived Brand Meaning of customers and prospect customers of a focal brand.

Due to various resources constraints, the researchers have deemed necessary to limit the scope of the research to only one industry. Thus, because of the proven increased relevance of brand meaning and social medias compared to other industries, the authors have selected the fashion industry, and in particular the streetwear fashion segment, as object of this study.

A single-case study has been deemed appropriate to first theorize about the relationship between brand meaning approach to branding and User Generated Branding (UGB) managerial framework. Consequently, the authors have individuated in Dr Martens latest global branding campaign #worndifferent the perfect case of sponsored UGB campaign to reach the research goals, in particular in light of the complexity of meanings attributed to a wide array of different stakeholders to the brand.

Based on Grounded Theory, and taking an interpretivist stance on philosophy of social science, the research can be divided in three interrelated stages of data collection and subsequent data analysis. First, qualitative, semi-structured individual interviews have been used to study the perceived brand meaning of 5 Dr Martens customers and 5 prospect customers.

Secondly, the participants to the study were exposed to #worndifferent campaign and were required to collect brand related User Generated Content that captured their interest.

Third, three focus groups were held in order to capture how the campaign, and in particular the UGB aspect of it, have impacted on perceived brand meaning.

All in all, results show how a Brand Meaning approach fits User Generated Branding framework, and that brand meaning should be the overarching construct taken in consideration by Streetwear fashion brands managers when conceiving and strategizing about a sponsored UGB campaign.

However, results also show how, being brand meaning a highly subjective construct, widely influenced through personal brand meaning by a myriad of socio-cultural and other contextual factors, the understanding of it by brand managers could present various problematics.

The authors thus suggest that brand managers focus on brand image dimension (and relative subdimensions) of brand meaning when trying to predict the outcome of a UGB campaign.

Furthermore, based on results, the authors suggest that brand managers should focus on clearly developing the campaign considering target recipients according to their level of brand knowledge and knowledge of contextual factors rather than segmenting them as customers and prospects.

Future research on the relationship between brand meaning and UGB managerial framework should be carried in order to address the main limitations of this dissertation. In particular, the impossibility to study the goals of #worndifferent UGB campaign in terms of managerially proposed brand meaning through primary data is seen as a fundamental limitation of this dissertation that should be addressed with absolute priority. Furthermore, other single and multiple-case studies with other fashion brands and in other industries should be undertaken by researchers.

## 2. Theoretical Background

In this first section, the authors aim to provide the theoretical basis and context of the study. It is structured in three macro paragraphs, as following described.

First, the authors provide the context for the study in contemporary marketing and branding literature. The authors place this study in between two major “eras” in Branding literature, the “Relationship Focus Brand Era” and the “Stakeholder focus Brand Era”, as defined by Merz, He, & Vargo (2009). One of the key aspects of this paradigm shift from one era to the other consists of a more thorough involvement of a wide variety of stakeholders in brand management studies, in order to provide an understanding of their role in the creation of brand value and in general in the management of the brand. The authors will thus argue that this paradigm shift in literature finds justification in the managerial practice, as it answers a call of brand managers for understanding how brands should be managed in the digital era, and in particular how to cope with the larger brand environment provided by the emergence of Web 2.0 and Social Media platforms.

The authors will thus present the User Generated Branding (UGB) approach to brand management, a managerial framework for the management of User Generated brand manifestations on social medias developed by Burmann & Arnhold (2008).

In paragraph 2.3, the authors will thus present the theoretical focus of the study, namely the construct of brand meaning, which has gained increased popularity in recent years both among researchers and managers in light of the new challenges and opportunities provided by the web 2.0 applications (Vallaster & von Wallpach, 2013).

In paragraph 2.4, the choice of fashion industry and in particular streetwear brands as focus of the study will be presented and justified.

Finally, paragraph 2.5 will present the theoretical framework which will be used to conduct the study and provide an answer to the research question at hand.

## 2.1 Paradigm and Context to the study

### 2.1.1 The Evolution of Brand Logic

In the last decade, the theorization of S-D Logic by Lusch & Vargo (2004) has been reflected by a similar shift in branding literature, recognizing brands as *operant resource* in which the value creation is engaged by the involvement of a network of multiple actors (i.e. stakeholders) (Iglesias et al., 2013; Merz et al., 2009; Vargo & Lusch, 2017).

Since, the authors specifically position the study in between the *Relationship Focus Brand Era* and the *Stakeholder Focus Brand Era*, both brand logics are argued in the following paragraphs.

Principally, the dissertation theoretical framework will be based on the *relationship-focus brand era*, yet researchers have taken in account the branding *status quo*, and thus the *Stakeholder focus brand Era*, as the context within they operate the research.

#### Relationship Focus Brand Era

First, Merz et al. (2009) recognize a first shift in brand logic starting from the 1990s with the Relationship-focus brand era.

Compared to the previous Brand Eras, where brand value was treated as created solely by firms and embedded in *physical goods*, in the 1990s the literature started recognizing brand value as the *value-in-use* perceived by customers and brands as *operant resources* (strategically relevant to act and modify other operand resources). Moreover, the *customer* was placed at the center of the *brand value (co-) creation process* as an active participant.

Likewise, yet in the 90s within the *customer-firm relationship focus*, brands were seen as *knowledge*. Brand academics conceptualized brand equity models based on the creation of brand value as something taking place in the mind of customers (D. A. Aaker, 1996; Keller, 1993).

For instance, D. A. Aaker (1996) defined brand equity as an array of brand *assets* and *liabilities* (i.e., brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary assets) located in the customers' mind, yet connected to a brand, its name and symbol. Furthermore, Keller (1993) conceptualized brand equity from the perspective of the individual customer (i.e. what customers know about brand), naming it as *Customer-based brand equity*, and defining it as "*as the differential effect of brand knowledge on consumer response to the marketing of the brand*" (Keller,

1993 : 2). Similarly, Kapferer (1992) highlighted that the value of a brand is based upon the extent to which a brand represents the customers' desired social image and self-identity.

In other words, brand manifestations and the brand associations taking place in the customer mind were increasingly considered at the center of the brand value creation process (i.e. *customers' value-in-use perception*) (Jean-Noel Kapferer, 1992; Keller, 1993). This, as the authors will discuss later, has wide theoretical implications on how the *perceived meaning* of a brand has been further conceptualized (Vallaster & von Wallpach, 2013; von Wallpach & Kreuzer, 2013; see also *infra* 2.3 *Brand Meaning*).

In a later moment, yet within the *customer-brand relationship focus*, brands were seen as representing a *relationship partner* (J. Aaker, 1997; S Fournier, 1998; Gobé, 2001). J. Aaker (1997) proposed that brands have personality attributes and that people often *impregnate* brands with human personality traits. Fournier (1998) extended Aaker's brand personality notion with her brand relationship framework, stating that brands serve as viable relationship partners. Thus, brand researchers in the late 1990s and early 2000s found that customers form relationships with the brands that match their personality using the brands as a means of *self-expression, self-definition, self-enhancement* (Merz et al., 2009). Brand value, therefore, is co-created through affective relationships that customers create with their brands (ibid). All in all, the customer-brand relationship focus found that brands play a role in the customers' lives, highlighting that brands have personality that makes customers form dyadic relationships with them, and eventually found, that the brand value co-creation process is not only *customer centric* but also relational (J. Aaker, 1997; S Fournier, 1998; Gobé, 2001; Merz et al., 2009).

Finally, in the *firm-brand relationship focus*, brands were also seen as representing a *promise*. Hence, the role of employee, considered as *internal customers* emerged as an essential element in the brand value co-creation process (Merz et al., 2009).

De Chernatony (1999) stated that as long as the brands represent the vision and the culture of the firm, the firm's employee are involved in shaping and representing the firm's values and therefore, modelling and embodying the brand *promises*. Similarly, King (1991) argued that employees are important component in the brand value co-creation process and may help the firm to reach a competitive advantage, whereas Gilly and Wolfinbarger (1998) demonstrated that the firms may underestimate the essential role of the employees in their branding efforts. Consequently, through



employee direct and indirect interaction with the firm's customers, they communicate a certain *brand image* at any touchpoint (Merz et al., 2009). Eventually, the branding academics have started to see the internal customers (i.e. employees) as *operant resources* and active brand value co-creators (Merz et al., 2009).

In conclusions, in the relationship-focus brand era, the customer and internal customer (i.e. employee) are moved into the center of the brand value creation process (ibid). Thus, brand value is no longer created solely by the company and embedded in the physical goods (i.e. value in exchange) but is the customer's value-in-use, shifting the brand logic from the goods-based perspective toward a more customer-centric brand value definition (Keller & Lehmann, 2006; Leone et al., 2006). Furthermore, brands were seen with human traits (J. Aaker, 1997) starting to have a role in the customers lives as a relationship partner (S Fournier, 1998). The dyadic relationship with customers was acknowledged by scholars (Berry, 2000; De Chernatony, 1999; Gilly & Wolfinbarger, 1998; King, 1991) as a more interactive and relational co-creation of brand value.

### **Stakeholder Focus Brand Era**

As matter of facts, since the early 2000s, Merz et al. (2009) argued that research has moved to a new logic for branding that they define "*stakeholder-focus brand era*". Nowadays, brands are widely seen as dynamic and social processes, where not only customers (internal and external) but all stakeholders constitute *operant resources* in the brand value co-creation (Iglesias & Bonet, 2012; Iglesias et al., 2013; Ind, Iglesias, & Schultz, 2013; Merz et al., 2009; Muniz Albert m. & O'guinn, 2001; Vallaster & von Wallpach, 2013).

Accordingly, in brand literature Muniz Albert m. and O'guinn (2001) argued seeing the brands as a *continuous social process*, by which brand value is being co-created via stakeholder-based negotiations (e.g. Brodie, Glynn, & Little, 2006; Brodie, Whittome, & Brush, 2009). Ballantyne & Aitken (2007) discussed that brands are dynamically constructed through social interactions and thus their value is placed not only in the customers' minds but as well as in a wider group of opinion makers and stakeholders.

Likewise, the research on corporate communities (Halal, 2000) and brand communities support this view (McAlexander, Schouten, & Koenig, 2002; Muniz Albert m. & O'guinn, 2001). In particular, the latter demonstrated that brand value is co-created by *communities-based negotiations* and *symbolic*

*interpretations* of brand-related information, constituting personal narratives based on experiences with the brand (Muniz Albert m. & O'guinn, 2001). Similarly, within a brand community, members share experiences with the brands and enhance mutual appreciation for the products and brands (McAlexander et al., 2002) sometimes up to the point to become strong advocates, believers, or even "*diehards*" of the brand (Gangemi, 2006 : 13).

However, in the mid-2000s, brand scholars began discussing that there are other forces, non-customer and non-brand-community related, that dynamically interact with each other and create brand value (Merz et al., 2009). With Jones's (2005) stakeholder framework of brand equity, the role of multiple relationships between the company and its various stakeholders was emphasized: "*it is a multifarious construct that is affected by, or the sum of, a gamut of relationships*" (ibid : 10). Consequently, participatory market orientation frameworks (Ind & Bjerke, 2007) and branding concept schemes (Gregory, 2007) have shed the light respectively, on how the brand value is created by involving employees, customers, other stakeholders and on the other hand, how firms operate within a dynamic environment in which stakeholders are both diverse and dynamic (Gregory, 2007; Merz et al., 2009).

As a result, the *stakeholder-focus brand era* denotes that "*(1) brand value is co-created within stakeholder-based ecosystems, (2) stakeholders form network, rather than only dyadic, relationships with brands, and (3) brand value is dynamically constructed through social interactions among different stakeholders*" (Merz et al., 2009 : 337) (Figure 1).

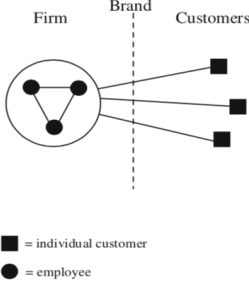
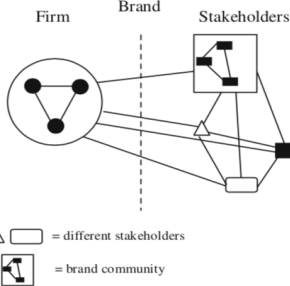
	Relationship-Focus Brand Era (1990s-2000)	Stakeholder-Focus Brand Era (2000 and Forward)
Orientation	Process Orientation	Process Orientation
Contribution	<i>Dyadic</i> relationships with internal and external customers	<i>Network</i> relationships with all stakeholders  <i>Social</i> relationships among customers (and other stakeholders)
Evolving Brand Logic	<i>External and Internal customers</i> are operant resources	<i>All Stakeholders</i> are operant resources
Visual Depiction	 <p>■ = individual customer ● = employee</p>	 <p>△ = different stakeholders ◻ = brand community</p>

Figure 1 relationship-focus brand era versus stakeholder-focus brand era (Source: Merz et al., 2009:337)

In conclusions, brand management is ultimately becoming a combination of the firms' and stakeholders' interests (Hatch & Schultz, 2008). This means that stakeholders both are given and take control of brand meaning and ultimately the value(s) it brings to the organization (ibid).

The authors thus consider short sighted to treat the brand as created solely through the dyadic relationship brand-customers, since they note how the customers and their perceived brand meaning are anyway influenced by the interaction with a stakeholder-based ecosystem (Iglesias & Bonet, 2012; Vallaster & von Wallpach, 2013).

This is particularly true considering the latest technologies development (Web 2.0, mobile connections and Social Media Platforms) and how the brands are today even more co-created also through online interactions. An extensive contextualization of how brands are always more frequently democratized through internet-based interaction among stakeholders will be given in the next following paragraph by the authors.

### **2.1.2 Web 2.0, Social Media and the Democratization of Brand Management**

This paragraph will briefly deal with contextual factors that are considered to be enablers to and constitute the ground for this shift in brand management. As put by Asmussen, Harridge-March, Occhiocupo, & Farquhar (2012), this democratization of brands must be looked at from a socio-technological perspective.

Indeed, new technological developments, namely the web 2.0, social media platforms, widespread internet connection, the rise of mobile connectivity and smartphones are seen as constituting the building blocks for a change in people relationship with and perception of brands and brand messages (Asmussen et al., 2012). Moreover, these technologies provide stakeholders with new and powerful resources for the creation and disseminations of brand manifestations, in the form of brand related User Generated messages (Asmussen et al., 2012; Christodoulides, 2009).

From a societal perspective, Kirby & Marsden (2006 : ix) describe contemporary consumers as *"increasingly cynical, skeptical, and marketing-savvy turning away from traditional advertising towards user generated content and word of mouth"*. This negative attitude towards traditional, inside-out advertising via mass media channels can be understood via four major socio-cultural factors. First, the rise in number of brands, resulting in lower functional differentiation among them, coupled with increased multi-media channels for advertising, create confusion about the brand message and less brand recall (Burmam & Arnhold, 2008). Third, a growing marketing literacy among consumers can be observed. Finally, employing new ad blocking technologies consumers are able to avoid unwanted advertising messages (Kirby & Marsden, 2006).

#### **Web 2.0 and Social Media Platforms**

A series of technological breakthroughs, started in the last two decades of the 20th century, has played an essential role in this widespread paradigm shift. In particular, since the beginning of 21st century, the development and spreading of web 2.0, together with the technological advancements in mobile computing, including the rise of smartphones and tablets, and a more and more widespread mobile connection, have significantly modified the way people communicate, get informed, entertain themselves make purchase decisions and, in general, live (e.g. Asmussen et al., 2012; Burmann & Arnhold, 2008; Obar & Wildman, 2015).

Most notably, the development of web 2.0 functionalities enabled a sharp increase of possibilities in the social sphere for web users. This allowed internet users to *“access an array of user-centric spaces they could populate with user-generated content”* (Obar & Wildman, 2015 : 745). These spaces are commonly referred interchangeably as Social Media or SoMe and Social Networking Sites (SNS). Today, social media are omniscient in people’s lives. According to eMarketer, in 2017 there were 2.46 billion users of social media networking platforms globally, around 70% of total internet users (Statista, 2018a). Parallel to this, also economic activity has been shifting from the real world to the internet one (Manyika & Roxburgh, 2011). In 2017, 60% of global internet users has purchased products online (Statista, 2018b). Also, online advertising has seen an incredible rise in the past 10 years, with yearly global spending in digital advertising topping for the first time in 2017 100 billions \$ (Statista, 2018c). Despite paid search still accounting for the majority of this spending (Statista, 2018d), social media marketing is considered to be the second-best channel, and in this survey from Statista (2018e), 63% of respondents stated they would increase their presence on Instagram (ibid). Despite the size of this phenomenon, a clear and universally accepted definition of Social Media does not exist (Obar & Wildman, 2015). However, different researches seem to agree on the very essential features that make a web 2.0, internet-based platform a “Social Media Platform” or “Social Network” (Obar & Wildman, 2015). First, Social Media are interactive Web 2.0, Internet based applications. Secondly, User Generated Content (UGC), in form of text, images, videos, sounds and the data generated through user interactions on the platform have a central role in the Social Media platform. The authors take as starting point, for defining UGC, the definition of Wunsch-Vincent & Vickery: *“(...) i) content made publicly available over the Internet, ii) which reflects a certain amount of creative effort, and iii) which is created outside of professional routines and practices”* (Wunsch-Vincent & Vickery, 2007 : 9, parenthesis added) and the relative critique by (Burmman & Arnhold, 2008 : 32-39).

The third pillar characterizing a social media is the existence of “User Profile”, meaning a personal, unique profile that allows other users to identify you on the platform and allows for more security by associating to each user a series of personal information. Finally, Social Media allow and support interaction among users, by allowing them to connect with each other (e.g Facebook “friendship request” and Instagram and Twitter “follow”, but also public content is retrievable through the use

of hashtags) and groups of users in order to create online social networks (Kaplan & Haenlein, 2010; Obar & Wildman, 2015).

### **The internet-based democratization of Brand Management**

De facto, these factors described in the previous subparagraph all point towards a new and deeply different relationship between companies and their stakeholders (Asmussen et al., 2012). Indeed *“firms are facing a new communication reality that has been created by the rise of social media”* (Dennhardt, 2014 : 4). As consumers increasingly rely on social media to acquire knowledge about brands and products, influencing heavily their purchasing behavior, developing both dyadic relationships with the brand and network relationship with other users, the success of brands is dependent on their social media strategy (Ekhlassi, Niknejhad Moghadam, & Adibi, 2018).

As in other areas of marketing, social media advent has had strong repercussions on branding, generating what Asmussen et al. (2012 : 1473) called *“an internet-based democratization of brand management”*. Compared to other researches from the first decade of the 21st century (Neisser, 2006; Plunkett, 2011; Tuten, 2008), Asmussen et al. (2012) argued that not only consumers are nowadays empowered in face of brand managers, but the whole brand ecosystem including diverse brand stakeholders. Contrariwise, Asmussen et al. (2012) are aligned to the previous researchers (e.g. Susan Fournier & Avery, 2011; Hensel, 2008) about the stance that whole brand management is being democratized, rather than just brands.

In this inclusive, societal perspective, brand management should be seen as the management of brand meaning, where brand managers are not able to impose organization produced meaning in their stakeholders' minds, but rather they should focus on providing own and managing others brand manifestations. The experiences with these manifestations (e.g. products, customer service and online contents) will then translate in individual (but socially constructed and negotiated) brand meanings in stakeholders' minds ( Asmussen et al., 2012 : 1474). However, Asmussen et al. (2012), does not provide an answer to how brand managers should cope with this new reality. Thus, in the next paragraph, basing on the pioneering work of (Burmann & Arnhold, 2008), the authors will propose a managerial approach to the management of brands, and in particular others' brand manifestations, on Social Medias.

## 2.2 User Generated Branding

User Generated Branding is defined as *“the strategic and operative management of brand-related User Generated Content (UGC) to achieve an organization brand goals”* (Burmam & Arnhold, 2008 : 66) where brand-related UGC is defined as *“...the representation of the voluntary creation and public distribution of personal brand meaning undertaken by non-marketers outside the branding routines and enabled by multimedia technology”* (ibid : 40). Thus, original productions (e.g pictures, audio or textual), but also modifications of company produced media forms, as well as reviews, feedbacks and ratings can all be considered brand-related UGC (ibid).

The same term User Generated Branding is preferred by the authors to Consumer Generated Branding as they acknowledge the new service-dominant logic in marketing research (Lusch & Vargo, 2004). Moreover, *“the user definition is not restricted to a customer of the respecting brand since a customer experience is not considered a necessary prerequisite for UGB”* thus considering the scope of brand management as to manage the online brand manifestations coming not only from customers but a wide array of stakeholders (Burmam & Arnhold, 2008 :39).

### 2.2.1 Identity Based approach: the brand-consumer relationship

By explicitly placing their managerial framework in the *Relationship-focus brand era* (Merz et al., 2009) (Burmam & Arnhold, 2008) and subsequently (Arnhold, 2010b) base their work on a research tradition that place the concept of brand identity and brand image at the center of the brand management practice brought about mostly by (D. A. Aaker, 1996), (Jean-Noel Kapferer, 1992) and (Burmam & Meffert, 1996).

This approach to brand management puts on the same level the inside out perspective on brands, meaning it integrates the view of external stakeholders about the brand with the self-reflection of the brand by relevant internal stakeholders (Burmam & Arnhold, 2008 : 43). For example, according to them, the health of a brand, and thus brand equity, are defined as being strongly dependent on the concept of *brand strength*, which is dependent on both external values (e.g. customer brand loyalty, brand-customer relationship, customer acquisition cost) and internal values (e.g. employee attachment to the brand, brand-employee relationship, employee acquisition cost and retention rate). (ibid)

According to Burmann & Arnhold (2008), the goal of the brand manager is to create a strong brand (I.e. characterized by high *brand strength*), by ensuring the alignment of *brand identity* and *brand image*, thus creating a strong *brand-consumer relationship*. The *brand-consumer relationship* is thus defined as "...the degree of the subjectively perceived cognitive and affective relatedness of a consumer to a brand." (ibid : 53)

Affective relatedness of a consumer to a brand is particularly relevant when it comes to producing brand related UGC, since users who engage in the creation of personal brand meaning tend to be mostly driven by emotional attitudes and symbolic brand benefit associations such as peer recognition and self-actualization. (ibid : 54)

To summarize, the stronger consumer relationship (where consumer is intended as any individual that consumes products in the product category but is not a brand customer) the higher the brand strength. In case of a relationship with a customer, and not a generic consumer, then the higher the customer relationship, the higher the brand loyalty, and thus the higher the positive word of mouth. (ibid) In other words, the deeper the brand-customer relationship the higher a customer's brand habit and emotional barrier to switch to competitive offers. (ibid : 56)

To conclude, Burmann & Arnhold (2008) see as the main goal of the brand manager that of creating and reinforcing consumer and customer-brand relationship, in order to create brand strength and brand loyalty. This should be done by striving to align inside-out brand promise with outside-in brand expectations and brand behaviour with brand experience, thus creating a fit between brand identity and brand image.

### **2.2.2 UGB approaches – Sponsored VS Non-Sponsored UGB**

User Generated Branding can be divided in two management approaches, that can be coexisting: on one side there is "*non-sponsored UGB*", which is the handling of UGC that arises naturally, without an elicitation by the marketer (Burmann & Arnhold, 2008 : 154-158). On the other side there is an amplified version of "*Sponsored UGB*", where the company stimulates users to generate brand related content via some form of campaign (ibid). As for non-sponsored UGB, users proactively create and disseminate content without the elicitation to do so by the marketer, they are driven by intrinsic motivations such as self-expression, and peer recognition (ibid).



UGC creators do not only represent brand fans or advocates but also brand critics or opponents, where the two groups are motivated by some sort of emotional relationship with the brand (ibid : 156). Since the lack of marketer elicitation and the production of content being driven by intrinsic motivations, natural brand related user generated content serves mostly for applied market research purposes and social media monitoring. The gained insights can then be implemented in a strategic and operational way (ibid).

As for what regards Sponsored UGB, it consists in the management of prompted or stimulated brand related UGC, where *“as observed in sponsored UGA and inorganic brand communities the brand manager intentionally asks for consumer contribution through contests, votings, selected fan contributions or other forms of campaigns”* (ibid : 156). In this case, users may be motivated by intrinsic as well as extrinsic factors, such as the desire for marketer and peer recognition where official marketer web pages and accounts could serve as an amplifier for the user generated content. Sponsored UGC can thus be canalized within the scope of a specific campaign. Stemming from this, it could be argued that sponsored UGB falls under the old advertisement practice of inside-out communication. To this critique, Burmann and Arnhold (2008) answer back that since the users are asked to express in a creative way, submission cannot be controlled, thus alignment with the campaign goal or desired communicated message cannot be ensured and anti-brand content cannot be prevented (ibid : 157)

### **2.2.3 Applications of UGB**

User Generated Branding has several important applications for brand managers that can be found along the whole value creation chain, from research and development to after sale customer service. In general, the three main applications of UGB as individuated Burmann & Arnhold (2008) are Applied Market Research, Commercialisation and Customer Retention (Fig. 2, p. 14). Despite Burmann & Arnhold (2008) detail profoundly all the possible applications of UGB, the authors will limit to describe only those that appear to be relevant for the scope of this dissertation.

#### **Applied Market Research**

First, UGB can be used as an instrument for *applied market research*. This can be done through the practice of social media monitoring, also known as opinion mining, meaning the observation and

data collection method on corporate web platforms and third parties social media networks (ibid). The aim is to generate market insights that are applicable to various stages of the value chain and serve multiple purposes. Moreover, data monitored can be either prompted and stem from a sponsored UGB campaign as well as organic UGB. Social media monitoring is extremely effective for the purposes of Branding (ibid). The marketer can analyze different kind of data coming from various data sources and triangulate them in order to assess opinions held by users, in particular opinion leaders and other relevant stakeholders (ibid). Social media monitoring application of UGB can be thus used by brand managers to test the efficacy of their branding effort, allowing to gain insights about the alignment of communication and users' brand image, thus brand meaning and translating them into adjusted brand promises, employee behaviour or generally into modified positioning (ibid : 163).

### **Commercialisation and customer retention**

Sponsored UGB may be applied for the purpose of product marketing and sales. *Viral Marketing* campaigns can be seen for example as a sponsored UGB activity when they aim at the viral diffusion of a brand message via the creation and dissemination of brand related original content. In this context, the marketer initiates a sponsored UGB campaign that aims at harnessing the wide reach of users on social medias and basically outsources advertisement to them by providing guidelines. Such a campaign, described by Burmann & Arnhold (2008 : 167) as a User Generated Advertising (UGA) campaign.

Such UGA present several advantages (Burmann & Arnhold, 2008 : 167). First, they are relatively cheap compared to traditional advertising methods. Second, higher acceptance of the advertising messages was registered when the message is vehiculated by non-marketers. Third, UGA offers the opportunity to users of identifying with and 'live' the brand, as well as stimulating brand community building (ibid). This high customer interactivity is considered a driver of brand loyalty and customer retention. Finally, UGA campaigns may increase brand awareness by leveraging word of mouth deriving from participants wide reach (ibid).

In academia there is consensus that effective customer acquisition and retention management is based on an interactive design of the brand-customer relationship which can be enforced by Web 2.0 applications (Burmann & Arnhold, 2008 : 173).

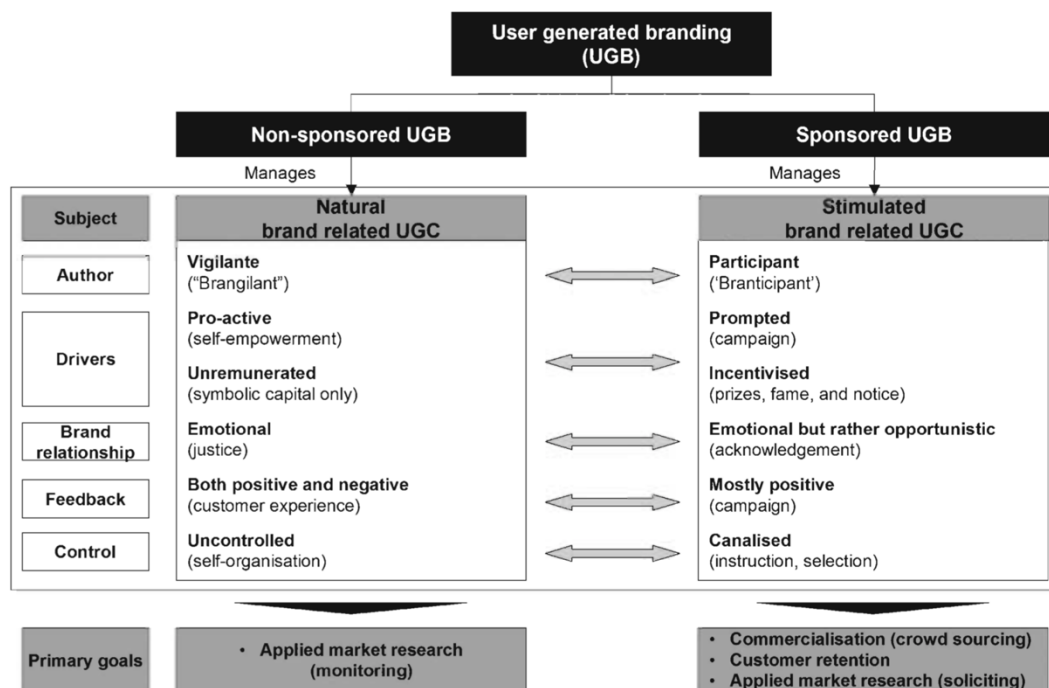


Figure 2 UGB's main applications (Source: Arnhold, 2010 : 130)

As we have seen, UGB as proposed by Burmann & Arnold (2008) is strongly positioned within the relationship-focus brand era, based on a research tradition that focuses its effort on the constructs of brand identity and brand image and see as first pre-economic goal of brand managers those of aligning this inside-out and outside-in views on the brand, in order to create a strong brand-consumer relationship, as furtherly explained in the Research Gap paragraph of this dissertation (see *infra* 3. Research Gap).

In the next paragraph we will extend our theoretical positioning by describing a different approach to brand management based around the construct of brand meaning.

Based on societal perspective, in recent years brand management has been more and more conceived by researchers as brand meaning management (Asmussen et al., 2012; Brown, Kozinets, & Sherry, 2003; G. D. McCracken, 2005), therefore considering a brand meaning approach as more modern approach and constituting the current state of the art in branding research (Asmussen et al., 2012; Batey, 2016; Iglesias & Bonet, 2012; Vallaster & von Wallpach, 2013).

The next paragraph will thus serve as base for a re-contextualization of UGB as a tool to manage brand meaning rather than aligning brand identity and brand image constructs (see *infra* 3. *Research Gap*).

## 2.3 Brand Meaning

Arguably, brand scholars have attempted to define the brand meaning since the last half of the 1980s. As of today, however, due to the complexity of this construct, that draws from various academic disciplines, a common agreement on what brand meaning is, how it is formed and transferred has not been reached yet (Iglesias & Bonet, 2012). For example, according to McCracken's model from 1986 the essence of the brand consists of twofold meanings: the shared meaning created through marketing system and cultural tradition, and secondly, the personalized meaning constructed by the individual (Allen, Fournier, & Miller, 2008; G. McCracken, 1986). Hence, meanings start in the *culturally constituted world*, then they are transferred to products via advertising and finally to consumers (G. McCracken, 1986) (McCracken, 1986). In a subsequent model, McCracken (1988) further discussed that such meanings moving into goods through the fashion system, word of mouth, reference groups, subcultural groups, celebrities, and the media (Jennifer Edson Escalas & Bettman, 2005) (see also 2.4 *Fashion Brands*). Likewise, based on Moscovici's (1984) conceptualization, another view is that of Mühlbacher & Hemetsberger (2008 : 12), who defined the brand meaning as "*a dynamic collective system of knowledge and evaluations continually emerging from social discourse among the members of a brand interest group*".

Moreover, while in the 1990s the general focus of branding switched out of the firm's boundaries considering the *customers* as a *significant actor in the brand value creation process* (Merz et al., 2009), for example with the creation of *Customer based brand equity* frameworks (Keller, 1993), arguably an equivalent shift in defining brand meaning as a theoretical brand construct has not been observed. However, a general re-evaluation of consumers as not seen anymore as passive recipient of brand meaning can in general be inferred by this current of studies (Iglesias & Bonet, 2012; Prahalad & Ramaswamy, 2004).

Contrariwise, at the beginning of 2000s, brand scholars started conceiving the brand meaning as a dynamic *flux* and socially constructed (e.g. Iglesias & Bonet, 2012; Iglesias et al., 2013; Mühlbacher & Hemetsberger, 2008; Muniz Albert m. & O'guinn, 2001; Vallaster & von Wallpach, 2013) shedding light on customer's brand experience (Arnould, Price, & Zinkhan, 2003; Brakus, Schmitt, & Zarantonello, 2009) and customers' brand knowledge (von Wallpach & Kreuzer, 2013; see also Merz et al., 2009) as main drivers in the creation of the brand meaning (e.g. Arnould et al., 2003; Batey, 2016; Iglesias & Bonet, 2012; Vallaster & von Wallpach, 2013).

Furthermore, at the dawn of the *stakeholder-focus brand era*, brand scholars acknowledge the fact that neither traditional managerially oriented nor customer-focused perspectives of branding capture the brand meaning in its entirety (Vallaster & von Wallpach, 2013) enhancing the debate towards the key role of interaction, *touchpoints*, *relationships*, and *experiences* in the co-creation of brand meaning by multiple stakeholders (Brakus et al., 2009; Brodie et al., 2009; Iglesias & Bonet, 2012; Palmer, 2010; Payne, Storbacka, Frow, & Knox, 2009).

Accordingly, the breakthrough of social media provides the stakeholders that never met offline the unprecedented opportunities for joint brand-related interaction (Vallaster & von Wallpach, 2013) and to exchange brands opinions and experience with each other in online social unfiltered forums (Asmussen et al., 2012).

Therefore, only recently brand researchers moved towards a multi-stakeholder co-creation perspective, perceiving brands meaning as social processes resulting from interactions in stakeholder networks (Iglesias & Bonet, 2012; Iglesias et al., 2013; Vallaster & von Wallpach, 2013), leading the emergence of new brand meaning definitions. According to Vallaster and von Wallpach (2013) brand meanings are defined as "*dynamic textual expressions of what stakeholders have in mind about a brand that constantly result from this discourse*" and as "*a discursive social process in which salient stakeholders may directly or indirectly, purposefully or coincidentally interact via written text to shape certain aspects of a brand's social reality*" (ibid : 1506) (cf. Mühlbacher & Hemetsberger, 2008).

Again, Iglesias and Bonet (2012), in their definition of brand meaning discuss a *re-interpretation loop* of meanings. As they explain the resulting perceived brand meaning is re-interpreted *during each and every interaction* with the touchpoints of the portfolio of brand meanings managerially

proposed, thus with company's brand interfaces and/or employees, and finally with the brand interfaces of a wide network of stakeholders (ibid) (Fig. 3).

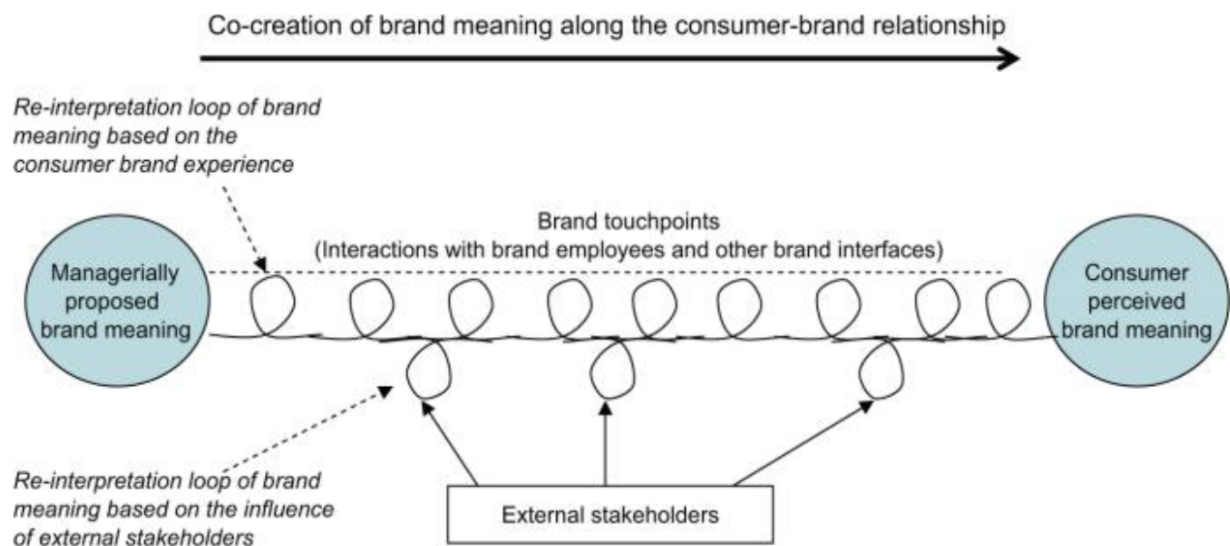


Figure 3 The co-creation and interpretation of brand meaning (Source: (Iglesias and Bonet, 2012 : 260)

Both definitions are also supporting of the brand meaning creation seen as brand experience-driven, in accordance with the phenomenological approach to brand meaning creation (Batey, 2016; Iglesias & Bonet, 2012; Iglesias et al., 2013; Schutz, 1953). As a matter of facts, other brand researches discussed that the meaning of a *brand-related stimuli* (i.e. *Brand experience*, see Brakus et al., 2009) is partly determined on an individual level, depending on individual perception, cognition and emotion (Mühlbacher & Hemetsberger, 2008; Vallaster & von Wallpach, 2013) and on the other hand at the social level (Arnould et al., 2003; Batey, 2016; Vallaster & von Wallpach, 2013). In fact, when the stimulus is socially relevant, interested individuals communicate about it (Holt & Thompson, 2004; Thompson, 2004), share their brand related experiences and thoughts (Carù & Cova, 2007), and the socially relevant brand-related stimuli become part of a social brand-related discourse and thereby gain social meaning (Mühlbacher & Hemetsberger, 2008).

All in all, a growing part of brand literature consider brand experience and *brand related-stimuli* (Brakus et al., 2009; Iglesias & Bonet, 2012) essential to the formation of first a brand *knowledge* with consequently cognitive and emotional association, and secondly the brand meaning as a dynamic evaluation of this conscious and unconscious knowledge (von Wallpach & Kreuzer, 2013). Hence, the call to study in detail the *brand experience* and *brand knowledge* as main drivers of the creation of *brand meaning*.

With this in mind, in the following sections the researchers will provide a more detailed explanation of *brand experience* and *brand knowledge* constructs, discussing how they are theorized as formed in the customers' mind, by presenting the major publications and debates about those brand constructs and how they have contributed to the definition of brand meaning.

### **2.3.1 Building Brand Meaning via Brand Experience and Knowledge**

This paragraph goal is to build a conceptualization of *brand meaning* based on *Brand Experience* and *Brand Knowledge*. By overviewing main researches on the topic, the authors will shed light on how the perceived meaning of a brand is theorized as generated in individuals' minds. Generally speaking brand academics and practitioners suggested that the brand meaning is formed when an individual encounters the brand via (usually) *touchpoints* and *interfaces* (see also 2.5.2 *Framework components and definitions - Brand Experience*). These generate *takeaway impressions* (i.e. experience) of the brand, (Carbone & Haeckel, 1994; Iglesias & Bonet, 2012; Klaus & Maklan, 2013), that are furtherly evaluated and processed into *brand associations* (Keller, 1993) and stored in his memory (i.e. knowledge of the brand). The *dynamic evaluation* of the knowledge of brands leads to the generation of stakeholders own perceived meaning about brands (Vallaster & von Wallpach, 2013). Moreover, as further discussed by the authors, meanings are re-interpreted during *each* and *every* interaction with other stakeholders' brand meanings and influenced by the social and cultural background where individuals live and are raised (Batey, 2016; Iglesias & Bonet, 2012; Kornberger, 2010; see also *infra* 2.4 *Fashion Brands*).

## Brand Experience

Brakus et al. (2009) conceptualized the brand experience as “*subjective, internal consumers responses (sensations, feelings, and cognitions) and behavioral responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments*” (ibid : 52). Hence, when individuals consume brands, they are not only exposed to *utilitarian product attributes* (i.e. tangible attributes), yet also to various *brand related stimuli* (i.e. tangibles and intangibles manifestations of a brand) such as brand-identifying colors (e.g. brand name, logo), shapes (e.g. packaging), typefaces, background design elements (e.g. stores), slogans (i.e. advertisements), mascots, and brand characters (Keller, 1993).

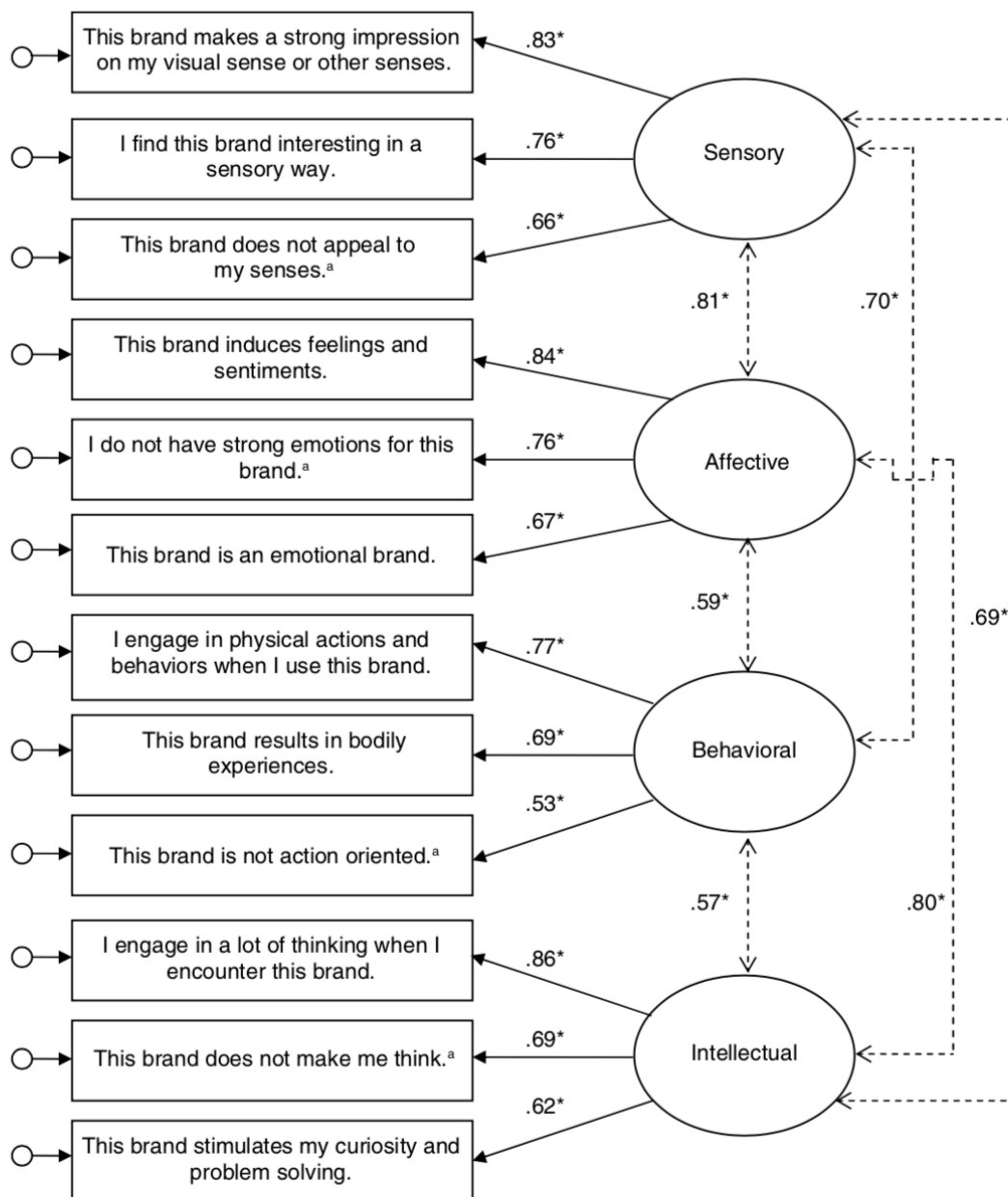
Building on this conceptualization, Brakus et al. (2009) constructed a brand experience scale that includes four dimensions: *sensory, affective, intellectual, and behavioral* (Fig. 5, p. 20) (cf. Iglesias, Singh, & Batista-Foguet, 2011). Having run six different studies on brand experience through the “*Four Factor Model*”, Brakus et al. (2009) have found out the high statistical correlation within the following dimensions (see Fig. 5):

Sensory <=> Affective: 0.81\*

Affective <=> Intellectual: 0.80\*

Thus, the authors demonstrated that there is almost no difference between what the consumers sense/feel and feel/think (Brakus et al., 2009). In others words, the consumers’ perceptions of the brand via brand related stimuli (*sensory* dimension) is highly correlated on the mental representation of the brand in their mind (*affective* and *intellectual* dimension), shaping thus the consumers’ brand knowledge (von Wallpach & Kreuzer, 2013). In fact, brand scholars have argued that emotional and intellectual associations about brands held in consumers’ minds are essential in the brand knowledge production process (Keller, 1993; von Wallpach & Kreuzer, 2013; see *infra* Brand Knowledge, p. 21).





<sup>a</sup>Reverse coded.

\* $p < .01$ .

Notes: All coefficient values are standardized and appear above the associated path. Dotted lines represent correlations.

Figure 4 Brand experience "Four Factor Model" (Source: Brakus et al., 2009 : 60).

Nonetheless, the Brakus et al. (2009) model conceptualized the brand experience as a customer's brand experience without relevant considerations within the multiple-stakeholder framework. Contrariwise, various brand academics have outlined the emergence of brand experiences as an important driver for brand meaning co-creation in a multi-log perspective (e.g. Iglesias & Bonet, 2012; Iglesias et al., 2013, 2011; Vallaster & von Wallpach, 2013). In this line of thought Iglesias and Bonet (2012) conceiving brands as *portfolio of meanings* and argued that, within the multi-stakeholder approach, the "*brand touchpoints and experiences are crucial in building a brand*" or that this new approach to brand management recognises "*the holistic brand experience as a primary source of meaning creation*" (ibid : 258).

Yet, before finally conceptualize the brand meaning within a multi-log perspective, the researcher will analyse and discuss about another essential brand construct in the meaning creation process: brand knowledge.

### **Brand Knowledge**

One of the first relevant studies about Brand knowledge has focused on how customers internalize brand information (Jean-Noel Kapferer, 1992; Keller, 1993). Indeed, Keller (1993 : 2) has been discussing the importance of brand knowledge as what "*comes to mind when a consumer think about a brand*" especially in terms of customers' response to marketing activities and therefore, the effectiveness of a marketing campaign (ibid). In this line of thoughts, brands were perceived as cognitive phenomena (ibid). According to Keller (1993) brand knowledge is defined in terms of two components *brand awareness* (related to *brand recall* and *recognition*) and *brand image* (defined as a set of associations linked to the brand that customers hold in memory). Specifically the *brand awareness* is reflected by "*the consumers' ability to identify the brand under different conditions*" (Keller, 1993 : 3) and while the *brand recognition* is related to "*consumers' ability to confirm prior exposure to the brand*", the *brand recall* relates to "*consumers' ability to retrieve the brand*" and requires that consumers accurately generate the brand from memory (ibid : 3).

*Brand image* is defined as "*perceptions about a brand as reflected by the brand associations held in consumers memory*" (Keller, 1993 : 3) where *brand associations* are the brand information (e.g. *products, non-products attributes, functional, experiential or symbolic benefit, attitude*) in the consumers' memory containing the "*meaning of the brands for consumers*" (ibid : 3). Keller (1993)

has also developed brand images dimensions evaluating the *brand associations* according to *favorability, strength* and *uniqueness* (Figure 5) to better illustrate his brand equity model.

*Brand associations* retrieved from memory take in account also “*past product experiences*” with the brand or recalled *images* from a recent advertising campaign (Keller, 1993 : 2).

Noteworthy for this dissertation are two peculiar dimensions of the brand image, namely *user imagery* (non-products related attributes) and *symbolic benefit* for their connection with meanings that people give to brands.

The *user imagery* is defined as “*what type of person uses the product or service*” (Keller, 1993 : 4), thus consisting of associations about the typical brand user taking in account demographic and psychographic associations (J.E. Escalas & Bettman, 2003; Keller, 1993). Whereas, *symbolic benefit*, representing the more *extrinsic advantages of product or service consumption* are usually related to “*underlying needs for social approval or personal expression and outer-directed self-esteem*” (Keller, 1993 : 4; see also *infra* 2.5 *Theoretical Framework* for further definitions of brand image components)

All in all, it seems that mental brand representations (i.e. brand images) are essential in the generation process of knowledge, first and meaning, then. Indeed, usually consumers construct themselves and presents themselves to other by choosing certain brands, thus based on the congruence among brand images and self-image (J.E. Escalas & Bettman, 2003). As a result of this process, the set of brand associations (i.e. brand image) is linked with the individual’s mental representation of self and therefore, the meaning of brands actually seems to have a role also in helping consumers to create and build their self-identities (J.E. Escalas & Bettman, 2003; G. McCracken, 1989).

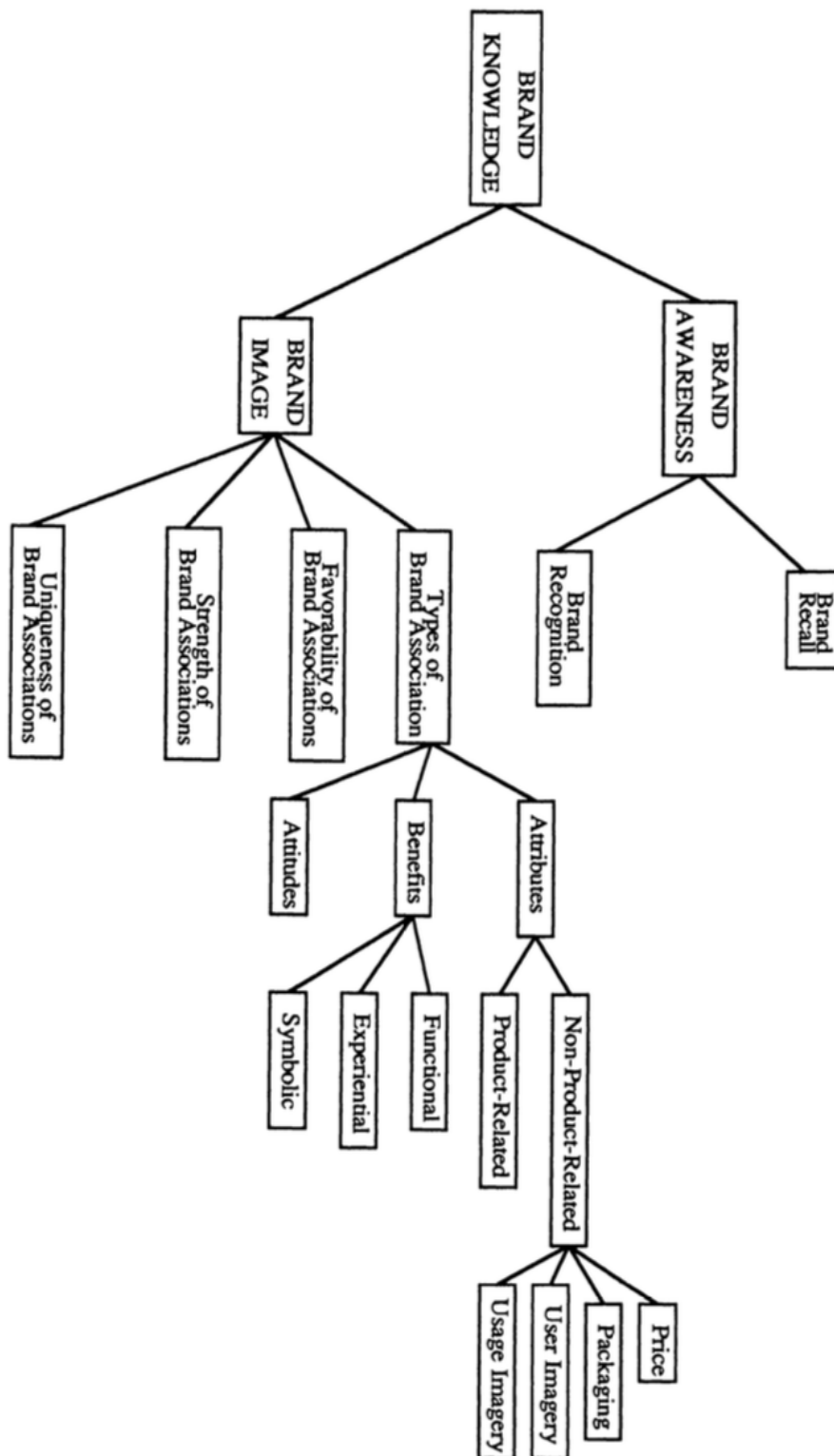


Figure 5 Dimensions of Brand Knowledge (Keller, 1993 : 7)

## Embodied Brand Knowledge

Despite experiences with the brands were already considered one of the source of consumers' knowledge about brands (e.g. Keller, 1993), only later this bond was studied in details (e.g von Wallpach & Kreuzer, 2013). Indeed, starting from Keller's model, other brand knowledge conceptualization more tied in brand experience were presented (Fig. 6, p. 24)

As matter of facts, in the early 2000s there was a growing commitment to the ideas that the cognition is not confined in the brain, yet the mind "*must be understood in the context of its relationship to a physical body that interacts with the world*" (Wilson, 2002). In other words, cognition is influenced, perhaps determined, by the experiences in the physical world (i.e. *Embodied cognition*) (Wilson, 2002) (see also L. Barsalou, 2003; L. W. Barsalou, 1999; Damasio, 1994). Moreover, previous researchers allowed to access only conscious brand knowledge (e.g. D. A. Aaker, 1991; Keller, 1993), while the ninety-five percent of thinking that take place below the level of consciousness stay unreachable (von Wallpach & Kreuzer, 2013) (cf. Bargh, Gollwitzer, Lee-Chai, Barndollar, & Trötschel, 2001; Zaltman, 2003)

Approaching brand knowledge from the *Embodied cognition theory* challenges the assumptions traditional branding academics rely on (von Wallpach & Kreuzer, 2013). In line with studies in the field of embodiment (e.g. Barsalou, 1999; Damasio, 1994; Loken, Barsalou, & consumer, 2008) consumers can be assumed to store brand knowledge in the form of multi-sensory images in modality-specific regions of the brain (von Wallpach & Kreuzer, 2013). In more simple terms, these *Multi-sensory images* contain what customers have *consciously* and *non-consciously* sensed, touched, felt, smelled, tasted, viewed (Bargh, 2002; Holbrook & Hirschman, 1982; Loken et al., 2008; Zaltman, 1997) are processed and stored in parts of the brain that are dedicated to the sense involved (Fig. 7, p. 24).

Moreover, consumers store this information principally on a non-conscious level (Barsalou, 1999; Zaltman, 1997).

In order to access and communicate this non-conscious and modality specific knowledge, von Wallpach and Kreuzer (2013) used verbal and non-verbal metaphors. Indeed, metaphors represent complex brand related information in a compact and lucid way supporting the consumers in expressing unconscious meanings about what they have in mind about the brands (i.e brand meaning) (ibid). Practically, this means that according to Von Wallpach and Kreuzer (2013),

embodied brand knowledge cannot be fully communicated by the experiencer via words through verbal metaphors, but an involvement of the other senses is required in the production of non-verbal metaphors, a method they define as multi-sensory sculpting.

For the sake of this dissertation however, the authors will only consider the unconscious characteristic of the embodied brand knowledge construct in their conceptualization of a theoretical framework, in order to fulfil the Research Objective (see *intra 2.5 Theoretical Framework* and also *3.2 Research Objective*)

Thus, multi-sensory sculpting is neglected as a method to communicate embodied brand knowledge, with the unconscious brand knowledge considered as accessible through the use of verbal metaphors.

In light of Cognitive Linguistic research, *metaphors* are thus understood as *conceptual metaphors*, namely a translation of meaning from a conceptual dominium of origin (source) to another dominium (target) (Evola, 2008). In simpler terms, metaphors are intended and used as a tool to present in a simple and concise way complex and abstract concepts (*ibid*, see *also* Lakoff, 1993).

In conclusions, in those paragraphs the authors have presented the relevant literature concerning the brand meaning conceptualization, that will constitute the structure of the *theoretical framework* employed for the data collection and analysis (see *infra 2.5 Theoretical Framework*).

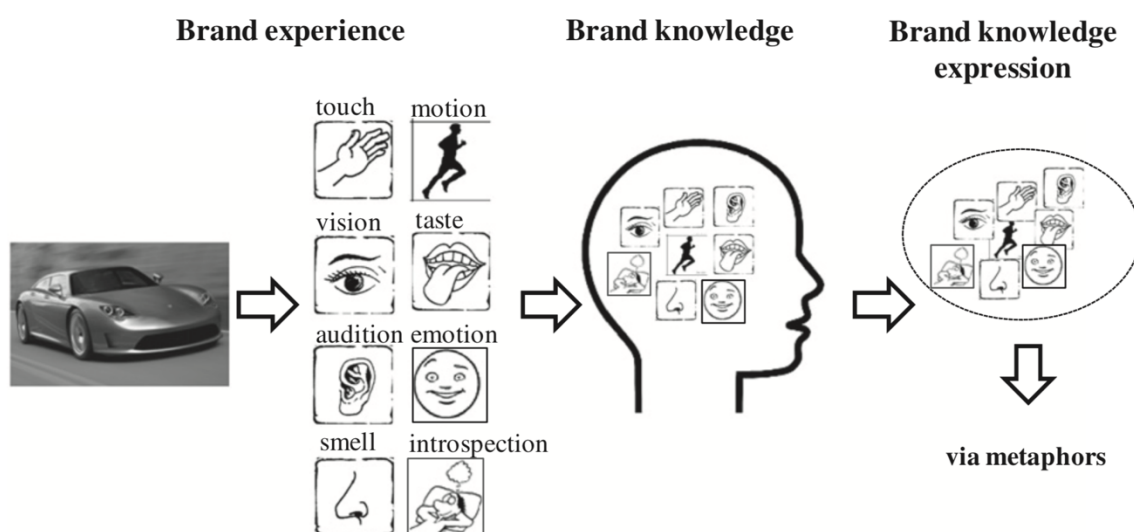


Figure 6 Development, processing and expression of embodied brand knowledge (von Wallpach & Kreuzer, 2013 : 1327)

In the next paragraph, the authors will present the focus industry of the research, namely the fashion industry, and more in detail the streetwear fashion segment. The reasons for the industry focus choice are outlined, and the importance of brand meaning construct for fashion brands is explained.

## **2.4 Fashion Brands**

This conclusion paragraph will contextualize the research in a specific industry to restrict the scope of the research (see *infra 8.3 Limitations and Future Research*). The authors will describe the fashion industry from a branding point of view analyzing two perspective: the digitalization of the fashion brands since latest technological developments (see also *intra 2.1.2 Web 2.0, Social Media and the Democratization of Brand Management*) and how the brand meaning can be a relevant construct for fashion brands. Thus, eventually in the last two sub-paragraphs the researchers will shortly analyze social and cultural implications on the brand meaning of fashion firms (see *infra 2.4.2 Brand Meaning for digitized fashion brands* and *2.4.3 Streetwear Fashion Brands and Subcultures identification*).

### **2.4.1 Fashion and Social Medias**

Fashion has long history of attracting interests from several fields and disciplines including social science, psychology, anthropology, art, history, cultural and communication studies (Marciniak, 2018).

The apparel industry is of considerable importance to the economy worldwide in terms of trade, employment, investment and revenue (Statista, 2018f). Furthermore, this sector has always been characterized by a high pace of innovation, a wide degree of differentiation and it is by nature highly unpredictable (ibid). Indeed, fashion products are determined by designers, sub-cultures and creative industries and are subject to extreme and unforeseeable changes (ibid).

Lately, in the last two decades of 20th century, the advent of technological developments, namely

the widespread penetration of internet connection, mobile connectivity and smartphones, the rise of web 2.0 and in particular its applications as social media platforms and blogs, has forever changed how fashion brands sell their products and communicate and interact with consumers (Mendoza, 2018; Moatti & Abecassis-Moedas, 2018).

Today, social networks in general and specifically *Instagram*, have become an essential medium, not to mention a crucial sales channel for fashion brands (Moatti & Abecassis-Moedas, 2018). The position of fashion companies in the 2017 Interbrand ranking of the 100 most powerful brands, arguably, can be more or less reflected on their Instagram success (ibid), in terms of users following their official accounts on the platform: sportswear brands are at the top Nike (75,4 Million followers) and Nike Football (30 M), followed lingerie brand (Victoria's Secret with 58 M), luxury brand as Chanel (25 million followers) and the most known ready-to-wear brand (H&M with 23,9 M and Zara with 23,6 M) (Moatti & Abecassis-Moedas, 2018; Statista, 2018g).

As matter of facts, Instagram is well suited for fashion brands to whom the visual and "community" dimensions are decisive: purchases principally derive from a feeling of belonging to a group, or through imitations of influencers and fashion bloggers (Moatti & Abecassis-Moedas, 2018).

Clearly, in fact, fashion influencers and fashion bloggers have started to create a *well-working medium*, bridging the gap between the industry and the average shopper, let the top fashion brands step into the *people common life* in a humble and natural way as never before (Mendoza, 2018). Most importantly, Park, Ciampaglia, & Ferrara (2016) argue that fashion bloggers might shape and co-create the perceived brand meaning of fashion brands with their millions of digital "spectators" or *followers*.

However, looking only at the follower base and thus online reach, thus de facto considering influencers as the only online-actors able to have an impact on brand meaning would be myopic. Indeed, studies demonstrate how followed people on Instagram known in real life are regarded as more trustful resources when it comes to product recommendation and in general vehiculation of brand related messages (NO GRE, 2017). On another note, so called micro influencers are cheaper and actually create up to eight times more engagement compared to celebrities, meaning that people with less than 5000 followers on Instagram have an engagement rate of 8% compared to only 1% of an influencer with more than 7 million followers. Burmann & Arnhold, 2008) argue that



one of the advantages of UGB is that, compared to Influencers campaigns, User Generated Advertising can be done at virtually no cost, harnessing the power of Viral Marketing.

As previously discussed, in a UGB perspective the size of the reachable pool of users measured in terms of followers loses its relevance, as sponsored UGB campaigns, for example through the use of a corporate provided hashtag, are able to address both influential and less influential users.

#### **2.4.2 Brand Meaning in the digitized fashion industry**

It has been shown, that apparel brands tend to not only satisfy functional needs, such as merely protect from cold, rain and sunshine, but also satisfy individual *symbolic* needs such as expression of individuality, economic status, enactment of cultural meaning and also act as platforms for *self-enhancement* and self-actualization (Kornberger, 2010; Marciniak, 2018). Accordingly, it has also been argued that fashion is able to communicate certain ideologies and lifestyles (Kornberger, 2010; Marciniak, 2018).

As for example, Renzo Rosso, founder of fashion brand Diesel, put it: *"We don't sell a product, we sell a style of life. I think we have created a movement ... The Diesel concept is everything. It's the way to live, it's the way to wear, it's the way to do something."* (Klein, 2000 : 4).

Even though, people choose fashion brands that match their lifestyle or the lifestyle they aspire to have, to be different from others and express their personality (Kornberger, 2010; Marciniak, 2018), the society and the culture in which we are born and raised dramatically influence our individual interpretations and associations that we make of brands, as well as the meaning that we give to garments quite apart from their physical attributes (Batey, 2016).

Yet as pointed out by academics (Kornberger, 2010; Simmel, 2000), fashion paradoxically imposes conventions and objective etiquette, while at the same time it permits individuals to satisfy needs for distinction and singularity: *"Style elevates and equalizes; it creates envy and approval"* (Kornberger, 2010 : 261). In the same line of thoughts those brand scholars argued lifestyle began to *govern individuals*, equalizing people according to the same cultural background (ibid).

In modern history, throughout years cultures have divided into countless subcultures that acted as conventions for a smaller group of people. These conventions are regularly accessible allowing the individual to interplay between individual expression within the objective etiquette (Kornberger,

2010). The rapid propagation of brand communities and tribes are an eloquent evidence of this transformation. In other words, people establish subcultures enacting their own way of living, which permit them to turn their existences *individually* and *collectively* into an *aesthetic phenomenon* (Kornberger, 2010 : 261)

Thus, buying fashion brands, an individual somehow takes a position in relation to culture, or using Kornberger (2010: 261) words: *"To buy a brand is a cultural expression: brands are ready-made objects for us to express who we are and aspire to be."*

Indeed, it has actually been demonstrated in consumer research literature that what is called *reference group* can be a source of meaning for brands (J.E. Escalas & Bettman, 2003; Jennifer Edson Escalas & Bettman, 2005). A reference group is defined by J.E. Escalas & Bettman (2003 : 341) as *"social groups that are important to a consumer and against which he or she compares himself or herself"*. Usually, marketing practitioners use this construct creating "typical consumers" for their product via the use of models in ads (Banister & Hogg, 2004; Sirgy et al., 1997) or more recently via sponsored posts through influencers' SoMe accounts (Mendoza, 2018).

Furthermore, it has been demonstrated by previous research that *"reference groups"* or *"typical brand customers"* have been used by marketing advertisers as a mean to persuade consumers to purchase products and brand (Bearden & Etzel, 1982).

Consumer research argued that consumers create associations between reference groups and the brands they use (Jennifer Edson Escalas & Bettman, 2005). Then the consumers transfer these meanings from the brand to self, thus only selecting brands with meanings relevant to an aspect of their *current self-concept* (ibid). Yet, this transfer of meanings occurs through those reference group. Thus, along with the brand associations as conceptualized by Keller (1993), Jennifer Edson Escalas & Bettman (2005 : 379) argued the *self-brand connections* as a measure of the extent to which *individuals have incorporated brands* into their self-identity. The main point is that, if a reference groups use a certain brand (i.e. the brand image matches the group), such meaning might be suitable for consumer in that group and seen as appropriate to his/her self (ibid).

As a result, consumers may form self-brand connections to the brands used by reference groups not only to which they belong, yet they aspire to belong (i.e. aspiration group, J.E. Escalas & Bettman, 2003 : 341; 2005).

Contrariwise, consumers might avoid to buy certain brands which are associated with groups they do not belong to or that they would not like to belong or even to take distance from (ibid; Jennifer Edson Escalas & Bettman, 2005).

Several branding studies and articles, confirmed also theoretically how those general implications can perfectly fit fashion brands. For instance, Kornberger (2010) outlined fashion brands as *identity-lenses for sub-cultures*: “For someone who is able to read them, these fashion brands communicate who is included and who is excluded from a community. Wearing the wrong scarf in the wrong section of a soccer stadium can be a rather troublesome experience. In short, brands are cultural expressions” (ibid : 42).

(Rees-Roberts, 2012), argued on the construction of brand heritage within Dior’s contemporary advertising proposing that companies are increasingly looking backwards in older *brand reference groups* to propose unique narratives of their specific brands (ibid).

Moreover, often fashion brands position themselves as *culturally* and *sub-culturally constructed entity* of different communities and groups (Kopytoff, 2001).

Likewise, (Davies, 2016) in his study tried to identify how the subcultural consumer base of the past is directly utilized on the website in an interactive facility that encourages nostalgic recollections of the brand’s function within identity and meaning formation. Subcultural tropes thereby become a portal in which to promote consumer experiences, generating in fashion brand wearing community in the process (ibid).

In the next paragraph the researchers will discuss in detail the interplay of a specific case of *reference group*, namely subcultures, and brand meaning within a particular segment of fashion industry: *streetwear fashion brands*.

### **2.4.3 Streetwear fashion brands and Subcultures identification**

Within the wide range of fashion segments, the *urban streetwear fashion* arguably is one of the most impregnated by strong social statements, ergo symbolic benefits and the most *culturally constructed* (Hundreds, 2017; Merson, 2016).

Even though in the vast fashion literature there is no agreed clear definition, streetwear origins can be traced in the early 80s surf culture, and principally when Shawn Stussy, founder of the

eponymous clothing brand, started his business selling surfboards and T-shirts on Long Beach, California in 1980 (Merson, 2016). Indeed using Stussy's own words, streetwear is "*taking a multi-faceted, sub culturally diverse, Southern California lifestyle-based T-shirt brand*" (Hundred, 2017). Nowadays, Stussy is seen as a considerably urban fashion brand (Merson, 2016), that over the years has been embraced first by hip/hop and skater/surfer and then punk subcultures.

Lately, it has been increasingly and always more frequently highlighted the subcultures from which *urban styles* have emerged, and how streetwear brands usually anchor their roots in authentic subcultures (Merson, 2016).

In this line of thoughts, subcultures have acquired over decades not only a meaning as "*a subset*" or "*a specific group within a culture*" (Batey, 2016 : 77), yet it has been used always more frequently as social statement fashion related term. Indeed, already at the beginning of the 1950s, researcher started to distinguish between a majority, which passively accepted commercially provided styles and meanings, and a '*subculture*' which actively sought a minority style and interpreted it in accordance with subversive values (Middleton, 2001). Further, in his book "*Subculture: The Meaning of Style*", Hebdige argued that a subculture is a subversion to normalcy. He discussed that subcultures can be perceived as negative due to their nature of criticism to the dominant societal standard (Hebdige, 1979). Finally, he argued that subcultures bring together like-minded individuals who feel neglected by societal standards and allow them to develop a sense of identity (Hebdige, 1979).

Accordingly, most recently i-D magazine, affiliated with Vice, in the article "*how fashion is undergoing a subcultural revival*", defined and identified subculture as "*when a larger culture has failed to meet the needs of a particular group of people*" (French, 2015).

Seemingly, others authors have suggested that "*most common narrative about subculture is one that casts them as non-conformist... different, dissenting*" (Gelder, 2007 : 3). Furthermore, several studies have compared youth ideologies of *anti-establishment* and individual identity statements within visual symbols, arguing that youth performed group affiliations in ritualistic attention to apparel and accessories (Cohen, 2011; Davies, 2016; Ken Gelder, 2005; Hall & Jefferson, 1993; Hebdige, 1979; McRobbie, 1989).

Moreover, other studies have demonstrated that a key component of subcultural style is the appropriation of clothing and object that characterize each tribal attire (Cohen, 2011; Davies, 2016;

Ken Gelder, 2005; Hall & Jefferson, 1993; Hebdige, 1979; McRobbie, 1989). Likewise, several researches have illustrated that youth cultures adopt and adapt material product as self-conscious expressions of identity (Hebdige, 1979, 1988; Lury, 1996; Miles, 1998; Miller, 1991; Woodward, 2007). In this line of thoughts it has been discussed and argued by brand academics how the brand's subcultural heritage evokes a set of symbolic associations (D. A. Aaker, 1996) that generate brand essence (Jean-Noël Kapferer, 1997).

All in all, youth subculture groups arguably best fit in the definition of *reference groups* as previously discussed by the researcher. As a matter of facts, (Jennifer Edson Escalas & Bettman, 2005) show either that *consumers use brands whose images match reference groups to which they belong to establish a psychological association* or they *"reject the social meanings of brands that arise from outgroup brand usage"* (i.e. the usage of a brand by a group that they do not belong or that take distance from) (Jennifer Edson Escalas & Bettman, 2005 : 388). The above mentioned authors also argued the use of the brand by reference groups is an important source of *"user imagery"* generating brand *symbolic* and *psychological* associations (J.E. Escalas & Bettman, 2003). Accordingly, in our case, certainly the subcultures social statements and *symbolic associations* lying in *urban streetwear fashion garments and apparel* are contributing to shaping the consumers perceived brand meaning of such brands.

To recap, in this paragraph the authors' aim was to clarify the scope of the study in terms of industry and to link it with the study of the brand meaning. An additional source of *brand meaning* was considered. The *self-brand connections* among individuals and a *reference group* via *brand image* (i.e. user imagery and symbolic benefit).

Eventually, the researcher's goal was to contextualize the study in the *urban streetwear fashion industry*, taking in account important socio-cultural consideration. The interplay between consumers of an *urban fashion brand*, the brand itself and the related youth *subculture*, was outlined. Furtherly, it has been explained how the strong statements in this process, *symbolic benefits* as *social approval* or *self-definition*, occur not only in dyadic relationship brand-consumer, but rather are socially constructed with other consumers within a particular cultural brand-related community (i.e. subcultures) and their brand *user images associations*.

The last paragraph of this literature review will outline the theoretical model for brand meaning construction and renegotiation processes within a multi-stakeholder brand environment, de facto pointing out how the authors define brand meaning based on the same literature presented. This theoretical framework is the basis for the study, constituting both the foundation for the methods used for data collection, namely qualitative semi structured interviews (see *infra* 4. Methodology), and for integrating research results into existing theory.

## 2.5 Theoretical Framework

This paragraph is intended to present the theoretical framework that will serve both as an instrument to address our research question and thus Data Collection and for integrating back our results into existing theory, meaning Data Analysis. First, a definition of brand meaning will be provided (see subparagraph 2.5.1) In subparagraph 2.5.2, based on the literature review provided before, a thorough definition and explanation of all the components of the framework will be provided, including all the dimensions of Brand Meaning taken in consideration and how brand meaning for fashion brands is formed and re-negotiated with multiple stakeholders in an online and offline context.

### 2.5.1 Brand Meaning definition

Within the Stakeholder-focus brand era theoretical framework, and based on the conceptualization of *brand experience* (Brakus et al., 2009) and the *brand knowledge* (Keller, 1993; von Wallpach & Kreuzer, 2013) the **brand meaning** is defined as a dynamic stakeholders' *evaluation of embodied brand knowledge (i.e. multi-sensory mental brand images)* reached *consciously and non-consciously* via *brand experience*, thus co-created and re-interpreted (i.e. *re-interpretation loop*) during each and every interaction with any brand manifestation, be it managerially determined brand interfaces (i.e. brand touchpoints) and external/internal stakeholders brand interfaces (Brakus et al., 2009; Iglesias & Bonet, 2012; Vallaster & von Wallpach, 2013; von Wallpach & Kreuzer, 2013)

### 2.5.2 Framework components and definitions

The framework of the stakeholders' *perceived brand meaning* used in this dissertation is made of four main components: Personal/Private Meaning, Brand Experience, Brand Knowledge and Embodied Brand Knowledge. Furthermore, contextual factors stemming from the internet based democratization of brand management (Asmussen et al., 2012) and the Stakeholder-focus Brand Era (Merz et al., 2009) are considered.

In particular for Brand Knowledge construct, the authors will provide a description of each dimension, types and characteristics in light of the previous studies analyzed in the literature review, and in particular the study by Keller (1993) (see *intra 2.3.1 Building Brand Meaning...Brand Knowledge*, p. 22).

#### Private / Personal Meaning

Despite our definition of Brand Meaning sees as a starting point for its creation or re-interpretation a brand experience, the way we experience a brand manifestation is influenced by a series of personal attributes of the subject person of this experience that are in place a priori. Thus, the meaning we attribute to things is influenced by a *private* and a *public meaning* (Batey, 2016). Whereas each individual has a personal meaning (also called *private meaning*) about objects, actions and of course brands (Batey, 2016), the society and the culture in which we are born and raised dramatically influence the individual interpretations and associations that we make of objects and actions (*social-cultural or public meaning*) quite apart from their physical attributes (ibid). Further, in the case of brands, researchers have demonstrated that culture is part of the brand essence (Allen et al., 2008; G. McCracken, 1986) and that brands have different meanings when it is shared in different genders and age groups (Allen et al., 2008; Elliott, 1994). This is especially true for fashion brands, particularly in the streetwear fashion segment in which culture and subcultures have a deep link in their brand values and essence, critically influencing individuals' *personal meaning* (2.4.3 *Streetwear Fashion brands and Subcultures Identification* and see also, *User Imagery* dimension below).

## Brand Experience

Brand experience is defined by Brakus et al. (2009) as the “*subjective, internal consumers responses (sensations, feelings, and cognitions) and behavioral responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments*” (Brakus et al., 2009 : 52). Brand experience is thus studied according to the *Four Factor Model* (Brakus et al., 2009) across the following criteria: *sensory, affective, intellectual, and behavioral* responses (see *intra 2.3.1 Building Brand Meaning...Brand Experience*, p. 20). However, according to the authors Brakus et al. (2009) definition has 2 fundamental limitations. Indeed, by defining Brand Experience as a “Consumer Response”, he de facto cuts out of the picture all those responses to brand related stimuli that an individual may have without an economic relationship with the focus brand. Thus, the brand experience conceptualization in this model take in account also brand manifestations occurring at every brand touchpoint, namely every time individuals encounter the brand both *offline* and *online* within a multi-log perspective (Iglesias & Bonet, 2012; Vallaster & von Wallpach, 2013). In this line of thoughts, brand manifestations are defined as “*tangible and intangible objectifications of the meaning of a brand*” (Mühlbacher and Hemetsberger, 2008 : 13) or in a modern key, related to online UGCs, as “*personal representations of brand meaning*” (Burmam & Arnhold, 2008 : 63). Brand touchpoints are every point through which stakeholders enter in contact with the brand and which are essential for potentially building brand meaning, also via *online social discourse* (Iglesias et al., 2013; Vallaster & von Wallpach, 2013 : 1506). Hence, brand touchpoints involve on one hand, brand interfaces defined as non-human interactions during stakeholder-brand relationship (i.e. websites, UGCs, friends’ opinions etc.) and, on the other hand, company’s employees (i.e. *internal stakeholder*), representing instead the most important source of human and *offline* touchpoint with the brand (Iglesias et al., 2013).

## Brand Knowledge

The fulcrum of our brand knowledge conceptualization lies in the model presented by Keller (1993) This model considers two constituting dimensions (and relative subdimensions) of Brand Knowledge: Brand Awareness and Brand Image.

*Brand awareness* is made up of two sub-dimensions along which it can be measured: *brand recall* and *brand recognition*.



*Brand image* is defined as the entirety of the “perceptions about a brand as reflected by the brand associations held in consumer memory” (Keller, 1993 : 3) and is constituted by 3 types of brand associations: *attributes, benefits, and attitudes*; and 3 different characteristics of brand associations: *favorability, strength and uniqueness*.

### **Brand Awareness**

Brand awareness is defined as “the consumers’ ability to identify the brand under different conditions” (Keller, 1993 : 3). Brand awareness is constituted of two sub-components, *brand recognition* that is related to “consumers’ ability to confirm prior exposure to the brand” and the *brand recall*, defined as “consumers’ ability to retrieve the brand” (ibid : 3) (see also *intra 2.3.1 Building Brand Meaning...Brand Knowledge*, p. 22)

### **Brand Image**

The second main component of brand knowledge is brand image, which is defined as “perceptions about a brand as reflected by the brand associations held in consumers memory” (Keller, 1993 : 3) where brand associations are the brand information (e.g. products, non-products attributes, functional or experiential benefit, attitude) in the consumers’ memory containing the “meaning of the brands for consumers” (Keller, 1993 : 3). The associations are analyzed along 4 different characteristics: types (Attributes, benefits, attitudes), favorability, strength and uniqueness.

### **Attributes**

Attributes are defined as “those descriptive features that characterize a product or service [...] and are distinguished according to how directly they relate to the product or service” (Keller, 1993 : 4), thus furtherly divided in *Product Related attributes* and *Non-Product Related attributes*.

*Product-related attributes* are “the ingredients necessary for performing the product or service” function (Keller, 1993 : 4).

*Non-product related attributes* are defined as external aspects of the products: price information, packaging or product appearance information, user imagery, usage imagery (i.e. where and in what types of situations the product or service is used) (ibid).

### ***User and Usage Imagery***

*User* and *Usage* imagery are usually created either through the individual's experience and contact with other brand users, singularly or collectively (i.e. *reference group*, see *intra 2.4.1 Brand Meaning in the digitized Industry* and *2.4.3 Streetwear Fashion...*), online or offline, or through the individuals' exposition to official brands' marketing campaign or UGCs in social media platforms (see *also* Keller, 1993; J.E. Escalas & Bettman, 2003; Jennifer Edson Escalas & Bettman, 2005). User Imagery, namely the set of associations involving "typical brand user", is based on demographic (e.g. sex, age, race) and psychographic (e.g. attitudes towards the career, environment, institutions) factors. Usage imagery is instead intended as the perceived typical way the products are used. Finally, User and Usage image attributes appear to be a strong source of brand personality attributes (Keller, 1993).

### ***Brand Personality***

Aaker's defined the brand personality as "*the set of human characteristics associated with a brand*" (J. Aaker, 1997 : 347). This dimension take in account that stakeholders *impregnate* brands with human personality traits (ibid) as such as to create a sort of human *relationship* with them (J. Aaker, 1997; S Fournier, 1998; Gobé, 2001; see *infra 2.1.1 The Evolution of Brand logic - Relationship Focus Brand era*, p. 5)

Stakeholders, who matches with the "personality" of the brand, are usually using it as mean of *self-expression, self-definition, self-enhancement* (see *infra Symbolic Benefits*, p.36 and *intra 2.3.1 Building Brand Meaning...Brand Knowledge*, p. 22) (Merz et al., 2009).

### ***Benefits***

According to Keller (1993 : 4) *Benefits "are the personal value consumers attach to the product or service attributes [...] what consumers think the product or service can do for them"* .

Three kinds of benefits are considered: *Functional, experiential* and *symbolic*.

*Functional benefits* are "*the more intrinsic advantages of product or service consumption and usually correspond to the product related attributes*" (Keller, 1993 : 4)

*Experiential benefits* are related to *what it feels like to use the product or service*, corresponding also to the product related attributes (Keller, 1993 : 4)

*Symbolic benefits* are the more *extrinsic advantages* of a product or service, corresponding to non-product related attributes and relate to underlying needs for *social approval* or *personal expression*

(Keller, 1993 : 4). Symbolic benefits and user imagery are also related when the transposition of *symbolism* occurs not solely in the brand-consumer relationship (see also *intra Brand Personality*, p. 35) yet also between the single stakeholders and other brands users (i.e. *reference groups*), usually with the same cultural background (e.g. subcultures, see also *intra 2.4.3 Streetwear Fashion brands...*).

### ***Attitudes***

*Attitudes* are defined as “overall evaluations of a brand, also known as the base for consumers behavior and brand choice” (Keller, 1993 : 4). Attitudes consist in the stakeholders *salient beliefs* (i.e. convictions if the brands has certain attributes of benefit) and *evaluative judgments* (i.e. how good or bad that the brand has those attributes or benefits) of products and services. Thus, brand attitudes are function of product and non-product related attributes as well as benefits of products and services.

Furthermore, in this model, *brand attitudes* are applied to the entirety of brand manifestations (e.g. UGCs disseminating on Social Media) (see *intra Brand Experience*, p. 33).

### ***Favorability / Strength / Uniqueness of Brand Associations***

Eventually, the different types *Brand associations*, so far described (attributes, benefits and attitudes) can differ according to their favorability, strength and uniqueness.

First, Brand associations can vary according to *how favorably they are evaluated*, namely whether the stakeholder believes the brand has attributes and benefits that satisfy their needs, provoking an overall positive brand attitude (Keller, 1993 : 5).

Second, the *Strength of brand associations* is take in account in this model. They depend on whether the information enters in consumer memory or how it is maintained as part of the brand image. *Quantity* and *quality* of information processed are dimensions of this variable (ibid).

Finally, those brand associations might or might not be *shared with other competing brands* (Keller, 1993 : 6). Therefore, *Uniqueness of brand associations*, represent “the sustainable competitive advantage” or “unique selling propositions” that gives stakeholders a compelling reason for buying that particular brand (ibid : 6).

## **Embodied brand knowledge**

In order to achieve a comprehensive definition Brand knowledge according to the latest branding researches, the authors integrate the Keller's (1993) definition with the unconscious characteristic of the *embodied brand knowledge*, as conceptualized by von Wallpach & Kreuzer (2013) (see also *intra 2.3.1 Building Brand Meaning...Embodied Brand Knowledge*, p. 24).

Contrary to Wallpach & Kreuzer (2013), the authors in this framework will not consider the multi-sensory sculpting method for retrieving *multi-sensory images* in consumer mind and communicable via *non-verbal metaphors*, rather only verbal metaphors, "access key" for the solely unconscious component of the *embodied brand knowledge* (see *intra 2.3.1 Building Brand Meaning...Embodied Brand Knowledge*, p. 25, for further definition of verbal metaphors).

## **Contextual factors**

The above mentioned framework is conceived according the premises of the *relationship focus brand era*, yet adapted within multi-stakeholder branding perspective, since it has been largely discussed that the perceived brand meaning is *socially constructed*, thus considerably influenced by stakeholder-based ecosystems interactions (see *intra 2.1.1 The Evolution of brand logic* and *2.3 Brand Meaning*). In this line of thoughts, the model take in accounts the "*internet-based democratization of brand management*" (Asmussen et al., 2012) including in the *brand manifestations* not only off-line brand interfaces and touchpoints yet all the possible online interactions, such as social media posts, UGCs, websites, reviews and so on.

Concluded the theoretical background of interest, and after having elaborated a theoretical framework to guide their work, in the next section the authors will discuss about a lack of research at the crossroad between brand meaning studies, UGB as a managerial framework for social media branding and the streetwear fashion segment, as well as explicate the research objectives and the research question for this dissertation.

### 3. Research Gap

Based on extensive literature review in the fields of brand meaning, social media branding, fashion industry and sociology, the authors have individuated a gap in the research at the crossroad between brand meaning studies and the User Generated Branding approach to social media brand management provided by Burmann & Arnold (2008). Furtherly, the fashion industry, and in particular the streetwear fashion segment, were selected as focus for investigating such a gap. Hereafter, the individuated gap is presented, and the objectives of this research laid down.

#### 3.1 Crossroad: Brand Meaning, UGB and Streetwear Fashion brand

Given the breakthrough of Web 2.0 and Social Medias, in the early 2000s, brand meaning construct started being seen as a fluid co-creation process among a variety of different stakeholders (*see intra 2.1.2 Web 2.0, Social Media and the Brand Democratization and 2.2 User Generate Branding*). Since then, brand meaning has been a more and more relevant issue for brand scholars (Batey, 2016; Iglesias & Bonet, 2012; Vallaster & von Wallpach, 2013) and it is becoming also an important concern for managers (Iglesias & Bonet, 2012).

Some academics have argued that brand management can be understood as brand meaning management (Asmussen et al., 2012; Batey, 2016; Brown et al., 2003; G. D. McCracken, 2005) and that managers are not perceived as being able to manage meaning directly in their stakeholders minds anymore (Asmussen et al., 2012; Hundreds, 2017; Vallaster & von Wallpach, 2013). Therefore, it has been acknowledged that brand meanings are not anymore unilaterally built and controlled by an organization, yet they are interpreted, negotiated, and co-created within the network of stakeholders (Asmussen et al., 2012; Iglesias & Bonet, 2012; Iglesias et al., 2013; Vallaster & von Wallpach, 2013). Indeed, as argued by Asmussen et al. (2012), compared to the pre-web 2.0 age, today stakeholders have a greater influence on the creation of their own brand meaning and in influencing those of other stakeholders, since the internet has provided them tools for creation and dissemination of brand manifestations that are only partially controllable by the organization (Asmussen et al., 2012). This means that, empowered by the internet, virtually anybody with an

interest in a company can access, produce and distribute brand manifestations, that in particular through social media, have the potential to reach other users and enrich their brand experiences, thus contributing to their personal brand meaning (Asmussen et al., 2012).

Iglesias and Bonet (2012) have tried to address all those concerns and integrate the aforementioned acknowledgments by building a conceptual framework enabling an understanding of how brand meaning is constructed. Therefore, they propose a *persuasive approach* to brand management, where the key activity for brand managers is the *interpretation of meanings* for strategic decision making and *the persuasion* of multiple stakeholders (internal and external) in order to achieve a co-created *perceived brand meaning* consistent with the *managerially proposed* one. Hence, they shed the light on the *rhetoric*, *narratives*, and *storytelling* as central attributes of the *persuasive* brand management (Iglesias & Bonet, 2012).

Yet, despite the attempt by Iglesias and Bonet (2012), this widespread call for a new paradigm for online brand management has remained arguably unanswered.

Among few other attempts, and not dissimilarly from Iglesias and Bonet (2012), Burmann and Arnhold (2008) see as the most important pre-economic goal of the brand manager online that of aligning inside out company communication with the external perception stakeholders hold of the brand and vice-versa. With their User Generated Branding (UGB) approach, they develop the first comprehensive managerial framework for the management of brand related User Generated Content, differentiating between the management of naturally arising brand related UGC and brand initiated campaigns with the aim to elicit the production of such content. Moreover, they describe various applications along the value chain for the brand related UGC, from market research to customer retention.

However, as of today, no research exists on how a company sponsored UGB campaign could impact the perceived brand meaning by other users, and this concern is not even taken in consideration by Burmann and Arnhold. Indeed, they explicitly place their framework within the Relationship focus brand era, thus seeing as the goal of the brand manager that of creating a strong brand-consumer relationship by aligning communicated identity with perceived image. By focusing on brand meaning, and partly moving away from a consumer-brand relationship towards a more encompassing stakeholder perspective, Iglesias and Bonet (2012 : 259) definition of the main goal of a brand manager is quite aligned with that of Burman and Arnhold (2008):

*“The goal of any brand manager is to make the brand image perceived by consumers as close as possible to the brand identity established by the company. In other words, the aim is to ensure that the portfolio of meanings perceived by consumers (consumer perceived brand meaning) is as close as possible to the portfolio of brand meanings desired by brand managers (managerially determined brand meaning).”*

However, while understanding different stakeholders as able to influence perceived brand meaning, their focus still lies on aligning the portfolio of brand meanings perceived by consumers to that proposed by the company, thus de facto neglecting the portfolio of meanings that other stakeholders may have.

Finally, explorative research on the online co-creation of brand meaning within the fashion industry are little (Al-Mutawa, 2013) or absent for the streetwear fashion segment.

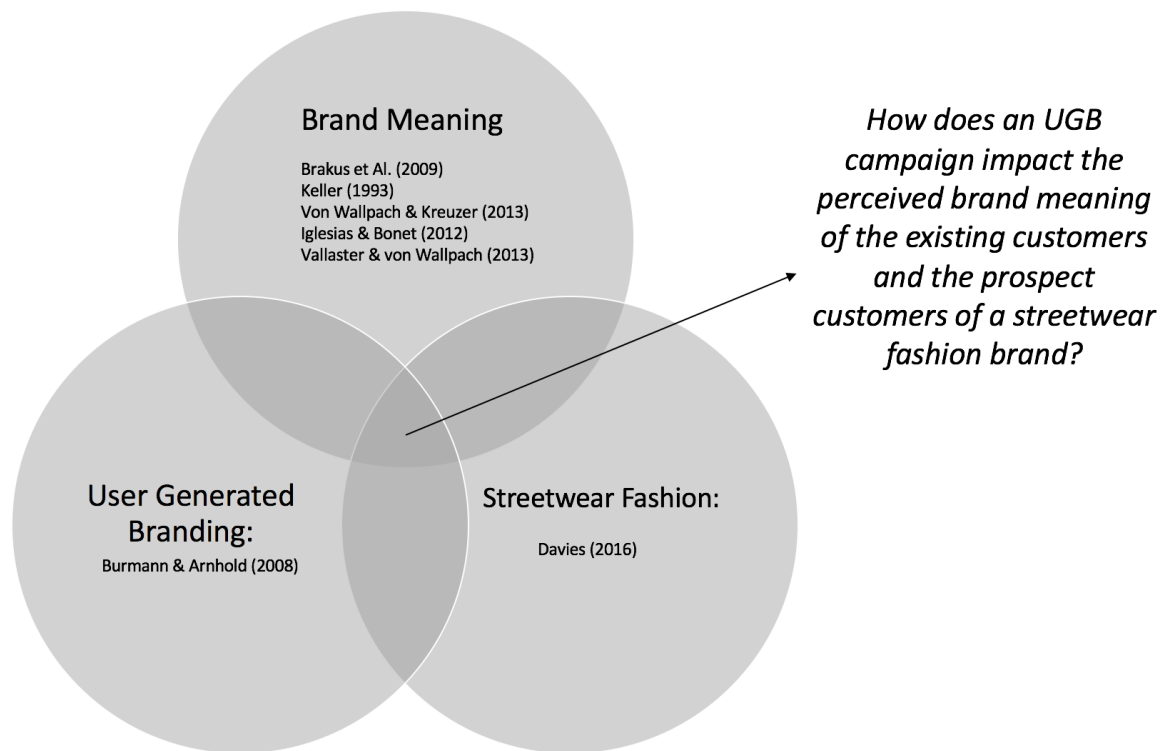
Therefore, the authors can conclude that they address this research to fulfil the following gap in literature:

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*Empirical studies exploring the social process of online multi-stakeholder brand meaning co-creation (Vallaster & von Wallpach, 2013) deploying an online brand management approach (Asmussen et al., 2012) are currently missing within the fashion industry (Al-Mutawa, 2013), specifically in the streetwear segment.*

*Consequently, there is a need to investigate how the online stakeholder perceived brand meaning is co-created employing a UGB campaign within the streetwear fashion segment.*

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*Figure 7 Graphical illustration of the research gap and research question*

## 3.2 Research Objectives

Based on the above described gap in research, the authors aim to bridge UGB approach and the studying of brand meaning by fulfilling four main research objectives, as presented here after.

First, this research aims to contribute to existing literature on brand meaning, providing an empirical study of how brand meaning evolves based on online interactions and the brand experience with user provided brand manifestations.

Secondly, the authors intend to Investigate how the UGB framework applies to a brand meaning perspective on brand management, including considerations on the impact it may have on some dimensions not included in the identity-image model.



Third, by differentiating between two different campaign target segments, thus taking in consideration the perceived meaning of different stakeholders (consumers and not consumers) the research aims to investigate how personal attributes, different experiences with the brand and different levels of brand knowledge relate to the impact of a UGB campaign.

Finally, the researchers intend to provide useful indications for fashion and lifestyle brand managers on critical aspects to consider when developing a user generated branding campaign, based on the goals of the campaign.

In order to address the research objectives of this dissertation, the following research question is deployed:

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*How does an UGB campaign impact the perceived brand meaning of the existing customers and the prospect customers of a streetwear fashion brand?*

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To conclude, in this paragraph, the authors have individuated a gap in existing literature for the topics at hand, laid down the objectives of this dissertation and explained how the authors intend to contribute in filling this gap through a specific research question. In the next paragraph, the methodology for reaching these objectives is developed, together with philosophy of social science considerations and the case study used as vehicle for investigating the impact of a sponsored UGB campaign on perceived brand meaning is presented.

## 4. Methodology

This chapter argues the research design that most appropriately fulfills the objectives of this thesis. It presents a brief overview of the authors' stand in the matter of philosophy of social science, which underline the foundations for the choice of data collection methods and the associated analytical approach.

### 4.1 Exploratory Research Design

As outlined in the research gap section, it is not available any literature concerning the crossroads of online brand meaning co-creation, UGB managerial approach and Street-Fashion brands (see *intra 3. Research Gap*). Hence, the essential goal of this research is to explore this phenomenon, becoming familiar with it and then produce some empirically justified premises about how a digital campaign can impact and shape the online perceived brand meaning. First, an inductive approach is required where primary data are collected, patterns are spotted, and theory built in a bottom-up process (Bryman & Bell, 2011). In line with an abductive reasoning, where specific phenomena are scrutinized and investigate within the prospect of a framework or a set of premises, data are collected and eventually analyzed through an own *Theoretical Framework*, tailored for the research purpose (Danermark, 2002). Eventually, deductive reasoning, without adding anything new to reality, draws upon logical conclusions by certain premises and either confirms or falsifies existing propositions (Danermark, 2002). Whereas, inductive process via observations attempts to classify reality to produce universally valid laws and generalizations (ibid). To this regard, it can be argued that abductive reasoning takes in account both approaches. Abduction makes sense of reality by using incomplete specific information and arrange them according to existing structures and theories (ibid.). Thus, an abductive approach has the benefit of guiding the interpretative process where meaning is selected to specific events contextually (Kovács & Spens, 2005). The link between specific events and practices, and the existing structured reality is mediated by the *theoretical framework*, that condenses existing studies and previous theories (see *intra 2. Theoretical Background and 2.5 Theoretical framework...*). This reflect an inductive reasoning approach where

in a bottom-up process, by observing and collecting primary data, patterns are identified, and theories built (Bryman & Bell, 2011)

All in all, an abductive approach is considered by the research as the most suitable for the explorative design that is adopted for the fulfillment of this dissertation research objective (see *intra 3.2 Research Objective*)

#### **4.1.1 Qualitative Approach**

The authors have opted for qualitative research methods because of the need for the researchers to keep an open stand and not limit the area of inquiry, and to better explore several intertwined dynamics and aspects of a complex phenomenon like brand meaning co-creation (Robson, 2002). Firstly, qualitative research unstructured nature grants high flexibility and thus, the opportunity to iteratively modify the research strategy while the research process is still ongoing. Secondly, as Robson (2002: 63) puts it, qualitative methods are *“the best way to capture complex and fluid streams of events taking place”* when processes involving people are at the center of research. Furthermore, qualitative strategies do not impose a tight and precise framework for collecting as the quantitative methods such as close-ended surveys and questionnaires (Bryman & Bell, 2011). This also decrease the contamination of the social world and grant for a holistic view of it, leaving the researcher as the only potential source of bias in deciding how to collect data and how to interpret them (ibid).

Indeed, what it has been argued as the main issue for qualitative research is what constitutes valid knowledge according to epistemological and ontological considerations. This issue will be discussed in the following paragraph.

#### **4.1.2 Interpretivism**

Quantitative methods easily grant a positivistic stand, where all phenomena can be measured and replicated and thus, confirmed by senses, constitute knowledge. Thus, for positivists an objective, static and independent reality exists regardless of the researcher (Bryman, 2012).

Contrariwise, qualitative research is dynamic and focused on people that, in this context, are assuming an active role, engaging with each other, engaging with social reality surrounding them in

consonance with their perspectives and beliefs (Bryman, 2012). Furthermore, unlike natural sciences, in the social world human beings “*can attribute meaning to events and to their environment*” (Bryman & Bell, 2011 : 16) and especially, when the research scope is to capture and understand those meanings, an *interpretivist* approach is required.

Interpretivism pursues understanding rather than explaining human behavior (ibid). Where the term “understand” is intended as perceiving, interpreting the inner meaning of something whereas “explain” signify the focus on external factors (e.g. by identifying the cause of a phenomenon) that can eventually allow for generalizations (Bryman & Bell, 2011). In the Interpretivism approach, reality is understood as *subjective*, and therefore based on *individuals’ experiences* or emerging out of the interaction and actions of more individuals and thus intersubjective and socially constructed. Therefore, it has been argued that the social researchers are supposed to pursue two different efforts. Firstly, they should be fully immersed with the reality they want to observe. Secondly, grasp and understand through interpretations human beings’ meaning and/or motivations leading their action (ibid). Both practices ultimately constrain the researcher to the reality identified and studied, in a process defined as constructive double hermeneutics that will be elaborated later on in this paragraph.

One of the main drawbacks of interpretivism is that its specific focus makes it difficult to derive generalizations, since the unstructured nature of qualitative methods give researchers the freedom of deciding upon the framework for collecting data (i.e. interview guideline and specific questions) (Bryman, 2012). For these reasons repeating the same study in different environments might not lead to the same findings. Likewise, different researchers performing the same study on the same issue might produce diverse results due to different data collections methods and/or interpretations (Bryman, 2012). The latter case is of particular concern for this dissertation, where the analysis of the interviewees’ portfolios of meanings attached to the brand might be influenced by the same researchers’ interpretation, experiences and beliefs. To this regard, in order to reduce the bias of the interpretation of data, it has been deployed a *Theoretical Framework* (see *intra 2.5 Theoretical Framework*) in structuring the data collection (See also Interview Guidelines and Focus Group guideline, respectively *Appendix 10.1* and *Appendix 10.4 to 10.6*) and for the last stage of analysis, aiming at bringing back results into theory (see *infra 6. Data Analysis*).

## Double hermeneutics

In this paragraph the interpretation process is broken down to shed the light on the interpretivism strengths and weaknesses. As already mentioned above, the process of “understanding” cannot be pursued

objectively, since it is a subjective process. This is because humans’ interpretation relies on mental frameworks to filter out and make sense of the reality, stimuli and information. In the double hermeneutics approach, the mental framework stands in the front of the subject’s consciousness, rather than behind. Thus, the mental framework works as a mediator, and supports the subject in the process of a constant interpretation and understanding of the environment (Nørreklit, 2006). This framework is known as the “*inner hermeneutic circle*” and consist of the subject’s purpose and perspective (ibid). By the means of the inner circle the subject actively understands the information about the world rather than passively received them and further, he/she is able to position himself/herself in relation to each phenomenon producing different responses and appropriate judge according to the circumstances (ibid). As a matter of fact, for a communication being possible, two different circle have to meet in the social world and engage, namely they have to align each other by understanding and making sense of each other’s’ premises, purposes and perspectives, then producing reactions and meanings accordingly (Nørreklit, 2006). In practice, this happen when the researchers, performing a study, are making sense of reality and of others’ people inner hermeneutics (i.e. subjective responses and judgments or understanding of the reality). For instance, in the case of this dissertation, the researchers through an iterative process have attempted to make meaning of the interviewees’ words, that ultimately reflect on the way the researcher express meaning. Mills, Durepos, & Wiebe (2010 : 324) defines the double hermeneutic approach as “*a concomitant production of meanings and meaning-making within the research process*”. All in all, this provide the researchers with the flexibility to make meanings of specific context/person and tailor those responses to diverse circumstances. Thus, the double hermeneutics approach is highly suitable for case studies that aim at researching particular subjective/personal mental framework (i.e. Brand meaning) (Mills et al., 2010). On the other hand, as already mentioned above, the inevitable shortcoming is a certain degree of subjectivism that is always present given the double hermeneutic nature that strongly rely on the researchers’ sense making, purpose and perspective.

## **Empiricism**

The aim of this study is to generate empirically justified propositions. Generally speaking, empiricism is related with research in the natural science and thus, producing empirical evidences through experimentations. Yet, in this regards the authors appeal to the empiricism foundations according to which knowledge (i.e. reality) can always be sensed and retrieved from data (Bryman & Bell, 2011). Actually, the authors undertake a process of full immersion in the social world where they aim to observe and capture meaning to then analyze and categorize it through theoretical frameworks (*see infra 2.3.3 Building Brand Meaning... and 2.5 Theoretical Framework*). This enables the authors to empirically justify those brand meaning features that this study argues could be the most impacted by the campaign, hence spotting differences in impact between customer and prospect customer perceived brand meanings. Following, implications can be made on how the brand should manage a sponsored UGB campaign in order to harness only those UGC meanings aligned with the managerially proposed ones (*see intra 8.2 Managerial Implications*).

Based on the above, the authors emphasize that although the inquiry concerns the social sciences, the results will constitute empirical evidences. Considered the need to dive in the reality and observe the diverse dynamics characterizing the brand meaning, the authors consider a single case study the best set-up to accomplish the research goal.

## **4.2 Single Case Study**

According to Bryman (2012 : 66), a case study “*entails the detailed and intensive analysis of a case*”, while others argues that it gives the opportunity for an holistic view of a process by observing it within its total environment (Gummesson, 1991). Likewise, Yin (2003 : 13) exemplify a case study as “*an empirical inquiry to investigate a phenomenon rooted in a real-life context and whose boundaries with the context are not clearly evident*”.

A case study allows an in-depth analysis of the dynamics taking place in real-life context, within group of people while investigating a phenomenon by far very subjective (Yin, 2003) such as the meanings people giving to things. Furthermore, putting at the center of the study the intersubjective dynamics, considered as a whole (i.e. a holistic view and/or aggregate result of the perceived brand

meaning after the UGB campaign exposure) is key for answering to the research question of this dissertation.

The authors consider a single case study design as the most appropriate design to deal with the issue of exploring the impact of UGB campaign on the customers' / prospect customers' perceived brand meaning.

This is because brand meaning is relatively new construct in branding literature (Iglesias & Bonet, 2012), so still under-researched, especially for what concerns its creation and modification in an online context and on social media platforms (Vallaster & von Wallpach, 2013).

Furthermore, brand meaning is widely considered as a complex topic, when it comes to break it down in dimensions and shed light how it is actually built, also from a practical (i.e. empirical) point of view (Iglesias & Bonet, 2012; Vallaster & von Wallpach, 2013) (see also *intra 3. Research Gap*). In this regard, Eisenhardt & Graebner (2007) argue that single case studies enable to uncover details that are pivotal for performing the analysis and discern more complex matters. In addition, they discuss that this would not be suitable with a multiple-cases design, where rather a common foundation is sought when exploring the relationship of many cases (ibid). In this sense, within multiple case studies, details and meanings that might be of relevance, especially when it comes to expose interviewees to multiple digital marketing campaigns, might be omitted or confusing / biasing the overall research objective (i.e. authors pursue to have a clear perception of the interviewee shift in the meaning based only on one campaign exposure, see *infra 4.2.1 Dr Martens #worddifferent case* and see also *UGB #worddifferent Campaign Exposure*). Again, based on the above arguments as well as given the need to provide an in depth-analysis and sophisticated description of a set of meanings related to a specific brand, rather than more multi-brands-meanings associated with multiple digital campaign, the choice falls on a single case study strategy. In regard to the issue of generalization of findings, there is not any relevant literature or specific brand meaning framework so far that raise itself as academic construct that have proved the generalizability of results (see also *intra 2.3 Brand Meaning*, p. 18). Yet, in future studies the generalizability of result can be tested by setting up a comparative study between two or more cases (see *infra 8.3 Limitations Future Research*), where the different findings are compared to recognize the uniqueness and similarities across different fields (Bryman and Bell, 2011). Triangulation can additionally strengthen the process, for example by contrasting two similar cases with a third that

is different according to hypotheses. Thus, confirming the uniqueness and hypotheses of both cases, and eventually allow for generalization to other cases with the same characteristics as the first two (Stavros & Westberg, 2009).

#### **4.2.1 Dr Martens #worndifferent case**

In order to fulfill the research objectives at hand, the authors have individuated in the 2017/2018 Dr Martens global campaign #WORNDIFFERENT a suitable example of sponsored UGB campaign within the streetwear fashion segment. In the next paragraphs, the authors will provide a brief presentation of the street-footwear Dr Martens brand, inclusive of its history and its previous marketing campaigns. Moreover, it will be provided an explanation of how the current campaign positions in relation to previous campaigns, as well as Dr Martens historical positioning as a meaningful partner in self-identity constructions of its customers from a sociological point of view.

##### **Dr Martens - Brand History in a nutshell**

Dr Martens is a footwear producer headquartered in London, United Kingdom. The company formation dates back to 1901, when the Griggs family started producing well recognized “sturdy, durable work boots” (Dr Martens, 2018). By 1960, the Griggs family acquires an exclusive license agreement for a patented air-cushioned sole sold mostly to elderlies for its orthopedic properties. Endowed with the new, updated sole, and after rebranding their boots as “Airwair”, the first “eight-holed 1460” Dr Martens boots model was born. At first, the boots were sold mostly as a work boot to UK working class. Not long after however, Dr Martens started being picked up by a multicultural, young crowd that went into sociology books under the label of “skinheads”, who championed British working-class style and rebellious attitude.

Dr Martens boots became thus one of the first and most prominent examples of positive brand hijacking, “*changing this functional work-wear boot into a subcultural essential*” (Dr Martens, 2018). “*The decade of glam, punk, Two Tone and early goth saw British youth culture mushroom into countless distinct tribes. Each successive new tribe who adopted the boot subverted the style of the previous wearers – yet large sections of the anti-establishment underground continually championed Dr. Martens. By the end of the decade the boot had become a fierce symbol of self-expression at the very heart of British youth culture*” (Dr Martens, 2018; cf. Davies, 2016). By the 80’s, Dr Martens



started spreading among US west coast subcultures as well, similarly to what happened in Europe through natural endorsement by musicians and celebrities, while in UK and Europe the boots were adopted by more and diverse music genres musicians and fans, such as punk, grunge, ska, goth Britpop and youth, rebel subcultures such as psychobillies and scooter boys.

After a steep sales drop by the beginning of 2000, Dr Martens was revitalized and has seen incredibly positive figures in the past decade (Davies, 2016).

### **The Death of Sub-Cultures VS The thrive of Dr Martens**

As of today, however, the health state of those subcultures on which Dr Martens have relied on for the construction of its brand heritage appears to be not so good (Gill, 2018; Mair, 2016; Mallory, 2014; Moss, 2015). Indeed, today these cultural groups of young people - often having beliefs or interests at variance with those of the larger culture (see Oxford, 2008) - appear to have radically changed, becoming less defined and intermingling with one another (Gill, 2018). Various reasons have been addressed to explain this apparent decrease in scope and relevance of these sub-cultural groups, such as the rise of the internet and web 2.0 applications and a lack of teenage rebellion to the dominating culture (ibid).

In this context, Dr Martens success after the aging of its original customer base and the weakened subcultures that appropriated of the brand and made it a stylistic identifier becomes more interesting. Partly aligning with the view of Davies (2016), the authors argue that the main reason for this continuous success lays in the ability of Dr Martens to evoke meaningful brand associations in consumers' minds via its subcultural brand heritage. This means that, despite the aforementioned "death of subcultures", Dr Martens has been able to attach to the brand attributes and values that stood once at the core of these subcultures, such as *"individualism, self-expression and rebellion"* and that are still sought after by contemporary young wearers (see also *intra 2.4.3 Streetwear fashion brands and Subcultures Identification*). Secondly, but deeply connected to the first point, leveraging on its tradition of success based on customization by individual wearers, 2017 Dr Martens appears to be championing a "Do-It-Yourself Culture" (DIY) by stimulating consumers to appropriate of the brand and show to the world their unique ways of wearing it via social media (Dr Martens, 2018).

## #WORNDIFFERENT

#WORNDIFFERENT is the latest global brand campaign of Dr Martens, created by [ODD London](#) (Odd London, 2017) and presented for the first time on July 11, 2017. This multi-channel campaign, despite having its core on an online hub hosted on Dr Martens [website](#) (Dr Martens, 2017) relies heavily on Social Media for the communication of its message. Based on the fact that Dr Martens consistently and massively stimulates ever since the launch of the campaign its customers and fans to post on social media brand related content (in particular pictures) using a company provided hashtag, the authors understand it as a sponsored UGB campaign, despite its goals remaining partly unclear. The incentives provided for the sharing of content also corroborate this view, as the management incites users to tag Dr Martens social media official pages in order to see their pictures featuring on them, hence enhancing their visibility while at the same time providing Dr Martens with an instrument for communicating company proposed brand meaning via users personal brand meaning (Arnhold, 2010).

To this regard, #WORNDIFFERENT campaign seems to be the natural prosecution and multi-platform enhancement of the Instagram campaign #drmartensstyle, where the company stimulate users to post their styles to get featured on the company official account. Based on the context and history of the brand, these two campaigns diverge from older ones on some key aspects. Using ODD's (2017) press communication words, *"Where previous campaigns have focused on singular characters that embody the brand, the new strategic platform of #WORNDIFFERENT brings together a group of characters to communicate a powerful message of diversity. The result is a campaign that embodies the reality of the brand today: not only worn by subcultures but adopted by a diverse group of wearers united by individuality and self-expression."* In other words, precisely those of Darren Campbell, Global VP Product & Marketing: *"Dr. Martens has always sought to champion individuality and self-expression. This campaign harnesses the power of a collective group to reflect our commitment to inclusivity and diversity – shown through our product range and the people who wear it."*

#WORNDIFFERENT thus marks a clear path change with regards to older campaigns such as 'First and Forever' and 'Individual Style, United Spirit' (2011/2013) (Davies, 2016) in terms of their use of the subcultural tradition in current communication style and content. Indeed, previous campaigns

*“successfully channeled its subcultural consumers ‘the original tribes – Skins, Goths, Punks, Two Tone, Scooter boys and their like’ in the product catalogue, establishing an authentic positioning for the brand within youth cultures of the past.” (Davies, 2016 : 195) with ‘First and Forever’ purpose as that of “educating a current consumer in youth traditions by including a detailed history of subcultural usage on its website, accompanied by photographs of these on the walls of its high-street stores.” (ibid : 195)*

*“The people who wear Dr. Martens are DIFFERENT. Identified through their unique and individual style, yet connected through a rebellious spirit. This is [#WORNDIFFERENT](#)”*  
(Dr Martens YouTube, 2018)

## 5. Data Sources

In order to collect relevant data to fulfill the research objectives as well as to align them according to the philosophy of social science suitable for this research, qualitative methods are chosen, and the data are collected through semi-structured interviews and focus groups.

The data collection process can be seen as made up of three stages, that are reflected by just as many data sources.

In the first stage, the interviewees (except one, *see infra 5.3 Focus Group*) participate to a first round of qualitative, individual, semi-structured interviews. This stage was meant to provide a detailed picture of the meaning of each interviewee at that moment in time.

A second stage is made up by a nine-day exposition to the #worndifferent campaign. (see 5.2 *UGB #worndifferent Campaign Exposure*) This stage is considered as the one in which a modification of brand meaning may occur based on new brand experiences provided by the exposition to company provided brand manifestations (e.g. official communications and various multimedia content coming from the website/ official social media accounts) and other stakeholders provided brand manifestations, in particular brand related UGC making use of the campaign hashtag.

Finally, the third stage of the data collection process consisted in two focus groups. These focus groups were meant to investigate if and how brand meaning changed at the aggregate level after the exposition to the campaign, and thus constitute the basis for answering the proposed research question.

At this third stage, the participants are allocated to one of the two focus groups according to the criterion of being Dr Martens *customer* or *prospect customer*. A customer has been defined as someone who owned at least one pair of Dr Martens shoes during his life. A prospect customer has been defined as someone who never owned a pair of Dr Martens, but fulfilling some criteria that will be presented after (see *infra* 5.1.1 *Interview Design - Interview Guideline*). A third Focus group was executed afterwards, in order to gather additional insights on the relationships of the two categories, *customers vs prospect customers* (see 5.3 *Focus Group*, 6. *Data Analysis - Grounded Theory* and 8.3 *Limitations and Future Research*).

In order to reduce bias level, the exposition to the *#worddifferent* campaign has been conceived according to certain criteria, in particular by giving the freedom to interviewees to voluntarily search contents and info about the campaign that was just shortly introduced (see the campaign exposure guidelines, *Appendix 10.3*).

In the following paragraph the authors will detail these three stages and thus the main data sources: 5.1 *Semi-Structured Interviews*, 5.2 *UGB #worddifferent Campaign Exposure* and 5.3 *Focus Group*

## 5.1 Semi-Structured Interviews

In the first stage, the interviews are carried out in a semi-structured form. This kind of interview allows the researcher to lead the dialogue and secure that the topics of interest are covered (Bryman & Bell, 2011). At the same time, due to its qualitative nature, the semi-structured interview let the interviewee have a great deal of leeway when answering, while the researcher task is to comprehend how the participants frames and understand issues and events or what he/she values as most important for the creation of brand meaning. In fact, according to Bryman (2012 : 470), in qualitative interviewing, “*rambling or going off at tangent*” is often encouraged since it gives insights of what the participant sees as relevant and important. This property of semi structured interviews is of particular interest for the research at hand as the factors contributing to the creation of meaning (e.g. knowledge of the product category, personality, interests, education, mindset), i.e.

the way meanings are encrypted in a person mind, are highly subjective and their impact on the overall meaning varies in intensity from person to person. For this reason, leaving freedom to the interviewee to spend more words on factors relevant for his personal interpretation of the brand is of fundamental importance.

Thus, questions that are not included in the guide may be asked as the interviewer picks up on things said by interviewees, nonetheless, a similar wording will be used from interviewee to interviewee (Bryman, 2012, *see intra 5.1.1. Interview Design – Guideline, Appendix 10.1*).

Thus, questions that are not included in the guide may be asked as the interviewer picks up on things said by interviewees, nonetheless, a similar wording will be used from interviewee to interviewee (Bryman, 2012; *infra 5.1.1 Interview Design - Interview Guideline*). All in all, the degree of flexibility allowed by semi-structured interviews is essential for guaranteeing an open approach towards unexplored fields and is therefore in line with the needs of exploratory studies (*ibid*).

Overall 10 semi-structured interviews were conducted (*see Interviewees Transcripts, Appendix 10.2*), yet only 9 of their data have been actually used for running the research (*see intra 8.3. Limitations and Future Research*). The goal of the interviews is to identify and understand the perceived brand meaning of each interviewee before the UGB campaign exposure.

In the following paragraph the authors will shed the light on how they designed the interviews and how the interviewees' sample has been conducted.

### **5.1.1 Interview Design**

#### **Preparation**

Time has been allocated to prepare, conduct and transcribe the interviews. In total the process took one month and was articulated in the following steps:

- Define a sample, as it will be explained in the sampling section (*see intra 5.1.2 Sampling*)
- Schedule an appointment with the interviewees for the following week

- Obtain an appointment and selecting a comfortable, quiet, free and easily accessible place. In most cases, it has been given to the interviewees the possibility to select freely the most comfortable place for them.
- Prepare an interview guideline to assist researchers during the interview. Eventually, the interview guideline was further developed/modified after having done two pilot interviews (*infra 5.1.1 Interview Design - Interview Guideline*)
- Ask for confirmation one day prior to the interview

### **Interview Guideline**

Prior to the begin of the interviews, an interview guideline was prepared (Appendix 10.1). The guideline preparation process took overall 2 weeks and the interview guideline was revised and further developed after two pilot interviews. Moreover, based on grounded theory approach, small modifications to the interview guideline were made throughout the data collection process whenever the researchers deemed some aspects to be worth more or less attention than previously theorized. For example, when trying to access deep, unconscious brand meaning, some metaphors were added to match the interviewee interests and passion, thus allowing him/her to abstract Dr Martens to a well-known dominium (see *Appendix 10.1*).

The questions were structured in a such a way as to identify and understand the perceived brand meaning from each interviewee.

First of all, the researchers spotted four main dimensions of the brand meaning according to the theoretical stance took in this dissertation (see *infra 2.5.1 Brand meaning definition* and *2.5.2 Framework Components..*) The dimensions considered were the following: *Personal/Private meaning, Brand Experience, Brand Knowledge, Embodied brand knowledge and Contextual factors*. Hence, taken into account the previous research and studies, the authors based the core interview questions on those theoretical models and definitions: Brand experience definition and *The four factor Model* (Brakus et al., 2009), *Brand Knowledge* construct made by Brand Awareness and Brand Image (Keller, 1993), Brand Personality conceptualization (D. A. Aaker, 1996), Embodied Brand Knowledge via Metaphors elicitation (von Wallpach & Kreuzer, 2013) (see also *intra 2.5 Theoretical Framework* and *infra Appendix 10.1*, for the interview guideline).

Afterwards, the authors decided to insert an introductory part at the beginning where general questions regarding the interviewee education, professions, passions, interest, overall personality

and personal clothing style have been conceived, aiming to put the interviewee at ease. Further, this introductory part has been used to spot the inner and the truest image that the interviewee has of him/herself in mind, without any bias from knowing which brand or industry the interview was about. In fact, the interviewee did not know the brand until the researchers proposed him/her to guess the brand, yet helping him/her with some hints or in case the attempts turned up unsuccessful, just telling him/her the name of it.

Thus, in the end, the authors deemed that interesting insights would come up by comparing the interviewee personality as described by him/herself and *the brand personality*. Questions were made on purpose to dig deep in that relationship (especially for the *customer*) between the interviewee personality and the perceived brand personality.

Overall, two specific set of questions or patterns were thought, one for *customer* and the other for the *prospect customer*. Questions specifically for *customers* (e.g. “*What are the typical feelings you have when using your Dr Martens?*” or “*Can you recollect the moment you purchased your Dr Martens? How was the experience?*”, see also *Appendix 10.1*) have been modified or replaced for *prospect customers*. After the disclosure of the brand focus of the interview, the researchers ask directly to the interviewee if they have ever bought a pair of Dr Martens, to classify the interview as *customer* or *prospect* one.

The interview was made not only by questions, yet also by three “games”.

The first one called “Brand Recall Game” (see *Appendix 10.1* and *10.2*), aimed at testing the centrality of the brand in the interviewee mind, and consisted of a brief presentation of the product category and some hints about the history and most common associations with the brand after which the interviewee was asked to guess the brand. In case the first attempt was unsuccessful, the interviewee would be given the same information arranged in a way that would focus even more on the most common associations (e.g. subcultures and music relationship) or some new information.

The second game, named “Brand Recognition game” was based on a presentation of 21 pictures, depicting a wide array of Dr Martens product and some other look alike products but from different brands. The interviewee goes through every pictures allocating a maximum of 3-5 seconds per pictures, saying YES if he/she think that’s a Dr Martens product or NO if it’s not. The Brand Recognition Game goal was to measure in particular the brand recognition as defined by Keller

(1993) (*see also 2.5.2 Framework components..*). Further, at the beginning of the focus group the above-mentioned game was performed once again, individually for each of the interviewees (*see infra 5.3.2 Focus Group Design - Guideline*) in order to understand if the campaign has any impact on the interviewee's Brand Recognition.

Lastly, the third game was done at the end of each interview, and it consisted in giving to the interviewee a laptop, with a Google.com page open and ready to go, telling him/her to feel free to search any multimedia content such as pictures, videos, songs etc. that for him/her sum up what Dr Martens brand "*represents for you, and thus means to you*" also as a confirmation of what they have said in the whole interview. The interviewee has up to 10 minutes to complete this game.

A set of questions worth to mention are, the *embodied brand knowledge* related question, where through *metaphors*, the interviewee, mainly unconsciously, depict in his/her mind the Dr Martens brand, actually giving a meaning to it (von Wallpach & Kreuzer, 2013; *see also intra 2.3.1 Building Brand Meaning...Embodied Brand Knowledge*, p. 24).

This part was further modified for the interviewee #2 and #3 in the last part regarding the *embodied brand knowledge* to better understand deep insights on the Dr Martens brand meanings. For instance, it has been added new different metaphors in comparison with the interviewee #1 as "If Dr Martens was a vehicle, a mean of transportation, what would it be?" or for the interviewee #3 on "If Dr Martens was a food, what would it be?" and finally for the interviewee #4 and additional metaphors linking Dr Martens to buildings and generally speaking architecture was conceived. Usually those addition in the interviews guideline has been conceived during the interview in a spontaneous way by the researcher that was conducting the interview, eventually aiming to better and further adapt the questions to the interviewee personality and interests aiming to let them better express their unconscious brand knowledge and then, meaning. In other words, in order to reach the data saturation, the researchers applied Grounded Theory premises during the interviews, keeping constantly the "back and forth" iterative process between data collection and, initial yet still incomplete, data analysis.

Moreover, the *embodied brand knowledge metaphors* were asked once again, individually to each interviewee before and after the focus group (*see 5.3 Focus Group*) in order to understand if the campaign and/or the focus group interactions have produced any shift in the interviewee's unconscious brand knowledge.



Thus, overall the questions have not always been asked in a strict order but have accompanied the natural flow of the discussion in order to let the interviewee express his/her thoughts as much freely as possible.

Furthermore, the interviewer dug more in depth in some questions rather than other (especially through follow up questions) according to new elements the interviewee have brought up, related to his/her personal experiences, general beliefs or knowledge in order to “catch” profoundly their brand meaning (*see also infra 2.5.1 Brand meaning definition and 2.5.2 Framework Components...*)

Furthermore, the interviewer dug more in depth in some questions rather than other (especially through follow up questions) according to new elements the interviewee have brought up, related to his/her personal experiences, general beliefs or knowledge in order to “catch” profoundly their brand meaning (*see also intra 2.5.1 Brand meaning definition and 2.5.2 Framework Components...*), supporting the theoretical connection between brand meaning and personal brand experiences and knowledge) (*see Appendix 10.2, for the full transcript of the interviews*).

### **5.1.2 Sampling**

#### **Generic purposive Sample.**

As Bryman (2012) explains, *generic purposive sampling* is conducted purposively in terms of the research questions but not necessarily with regard to the generation of theory and theoretical categories as in the *theoretical sampling* (Bryman, 2012 : 422).

The generic purposive sampling may be conducted in a sequential or fixed manner and the criteria for selecting cases or individuals may be formed a priori or be contingent or a combination of both. However, as Bryman (2012 : 422) argued, for what regards cases selection, the generic purposive sampling is usually fixed and a priori. On the contrary, the selection of participants may be done sequentially and in a “*snowball*” fashion, with participants being selected according to some criteria as the research unfolds, in order to better meet some of the research requirements and goals.

Congruously with these indications by Bryman (2012), the researchers have selected the case a priori based on specific requirements stemming from both theory, namely the definition of sponsored User Generated Branding campaign provided by Burmann & Arnhold (2008), and the streetwear fashion industry (*see intra 2.4.3 Streetwear fashion...*).

Furthermore, several researchers argued that the rationale for employing a purposive strategy is that the researcher presume, based on their a-priori theoretical understanding of the topic being studied, that certain groups of individuals may have a certain, different or unique perspective on the phenomenon in question and their presence in the sample should be ensured (Robinson, 2014). (Mason 2002; Trost, 1986; Robinson, 2014).

Thus, a semi-sequential, generic purposive sampling for the selection of participants has been chosen to be optimal for this dissertation. The selection of interviewees has been based on the following criteria:

First, purposively in terms of the research question, a 50-50 balance between *Customers* and *prospect customers* of Dr Martens products was chosen.

Secondly, a 50-50 balance between male and female interviewees was deemed as important for ensuring the sample to be representative.

Third, an age range of the interviewees between 18 and 30 years old has been chosen, since researchers have tried to seek for digital natives<sup>1</sup>, meaning people that have grown up or are comfortable with digital technologies and SoMe, considering them a necessary part of their lives (Investopedia, 2018). Likewise, it has been considered *socio-cultural* reasons, since the case study was about an *urban footwear brand* mostly wore by Millennials (Merson, 2016)

Fourth, the Country of Origin of the interviewee has been considered as an important factor in the selection of candidates, as the authors wanted to keep the sample as varied as possible in order to be able to spot any difference in meaning stemming from different cultural backgrounds. Also, an attempt to keep a male female balance for each country involved was made.

Finally, the degree of interest in fashion, as well as the level of education, the knowledge about marketing and branding disciplines and the level of activity on Social Media were also deemed important factors for the candidate selection. Again, the main reason for this was to keep the sample as wide as possible in terms of possible factors that could have an impact on how the individual makes sense of the world and thus attributes meaning to the brand. For example, the level of knowledge in branding of interviewee 5 and 6 was *a priori* considered to possibly impact the way

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<sup>1</sup>Digital native is a term coined by Mark Prensky in 2001 used to describe the generation of people who grew up in the digital age. Digital natives are comfortable with technology and computers at an early age and consider technology to be an integral and necessary part of their lives. Teenagers and children today are generally considered to be digital natives as they mainly communicate and learn via computers, SNS and texting. The opposite of digital natives is digital immigrants – people who have had to adapt to the new language of technology. (Investopedia, 2018)

they would make sense of the UGB campaign, while the experience in the fashion industry of interviewee 7 and 10 could impact their previous knowledge of the product category.

From a sequentiality point of view, the interviewees have been selected on an on-going basis, contrary to be fully pre-determined a priori, in order to meet the criteria above described. For example, candidates that were deemed ideal for the age range criterium were discarded once the age difference appeared to be not so influential on the construction of meaning for the specific case at hand. Similarly, as interviewees were discovered to not belong to the expected group (customer vs prospect) during the interview, the researchers discarded some candidates belonging to the same group in order to ensure a 50-50 balance at the end of the study.

### **Sample Size**

In the Social Science literature, it has been discussed a lot about the sample size for the interview-based qualitative researches (Bryman, 2012). A great number of authors suggested how difficult it can be to specify a minimum sample size within the qualitative research and that it is impossible to know it at the research outset (e.g. Bryman, 2012 : 425; Mason, 2010;). Others, have argued that the benchmark for publishing an interview-based qualitative study seems to be between twenty and thirty (Warren, 2002). Onwuegbuzie and Collins (2007) instead have recognized a non-numerical balance depending case by case: *"In general, sample sizes in qualitative research should not be so small as to make it difficult to achieve data saturation, theoretical saturation, or informational redundancy. At the same time, the sample should not be so large that it is difficult to undertake a deep, case-oriented analysis"* (Onwuegbuzie & Collins, 1990: 289)

All in all, as Bryman (2012) enlightened, there is not a clear minimum sample size and what is likely to be crucial is to *justify rigorously any sample size: "In other words, rather than rely on others' impressions of suitable sample sizes in qualitative research, it is almost certainly better to be clear about the sampling method you employed, why you used it, and why the sample size you achieved is appropriate"* (Bryman, 2012 : 426).

Thus, this dissertation will follow the above-mentioned Bryman's approach (Bryman, 2012).

At the beginning of the data collection process, twenty candidates were contacted in total. Based on the sequentiality criterium presented before, only 12 of these have actually partaken the study,

two of them have been used as *pilot interviews* in order to test the efficacy of the interview guide, leaving only 10 as actually presented in the results.

Invitations were sent mainly through Social Media, such as Facebook and Instagram. The sample obtained (Table 1) was 50% male/female ratio (i.e. 5 males and 5 females), with a moderate dispersion age ratio, ranging from 21 to 30 years old. Regarding the country of origins, the researchers have been able to ensure the representation of 7 different nationalities, usually paired also gender-wise: a duo of female / male participants was possible for Danish, Swedish, German nationalities, whereas the rest of the sample was 2 females, Brazilian and American, and 2 males, Polish and Italian.

The criteria of degree of interest in fashion has been ensured, with interviewee 8 having a scarce interest in fashion, interviewee 3 a moderate interest, interviewee 5 and 6 with an high but amateur interest, and interviewee 7 and 10 with an high interest backed by work experience in the retail industry and product category (being interviewee 10 a merchandiser of footwear for a shopping center). Finally, from a social media habits perspective, candidates ranged from low (passive usage of Instagram and Facebook) to high usage (high activity characterized by daily posting and engagement with other users and brands).

Considering the sampling criteria discussed before, the authors deem the sample as characterized by enough variety to ensure a high level of validity and a moderate level of representativeness.

Finally, since theoretical saturation was achieved during the process of data analysis (see 6. *Data Analysis* and 6.1 *Grounded Theory*), the researchers consider the sample appropriate.

Interviewee	Age	Sex	Nationality	Group	Other Criteria
#1	26	Female	Brazilian	Customer	Bachelor Degree, low experience in business, high interest in fashion, work experience in fashion, moderate social media activity
#2	23	Female	German	Prospect	Master Degree, high experience in marketing and branding, moderate/high interest in fashion, Moderate/ High social media activity
#3	23	Female	American	Customer	High school diploma, no relevant education, moderate / low interest in fashion, moderate / low social media activity
#4	25	Male	Danish	Prospect	Master Degree, high experience in marketing and branding, moderate interest in fashion, moderate / low social media activity
#5	27	Male	German	Customer	Master Degree, high experience in marketing and branding, high interest in fashion, high social media activity
# 6	29	Male	Italian	Customer	Master Degree, high experience in marketing and branding from a creative perspective, moderate/high interest in fashion, moderate / high social media activity
# 7	21	Female	Danish	Customer	High School Degree, no relevant education, extensive experience in fashion business, high interest in fashion, high social media activity
# 8	27	Male	Swedish	Prospect	Master Degree, low experience with marketing, moderate / low interest in fashion, low social media activity
# 9	30	Male	Polish	Prospect	Bachelor Degree, experience in fashion photography, High interest in Fashion, moderate social media activity
# 10	27	Female	Swedish	Prospect	Bachelor Degree, no relevant education, experience in footwear industry, high interest in fashion, moderate social media activity
Prospect 1	26	Female	Italian	Customer	Master Degree, high experience in marketing and branding, moderate interest in fashion, moderate / low social media activity
Prospect 2	24	Male	Italian	Prospect	Master Degree, high experience in marketing and branding, high interest in fashion, moderate / high social media activity

*Table 1 Final Sample (source own illustration)*

## 5.2 UGB #worndifferent Campaign Exposure

The second stage of the data collection process consisted in the exposition to #worndifferent campaign. The researchers have considered two main different ways for the exposition to the campaign, where the differentiating criterium between them was the degree of freedom of the participants to expose themselves to different channels of the campaign, and thus the scope of the exposition. As we have seen indeed, #worndifferent campaign is not uniquely constituted by a UGB component, rather is made up of an online and offline part, as well as different online channels that make or not use of brand related UGC.

The first option was to ask the interviewees to restrict their exposition to only social medias, and in particular Instagram, so that the impact on brand meaning would be ensured to be coming from only brand related UGC and not other aspects of the overall campaign, such as official communication.

The second option was to give as much freedom as possible to the interviewees to inform about the campaign, with the main drawback being that of increased complexity in the data analysis process to distinguish how different parts of the campaign impacted meaning.

In the end, the second option was chosen, as the authors preferred to increase the reliability of the research by simulating as faithfully as possible the conditions that participants would have had in real life, thus letting them unconstrained regarding the degree of exposition they would like to reach.

For these reasons, a rather non-constraining guideline on how to approach the campaign was provided to each interviewee (see *intra Guideline*, p. 63).

All participants were exposed to the campaign for 9 days. It has been a concern of the researchers make the exposure conditions as equivalent as possible among 3 different groups of interviewees (see *infra Preparation*, p.63). Eventually, hard data have been collected through the interviewees exposure to the campaign, consisting mainly in UGCs (Instagram/Facebook post and pictures), sought and found on SoMe by each interviewee and further brought in digital format at each focus group (see *infra Guideline*, p. 63).

Those gathered contents in addition to notes/comments/thoughts about what the campaign has made the interviewee think or feel of, consisted in the main data collected in this part of the

research, thus motivating why the exposition to the campaign is considered as a legitimate data source.

In the following subparagraph the authors will shed light on how they designed the UGB campaign exposure, and in particular how the exposure has been planned and execute and which guideline has been given to the participants.

### **5.2.1 UGB Campaign Exposure Design**

#### **Preparation**

Time has been allocated to prepare and set a proper guideline for the UGB campaign exposure. The process was articulated in the following steps:

- Divided all the participants in 2 groups according to the criterium of being *prospect customer* or *customer* of Dr Martens according to the research question (see *intra 3.2 Research Objective*)
- It has been decided the criteria, the guideline and the optimal campaign exposition time.
- Then, two Facebook chat were created *ad hoc* for the communication between the researchers and the participants. In this two groups chats the researcher set a poll to decide the focus groups dates according to the participants availabilities.
- Once set the focus groups dates, it has been calculated 9 days before that date. Nine day before of each focus group a message was sent in the Facebook group chat, presenting the campaign with the prepared guideline, which aimed at explaining what the researchers expected from the participants.

In this way the #worndifferent UGB campaign exposures started.

#### **Guideline**

Practically, the UGB campaign exposure guideline consisted in a message sent in the Facebook group chat 9 days before each focus groups was held. The UGB #worndifferent campaign, was thus

presented only at this point. An essential point of the guideline itself was however the encouragement to the participants to behave as naturally as possible when informing about the campaign, seeking those information they would deem appropriate if they run into the campaign without the researchers intervention.

The only information that the authors shared with the participants was a definition of UGB and UGC “to set down” a common knowledge among all participants (since not everyone has a business background). Likewise, for the first time the precise goal of the research was explained to the participants, pointing out the focus of the study on brand related UGCs and the meanings that participants give to those also according to their pre-exposition understanding of the brand (i.e. the impact on their perceived brand meaning). Furthermore, it has been transparently stated what the authors expected the participants to do in regards of the collection of data during the exposition period (*Appendix 10.3*):

*“We would like you to collect pictures, videos, comments and other brand related UGC that you find on the web using the hashtag #WORNDIFFERENT, accompanied by some personal notes/comments/thoughts about what they made you think or feel. In other words, we would like you to save this content that somehow influence (strengthen, alter, diminish, support, undermine) something you said during our first interview about Dr Martens or in general your view of the brand, and keep some notes on how and why you think this happens. [...] In order to do so, you have access to whatever source you may think appropriate, but we suggest you focus on the social medias you’re more familiar with, in particular Instagram and Facebook. Other social medias you may find useful that allow the use of hashtags are: twitter, pinterest, tumblr, youtube for example.”*

Therefore, it was explained that those UGCs collected personally by the participants would have been used later on, in the focus groups (see *infra 5.3.2 Focus Group Design - Guideline*).

Furthermore, the participants were also warned to distinguish company’s official contents from UGCs. Indeed, the guideline specified to the participants they could encounter contents produced by the company SoMe official accounts or websites and that those content were not the primary focus of the study. Likewise, the participants were also informed that Dr Martens SoMe accounts,



as others company do, are used to repost some UGCs aligned with brand guidelines. Therefore, the researchers prompted the participants to not misunderstand those contents as company's ones, yet as faithful UGCs and hence, to take them in account.

Eventually, the authors have disclosed a full availability for any clarification or help, both in the common facebook chats or privately throughout all the period of the campaign exposure.

The full UGB #worndifferent campaign exposure guideline can be found in the *Appendix 10.3*.

### 5.3 Focus Group

In order to grasp the post-exposure *perceived brand meaning* of the participants and to understand any modifications of their pre-exposure brand meanings, three focus groups were put in place. Due to the research goals and the nature of the research process, the sample has remained unvaried. According to Bryman (2012 : 502) the focus group method is a form of group interview that has these features: *“there are several participants (in addition to the moderator/facilitator); there is an emphasis in the questioning on a particular fairly tightly defined topic; and the accent is upon the interaction within the group and the joint construction of meaning”*. Thus, it is clear that the essential purpose of this method is how the interviewees respond to each other's view and build up a perspective out of the interaction that takes place within the group (Bryman, 2012). Particularly, at this point of the research the authors have purposely chosen this method rather than a new round individual interviews, since the focus group allows people to probe each other's reasons for having a certain view, whereas just asking about his/her reasons for holding that view (ibid). Accordingly, the focus group it was also found very helpful in the elicitation of a vast variety of different views in relation to a certain issue, thus fostering diversified perspective about a phenomenon (Bryman, 2012). In this line of thoughts, even considering an interviewer with exceptional “dig up-meanings-skills”, in conventional one-to-one interviewing, interviewees are barely challenged (ibid). They might say things that are not consistent with previous answers or that evidently could not be true. Contrariwise, in the focus groups, frequently individuals discuss with each other challenging each other's views and sometimes, even forcing others to revise those views

(Bryman, 2012).

Indeed, the focus groups along with the online campaign exposure allows the researchers to further study the perceived brand meaning, arguably, with real-life settings, where meanings are socially constructed by multiple actors, *ergo* they are influenced, shaped and eventually, co-created online and offline through dynamic interaction (Iglesias & Bonet, 2012; Iglesias et al., 2013; Vallaster & von Wallpach, 2013).

Finally, the focus group method offers the researcher the opportunity to study the facets in which individuals collectively make sense of a phenomenon or build up the meaning around it (Bryman, 2012 : 504) fitting abundantly with the researchers' aim to produce an aggregate result of a construct, the *brand meaning*, that by definition is highly individual and rooted in the personal experiences and knowledges (see *also infra* 7. Results)

In the following paragraph the authors will shed the light on how they designed and executed the Focus Groups, particularly arguing some organizational issues, their sizes and how the focus groups have been structured.

### 5.3.2 Focus Group Design

#### Preparation

Time has been allocated to the organization, preparation, recording and transcribing of the three focus group that have been done. In total the process took two months.

Several steps of the focus groups preparation concur with the UGB campaign exposure development. For the clearness' sake, the authors present those stages again in their entirety.

After the first round of interviews according to the research objective all participants were categorized in Dr Martens *customer* or Dr Martens *prospect customer* (see *intra* 3.2 Research Objectives). Two Facebook chats have been created by the researchers, one for *customer* and one *prospect customers* (see 5.2.1 UGB Campaign Exposure Design), aiming to allow them to agree towards a common date to set two focus group (3 interviewees out of 10, couldn't find any match with other availabilities forcing the researchers to held a third focus group, see *infra* Organisational Issues, p. 66). A message to all participants was sent, in order to prompt them to gather UGCs along with some notes/comment of their feelings/impressions they had during the UGB campaign

exposure. Accordingly, the authors notified them that they would have brought that material later on at the focus group (see *intra 5.2.1 UGB Campaign Exposure Design*).

When the dates were set, the researchers suggested a proper place where to run the focus groups following simple and common criteria such as choose a non-noisy place or without much disturbance or limited interruptions or where the participants were able to freely express themselves without any kind of constraints. Both focus groups were held in one of the researchers' house along with a Italian cuisine dinner and drinks supplied by the researchers.

All three focus groups were held the day after the UGB campaign exposure expired: *Customer* focus group on the 19.06.2018, *Prospect* focus group on the 28.06.2018 and the *Mix* focus group on the 17.07.2018.

### **Organisational Issues**

The authors experienced some important organization issues such as finding a common date to held the focus group. Time constraint was a big issue, yet most of all, the period between mid-June and the beginning July (i.e. when the two Focus Group have been held) it is commonly recognized as Holiday period where more than half interviewees left Denmark to go in vacation (see *intra 5.1.2 Sampling*, the 80% of the sample was NON-danish people). It took almost 2 weeks to organize and find a common date. Yet, the interviewees 1, 2 and 5 (1 *customer* and 2 *prospect customers*) did not partake neither to the first focus group nor to the second one, since they weren't in Denmark.

To overcome those organizational difficulties the researchers decided to hold a third focus group, made specifically in order to corroborate the existing themes and ensure the achievement of theoretical saturation, in line with the Grounded Theory premises (see also 6. *Data Analysis*). Particularly, it has been analyzed the post-campaign interactions among *prospect* and *customer*, emphasizing and strengthening the difference of impact between the two diverse group. Eventually, interviewee 5 did not participate to any of the 3 Focus Groups.

Furthermore, it has been avoided any participation by phone or by skype from the interviewee that couldn't join physically to the focus group, in order to preserve the same human and offline interactions in all three focus groups as well as re-create as much as possible the same setting and conditions across the three focus groups.

All in all, the focus groups inherent limitations were reduced to a minimum by careful planning by the researchers. For example, according to Bryman (2012) there may be possible groups effects problems dealing with reticent speakers with those who hog the stage. Krueger (1994: 59) suggests that the moderator, and thus the researcher should make clear to the speaker and other group participants that other people's views are definitely required or asking question to the most reticent ones, "what do you think about that?" or open to all questions such as "Does anyone have another point of view?". It has been limited also those group effects setting up the focus group in a certain manner to involve all the interviewee to bring their own thoughts on the table. Furthermore, the circumstances when the focus group potentially can cause discomfort among participants (Madriz, 2001) such as bringing together people in a hierarchical relationship to each other or when intimate details of private lives need to be revealed, were limited by the moderator.

### **Focus Group Size**

It has been suggested by some authors that the focus groups size should be at least four (Bryman, 2012) or other argue that the typical size is six to ten members (Morgan, 1998). However, usually it has been recommended smaller groups when interviewees are likely to have lot to say on the research topic (Morgan, 1998).

It has also to be said that one of the major problem that practitioners experienced is people who agree to participate and not turn up on the day (Bryman, 2012).

Yet, actually the researchers encounter, instead, a quite high involvement of the participants in the research, no one really didn't turn up at the focus group. The problem was mainly related to organizational issues already treated in the paragraph above (see *intra Organizational Issues*, p. 63).

Eventually, the *Customer* focus group size was of 4 people (interviewees 3, 5, 6, 7) whereas the *Prospect* focus group size was 3 (interviewees 8, 9, 10). The third focus group, the *Mix* focus group, consisted in only one *customer* and one *prospect*, respectively interviewee 1 and interviewee 2.

All in all, the researchers were totally aware that holding a focus group of just 2 participants could have produced somehow methodological issues (see also *infra 8.3 Limitations and Future Research*)

### Focus Group Guideline

Prior to begin the focus groups, and as a result of a first stage of data analysis (see *infra* 6.2 *Coding process*) a guideline was prepared (*Appendix 10.4*). The guideline preparation process took overall 3 days and it was revised and modified for the second and third focus groups, respectively the *Prospect* and the *Mix* ones (*Appendix 10.5*).

The questions were structured according to a twofold objective: firstly, to identify and understand if the UGB #worndifferent digital campaign somehow influenced, modified or shaped the participants *perceived brand meaning*; secondly, the researchers' aim was to grasp the collective sense of the participants' individual perceived brand meaning in order to produce an *aggregate* result. This was made possible by the focus group method peculiarity of fostering the discussion and the interactions between participants that challenge each other's views and spur to probe each other reasons for holding a specific view (Bryman, 2012).

In order to wording the questions, a partly and preliminary theme-analysis of the previous interviews has been done by the authors (at this stage of the research the theme-analysis has been done manually by the researcher, only later on the authors have used Nvivo to do the core analysis that has led to the findings, see *infra* 6. *Data Analysis*). It has been spotted the core topics that have come up from the first round of interviews. Themes were chosen according to the criteria of being relevant in terms of the research question and of being stressed by the interviewees themselves in the interview, and thus classified important and relevant for them. Furthermore, the authors having in mind the goals of the UGB #worndifferent campaign (see *infra* 4.2.1. *Dr Martens #worndifferent case* and *#WORNDIFFERENT*, pp. 50-52), have chosen topics that they expected would, likely, have been impacted by the that campaign.

Then, questions were made either in order to interrelate shared topics by participants that they brought up in the first interviews or when interviewees have opposite/different views about a topic, once again to foster the discussion between them (*Appendix 10.5*).

Indeed, the core phase of the focus group consists in a session of "*follow up*" questions linking the focus group inquiries with central topics/thoughts/meaning regarding Dr Martens argued in the first set of individual interviews. Often the moderator has asked directly questions to one or more interviews at the same time, yet encouraging the rest of the participants to "chip in" and express

their thoughts on a particular topic. The wording of the questions, often, was quoting the exact words of the participant answers of the previous interview, yet following up with the inquiries on how that theme or thought has been modified or influenced by the campaign. As the researchers have clarified before, this method gives the opportunity to study in depth the impact of the UGB campaign on the pre-exposure perceived brand meaning of the participants, mostly also studying how the meaning can be influenced in an offline social setting too. For instance, a question made for the *Customer* focus group held on 19.06.2018 looked like:

*“While Hanna in her interview explained us how she customized her boots with the beats to feel different and unique in a group of friends that wear Dr Martens, Moritz told us “If I wear the same shoes of a friend i'd say something like ‘man why do we wear the same shoes, it's embarrassing’ but if I we have both Dr Martens I am more like ‘yo man cool, you wear Dr Martens as well’” and Moritz added because “somehow you can see it as a broad community, have a sense of belonging together because you wear the same shoes” of people that talk “his same language”. Can you guys elaborate a bit on that? Moritz, you didn't really elaborate on what are the elements around which this community works for you. You feel like your sense of community changed after the exposition to the campaign? Both of you guys, have you changed your mind about that? Hanna, any UGC that influenced, modified reinforces this feeling of be unique? Any contents that instead reinforce the idea of expressing your creativity through Dr Martens? Moritz, instead, some UGC that stress the sense of Dr Martens community and belonging?”*

The full guideline for the focus groups can be found in the *Appendix 10.5* and *10.6*.

Furthermore, the participants were often encouraged to bring up the UGCs (see *Appendix 10.7*) that have collected during the UGB campaign exposure (see *also 5.2.1 UGB campaign exposure design*) to strengthen their point of view as well as to argue with others or probe other's thoughts.

As for the first stage of individual interviews, also the focus groups were not only made by questions. Indeed, the *brand recognition* game and the *metaphors game* were repeated at the focus groups. At the beginning of the focus group, all the participants were shown the exact 21 pictures (depicting a wide array of either Dr Martens product or look alike products from different brands) as in the first round of interview games (see *intra 5.1.1 Interview Design - Guideline*). This was made to

understand if, thanks to UGB campaign exposure, the brand recognition scores of each participant improved or got worse. In other words, if the brand recognition was strengthened after the exposure to the campaign.

The second game, meaning the *metaphors game*, resembled a set of questions done in the individual interviews. As already mentioned in the section 5.1.1 *Interview Design - Guideline*, those questions are related to the *embodied brand knowledge*, where through conceptual *metaphors*, the interviewee describes his/her mental picture of Dr Martens brand (von Wallpach & Kreuzer, 2013). The interviewees have been asked to write down, individually, 4 *metaphors*: “if Dr Martens was an *object / building / animal / food*, what it would it be?” before the focus group started.

The aim, was to spot any difference with the *metaphors* from the first interviews and, thus to what extent the #worndifferent campaign has influenced first the *metaphors*, and therefore the participants brand meaning. Furthermore, doing that before the focus groups started, allowed the researchers to distinguish between the influence of the campaign and that of the interactions within the focus group. After the focus group, the interviewer asked to the participants to read out of loud the *metaphors* and tell if they would like to modify any of them based on the discussion. This was meant to understand how others view impacted on brand meaning.

Finally, a side note that is worth to mention regards how researcher tried to make the focus groups run smoothly. Indeed, according to Bryman (2012), during the focus group it has to be taken into account that there are more people and that oftentimes there is a tendency for two or more participants to speak at the same time (Bryman, 2012 : 517).

Thus, the researcher at the very beginning of the focus group have introduced common rules how the focus group should be run. For instance, each interviewee, before he/she speaks, has had to say out of loud his /her name, in order to solve the above-mentioned problem and thus, facilitate the focus group transcription.

Moreover, every interviewee before discussing UGCs collected have had to name them according to his first letter of his/her name followed by the number of the content (e.g. S1) in order to easily analyze those contents with an exact reference in the transcription.

To conclude, in this paragraph the authors presented how data were collected based on the principles of grounded theory. Again, the goal was produce rich data that were able to capture if

any impact on brand meaning dimensions was made by the exposition to #worndifferent campaign. In the next paragraph the authors will detail how data were analyzed, in order to assess this impact and understand which components of the campaign were responsible for it. As it will be thoroughly described, Data Collection and Data Analysis were not treated as individual, separate processes, but as a unique process made of three intertwined consecutive stages of collection and analysis of data.



## 6. Data Analysis

In the following paragraph, the authors will thus first outline the methodology used for the analysis of data coming from 10 interviews, 3 focus groups and the UGC found by the participants to the study. Secondly, the coding process adopted will be presented backed by examples.

By following a Grounded Theory approach to data analysis, the authors will explain the key requirements of this approach and which precautions were undertaken in order to ensure diligent compliance to them.

Furthermore, an abductive approach to data analysis structured in 3 stages was deemed necessary for fulfilling the research objectives. Thus, primary data were first analysed in a deductive or bottom-up manner in order to ground categories of interrelated phenomena into data, and only subsequently these categories were brought back into the a priori conceived theoretical framework (see *intra 2.5 Theoretical Framework...*).

### 6.1 Grounded Theory

Grounded theory is a set of methods and tools to help the researcher in understanding and presenting social phenomena presented in form of qualitative data in a way that is compatible with scientific canons (Corbin & Strauss, 1990), with the aim to create new theory based on empirical phenomena. According (MacDonald, 2001), one of the keys characteristics of Grounded Theory is that of being characterized by concrete and structured guidelines, helping novice researchers in their investigation. At the same time, Grounded theory approach allows for a great deal of flexibility, making it suitable to interpret complex social phenomena following nonetheless semi-scientific canons (Charmaz, 2006).

In line with the research objectives and the design of this study, Grounded Theory requires the researchers to collect rich data, because this *“will provide them with concrete and dense fabric to construct a thorough analysis of the data in addition to aiding the researcher to go beneath the surface of the participants’ social and subjective life.”* (Hussein, Hirst, Salyers, & Osuji, 2014 : 5).

Table 2 from Hussein et al. (2014) provides a quick snapshot of the main advantages and disadvantages of Grounded Theory approach as method of inquiry.

<i>Advantages</i>	<i>Disadvantages/Limitations</i>
Provides for Intuitive Appeal	Exhaustive Process
Fosters Creativity	Potential for Methodological Errors
Potential to Conceptualize	Reviewing the Literature without Developing Assumptions
Systematic Approach to Data Analysis	Multiple Approaches to GT
Provides for Data Depth & Richness	Limited Generalizability

*Table 2 Advantages, Disadvantages and Limitations of Grounded Theory (source Hussein et al. 2014:3)*

### **6.1.2 Iterative and continuous data analysis within Data Collection stages**

First, according to Corbin and Strauss (1990), grounded theory involves a process of identification and integration of categories from data in an iterative manner, meaning that data collection and analysis are not separate processes, but data is constantly analyzed as it is collected in order to provide the basis for the next steps of the research. This structured approach to data collection and data analysis provided significant advantages for the research at hand, as the same interviewees have undergone 3 stages of data collection and the data required to be analysed on the run in order to properly address the next stage, focusing on what came out to be meaningful, also considered the time constraints encountered.

Thus, in order to appropriately ensure the respect of this standard, the researchers have structured their research process in the following way. First, during each interview, one of the researchers would take the role of main interviewer while the other would be in charge of moderating and taking notes about important themes emerging, aspects worth investigating more deeply, required changes in the interview guideline or method, similarities and differences with other interviews and so forth. After each interview, the researchers would spend between 5 to 10 minutes to discuss about these notes and take the necessary steps for the next interviews.

Secondly, after the completion of the first stage of the Data Collection process, the individual interviews were divided in two groups, consumers and prospects, and analyzed at a low level of abstraction in order to draw similarities and differences among redundant concepts that could be used for the preparation of focus groups guidelines.

Third, after the first two focus groups were held, an in-depth analysis of entirety of data collected, as described in the next paragraph, has been conducted. This stage provided the researchers with more pregnant and distinct categories that could be used to test the achievement of data saturation in a third mixed focus group.

## 6.2 Coding process

According to Corbin & Strauss (1990), in grounded theory data is analyzed via “concepts” that are the basic unit of analysis. Conceptualizing means labelling words and sentences according to the researcher feeling about their meaning in the context analyzed. In a process of abstraction, concepts are grouped under bigger categories of phenomena that can be interrelated among each other explaining causal relationships among phenomena, for example. Concepts and categories gain validity in the process, meaning that only those concepts and categories rich in data will be considered as exemplifying for a wider phenomenon and thus eligible to form theory. The researchers analyse data through constant comparison of concepts, and the concepts are grouped together and reallocated to different categories multiple times during the coding process. Similarly, when differences in concepts arise, existing categories may be split in order to account for the divergence in the phenomenon. Importantly, relationships among categories need to be deduced from the data rather than conceived a priori from previous theory, in order for them to be grounded into empirical phenomena.

This abstraction of data in categories, defined as “*the cornerstones of a developing theory*” (Corbin & Strauss, 1990 : 7) and their integration into existing theory is made possible by an analytic process called “*coding*” (Seidel & Urquhart, 2013).

### **6.2.1 First Stage: manual analysis**

However not all the stages of data collection were followed by equally meticulous data analysis stages.

Indeed, after the first stage of data collection, namely individual interviews, general themes among interviews were individuated manually by the researchers, without the use of formal codes. This means that, after reading each interview transcript multiple times, the researchers started grouping together topics of discussion that were recurrent among them. However, the purpose of this stage was not to create elaborate categories and codes that were detailed enough to contribute directly to the creation of new theory, rather the need to find recurrent topics and similar or divergent views among interviewees that were deemed worth further investigation, especially in light of the exposition to the campaign. In other words, this data analysis stage was meant to create questions for the focus group that would promote interaction among interviewees on topics that emerged from more interviews, also in order to provide some sort of structure to the focus group and ensure that the researchers had some steering power towards topics of interest in case the discussion went off topic.

### **6.2.2 Second Stage: open, axial and selective coding**

A second stage of data analysis following the canons of grounded theory was however run for both individual interviews and focus groups after the post-campaign meaning was captured, in order to account for similarities and differences among themes at the aggregate level, pre and post exposition, thus accounting for variations between them. For this analysis stage, NVivo, a program for qualitative data analysis, was used to facilitate the coding process. NVivo allows for the creation of categories/codes, called “nodes”, in which all data belonging to the same category is stored (Hutchison, Johnston, & Breckon, 2011). As more concepts are identified, the number of nodes increases, and NVivo allows to create sub categories or to group categories under more abstract umbrella ones. By giving the possibility to visualize how many strings of data or quotes are present under each node, and from which sources are these quotes coming from, thus allowing to see the redundancy of similar concepts among individual interviewees, NVivo allows the researcher to

decide which concepts and categories gained enough validity to proceed to the next level of analysis and eventually be integrated into theory.

Thus, according to Corbin & Strauss (1990), three layers or types of coding are suggested to respect the grounded theory approach: Open, Selective and Axial Coding.

According to Corbin & Strauss (1990 : 12) *“in open coding, events/actions/interactions are compared with others for similarities and differences. They are also given conceptual labels. In this way, conceptually similar events/actions/interactions are grouped together to form categories and subcategories.”*

Sometimes categories are created when some concepts are found to be connected among them, sometimes the reverse happens, and one category is broken down in subcategories that have own properties. Moreover, the creation of categories may be aided by their distribution and position in the interview: similar concepts may be the result of a specific question in the interview guide, allowing the researcher to label the parent category (or first level node) as the question.

For example, when asked to describe Dr Martens as a person, many interviewees gave this person an age. The parent category would thus be “Dr Martens as a person” (first level node), “age” would be a sub category (secondary level node).

Axial coding is the process of relating codes (categories and properties) to each other, via a combination of inductive and deductive thinking (Corbin & Strauss,1990). New categories are formed and categories that do not reach adequate saturation, meaning lacking data from the text, are neglected. For example, the themes of “stiffness” and “heaviness” about Dr Martens products was found redundant among the prospects individual interviews. These two themes constitute open codes, which are found to be subcategories of the parent category “comfortability”, because both of these properties are described in function of how they influence the perceived comfortability of the brand’s products.

Selective Code	Open Codes	Sample Quote
Comfortability	Stiffness	<i>“when it's new, when I see it in the store the I feel it's not very comfortable from the beginning... because it's quite stiff.” Interviewee 10</i>
	Heaviness	<i>“Dr Martens is THE fucking heavy shoes.” Interviewee 9</i>

*Table 3 Open and selective coding example (Source: own illustration)*

Finally, selective coding is the first of two steps to reconstruct data, now in form of categories and subcategories related through the stage of axial coding, to existing theory. Selective codes thus mostly coincide with sub-dimensions of the model. Following the previous example, the axial codes “Comfortability” and “Perceived Quality” will be addressed to the same Selective Code “Benefits and Product Related attributes”, as shown in *Table 4*.

Selective Code	Axial Code	Open Code	Sample Quote
Benefits & Product Related attributes	Perceived Quality		<i>“But when I look at them they look like good quality, good quality leather” Interviewee 9</i>
	Comfortability	Stiffness	<i>“when it's new, when I see it in the store the I feel it's not very comfortable from the beginning... because it's quite stiff.” Interviewee 10</i>
		Heaviness	<i>“Dr Martens is THE fucking heavy shoes.” Interviewee 9</i>

*Table 4 Open and selective coding example (Source: own illustration)*

### 6.2.3 Third stage: from selective codes to theoretical dimensions

Once the data from the focus groups and individual interviews were analysed according to the above presented methodology, the impact had to be accounted for. Categories from the focus groups which matched the descriptions of those from the interviews were reviewed accordingly, new categories and subcategories were formed and linked together via axial coding process. In the end, only those categories from the first stage of analysis that were found to be redundant in the second stage were taken in consideration for the last stage of analysis. Following the same example as before, since perceived quality and comfortability did not appear in the focus groups, the authors deemed these aspects of the product related attributes was not impacted by the campaign. However, non-product related attributes were impacted by the campaign. Thus, the authors found that perceived increase in variety of product offering was a positive brand association with non-product related attributes. At the end, through deductive reasoning, the researchers reconducted Non-product related attributes as a sub dimension of Brand Image, as depicted in *Table 5*.

Dimension	Selective Code	Axial Code	Description	Open Code
Brand Image (via Non-Product Related Attributes)	Non-product related attributes	Variety	“Perceived scope of product offering”	Increase in variety
		Uniquenes s	“Perceived positive attributes that contribute to the perception of product uniqueness”	Iconicity, Authenticity, Timelessness

*Table 5 Example of integration of selective codes into brand meaning dimensions (Source: own illustration)*

## 7. Results

In order to answer the research question at hand, namely *“How does an UGB campaign impact the perceived brand meaning of the existing customers and the prospect customers of a streetwear fashion brand?”* an aggregate picture of brand meaning before the exposition to the campaign must be provided. However, for the sake of simplicity and to provide a clear answer to the research question, only those dimensions which the research has found to be impacted by the campaign will be included in this section. The results will thus be presented in the following way. In the first two paragraphs, the impact will be analyzed thoroughly for each code and each dimension from the theoretical framework the authors trace them back to. In particular, first the authors consider how the campaign impacted the meaning of the prospects group, integrating categories coming from axial and selective codes that have emerged in both stages of analysis (see *intra 6. Data Analysis*) into brand meaning dimensions, as provided by our model (see *intra 2.5 Theoretical Framework...*) Secondly, the same structure will be applied for the consumers target group. Third, a comparison between the impact on the two groups will be provided, aided by results from the third focus group which involved one customer and one prospect to spot any similarities or differences. Finally, a condensed result section will be presented. This final section explicitly answers the research question in detail, providing an analysis of the impact along two new dimensions which emerged from data analysis.

### 7.1 Campaign impact in the Prospects target group

The Prospects focus group has unfolded in a series of judgmental positive and negative attitudes towards three main themes: the campaign, the UGC and Dr Martens overall brand.

In particular, the focus group has evidenced a significant negative shift in attitude towards the brand which was not found in the customers and mixed groups. Based on the literature review, the authors have described attitudes as *“overall evaluations of a brand, also known as the base for consumers behavior and brand choice”* (Keller, 1993 : 4) (see also *intra 2.5.2 Theoretical Framework...* ).



From a negative attitudes point of view, a neutral or partially negative attitude emerged from all interviewees. Table 6 shows an aggregate picture of this finding.

First, all interviewees agree that, *“if it was not for you”* meaning if the researchers didn’t expose them to the campaign, they *“would have not known that it was a Dr Martens campaign”* (interviewee 8), rather they would have probably thought it *“was belonging to something else, like maybe a movement and then the pictures happen to be, or maybe the people joining were wearing Dr Martens...”* (Interviewee 10). This because of a perceived lack of clarity about the campaign themes (see *intra 4.2.1 Dr Martens #worndifferent* case) on their Instagram page.

Secondly, none of the “key brand identifiers” (see *infra intra 4.2.1 Dr Martens #worndifferent* case) appeared to be central in their view of the brand after the campaign. This finding has been probed by the absence in text about terms such as *“creativity”*, *“self-expression”* and *“individuality”* and by a direct question if they perceived these values from the campaign, the answer to which was negative from all interviewees. These negative attitudes appeared to be strongly related and somehow caused by the brand related UGC found through the company provided hashtag, towards which the attitude of all interviewees was strongly negative. The “bad quality” (Interviewee 9) and lack of *“professionalism”* (Interviewee 8) of the pictures have a negative impact on the perception of the campaign which trickles down to a lack of professionalism from Dr Martens. Using interviewee 9 words:

*“I’m kind of let down since you enlightened me with this campaign. I’m let down not by the intentions but purely by how they implemented it, how poorly thought of it is, how poorly they could simulate how the internet and people would act with the hashtag.”*

According to all interviewees, only a minor part of the UGC they have been exposed to is able to vehiculate the messages intended by Dr Martens. In the vast majority of cases, the UGC was not showcasing any particular or different way of wearing Dr Martens and picture 9.3 (see *Appendix 10.7*), a medium close up of a teenager with nothing related to Dr Martens, is an extreme but not so rare example of this. Interviewee 8 and 10 bring about another potential issue inherent in the campaign design, of messages coming from UGC contrasting the inside-out ones intended by Dr Martens, in particular showing 2 pictures (Pic. 8.2 and Pic. 10.2, see *Appendix 10.7*) of worn Dr Martens next to books, one of which including a brief political / social personal consideration (Pic 8.2).

Dimension	Selective code	Axial Code	Description	Open Codes
Attitude	Negative attitude	Campaign	"Overall evaluation of the campaign, its meaning, goals and implementation"	Inability to convey intended messages , Lack of clarity about campaign themes
Attitude	Negative attitude	UGC	"Overall and specific evaluations of the brand related UGC on Instagram making use of the hashtag #worndifferent"	Inability to convey intended campaign messages, Bad Quality of UGC
Attitude	Negative Attitude	Professional Image	"Perceived lack of professionalism coming from the inability to foresee campaign outputs"	Lack of professionalism

*Table 6 Prospects Finding 1: Negative Attitudes (Source: own illustration)*

However, some positive attitudes towards the campaign, Dr Martens and the UGC emerged during the focus group. In particular, interviewee 10 with pic. 10.4 (see *Appendix 9.7*), representing a group of people in circle each one wearing a different pair of Dr Martens shows an example where “*diversity*” and “*originality*” is recognizable and this to her eyes fosters Dr Martens community, where everyone can find something different which is good for them, and matches more the intentions of the campaign.

Secondly, Interviewee 8 recognizes the potential of the campaign to promote furtherly the stylistic versatility inherent in Dr Martens products, a theme that the researchers trace back to Experiential Benefit dimension of brand image, which was observed in all the individual interviews, despite too many pictures are not able to convey this message. Stylistic versatility inherent in Dr Martens products, especially the most iconic ones (1460, 1461) has been a central theme in all pre-exposition interviews and is defined as the ability of Dr Martens products to fit with different clothing, outfits and styles.

Dimension	Selective code	Axial Code	Description	Open Codes
Attitude	Positive attitude (towards Experiential Benefit)	Campaign	“Evaluation of the campaign in promoting Stylistic Versatility of Dr Martens products”	Promotion of Stylistic Versatility
		UGC	“Evaluation of UGC in enhancing the core brand identifier of Diversity”	Identity enhancer via diversity

*Table 7 Prospects Finding 2: Positive Attitudes (Source: Own illustration)*

UGC has strongly influenced the Brand Image dimension of User Imagery and Usage Imagery. Again, the attitude towards perceived current User Imagery and Usage Imagery is negative. All the

interviewees agree that UGC they have been exposed to is detrimental to their overall opinion of Dr Martens, affecting in particular their perception of current typical users in a negative way. Interviewee 9 describe the girl in picture 9.3, that seems to be representative of a big chunk of the participants to the campaign, as *“the typical annoying f\*\*\*\*g wannabe-blogger”*. Using another extract from the focus group:

**Interviewee 10:** *“before I had two different kinds of people in mind (ndr. wearing Dr Martens) , very stereotypical... The “punk-rockers”, wearing them like a part of their identity, within their subculture, but also people from the very right side of political spectrum, wearing army jackets, army boots...”*

**Interviewee 9:** *“Skinheads...”*

**Interviewee 10:** *“exactly skinheads. Those were the 2 kinds of people wearing Dr Martens in my head. Of course I saw it in the streets on the general public but not a lot of the “bloggers” or the people I follow on instagram [...] yeah in any case it was totally different from what I had in my mind before and [...] For me this is more and more watering out the brand...”*

Related to user imagery, the two themes of *“Relationship with subcultures”* and the *“opening to the mainstream”* (in the first round of interviews themed as *“Unaffiliated General Public”*, see also *Theme-Analysis Appendix 10.8*) have been subject of extensive discussion. Condensing results to the minimum, what comes out is that, by opening up to a wider and thus less polarized and extreme population in terms of style, music taste, political views and so forth, Dr Martens is *“selling out”* (Interviewee 8 and 10) its values and identity thus *“watering out”* (Interviewee 10) the brand. This perception of Dr Martens being nowadays more and more available to a mainstream market impacts also the symbolic benefits Dr Martens products can provide. To prospects, Dr Martens shoes appear as becoming *“fashion gadgets”* (interviewee 9), losing the potential of self-identity communication, for *“making a statement”* (interviewee 10), that characterized them in the past when they served only subcultures. According to the interviewees this may have at least serious repercussions on their subcultural customer base, as all the interviewees agree they will probably dissociate from Dr Martens, revolving to other items and brands for expressing their identity and recognizing as part of the subculture. According especially to Interviewee 8, this will likely negatively

affect Dr Martens sales and brand in the long term, as dissociating from their relationship with subcultures would transform Dr Martens in “*yet another shoe brand.*” It must be pointed out that this opening to mainstream consumers was already a key theme in all the previous individual interviews, but only after the exposition to UGC displaying current typical users this phenomenon was invested with such a strong negative attitude.

Connected to the aforementioned dimensions is that of *Brand Personality*, which has been studied through the use of metaphors both pre and after the exposition, in order to get to understand deeper brand knowledge. Two main pictures of “Mr or Miss Dr Martens” (a deep “personification” of the brand) emerged from the focus group. On the one side, interviewee 8 pictures a person who sold itself, its values and identity for money, and that will be left alone by his friends (i.e. out of metaphor, subcultures affiliated customers) because of this at some point. On the other side, interviewee 8 has a more moderate view saying that what it did (referring to the fact of opening up to a wider public to make more money sacrificing part of its “*hardcore, punk identity*”) was made out of necessity, and that its true, old friends know this and will remain faithful to him. Similarly, the other metaphors have evidenced an opening to mainstream, with interviewee 8 describing Dr Martens as not being a rock stage but a mainstream pop stage, interviewee 10 seeing it as *Coachella festival*, “*the festival where all the models go...*” (interviewee 9) “*yeah were people go only to look cool...*” (interviewee 10) and interviewee 9 describing it as not anymore a vintage sewing machine but as the newest “*thread terminator 3000*”, symbolizing a loss in genuineness and small batch, handmade perception of the brand.

Dimension	Selective code	Axial Code	Description	Open Codes
Brand Image	User Imagery	Mainstream culture	"Perceived present brand users and affiliates"	Fashion victims / Unaffiliated General Public
		Subcultures	"Perceived past and present brand users and affiliates"	N/A <sup>2</sup> (Previous to exposition: Punk / Skinheads / Far Right )
Brand Image (Via Symbolic Benefits)	Symbolic Benefit	Identity Statement	"Perceived use of Dr Martens products as a social identifier and self/community identity statement"	N/A
		Fashion Gadget	"Perceived use of Dr Martens as a cool and fashionable item"	N/A
Brand Image via Brand Personality	Brand as a person	Identity and Values sellout	"Perceived brand personality as giving up on brand identity and values for market logic"	N/A
		Compromise for necessity	"Perceived compromise and dilution of brand identity and values"	

*Table 8 Prospects Findings 3: Strong impact on brand image dimensions (Source: Own Illustration)*

<sup>2</sup> Not Applicable. Since in the focus group has not come up a clear distinction among the open codes of the "Subcultures" (i.e. axial code) compare to the individuals interviews, in which the participants clearly state several "subcultures" as Punk / skinheads / Far right. This issue was encountered also for other dimensions (Brand image - via Symbolic Benefits - and - via personality-) in the table 10 , 12 and 13.

## 7.2 Campaign impact in the Customers target group

The results show that #worndifferent campaign has succeeded in its goal of increasing the perceived variety in product offering, which was addressed at as a non-product related attribute. Indeed, all the interviewees acknowledged through the campaign the existence of a far wider product catalogue than they would have thought, with interviewee 6 and 7 discussing about how *“the sandal”* emerged as the most represented product both among the UGC and on Dr Martens official Instagram account. Despite a minor resistance from the most subculture-connected wearers, with Interviewee 6 saying that *“the design is not what he would have expected from Dr Martens”* and that *“all the new products are an adaptation from the original creation which is the boots”*, the attitude towards the increased product catalogue seem to be neutral.

However, the discussion about the product catalogue prompted reflection on some positive attributes that distinguish Dr Martens, in particular *“authenticity”*, *“iconicity”* and *“timelessness”* aspects universally inscribed in the brand Dr Martens and its longer-lived products. Interviewee 5 argues how the sandal model may become iconic for future generations, while interviewee 6 argues that this is not possible because of the iconicity around the original boots that has trickled down on the brand since their relationships with subcultures, and interviewee 7 answering that in the future *“there will be no more iconic garments, but only iconic brands”*, because of the speed at which fashion trends change today.

Dimension	Selective code	Axial Code	Description	Open Codes
Brand Image (via Non-Product Related Attributes)	Non-product related attributes	Variety	“Perceived scope of product offering”	Increase in variety
		Uniquenes s	“Perceived positive attributes that contribute to the perception of product uniqueness”	Iconicity, Authenticity, Timelessness

Table 9 Customers Finding 1: Non-Product related attributes (Source: Own Illustration)

Similarly, to the prospect group, User Imagery dimension of Brand Image has been strongly affected by the campaign, in particular by UGC, despite with a milder attitude. Again, according to all interviewees, the users who participated to the campaign are far from the typical subcultural customer base they held central before the exposition but also far from the creative people that Dr Martens chose as representable of the Brands in other parts of the campaign. Interviewee 6 with pic. 6.5 (see *Appendix 10.7*) and Interviewee 7 with pic 7.1 (see *Appendix 10.7*) show two very different kind of users who adhered to the campaign (one wearing a hijab and another one posing in a revealing outfit) associated according to the interviewees by one thing: the use of Dr Martens as a mere fashion item, without any statement intended, thus both falling in a User Image category labelled as *“fashion victim”*, also found multiple times in individual interviews. Interviewee 6 thus describes the subject of pic. 6.5 as *“nothing that I would expect from a Dr Martens user”* while interviewee 7 describes that of pic. 7.7 (see *Appendix 10.7*) in this way

*“she is a Muslim girl and she has nothing to do with heavy metal, punk, subcultures and so. It’s a fashion victim.”*

Thus, the opening to a wider mainstream public which was found also at the pre-exposition stage, both among customers and prospects is confirmed and reinforced, but with a more negative and judgmental attitude compared to the pre-exposition stage. Interviewee 6 provides an interesting contribution noticing a strong incoherence between User Imagery as promoted by Dr Martens official campaign channels (in particular website and Instagram account) and coming from UGC. Indeed, Dr Martens showcases a wide array of different users, somehow bonded together by creativity and previous belonging to some subculture, while users adhering to the campaign are mostly driven from a desire to “show off”. Using his own words:

*“I see that on the website where they had these interviews about people, I could totally see they tried to choose a wide range of people from the fashion one to the ones more modern, doing electronic stuff and also addressing the subcultures. But what they do on the websites is not what they have on Instagram. On Instagram they have more people that want to show off. Instead on the website they tried to address different kinds. For example, as my 6.4 show, there is an old guy.*



*You don't find this on Instagram, it's from the Dr Martens website. Difference between contents from people and content from the brand.”*

Dimension	Selective code	Axial Code	Description	Open Codes
Brand Image	User Imagery	Mainstream Culture	“Perceived present brand users and affiliates”	Fashion victims / Unaffiliated General Public
		Subcultures	“Perceived past and present brand users and affiliates”	N/A ( Previous to exposition: Punk / Skinheads / Far Right )

*Table 10 Customers Finding 2: Impact on User Imagery (Source own illustration)*

Also, the Usage Imagery and the benefits stemming from it have been widely discussed in the focus group.

From a Symbolic Benefit perspective, these have been approached both from a collective level, meaning the benefits that one seeks from Dr Martens inside a more or less defined “*community*”, that the authors infer to relate to the reference group, and at the individual level, meaning the self-benefits in a wider societal context.

At the individual level, all interviewees agree that Dr Martens is used today mostly as a “*fashion gadget*”, without the intention to make a strong statement through the use of the shoe. Very interestingly, interviewee 5 on the contrary sees Dr Martens as being used today mostly as an “*understatement*”. Using his own words:

*“people are not using the brand to make a statement or to belong to anything. The product has commercialized. So many people are just using it below the line, or understatement.”*

At a community level, the campaign reinforced a common understanding already found at the pre-exposition stage with Dr Martens' role in community identification being strongly impaired compared to the past, according to interviewee 5 mostly because of an already discussed shift towards more of a fashion item, while interviewee 6 sees today's society and fashion as responsible for this impossibility for single fashion items to define a lifestyle as much as in the past. An exception comes from interviewee 3, that in line with the stated campaign goals, perceived in the campaign at least an attempt from Dr Martens to create the pillars for a new kind of community based on "*individuality*" and "*self-expression*", with Dr Martens promoting events on DIY customization of their products on their Instagram.

Dimension	Selective code	Axial Code	Description	Open Codes
Brand Image	Symbolic Benefits (Through Usage Imagery)	Individual Level	"Perceived use of Dr Martens products as a social identifier and self/community identity statement"	Identity Statement
		Individual Level	"Perceived use of Dr Martens as a cool and fashionable item"	Fashion Gadget
	Symbolic Benefits (Through Usage Imagery)	Community Level	"Perceived values and motivations behind Dr Martens brand related communities"	Ideals based, Fashion Based, Individuality / Creativity Based

*Table 11 Customers Finding 3: Impact on Symbolic Benefits (Source own illustration)*

Finally, the theme of Versatility has emerged again in the focus group and was brought to a deeper level of analysis. In particular, after the campaign exposition however this *versatility* characteristics, in particular that of *stylistic versatility*, results enhanced.

In the pre-exposition interviews, versatility was a characteristic seemingly directly derived from product attributes such as the simple and timeless design, for stylistic versatility, and the quality of materials, which makes Dr Martens products highly durable and able to endure situations otherwise stressful for many shoes (e.g. concerts, festivals and club nights and other open-air activities such as hiking) for what concerns *Usage Versatility*.

However, after the exposition Interviewee 5 brings about a new aspect previously not shown when he suggests that Dr Martens products have become more versatile than in the past as a direct consequence of this opening to mainstream market. Referring to the low boots, he argues that the versatility is given by a loss of edginess of the brand which was caused by a vast opening to the mainstream market over the years, thus allowing people today to wear them in different contexts and with different outfits because the brand has been unloaded of some political, social and cultural associations that characterized it in the past. Similar to what found in the prospect group, interviewee 5 supported by interviewee 6 see the brand as “*diluted*” compared to the past.

Dimension	Selective code	Axial Code	Description	Open Codes
Brand Image	Experiential Benefit	Versatility	“Perceived characteristic of Dr Martens products to be adaptable and versatile in terms of Usage and Style”	N/A (Previous to exposition: Stylistic Versatility, Usage Versatility)

*Table 12 Customers Finding 4: Impact on Experiential Benefits (Source own illustration)*

### 7.3 Campaign impact in the Mix Focus group

Based on Grounded Theory, the mixed focus group had the intention to follow up on themes previously emerged from the other two groups in order to furtherly understand the differential impact of the campaign on two different target groups. Also, since no new themes really emerged, but only minor modification of existing codes, the authors deemed theoretical saturation to have been achieved.

The focus group was thus conducted with only interviewee 1, a long-lived consumer, and interviewee 2, a prospect customer with little brand knowledge.

To begin with, an overall positive attitude towards the campaign, UGC and Dr Martens brand has been found in this focus group. For example, Interviewee 2 values as positive her increased perception of product catalogue variety, a theme already found in the consumers focus group. Using her own words:

*“about the brand, I discovered that it has such a big product variety. I didn't know before because I thought there were more like the classic boot and some other shoes. So it opened up some insights for me.”*

Similarly, and interconnected to this first aspect, both interviewees noticed and appreciated an opening of Dr Martens to more diverse Customer segments, without a judgmental attitude or trying to label these new customer groups in any way. Interviewee 1 considers the increase in variety of models and colors as symptomatic of this diversity embracing mentality, which however she describes not as something new, but already in the brand DNA. Interviewee 2 describes herself as more connected and more sympathizing with the brand after the exposition to the campaign, deeming as responsible for this shift in attitude the exposition to a wide variety of users wearing the brand, compared to her previous view which saw Dr Martens mostly used by subcultures she didn't feel connected to. In this sense, UGC seem to have a double impact on two separate dimensions of Brand Meaning: the above described User Imagery and the brand personality, which is now seen as more open and embracing diversity. On the contrary, while acknowledging this opening to “new customer targets”, interviewee 1 feels Dr Martens as still having a strong relationship with its subcultural roots, in particular its music heritage and connection with punk and rock world.

Dimension	Selective code	Axial Code	Description	Open Codes
Brand Image (via Non-Product Related Attributes)	Product Offering	Variety	“Perceived scope of product offering”	Increase in variety
Brand Image (Via User Imagery)	User Imagery	Mainstream Culture	“Perceived present brand users and affiliates”	N/A
		Subcultures	“Perceived past and present brand users and affiliates”	N/A

*Table 13 Mixed Group Finding 1: Impact on Non-Product related attributes and User Imagery*

Interviewee 2 deems the UGC she found, and in particular Pic 2.2 (see *Appendix 10.7*), as the main factor influencing her new perception of Dr Martens as a brand characterized by a strong creativity, an association the researchers see as a modification in perceived brand personality traits. Always from a personality perspective, but confirming her meaning before the campaign exposition, interviewee 1 sees Dr Martens as a brand which is still able to vehiculate strong political and social claims, bringing as an example Pic. 1.1 (see *Appendix 10.7*) in which Dr Martens is associated in the caption with Gay movement for Gay Pride Celebrations in Copenhagen.

What Interviewee 2 argues is that the topics of discussion and dissent from mainstream culture are different from those held back in the days by Punks and before them by Skinheads, for example, but Pic 1.1 testifies how Dr Martens is still the shoes to go for people that have something to rebel against. Using her own words:

*“in 2018 it's not true that you can't be accepted because you're punk, or because you have a tattoo or piercing, or because you're weird, or because you simply have weird hair. Today we have this problem about have a different sexual orientation, this is to be different today. I think the brand is trying to be different in this way. We used to have this brand to be accepted, to be part of some community, sense of belonging, for us punk was having Dr Martens. So have this deep association with this brand. Now it's different, it's still being not accepted, but for your color, for your sexual orientation, for the country where you were born. So, not being associated to something or not belonging to something: it's Dr Martens. It's still the same thing but in a different way.”*

Dr Martens is seen as embracing difference and promote diversity, without necessarily having *“anything to do with the punk and to the rock culture.”* (Interviewee 1) To support her claim, Interviewee 2 presented a collection of 6 different pictures that are grouped together in Pic 2.3, showing very different styles and ways of wearing Dr Martens shoes. Dr Martens personality is thus either shifted or confirmed to be more Creative, still strongly politically interested and more accepting of diversity.

Dimension	Selective code	Axial Code	Description	Open Codes
Brand Image	Brand Personality	Creativity	“Perceived Dr Martens personality trait as increasingly promoting Creativity”	Increased Creativity
		Political / Social Involvement	“Perceived ability of Dr Martens to convey strong political / social statements through usage”	Strong political statements
		Acceptance	“Perceived brand personality trait of Dr Martens to be open to and embracing diversity”	Openness / Diversity promotion

*Table 14 Mixed Group Finding 2: Impact on Brand Personality (Source Own Illustration)*

## 7.4 Results Summary: a condensed view on overall impact

In this paragraph the researchers aim to provide a furtherly condensed picture of the results and to answer explicitly to the research question, this being

*How does an UGB campaign impact the perceived brand meaning of the existing customers and the prospect customers of a streetwear fashion brand?*

All in all, the results show a moderate impact on some of brand meaning dimensions. The dimensions along which the impact has been greater have been mostly the sub-dimensions of brand image, namely User Imagery, Usage Imagery, Symbolic Benefits, Brand Personality, Experiential Benefits, Product and Non-product related attributes.

The impact can be measured along two dimensions: the *degree* of the impact and the *mood* of it.

The *degree* of the impact seems to be influenced by the depth of brand knowledge but also by individual characteristics of the interviewee and personal brand meaning, as well as other dynamics intrinsic to the development of the focus groups. In general, some trends can be spotted as the campaign seems to have had a stronger impact on prospects group and a moderate impact on consumers, as confirmed also in the mixed group, with interviewee 2 (prospect) showing wider variations in meaning before and after the exposition compared to the small variations seen in interviewee 1 (customer), which tends instead to confirm previous beliefs through examples. However, the “status” (customer vs prospect) does not appear to be a variable influencing the degree of the impact per se. Despite of this, participants more emotionally bond to the brand and in particular those currently owning a pair (interviewee 3 and 5, but also prospect 9) appeared to try to be more conservative on their views, thus not allowing the campaign to influence too much their meaning.

Rather, high knowledge about the brand (interviewee 5 and 1), high loyalty towards it (Interviewee 5 and 1), and high knowledge about contextual factors (e.g. streetwear fashion evolution, subcultures, brand-consumer relationship) seem to mitigate the degree of the impact of the campaign.

The mood of the impact can be understood as the positive or negative value placed in a certain phenomenon and, at the aggregate level, on the overall impact on brand meaning. In other words, the UGC may have a negative impact on the perception of the current typical users of Dr Martens products, but conversely a positive impact on Brand Personality, thus resulting in a somehow neutral impact at the aggregate brand meaning level. In general, results show that the mood of the impact has been mostly negative for the prospect focus group, driven by a negative impact which the subjects of the UGC found (i.e. the people who partake the campaign) have had on User Imagery, Symbolic Benefits and therefore Brand Image dimensions. This means that Dr Martens perception among our prospects group results deteriorated after exposition. However, the status does not seem to be a reliable indicator for the mood of the impact, rather again brand knowledge and knowledge of contextual factors to the brand seem to neutralize the mood of the impact. Thus, in the prospect group, the campaign has only a partial negative impact on interviewee 9, by far the one with deeper knowledge about Dr Martens, subcultures and streetwear fashion. Conversely, in the mixed group, the campaign seems to have a much stronger positive impact on interviewee 2



(low knowledgeable prospect) than interviewee 1 (long lived consumer). In synthesis, a long-lived consumer like interviewee 5, with a deep brand knowledge, interest in fashion, a past in subcultures and a branding trained mind results to have an almost imperceptible modification in brand meaning compared to the strongly negative impact of Interviewee 8 (non-customer, non-fashion or subculture interested).

To conclude, a careful reader may have noticed the authors have not discussed the impact on brand awareness dimensions, that have been said to be studied via two “interactive games” in the first part of each individual interview, and then again at the focus group for what concerns the brand recognition. This decision is due to two main reasons. First, a real impact on brand recognition has not been individuated, meaning that none of the interviewees have performed better after the exposition when asked to recognize Dr Martens products among a group of similar products from different brands. The second reason lies in the fact that this result may be biased by the methodology used for the study of this component of brand image, which is not theoretically and empirically validated (see *infra 8.3 Limitations and Future Research*). Secondly, metaphors were not included in results for consumers and mixed groups as the impact on them was either negligible or already incorporated in findings stemming from conscious brand knowledge.

## 8. Discussion and Conclusion

In this last conclusion paragraph, the authors aim to present how the study contributed to existing literature in the fields of interest, namely literature on brand meaning and social media branding, by explaining to which extent it has been able to answer to the predetermined research objectives and how these help filling the spotted gap in the research. Secondly, drawing on the results obtained, some implications and managerial considerations for Dr Martens management and practitioners in general will be provided. Finally, the limitations of this research are presented together how future research should overcome them and progress the study.

### 8.1 Theoretical Contributions

Overall, the authors believe the research brings considerable developments to research on brand meaning and brand meaning management, as well as constituting an advancement to User Generated Branding framework as provided by Burmann & Arnhold (2008).

In this first part of discussion, the authors discuss on the contribution to existing literature on brand meaning construct, as this study provides an empirical demonstration of how brand meaning evolves based on online interactions and the brand experiences with user provided brand manifestations.

First of all, the study provides an empirical validation of Iglesias & Bonet (2012) conceptual model on brand meaning co-creation. In fact, in their definition of brand meaning they discuss a *re-interpretation loop* (Fig. 3, p. 24) of meanings. As they explain the resulting perceived brand meaning is re-interpreted *during each and every interaction* with the touchpoints of the portfolio of brand meanings managerially proposed, including the employee and non-human brand interfaces and finally with the brand interfaces of a wide network of stakeholders (ibid).

As matter of facts, by considering brand related UGC as an “input” provided by other consumers, this research demonstrates that these User Generated brand manifestations have the power to modify the perceived meaning both at the individual and collective level. Most importantly, this study advances the re-interpretation loop model of Iglesias and Bonet (2012) by demonstrating that

brand related UGC not only can influence perceived brand meaning of existing customers of the brand, thus modifying the brand-consumer relationship, but also the meaning of other stakeholders. Secondly, the research permits an empirical confirmation of previous studies considering the brand experiences as a crucial driver for brand meaning co-creation in a multi-log perspective (e.g Iglesias & Bonet, 2012; Iglesias et al., 2013, 2011; Vallaster & von Wallpach, 2013). Specifically, it has been confirmed that all the participants previous personal experiences both offline and online with brands constitute the starting point in the creation of their own *perceived brand meaning*. Iglesias & Bonet (2012) brand management approach that sees “the *holistic brand experience as a primary source of meaning creation*” (Iglesias & Bonet, 2012 : 258) is thus supported by the findings of this research, that similarly conceives brands as *portfolio of meanings held by stakeholders*, while considering *brand touchpoints, experiences* and other non-human brand interfaces are essential to building meanings and brands.

Furthermore, the results are contributing to the development of the brand meaning conceptualization, especially within a multi-stakeholder online environment. Indeed, at beginning of 2000s, brand scholars started conceiving the brand meaning as a dynamic *flux* and socially constructed (e.g. Iglesias & Bonet, 2012; Iglesias et al., 2013; Mühlbacher & Hemetsberger, 2008; Muniz Albert m. & O’guinn, 2001; Vallaster & von Wallpach, 2013). Brand researchers moved towards a multi-stakeholder co-creation perspective, perceiving brands meaning as social processes resulting from interactions in stakeholder networks (Iglesias & Bonet, 2012; Iglesias et al., 2013; Vallaster & von Wallpach, 2013) and leading the emergence of brand meaning definitions as “a *discursive social process in which salient stakeholders may directly or indirectly, purposefully or coincidentally interact via written text to shape certain aspects of a brand’s social reality*” (Vallaster & von Wallpach, 2013 : 1506) (cf. Mühlbacher & Hemetsberger, 2008). However, strong brand meaning conceptualizations based on dimensions in line with for example brand image construct as conceived by Keller (1993) are still lacking, and brand meaning studies are still widely dispersed. The authors believe the research contributes to bridging the aforementioned studies by pointing out some components of brand meaning and characteristics of his formation and reinterpretation on which future research should focus.

To this regard, the major results that constitute the major theoretical contributions of this research are two.

First, the impact generated by brand related UGC and at large by the whole sponsored UGB campaign has demonstrated how brand meaning construct is deeply bound to *Brand Image* components and specifically to *User Imagery*, *Usage Imagery*, *Brand Personality*, *Symbolic Benefit* and *Experiential Benefit*.

Second, results from the pre-exposition stage of data analysis show that *socio-cultural factors*, by constituting the building blocks of *personal brand meaning*, have a critical role in the way participants form their perceived brand meaning, in particular their evaluation of *user imagery* and *symbolic benefits associations*, at least for streetwear fashion brands. For example, the way participants were raised, their socio-economic status and even the country of origin were found to impact their perception and thus relationship with subcultural groups and their perception of urban fashion and its trends. In other words, “typical customers” and reference groups have been found to contribute to perceived brand meaning, but the way we make sense of them is influenced by personal brand meaning.

Therefore, two “to-dos” are suggested for future conceptualization of perceived brand meanings, within a multi-log perspective and the streetwear fashion industry, in order weight properly the above-mentioned components that brand literature so far seems not to have stressed enough:

1. To tighten the bond with Brand Image dimensions (specifically, *User Imagery*, *Usage Imagery*, *Brand Personality*, *Symbolic Benefit*) as essential driver of meaning online process creation.
2. To strengthen the connection between perceived brand meaning and socio cultural factors, by studying the link between perceived brand meaning and personal brand meaning.

In this second part of this discussion, it will be explained how the research empirical findings have contributed to investigate and arguably validate the UGB managerial framework as a brand meaning management tool.

Burmann and Arnhold (2008) with their User Generated Branding (UGB) approach, develop the first comprehensive managerial framework for the management of brand related User Generated Content, differentiating between the management of naturally arising brand related UGC and brand initiated campaigns with the aim to elicit the production of such content. In fact, the User Generated Branding is defined as *“the strategic and operative management of brand-related User Generated Content (UGC) to achieve an organization brand goals”* (Burmann & Arnhold, 2008 : 66) and the brand-related UGC is defined as *“...the representation of the voluntary creation and public distribution of personal brand meaning undertaken by non-marketers outside the branding routines and enabled by multimedia technology”* (ibid : 40). Moreover, Burmann and Arnhold (2008) see as the most important pre-economic goal of the brand manager online that of aligning inside out company communication (i.e. identity) with the external perception stakeholders hold of the brand (i.e. image) and vice-versa. In other words, as previously and extensively argued (see *intra 2.2.1 Identity based approach..* and *3. Research Gap*), the User Generated Branding framework finds its theoretical basis in the brand-consumer relationship tradition, where the alignment of brand identity and brand image constructs is seen as the fundamental preoccupation for the brand manager, and central for the construction and maintenance of a strong relationship.

However, as a matter of facts, Burmann & Arnhold (2008) by explicitly placing their managerial framework in the *Relationship-focus brand era* (Merz et al., 2009) are neglecting one of the most important developments of the *stakeholder-focus brand era* (Merz et al., 2009), meaning the increased preoccupation of academics and practitioners to manage meaning, not only brand image, directly in their stakeholder mind (Asmussen et al., 2012; Iglesias & Bonet, 2012; Vallaster & von Wallpach, 2013).

Also Iglesias and Bonet (2012 : 259), within this line of researches, by focusing on brand meaning, and partly moving away from a consumer-brand relationship towards a more encompassing stakeholder perspective, define of the main goal of a brand manager according to a meaning perspective:

*“The goal of any brand manager is to make the brand image perceived by consumers as close as possible to the brand identity established by the company. In other words, the aim is to ensure that the portfolio of meanings perceived by consumers (consumer perceived brand meaning) is as close as possible to the portfolio of brand meanings desired by brand managers (managerially determined brand meaning).”*

In fact, as argued by Asmussen et al. (2012), compared to the pre-web 2.0 age, today stakeholders have a greater influence on the creation of their own brand meaning and in influencing those of other stakeholders, since the internet has provided them with tools for creation and dissemination of brand manifestations that are only partially controllable by the organization (ibid). In other words, as extensively treated before (see *intra 2.1.2 Web 2.0, Social Media...* and *3. Research Gap*), it has been acknowledged that brand meanings are not anymore unilaterally built and controlled by an organization, yet they are interpreted, negotiated, and co-created within the network of stakeholders (Asmussen et al., 2012; Iglesias & Bonet, 2012; Iglesias et al., 2013; Vallaster & von Wallpach, 2013).

Thus, this research opens up the focus to a wider and more complex construct, that of brand meaning, that by being formed through brand knowledge sees Brand Image as only one aspect of a more complex picture. This being said however, as discussed in the first part of this paragraph the results show that brand related UGC actually impact mostly on the *brand image* dimension of brand meaning, in particular those of *User Imagery*, *Symbolic Benefits (via Usage Imagery)* and *Brand Personality*. Moreover, the findings also demonstrate that the degree on which actually the UGB campaign affect the perceived brand meaning is influenced by the customers' emotional attachment and loyalty to the brand. This further validate additional components of the identity Based approach UGB framework which put at the basis of the brand-consumer relationship the

*brand strength* defined in terms of both external and internal values, respectively represented by the *customer brand loyalty* and *employee attachment to the brand*.

Hence, from one side the authors confirm that the study of brand meaning is of fundamental importance for having a deep and thorough understanding of the whole perception of a brand, taking in consideration individual's past experiences, its private meaning and cultural background. However, since results show how a UGB campaign as the one considered has been found to impact mostly on dimensions of brand meaning that are included in the Brand Image construct (Keller, 1993), the focus of future researchers studying campaigns of UGB should be placed on the study of this construct, thus partially validating the identity-image theoretical positioning of UGB approach. Moreover, results show how a stakeholder brand knowledge and the knowledge of contextual factors, such as understanding of the brand in its brand environment (in this specific case, Dr Martens as seen as an actor in the streetwear fashion segment and in the wider fashion system), together with the dynamics taking place in this environment, deeply influence how they make sense of a UGB campaign. Thus, the authors suggest that future researchers should furtherly investigate and keep in higher regard the role of overall brand knowledge and knowledge of contextual factors in the meaning formation process with regards to social media branding campaigns that propose to produce effects on overall perceived brand meaning associations.

To conclude, the results on the one hand confirm the theoretical model on which Burmann & Arnhold (2008) base their UGB framework, while on the other they suggest how taking a brand meaning perspective is important to understand the role of brand knowledge and knowledge of contextual factors on the interpretation of a sponsored UGB campaign.

## 8.2 Managerial Implications

Iglesias & Bonet (2012) focused on the potential of different stakeholders to influence brand meaning in consumers mind, thus requiring the brand manager to persuade these stakeholders to provide inputs that are consistent with the company provided ones. This research empirically demonstrates that also the reverse holds true. Indeed, results show that brand related UGC provided by consumers has the potential to impact on perceived brand meaning of prospect customers, and potentially other stakeholders. What a brand manager should take away from this finding is that, despite a sponsored UGB can provide multiple benefits for the brand, detailed propaedeutic studies about the possible outcomes of the campaign should be carried out, in order to ensure that messages from existing consumers have a positive impact on other stakeholders.

Secondly, the findings call for a need for the brand manager to formulate the goals of a UGB campaign taking in considerations two fundamental questions: which aspects / dimensions of brand meaning does the campaign intend to influence and what stakeholders are likely to be most impacted by the UGB? For example, the campaign at hand had a strong impact on User Imagery and Symbolic Benefits dimensions of brand image, while it didn't influence the perception of functional benefits and only marginally that of experiential benefits. Let's consider however the hypothetical case where Dr Martens made an open call to Instagram users to share pictures of their long-lived shoes, having as central campaign goal that of increasing the perception of Dr Martens products durability. The authors argue that the company should address these goals in terms of dimensions impacted, in this case product related attributes, functional and experiential benefits. Secondly, the campaign is likely to have a positive income on prospect customers that keep in high regard quality and durability, but the outcome may still be uncertain as unsatisfied customers UGC could have a strong negative impact on stakeholders with a low brand knowledge. For this reason, the authors suggest that, with regard to predicting the outcome of a sponsored UGB campaign, and in order to address it to the right stakeholders

As we have seen, UGB campaigns are likely to influence more brand image components of brand meaning, despite this finding should be tested and thus constitute only an hypothesis for possible future researches. For this reason, the authors suggest that a manager should pay particular attention to brand image sub-dimensions, in particular brand personality, user imagery, usage



imagery, experiential and symbolic benefits when formulating the goals of the sponsored UGB campaign.

Another drawback, or at least an aspect considering increased attention by campaign managers, of sponsored UGB campaign evidenced by our study is the fragmentation of brand related messages, that sometimes can become colliding with the ones intended by the company. Moreover, the same company should pay particular attention to make sure that the campaign themes are correctly and clearly communicated throughout every branding platform. Thus, providing clear, concise inside out messages that are easy to understand by all stakeholders, and in particular by those who are intended to partake the UGB campaign, while clearly replicating them along all the channels used for the campaign should be a particular concern of the brand managers and social media managers. One of the most interesting aspects evidenced in the prospect focus group is that the themes of #worndifferent campaign were not sufficiently clearly communicated on instagram, and consequently the brand related UGC did not contribute to strengthen the core brand identifiers of “diversity” and “daring self-expression”.

### 8.3 Limitations and Future Research

An essential factor that limited the research concerns the *external validity* or *generalizability* due to the single case study design, industry choice and the limited sample.

It has already pointed out by several academics that Single case study by its nature involve a detailed and intensive analysis of one case and usually produce findings that are barely generalizable for other cases, context or other group of people (i.e. sample) (Bryman, 2012; Yin, 2003). The fashion industry choice, and especially the streetwear fashion segment has its own dynamics, cultural circumstances and symbolic status scarcely replicable in other cases or even in other fashion segment, since the deep relationship of Dr Martens brand with the subcultures (see *intra* 2.4.3 *Streetwear fashion brands and Subcultures Identification*).

According to Bryman and Bell (2011) the results generalizability of a single case study can be improved setting up a comparative study between two or more cases, in which diversified findings

are compared to recognize the uniqueness and similarities across different fields, suggesting concepts that are relevant to contribute to the existing theory (e.g. Bryman, 2012; Eisenhardt, 1989). Moreover, in the multiple-case study design, despite its own shortcomings (see short explanation *intra 4.2 Single Case Study*), triangulation among cases can additionally strengthen the result. For example by contrasting two similar UGB campaign with a third one that is different according to hypotheses, those can be confirming the brand meaning dimensions impacted and hypotheses of both cases, and eventually allow for generalization to other cases with the same characteristics as the first two (see also, Stavros & Westberg, 2009). Likewise, in future researches it can be applied a cross-industry triangulation in order to further improve increase, *ceteris paribus*, the *external validity* and the replicability of the research in different setting and industries.

As a matter of facts, due to the limited scope of this thesis and shortage of both resources and time, certain case aspects could not be explored more in depth. Thus, a triangulation of methods can be also applied, in order to obtain more exhaustive finding. For example, in addition to semi-structured interviews and focus groups, a *Netnography* can be conducted to achieve a more extensive view of the brand, UGCs on Social Media campaign related, and a deep exploration of certain aspects of the campaign both stakeholder and company wise.

In fact, the researchers have experienced a lack of primary data related to UGB #worndifferent campaign managerial proposed brand meaning which was studied only via the official websites of either Dr Martens or ODD London brand agency (see *intra 4.2.1 Dr Martens #worndifferent case*). This has limited the study since the authors had no possibility to have brand managers' insight of campaign goals, particularly in the case they aimed, via UGB, to shift the intended *brand meaning*. Therefore, future studies can also focus solely on the company side, exploring in detail the managerial goals of the UGB campaigns via in-depth interviews, thus having a more detailed insights on first, the campaign intended brand meaning and then, on UGB as managerial framework. Accordingly, it would be interesting also to compare the *managerially intended brand meaning* with the *perceived online brand meaning* of a certain UGB campaign, in order to test the UGB as a brand meaning management framework.

Regarding the sampling, organizational issues were encountered in settling down the focus group and turn out to be a methodological limitation for the research. The third focus group ended up to be composed solely by 2 participants, a little number according to what is commonly accepted by academics and practitioners (Bryman, 2012; see also 5.3.2 *Focus Group Design - Organizational Issues and Focus Group size*)

In spite of that, overall sample size of the research participants granted to gather very detailed and diversified data. Certainly, additional primary data permits to get more interesting insights, even though a categories redundancy and thus a data saturation in the analysis was achieved (see *intra* 5.1.2 *Sampling* and 6. *Data Analysis*).

Nonetheless, in future studies the sample size should be increased to allow data to be more representative of a real life-settings as well as intensifying opportunities for a cross-case research, thus incrementing the *generalizability* of the research. However, on the other hand, it can be pursued also a more homogeneous sample, age-wise, or cultural-wise (e.g. individuals with the same cultural background or belonging to same community/subcultures) in order to isolate how the culture, the *reference group construct* (see *intra* 2.4.1 *Brand Meaning in the digitized fashion industry*) and other socio-demographic factors could influence the perceived brand meaning. In the same line of thoughts, other research can be based on certain fashion brand community and/or subcultures or focusing on particularly in a specific Social Media Platforms (such as Instagram) to have other perspective on how an UGB campaign impact the online perceived brand meaning.

Eventually, in any case study of future research in order to achieve a higher number of participants, it might be introduced financial incentives to avoid ending up still in a small sample or demotivated people (see also Yancey, Ortega, & Kumanyika, 2006).

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# 10. Appendices

## 10.1 Interview Guidelines

Ciao ! Thank you for accepting taking this interview with us. As you may know, this interview is part of our data collection process for our master thesis on Branding. In order not to bias the interview, we cannot tell you more at this stage about the details and goal of the research, but it has do do with the impact of digital marketing campaign on your perception of a brand, which we can't disclose at this moment but that you'll find out very soon. The information you're going to disclose are confidential and will be shared only with us, the researchers, and our two supervisors. if you agree to us recording the interview, we can actually start.

### PERSONAL INFO

As first step, I would like to know something about you. For example:

- Can you please present yourself, your name, and if you feel: your sex, age, nationality, education, profession...
- Can you tell me something about your passions and interests?
- Who are the people you like to spend most time with and what do they do?
- How would you describe your personality
- do you care about people of opinion?
- How would you describe your attitude towards life and society?
- How would you describe your style?
- What do you like to wear in different occasions?
- How do you see yourself in the future?

### BRAND AWARENESS

Let's try a little game now. We will give you a few hints/cues about the brand and let's see if you can get it. This aims to test how central the brand is for you in the related product category.

- So the brand we are gonna talk about is a english fashion brand, in particular its a producer of footwear. It was created in the beginning of 20th century but its first iconic product was commercialized in 1960. Since then, their products have appealed to a very wide array of different people and were particularly embraced in England by different subcultures throughout the years. Do you know which brand we're talking about?
- Your answer is correct / non-correct. We are of course talking of Dr Martens.

Now we are going to show you some pictures and would like you to tell us in which of them you see a product by Dr Martens.

\*Show pictures containing Dr. Martens products and not\*

#### **LEVEL OF EXPERIENCE WITH THE BRAND**

- Did you ever bought a pair of Dr Martens? Do you currently own a pair?
- If yes, how many pair have you had? When was the first one?
- If no, why? Have you ever though to buy a pair of it?
- Have you ever tried a pair of Dr Martens?
- How well do you think you know the brand? Would you say it's a brand that is central in your life?
- How often do you think you encounter the brand?

#### **POINTS OF CONTACT WITH THE BRAND**

Now we'd like to understand a bit where you enter in contact with this brand. You can talk about pretty much every time you experience it, see it, use it or hear and talked about it for example.

- Do you remember the first time you entered in contact with the brand? Maybe you've seen them worn by someone or on a commercial, in a shop or worn by an artist or musician you like?
- Can you recollect the moment you purchased your Dr Martens? How was the experience?
- Do you remember any other particular time you entered in contact with them?

- Did you ever visited their store?
- If yes, did you talk with the employees? how was the experience there?
- Can you remember once you've seen them in a shop? was it one of their proprietary shops or a multi brand store?
- Do you remember seeing them online? Did you ever visited their website? or some discussion about them in real life or on social medias for example?
- Do you remember some sort of advertisement? Maybe on tv, radio, a sponsorship at a festival or concert?
- Maybe you've seen them promoted or used by some influential person in your life?
- Then, I'd like you to think of the reasons why these moments where you entered in contact with the brand came to your mind.

### **Brand Experience via Brand Points of contact**

#### Customer Pattern

Having in mind all those touchpoints with the brands, we'd like to know a bit more about how you experienced them.

#### **Sensory**

- What senses you feel most involved when you enter in contact with it? Would you say it's more of a brand you experience with sight or touch or smell for example?
- Would you say this brand makes a strong impression on your senses? In other words, do you find some senses particularly involved when you're experiencing the brand ?
- What do you think of the physical attributes of the product, such as shape, sizes, materials?
- How would you say Dr Martens performs in protecting your feet and in satisfying the basic needs you buy them for, such as walking or running for example?
- How would you say Dr Martens perform in terms of comfortability, flexibility, weight, height etc ?
- Since you never had a pair / never tried them , where do you think this belief comes from?
- What do you think of the price of Dr Martens products ? Is that fair according to what you have just told us? Comfort, functional performance etc?

(we're interested to know how it places compared to substitute products by competitors in his/her mind in order to draw inferences about uniqueness of associations)

### **Behavioral**

- Do you think this brand push / motivates you to engage in some sort of physical actions or behaviors ? (for example walking or standing in different ways you'd usually do, change your attitude towards other people)
- Do you think wearing a pair of Dr Martens would make you behave in some different way from usual? How?
- How do you feel when other people around you wear Dr Martens? Do you feel a sense of belonging or want engage in some particular activities when other people around you wear Dr Martens? Eg. going to a concert? going out in a certain place?

### **Affective**

- Would you say this brand is emotional, in the sense that it evokes feelings and emotions?
- What are the typical feelings you have when using your Dr Martens?
- What feelings do you think you'd feel when using a pair of Dr Martens?
- Would you say you are emotionally connected to Dr Martens?
- What do you think your close ones think of Dr Martens ? And what about you wearing them? What would they think if you wore them? How does it make you feel?
- Would you say Dr Martens plays a role in your social life?
- Do you feel Dr Martens influences the way you feel when you're in public? For example does it make you feel proud, more or less accepted, more or less confident?
- Do you think Dr Martens impact on your self esteem ?
- Do you think Dr Martens enriches your everyday life ? How ?

### **Intellectual**

- When you encounter the brand, do you feel intellectually stimulated ? Does it make you reflect on something in particular? Would you say it makes you think more than usual ? Does it stimulate your creativity or problem solving ?

### **Recap of Intellectual + Sensory + Affective + Behavioural via metaphor**

Now I'd like you to picture in your mind your typical day/night using Dr Martens. As before, you can close your eyes if it makes it easier for you. I'd like to understand what you think, sense and feel from before wearing them to when you take them off.

- Why do you choose to wear Dr Martens in that particular occasion compared to other shoes you have?
- What do you sense and feel when you first wear them?
- What are you wearing with them?
- Where are you going or what are you going to do?
- How do you feel when you go out with them, what do you do?
- Does people look at you? How do they look at you and how do you feel?

### **User Imagery , Usage Imaginary, Brand personality**

- What do you think about the typical users of Dr Martens products? Who are they, what do they do in life ? What's their age, race, education, income, profession, political views, hobbies?)
- What do you think about the typical usage way? In which contexts and for which activities you think Dr Martens are mostly used?
- Would you be able to imagine Dr Martens as a living person? You can close your eyes if that helps in picturing him/her. Is it a man or a woman? What age? Can you describe his/her physical appearance? Girlfriend/boyfriend and brands.

- Now go deeper and try to tell me what is he/she doing? Would you be able to describe something about his/her life, such as his typical day, what does he/she do for a living, her free time?
- How do you think Dr Martens matches your personality?
- Would you think Dr Martens matches your personality? How? Why?
- Imagine someone criticized Dr Martens, or make some negative comment about you wearing them, how do you react?
- What kind of negative comments would you expect for wearing them?
- Can you describe this person who would not like Dr Martens and would make such comments on them?

## **Embodied Brand Knowledge**

### **Metaphors**

- If Dr Martens was an object, what would it be? You can choose how many objects you would like. What do these objects mean to you?
- Now let's try this with an animal, what would it be? What are the characteristics of this animal that made you choose it?
- If you had to describe Dr Martens with 3 sentiments, what would they be? Why?
- Can you describe it with 3 adjectives / feelings / verbs.
- verbs
- technology
- sport
- If Dr Martens food?
- Building
- If Dr Martens was a vehicle, a mean of transportation, what would it be?
- We got to the last question. I would like you to take 10 minutes to go on the web and choose some pictures that represent what for you is Dr Martens. You can choose whatever, it is not necessary that the brand is present in the picture.
- Why have you chosen those pics?



## 10.2 Interviews Transcript

### Interviewee #1 (14.05.2018 at about 4.20 pm)

Transcript.

#### **Interviewee #1 14.05**

**[Francesco]:** So we are here today, it is the Monday 14th of May, we are with the interviewee number 1, Ciao! Thanks for taking this interview with us as you may know this interview is part of our data collection process for our master thesis on branding, in order to not bias the interview we cannot tell you more at this stage about the details and goal of the research, but it has to do with the impact of digital marketing campaign on your perception of a brand, at this time we we can't disclose the brand yet, but that you'll find out very soon. The information you're going to disclose are confidential and will be shared only with us, the researchers, and our two supervisors. If you agree to us recording the interview, we can start.

**[Interviewee 1]:** Yes, I agree.

**[Francesco]:** Great! So as first step, I would to know something about you, for example to present your self, your name and if you feel, your sex, age, nationality, education, profession...

**[Interviewee 1]:** Ok! I'm ####, I'm 25 years old, I'm Brazilian but I raised up in Italy and so I have different cultures, I used to work in a shop, for a brand. I studied fashion design and visual merchandising, and now I'm living in Copenhagen where I'm studying Marketing Management.

**[Francesco]:** Ok, how old are you?

**[Interviewee 1]:** 25 years old.

**[Francesco]:** almost 26?

**[Interviewee 1]:** Yes... [laughing] !

**[Francesco]:** Ok! Mhmm..great! Can you tell something about your passions and interests?

**[Interviewee 1]:** Yes, so I love music, electronic music, techno music, club culture, I love fashion, I love art especially and cinema.

**[Francesco]:** Cinema? That's really a lot of passions! Mhmm.. Who are the people you spend most time with? And... what they do?

**[Interviewee 1]:** Mhmm, now you mean?

**[Francesco]:** In general, yeah |

**[Interviewee 1]:** Mhhmm my friends, we used to listen a lot of music together and go out to especially concert and museum and dinners and that's it.

**[Francesco]:** Ok are they all your age or... mostly...?

**[Interviewee 1]:** Mostly yes, yeah.

**[Francesco]:** So you share this passions with them ok?

**[Interviewee 1]:** Yeah

**[Francesco]:** And... hmmm how would you describe your personality?

**[Interviewee 1]:** Hmmm...

**[Francesco]:** Some adjectives if you don't come in English you can also tell us in italian..

**[Interviewee 1]:** how do you describe my personality?!? [laughing]

**[Francesco]:** Some adjectives... I don't know...! You are outgoing or...

**[Interviewee 1]:** Yeah, I'm outgoing, open-mind, hmmm... sometimes... how do you say "solare"

[Italian word meaning: radiant, sunny; used mostly in a figurative way for describing personality.

source: <http://www.wordreference.com/iten/solare> ]

**[Francesco]:** Solare? Hmmm joyful..?

**[Interviewee 1]:** Yes, sometimes I'm joyful, ehm.. yeah! I don't know...what's else to say...

**[Francesco]:** Ok, that's perfect! How do you describe your attitudes? That's an interesting question! Don't worry if you can't go deep but, your attitudes towards life and society?

**[Interviewee 1]:** It's depends. Depends, I'm not pessimistic at all, but I have different kind of behaviors with different kinds of people it's depends who I have in front of me.

**[Francesco]:** ok, you're saying that your personality is changing a bit according to the people you are with.

**[Interviewee 1]:** Yeah

**[Francesco]:** And where do you feel more comfortable? Which people?

**[Interviewee 1]:** Where people...educated people for the most...

**[Francesco]:** Educated people?

**[Interviewee 1]:** People who have an....hmmm...hmmm

**[Simone]:** You mean, educated that like have been at school? Or just that they are kind?

[ndr: "educato" in Italian means mainly in common sense "polite, good-mannered, well brought up, well-behaved" in english educated is a false friends for Italians, since its meaning is erudite, academic. source: <http://www.wordreference.com/enit/educated>]

[Interviewee 1]: Kind yes...

[Francesco]: with culture?

[Interviewee 1]: Yes also with culture, with people that have also a lot of interest.

[Francesco]: Ok! Hmmm... so this is was the introductory part and now we're going to play a little game, and finally you're gonna find out which is the brand we are talking about...so I'm going to give some hints about the brand, some cues and let's see if you come up first or a second brand...

So the brand we are talking about is an english fashion brand, in particular its a producer of footwear. It was created in the beginning of 20th century but its first iconic product was commercialised in 1960. Since then, their products have appealed to a very wide array of different people and were particularly embraced in England, especially, but also in United States and all over Europe by different subcultures throughout the years. Do you know which brand we're talking about?

[Interviewee 1]: Ehmmm no... but I can try!

[Francesco]: Give a try, of course!

[Interviewee 1]: Is it Adidas?

[Francesco]: Nope! It's not english [ndr Adidas is not an English Brand]. But it is embraced by many subcultures it is a really important point...!

[Interviewee 1]: Reebok?

[Francesco shook his head in an emphatic "no!"]

[Interviewee 1]: Fila?

[Francesco]: [shaking the head again] English! [emphasising the word]

[Interviewee 1]: Is it sport?

[Francesco]: It's not sport [brand]

[Interviewee 1]: Fuck it!

[Simone]: Maybe we can say that's really iconic in the music or..maybe in the "rock-wise" music, can we say right Fra?

[Francesco]: Quite iconic in the music..

[Silent, the interviewee is thinking...]

[Interviewee 1]: Hmmmm...no...

[Simone]: Associated with maybe some underground cultures and music...like... London...

[Interviewee 1]: Super ??? english right?

[Francesco]: It is not really a contemporary brand, it's from the 1860...and some very iconic, like...very standard products.

[Interviewee 1]: Do i know them?

[Francesco]: Yes you do. .... [Silence] Ok if it doesn't come we can suggested it..!

[Interviewee 1]: Vans? It's not english?

[Francesco]: You're on the right track...

[Simone]: Yes you're on the right track! It's fine, you can spend 10 mins on it, just think about don't worry!

[Interviewee 1]: It's a challenge now..! Can i have some beers? [laughing]

[The researchers bought 2 pints of beers, before the interview. The interview was conducted in the grass in the CBS yard to put at maximum comfort and at ease the interviewee. Further, the interviewee propose in this instance that location]

[Simone]: Of course!

[Silence]

[Interviewee 1]: So it's very similar to vans but...

[Francesco]: English brand, footwear....hmmm so shoes, so...

[Interviewee 1]: it's not Reebok...It's from States, it's not Nike...

[Francesco]: Mmm no, subcultures for years..from the '60 got very popular already...

[Simone]: Think about Oasis....

[Interviewee 1]: Asics?

[Francesco]: No...

[Interviewee 1]: I don't know it... this is so hard...

[Francesco]: We can say.. it's the scope of the research, if it is central in your mind....

[Interviewee 1]: Wait! Wait...

[Simone]: Think about London... Oasis...

[Interviewee 1]: It is something about Punk

[Francesco]: Rock music...Punk yes

[Interviewee 1]: Punk yes...

[Simone]: yes, "Brava"...

[Interviewee 1]: Dr Martens??

[Francesco]: Correct!!

[Simone]: Right!!

[Interviewee 1]: [laughing]

[Francesco]: You got it! Took a while but we made it!! [all laughing] So next step, it's another a little game and now we're going in depth with the interview, I'm gonna show some pictures, some containing Dr Martens product some not, and you're gonna tell me which one... you have to be fast, which are yes and which are no, jsut yes or no and hmmm what does you think? Can we start?

[Interviewee 1]: Yes!

[Methodology: The researchers have made a presentation of 21 shoes-pics containing half Dr Martens brand shoes and half not. The aim of that presentation was to study the extent of brand recognition of the interviewee, the pictures were chosen from different web sites sources, one of them was the official Dr Martens website. The choice of pictures not representing Dr Martens but other brands was based according the criteria of similarities in shape, size, models compare to Dr Martens shoes in order to render more tricky and interesting this brand game and put a the very scrutiny the interviewee brand recognition (dated 10.05.2018) ]

[Francesco]: Do you see well? Can I start?

[Interviewee 1]: Yes!

[The presentation of 21 pictures was shown to the interviewee, who has to answer really fast without stopping onto the pictures so much time, we called that a first-impression answer (in average the interviewee stops from 1-2 sec on the image)]

[Interviewee 1] & Brand Game

1 No

2 Yes

3 Yes  
4 Yes  
5 No  
6 No  
7 Yes  
8 No  
9 Yes  
10 Yes  
11 Yes  
12 No  
13 Yes  
14 No  
15 Yes  
16 Yes  
17 No  
18 No  
19 Yes  
20 No  
21 Yes

[Francesco]: Done! Good! We won't tell you, which ones were correct!

[Interviewee 1]: You won't?

[Francesco]: no!

[Interviewee 1]: Fuck it!

[Francesco]: If you want maybe next time then when will do the follow up with the focus group, we're gonna tell you if you were right! So let's start now, this is important, now we want to understand a bit where you're entering in contact with this brand, where you're entering in contact doesn't mean necessarily when you use it, but it can be when you talk about it, when you experienced it, when you see it, use it, hear about it or talk about it with friends, online, whenever,

whenever it comes to your mind...! In all occasion you experience Dr Martens, you can use it. So for example do you remember the first time, you entered in contact with the brand?

[Interviewee 1]: I think I was 13, and it was about.. because I used to listen punk music and rock music, and I remembered one of that video that I saw on MTV, and I remember to see in some videos

[Francesco]: Yes, so you saw wearing them in a video on MTV, very good...hmmm.. and do you own a pair of Dr Martens ?

[Interviewee 1]: Yes!

[Francesco]: how many do you have currently?

[Interviewee 1]: Just one pair...

[Francesco]: Right now...but did you buy them more than one?

[Interviewee 1]: No, I bought 8 years ago and I'm still have it..

[Francesco]: 8 years ago, and you still have it, cool...where did you buy it?

[Interviewee 1]: where?

[Francesco]: Yeah

[Interviewee 1]: Italy, Milan. In a shop in "via Torino"

[Francesco]: It was a shop, it was Dr Martens shop or it was a multi-brand?

[Interviewee 1]: They don't have a Dr Martens shop in Italy, but it was a shop, they used to sell kind of products...

[Francesco]: ok...

[Interviewee 1]: Like alternative products...

[Francesco]: Hmmm... Do you remember how do you feel.. how was the experience in the shop?

[Interviewee 1]: Hmmm... I don't know...hmmm.. I remembered that just I like them and I bought immediately, and I hate them for 1 month.

[Francesco]: You hated them for 1 month...? Why is that? [all laughing]

[Interviewee 1]: Because it hurts a lot in the beginning, because it's very hard in the skin behind so they hurts a lot...

[Francesco]: it was boots?

[Interviewee 1]: Yeah, boots...

[Francesco]: ok...Do you ever visit one of their stores?

[Interviewee 1]: I did in CPH like one month ago, for the first time...

[Francesco]: can you tell me more about it?

[Interviewee 1]: Hmmm..what should I tell you?

[Francesco]: I don't know.. did you...

[Interviewee 1]: I didn't try anything I just went into [inside] to see how was, because I've never have been in a Dr Martens shop before and .... they have lots of different types, it was the first time that i saw different type of shoes from this brand....

[Francesco]: ok... did you talk with the employee for example? How was the atmosphere?

[Interviewee 1]: I didn't talk with anyone...because it was a bit busy, I was just checking what they have...

[Francesco]: So you felt uncomfortable....?

[Interviewee 1]: No, not at all... It was just have a fast check, just to see what they have, but I didn't want to buy anything..

[Francesco]: Is there anything come up to your mind, any elements in the shop, physical or... that got your attention?

[Interviewee 1]: No.... It's a bit expensive [ndr: not sure, she said that, 00:13:42] for me.. now...

[Francesco]: Did you see any... like...colours or the atmosphere or the music?

[Interviewee 1]: Yes, I was more.. very attracted by the new version...except the boots that I already had.... it's a vegan one, vegan version, I would attract by this special one [ndr: not sure, she said that, 00:14:01] and then I like also the short one, the one that you have...

[Francesco]: ok, you don't remember people in? Nothing caught particulalry your attention apart from products... in particular?

[Interviewee 1]: Hmmm... No... I didn't...

[Francesco]: ok, that's fine! Any other particular moments you recollect that comes to your mind really fast where you entered...experienced the brand? [00:14:34]

[Interviewee 1]: Hmmm..MACCAO!

[Francesco]: Maccao! Can you explain what is it Maccao for your audience?

[Interviewee 1]: [laughing!] Hmm...Maccao is, how do you say, how do you say "centro sociale, in inglese?"

[Francesco]: Ah ok, it's a club...is unofficially a club...!



[Interviewee 1]: Mmmm it's not a club, it's cultural-space or center when you can... for the most political...political

[Francesco]: ...activities...

[Interviewee 1]: ....and...music activities and art activities about..

[Francesco]: ok...So you experienced the brand a lot of time, meaning lots of people wearing them...?

[Interviewee 1]: yeah!

[Francesco]: Ok, very good. Do you remember some, for example, seeing them online, do you visit their website sometimes, do you follow their page on Instagram or Facebook or---?

[Interviewee 1]: No, I don't follow any pages, but I saw some websites...

[Francesco]: You saw the website ok..and hmmm...some sort of advertisements for examples? You said you saw them on TV, you remember any advertisements somewhere?

[Interviewee 1]: Yes! I had some ads from facebook, even if i don't follow the page, and i got a sponsored ads, it was about the vegan shoes...[00:16:08]

[Francesco]: Vegan shoes!! Interesting! Target advertising!

[Interviewee 1]: I was vegan when I saw it! [ironical way of saying it!] If it's important? [laughing]

[Francesco]: And... you already said that you saw them again in the MTV, and..you've seen them by some influential person in your life? I don't know maybe, you said you like music, so maybe musicians...

[Interviewee 1]: yeah! Lots of musicians that I used to listen they have, wear this brand. Hmmm... I think I saw them... some like festival....

[Francesco]: Sponsorship?

[Interviewee 1]: Yeah, sponsorship... yeah...I think that's all...

[Francesco]: Ok, that's quite enough! If you have to value, and this is not in the questions, the most important experiences you had, what would it be?

[Interviewee 1]: Music!

[Francesco]: Music..so MTV first...?

[Interviewee 1]: Yes MTV first, because yeah it was the start, I don't think you can see it now on the MTV this kind of things...

[Francesco]: Musical environments?

[Interviewee 1]: Yeah, musical environments.. and actually also politics environments, like "manifestazioni"...

[Francesco]: Manifestations...ok.. politics up-evils..? How do call them.... That's very good. Now they are bit tricky these questions, we'd like to... just be...try... you have not to be very deep in these answers. What sense do you feel are most involve when you experience the brand? Experience in your case...

[Interviewee 1]: Like me as customer or for the brand...

[Francesco]: In general for you... that's personal, all of these is personal about you, do not have to worry, which sense do you think, sense is like hear, touch, smell...

[Interviewee 1]: The quality for the most...

[Francesco]: But the quality.. is not.. we're gonna talk about the quality..

[Interviewee 1]: ok...about how do I feel when...

[Francesco]: Nono, the senses...the senses...you experience the brand with senses in many ways.... you used your touch, your sight, sight is "vista", your hear, your nose to smell it. Which are the sense you feel are mostly involved..

[Interviewee 1]: The touch...yeah.. and the..sight..

[Francesco]: ok.. hmmm.. and would you say in general this permit a strong impression on your sense?

[Interviewee 1]: yeah...

[Francesco]: yes? It's a very experiential brand like...?

[Interviewee 1]: Yes i think so...in my opinion yes..

[Francesco]: would do you think of the physical attributes of the products? You've already been talking about the shape, size and materials....what do you think about it? You can start from the shape for example...

[Interviewee 1]: I would start from the material.... Should i go in depth for this? What did I think about material?

[Francesco]: We can follow up just.. have to start and then we take from there..

[Interviewee 1]: Ok...I think the most, in my opinion, the strong think for the product...the material...because it is military material they use and this if I don't go wrong... they start to special boots for people who work in...

[Francesco]: Workers, yeah it's correct!

[Interviewee 1]: and.. so you can notice from the material that it is very strong, I had this boots from 8 years and i used them almost everyday and they still are perfect like in the beginning this is a thing that attract me a lot and... the shape as well, I think is very fashionable [00:20:32] you can wear in different occasions even more, how do you say... fancy?...but also in clubs...so in different contexts...

[Francesco]: What's about the sizes? do you have any problems with the size or does it fit good for you?

[Interviewee 1]: yes, just at the beginning they were a bit hard, I know that they have changed this thing now and not supposed to be like this...

[Francesco]: Ok, great! More in depth than expected...So you've already mentioned something about it, so would you say something about...how do the shoes perform in terms of comfortability, flexibility, weight "peso", height "altezza"...

[Interviewee 1]: Ok..hmm... In my experience, how they fit at the beginning is...how do you say...

[Francesco]: they're not comfortable...you've already said that..

[Interviewee 1]: they're not comfortable at all..[00:21:36] but it was because the material it's very hard, supposed to be very strong, is that one of the reason why it hurts that much in the beginning. I know already, that they have changed this thing now. I didn't try... it's a bit heavy, especially the boots that i have, it's a bit heavy, but with the time they start to fit perfectly to your feet.

[Francesco]: Perfect and..would do you think of the price of Dr Martens ? Is that fair according to what you just told us?

[Interviewee 1]: Yeah... I think is totally fair!

[Francesco]: Yeah, Great! So now we're going a bit more in deep, with your experience, your personal experience...Do you think that this brand push or motivates you to engage in some sort of physical actions or behaviours?

[Interviewee 1]: No I think, I choose the brand for my behaviours and then activities or actions...

[Francesco]: ok...and.. which kind of actions and behaviours you wanna say?

[Interviewee 1]: hmmm underground... [00:22:46]

[Francesco]: underground activities...?

[Interviewee 1]: Yeah.. and...how can I say... they can different from other competitors...in this market...

[Francesco]: and... the question is also more simple... we say like...you'd walk, standing in a different ways you usually do... or change your attitude towards other people or act in society?

[Interviewee 1]: Sorry... I didn't get the question..

[Francesco]: So.. compare to other shoes, I bet you have other shoes... I know you have other shoes...

[Interviewee 1]: Yeah...

[Francesco]: Do you behave in some particular, different way when you wear them compare to other shoes?

[Interviewee 1]: I think so yeah...

[Francesco]: In which case?

[Interviewee 1]: More riot! I feel more riot! [00:23:43]

[Francesco]: you feel more riot? Great! That's very good!

[Simone]: You feel kind of riot? Strong?

[Interviewee 1]: Yeah!

[Francesco]: As you'd like to kick some asses right?

[Interviewee 1]: Yees! [laughing] But not in a violent way, by the way! [00:23:59]

[Francesco]: That's important to know! And...How do you feel when people around you wear Dr Martens do you feel a sense of belonging or want to engage in some particular activities?

[Interviewee 1]: I used to do, but I don't anymore, 'cause I think now Dr Martens is more.... "comune" ?

[Francesco]: yes common, commercial? Mainstream?

[Interviewee 1]: Yes exactly, it's more mainstream...

[Francesco]: Yes tell me if it is correct what I'm saying...

[Interviewee 1]: Yes, I know that a lot of people I know...hmmmm.. I have Dr Martens just because is ##### [???]... became a trend and not because they know the brand or know what they represent.

[00:24:43]

[Francesco]: Ok, perfect....

[Simone]: Sorry, you mean in law, that they're studying law or they are lawyer? They are just in the environment of law, right? You said law right?

[Francesco]: Nono, she didn't say law...

[Interviewee 1]: No...

[Francesco]: She said that.. it's more common for.. now it is more common than in the past, and people wear them just because they're fashion...

[Interviewee 1]: Now they're just more a trend...

[Simone]: Ah ok a trend... sorry

[Francesco]: Not for what the brand represent to them...! And hmmm...So...would you say that this brand is an emotional brand? In the sense that it evokes feelings and emotions?

[Interviewee 1]: Yes. It is. In my opinion it is..

[Francesco]: And what are the typical feelings.. you associate with this brand...?

[Interviewee 1]: Ehm... "Appartenenza"

[Francesco]: Yes, belonging

[Interviewee 1]: Belonging hmmm... in some...attitude...and some...

[Francesco]: Some ways of behaving?

[Interviewee 1]: Exactly..some culture places...like...it could be music, environment as well, it could be politics choices..[00:25:56]

[Francesco]: Mm... belonging...and...hmmm...would you say you are emotional connected to the brand in general?

[Interviewee 1]: yes!

[Francesco]: ok... a part from belonging you have any other feelings or emotions towards the brand?

[Interviewee 1]: I've just liked the...how do say in Italian...? Hmm....

[Francesco]: You can say it in Italian as well...

[Interviewee 1]: Yes I like the shape...that...sorry...

[Simone]: Try just to express yourself...It has not to be something....just what you have inside...what's you like...like the shape...

[Interviewee 1]: I like the way that they wear...like the... visual...

[Francesco]: aspects? how they look?

[Interviewee 1]: Yeah! and i think they are very good for it... the way they are used to dress..

[Francesco]: and...what do you think of the close ones? The close ones in the sense of friends, family or whoever is close to you in your life? Think of Dr Martens.

[Interviewee 1]: Well, I have a sister who likes a lot Dr Martens [00:27:28] but she doesn't have it, because she thinks they are expensive.... I am pretty sure she doesn't have any idea about what the brand represents...so what of the qualities of this brand, that's why she thinks that it's very expensive she like like, how it thinks so she bought something similar but it's not Dr Martens.

[Francesco]: Ok. And other people? Just think like maybe they like them as you do because they are your friends...

[Interviewee 1]: Yeah, I have some friends... maybe you as well! [laughing]

[Referring to one of the researcher, in this case the speaker Francesco. Francesco and interviewee #1 know each other quite well since they moved in Copenhagen].

I have Alan, my best friend, he knows this brand but for him it's just about appearance, it's not about anything I've said before so not being...

[Francesco]: Do you say thinks about it?

[Interviewee 1]: About what?

[Francesco]: about Dr Martens ? What do you think he thinks?

[Interviewee 1]: [00:28:29] He just likes it.

[Francesco]: He likes them?

[Interviewee 1]: But he doesn't know about the history, how it starts from...used to..[00:28:36] ...  
### [???

[Francesco]: and then..Do you have anyone criticise you for wearing them or judge you you wearing them that you know?

[Interviewee 1]: My parents. [00:28:49]

[Francesco]: Your parents!? [all laughing] As like... why? Tell me more about that!

[Interviewee 1]: 'Cause my father, especially, he thinks it's a Nazi [00:29:00] boots! [all laughing]

[Francesco]: And you think that he's influenced your choice?

[Interviewee 1]: Not al all!

[Francesco]: Not al all...!

[Simone]: Really good!

[Francesco]: Do you say Dr Martens plays a role in your social life? I know sometimes it's a bit redundant the interview, but I want you to go deeper in some aspects...

[Interviewee 1]: I think, yeah, it's sometimes could... hmmm...what's the word you use?

[Francesco]: Plays a role in your social life...?

[Interviewee 1]: Yes, sometimes, especially because people who go out in the same place I used to go, like Maccao, for example, maybe more, a lot of friends use this brand and they know what it represents, so when I saw or they saw someone use it they connect this...

[Francesco]: So it's a sort of connection with people using them..

[Interviewee 1]: yeah

[Francesco]: You say you feel part of a community? [00:30:06]

[Interviewee 1]: Yeah, exactly, you know some behaviours, some people from the brand they're using...

[Francesco]: So you see the Dr Martens also in people and you noted what is their culture background?

[Interviewee 1]: Yeah!

[Francesco]: You would like to talk more about this culture background? Define a bit more, specifically. You have not to be.... I know it may sound offensive somehow...some adjective that they are offensive, for some people but it's like, don't worry about it...

[Interviewee 1]: Hmmmm Should I talk just about the people that I already know and I know they use this brand, like the same kind of mentality they have too or generally...

[Francesco]: Yes this community... you said you feel part of a community somehow, people that wear it, and you already know who they are because they are wearing Dr Martens somehow and how they dress or how they behave probably...So what are the characteristics of this community?

[Interviewee 1]: Hmm wow... most of them, that I know very well, they have at the same kind of culture background then me, music or... political choice.. so we have the kinda of same background, cultural..and most of them do.. pretty the same things that I do: we go out at the same places, we listen to the same kind of music, some of them are artists or other them are journalists and ... yeah... in some way we have a lot of things in common...[00:31:42]

[Francesco]: Very great!

[Simone]: That's perfect!

[Francesco]: Very good! And...Last two questions of this kind and we're moving to something else...You've already talk about it, actually, but I'm asking once again just to make sure...Do you feel

that Dr Martens influences the way you feel when you are in public? For example, that does it make you feel proud, more or less accepted or more or less confident? Confident means "a tuo agio"...

[Interviewee 1]: Hmm... I would not say accepted or not because I don't take..care about it...I don't give attention to this thing, confident...yeah, and...yes, proud as well...

[Francesco]: ok...and when you encounter the brand you feel intellectually stimulated which means that does it make you feel, does it make you reflect on something in particular? Maybe you can say there's history behind it, that's brand..like yes...

[Interviewee 1]: the history behind it...and...it's...they approach for how... they create this brand and the value from the brand as well....

[Francesco]: So you think about it, when you see them, I know that you have for a long time...

[Interviewee 1]: I always think when i see it, it's like something that i know, when I see it I remember everything about the history [00:33:23]..

[Francesco]: ok...Good! And...Do you think that is a brand that stimulate your creativity or... problem solving?

[Interviewee 1]: It used to a lot, actually, but when you're growing up, after years that you have it this brand, not that something that like.. you are very..."attaccato" ?

[Francesco]: Attached to...

[Interviewee 1]: exactly!

[Francesco]: Now... we're going deep.. I would like you picture in your mind a typical day or night or anyway the way you use them...hmmm... you can close your eyes if it makes you feel better I don't know, I would like you to describe what do you think, sense and feel before you wear them to when you take them off...So you open your wardrobe and you're about to going out...where are you going?

[Interviewee 1]: It's always in my mind... I need to imagine right?

[Francesco]: Yeah, yeah...the typical way you use them, imaging a typical day.. and I want you go from before you decide you wear them and then describe what do you do, what do you wear with it, where do you go, with who...?

[Interviewee 1]: Ok...

[Francesco]: This is like you can also fantasise a bit about it...but just...just to be very...



[Interviewee 1]: So.. I'll decide to go a museum today and the time.. the weather it's a bit cloud, cloudy... it could rain or not, but it's not a cold day..so I decided to put a dress, and Dr Martens...[00:35:25]

[Francesco]: Put a Dress and Dr Martens ?

[Interviewee 1]: yeah!

[Francesco]: Why does it influence the choice of Dr Martens compared to another pair of shoes you have... I know you have a lot of sneakers but why do you chose Dr Martens on that particular day...

[Interviewee 1]: 'Cause it could rain.. but I don't know... If it's start rain could be very comfortable to have it... but at the same time it's good weather in that sense it's not cold.. so..not..hmmm warm not cold...so..it's could be very comfortable to go out especially to walk a lot in a museum and at the same time it's not very, now that they are very use it, it's not very heavy to have...

[This means that now that the shoes are older, they're hurt less on the fit and more comfortable to walk with]

[Francesco]: Ok...And can you think of something else, you used them a lot, when you go out in clubs for examples, in the Maccao you said...and how do you dress, what do you wear them with?

[Interviewee 1]: Hmmm.. maybe trousers, t-shirt and Dr Martens.

[Simone]: Maybe for example for the Maccao, with the style of Dr Martens why go in the museum when you have a dress, why wearing Dr Martens and not another pair of shoes? I can imaging you maybe, i don't know with.. "ballerine" ... why do you choose Dr Martens... for a dress for example?

[Ballerine are typical Italian-girly shoes that girls and women used to wear under a dress without an heel that make them more comfortable to walking]

[Interviewee 1]: Actually I like a lot how they fit together, because they are opposite, the dress is a bit more....

[Francesco]: fancy?...

[Interviewee 1]: Girly! and the boots, are a bit more powerful, so they contrast.. I love the contrast...

[Simone]: So you love this contrast so... let you feel something more, wearing Dr Martens with the girly dress ? what do you feel? strong?

[Interviewee 1]: it's make me woman but powerful, girly but [00:37:35] not like to much... and comfortable at the same time, like this contrast between them, let me feel more a bit..ok I'm girly, I'm a woman but at the same time I'm powerful and if I want to run i can do it with the Dr Martens...

[Simone]: Can I sum up with a more self-confident?

[Interviewee 1]: yeah!

[Simone]: Is that true?

[Interviewee 1]: True![00:38:09]

[Simone]: Ok

[Francesco]: and...I think it's enough for this...we can have a small break!

[Simone]: Yes let's have a small break...

[Francesco]: You feel like people around you look at you when you wear Dr Martens? When you wear in this way?

[Interviewee 1]: Not in Denmark, but in Italy, they used to do a lot...

[Francesco]: Yeah, and now do you feel how do they look at you, how do you feel about it?

[Interviewee 1]: I don't care. I know...someone happen...are looking at me...

[Francesco]: they're judgemental?

[Interviewee 1]: sometimes they like it and sometimes it is kind of judgment...

[Francesco]: but...at the same time you don't really care? You just said that..

[Interviewee 1]: yeah!

[Francesco]: you will say empowerment

[Interviewee 1]: the judgment is come from people who are completely different and far away from my kind of...

[Francesco]: we're gonna talk about this..

[Interviewee 1]: ok..

[Francesco]: Hmm..we're just getting into this section actually... what do you think about the typical user of Dr Martens, who are they, what they do in life, what's their age, education, income, profession, political views, hobbies..?

[Interviewee 1]: Hmmm

[Simone]: You have to figure out in your mind this person...

[Interviewee 1]: For how much I know I think the...age range is come from teenagers like 13-12 to 30-35 years old, and...I think in this moment..when I was more young, but I think in this moment there is a different kind of culture that used this brand and it comes from people like me, that are into art and politics or...to people who are more interested last trend or having nothing to do with

art and..music...to people really don't care at all [00:40:38] about anything but they like it, [00:40:43] I think it's a bit mix right now...compared to 10 years ago...

[Simone]: and before how was seen the brand..... how do you imagine how was used the brand?

[Interviewee 1]: Sorry?

[Simone]: Before, how it was?

[Francesco]: It changed in time, so how it was before...

[Interviewee 1]: Yeah, I think it changes in time...

[Francesco]: and how it was before?

[Interviewee 1]: Before was more for people who like this kind of underground culture in London, punkers, riot people, and now it's a bit more mixed...but I don't think it's not a Dr Martens thing...it's about almost every brand...

[Francesco]: Every brand...so, it's a general trend not like just for the Dr Martens. [ndr: Not sure about the underline text] you will say, it's more, it's more "liquefatto"...

[Simone]: It's more blurred?

[Francesco]: "Tipo i confini sono un pò sciolti?"...

[Interviewee 1]: Yeah. I think that the target before was more like on people maybe saw Dr Martens years ago as a brand, with this target and that's it [ndr: likely referring about the Dr Martens as icon of an underground culture, punkers and skin heads mostly were wearing them] and so this brand doesn't represent me in this way, so I would not buy it, now it's more like ok this brand not representing me, for the target they have "mirano" ["Aimed at"] but I don't care, I like it!

[Simone]: and buy it?

[Interviewee 1]: Yeah!

[Francesco]: Ok! What do you think of the typical usage way? You've already talk about it a bit actually, in which context or through which activities? You said about music, would you like to add something on this?

[Interviewee 1]: Mmm....

[Francesco]: In which context..which is the typical usage way? "Il modo tipico di usarle?" for which context and which activities?

[Interviewee 1]: Hmmm

[Francesco]: We do not want to bother you, if you think you've already answered it's fine...

[Interviewee 1]: It's because I think there is not a particular activities, could be also daily activities..doesn't matter. they're comfortable so you can even use to go to work or go to dance or go to school. I think it represents more a particular way to dress than activity that you do [00:43:27].

[Francesco]: You've been very deep already so now it gets kind of redundant but...

[Interviewee 1]: [laughing] good for me...

[Francesco]: Hmm.. very good.. would you be able to imaging Dr Martens as a living person..? So, again you can close your eyes if it helps you.. for examples it is a man or women what age, can you describe its physical appereance, how he does look like..

[Interviewee 1]: I have one person in mind...[ironic tone and laughing afterwards]

[Francesco]: Yeah..!? You have one person in your mind...but like does..if does really reflect Dr Martens it's fine.. you can describe him...

[Interviewee 1]: I...I would like to see what Dr Martens is doing right now..before answer....

[Francesco]: What do you mean?

[Interviewee 1]: 'Cause I... the last things that I saw about Dr Martens martens what they're doing was at least one year... [please check this script again]

[Francesco]: this is gonna happen in the next step. You're gonna be expose to a current Dr Martens campaign, and you gonna have more knowledge what it is right now, if you don't have it, it's even better... but right now if you have to picture Dr Martens as a person... Dr Martens transformed to in a person....can you describe it?

[Interviewee 1]: Funny! [laughing]

[Francesco]: I know!

[Interviewee 1]: Actually cute...! [laughing] Should I think about this person as I know the brand in this moment right, without think about what the have....

[Francesco]: Not, totally not, what they means to you right now..what do you know right now...? don't worry at all. You can also be judgemental..you can do whatever you want...

[Interviewee 1]: I think it's a person....this Dr Martens person... would be...hmmmm.....someone.....

[Francesco]: Let's start from man or woman?

[Interviewee 1]: doesn't matter...and if can be transgender? That's fine? [laughing]

[Francesco]: It's a transgender... perfect...!

[Interviewee 1]: He is a person who cares a lot about the environment, about what's going on with the world right now.... so it means economics and politics and how do you say.... "diritti umani"...

[Francesco]: Human rights...

[Interviewee 1]: Hmmm.. and a person who is very into the culture, the young culture, music, contemporary art...maybe he is a journalist, who is always angry [00:46:26] about the people who dying from .....

[Francesco]: People who dying...?

[Interviewee 1]: ..##### around the world.. and around them.. and..yeah I think that's it.

[Francesco]: So you say...before we talked about a bit your personality... would you say that Dr Martens matches your personality so it is in line with your personality? and how? which are the characteristics of your personality that are in line with the brand?

[Interviewee 1]: Which one?

[Francesco]: which are the characteristics.. you said before.. you describe a bit your personality and then you describe a bit the personality of the brand and I'd like you to tell me if you think it matches your personality, if it does and in which aspects of it?

[Interviewee 1]: We talked about before my passions....a lot of my passions represents the brand, art, music and everything....

[Francesco]: But personality wise...like.. you said you feel a bit rebel or feel....

[Interviewee 1]: Yeah.. i said before that I'm a bit.....

[Simone]: Riot.... you said before...

[Interviewee 1]: yes riot... yeah.. I also say that I am "solare" joyful" and then i don't think it matches...

[Francesco]: You don't think they match with joyful?

[Interviewee 1]: yes!

[Francesco]: Great! You see everything.. they don't match in that...hmmm... now we do the opposite thing..imaging like....before we're imaging someone....the typical user of Dr Martens and now we want to understand.....imaging someone criticise Dr Martens or make some negative comments you wearing them... precisely..how do you react?

[Interviewee 1]: Should I care? [laughing]

[Francesco]: I don't know maybe someone like you're wearing Dr Martens and he's not and he says... see someone and they say some negative comments... what the comments be.. what do you think?

[Interviewee 1]: It could be.. i don't know... I'm thinking about my father's comment... so it's nazi.. the only thing that I can think about it..it's like ok you don't know anything about the brand because it's not at all....

[Francesco]: and some more peers.. some more people of your age...do you think someone can criticise them?

[Interviewee 1]: Yeah...

[Francesco]: can you describe him?

[Interviewee 1]: Hmmm people "provincia"?

[Francesco]: Ahhh ok... not from the city...not urban people..

[Interviewee 1]: Exactly...hmmm Education...

[Francesco]: Limited education...? Yeah

[Interviewee 1]: That don't know anything to what's is going on around the world... don't know anything about environment brands...

[Francesco]: Brand environment...

[Interviewee 1]: yeah, and about culture different from them...

[Francesco]: the culture.. yes

[Interviewee 1]: Different from the one they have...

[Francesco]: hmm and how would you react? Will you say something about it? Would you defend the brand?

[Interviewee 1]: No.. I don't like I can....

[Francesco]: ok...! We are very close to the end of it, and this are the most funny questions in a way... not funny but more deep for us... so i want you to take your time, no stress... If Dr Martens was an object, every kind of object, but it doesn't have to be related to shoes and fashion in general, you can think of any object, what would it be? Object physical though...You can choose more than one, actually it's better if you choose two, three, four...

[Simone]: take some time to think about...

[Francesco]: take some time to think about it...

[Interviewee 1]: [smiling and laughing while thinking]..

[Francesco]: If you wanna to think out of loud it's also fine....so...afterwards we gonna ask you why you have chosen these objects...

[Interviewee 1]: I think it could be a sculpture [00:51:13]

[Francesco]: a sculpture?

[Interviewee 1]: Yeah...wait...I have other as well...

[Francesco]: but you wanna start from this sculpture before...explaining a bit why did you choose it? And.. what the sculpture represents to you..?

[Interviewee 1]: this sculpture does not represents anything, but I think represents everything is the... brand...so everything is Dr Martens could be in this sculpture [00:51:48]... another thing could be...the..

[Simone]: But how can you describe this sculpture... you said that everything in the brand can be represented in this sculpture...how do you imaging this sculpture? Describe a bit this sculpture...

[Interviewee 1]: I'm very bad in this things....totally white.. I see it totally white...and it's a person that you cannot see the face [00:52:14] like the particulars of the face..hmmm it's seating...and looks like thinking about something, it's very minimal, that's not a lot of particular...

[Francesco]: ok...and do you have something else..culture you said [???? didn't get]..also simple objects... it can be... now I say a tree...

[Interviewee 1]: A vinile...

[Francesco]: A vinile?

[Interviewee 1]: Yeah and it's total black...[00:52:51]

[Francesco]: Full black vinile...

[Interviewee 1]: Full black vinile with the a label in green [00:52:59] ...

[Francesco]: in green.. and what is it the label saying?

[Interviewee 1]: Nothing! It's just green...and there is just 5 songs...

[Francesco]: There is 5 songs in the vinile?

[Interviewee 1]: Yeah

[Francesco]: Why just 5? You said just...there is not particular reason..?! You said minimal you said?

[Interviewee 1]: Yeah

[Francesco]: ...something else? Objects of normal use...object can also be..[00:53:26] I don't know... can i tell you what they said before...just to make you an example you can't say it again..someone said.. a pond.. like a "pozzanghera".. muddy pond.. so a "pozzanghera fangosa"...

[Interviewee 1]: it makes sense actually...

[Francesco]: That's not to influence you, that's just to broaden your spectrum, you can say whatever you want...a window...

[Interviewee 1]: A Flag!

[Francesco]: A flag?

[Interviewee 1]: Yeah....

[Francesco]: What does it represent this flag...? Which country or...

[Interviewee 1]: Freedom....

[Francesco]: Freedom...Is it a new flag or..is it

[Interviewee 1]: Not it's not a flag that already exists...I see total red...and sound like a bit communist but it's not...

[Francesco]: It's a red flag...

[Interviewee 1]: it's a red flag yeah..

[Francesco]: and it represents freedom...?

[Interviewee 1]: Yeah...

[Francesco]: it's a flag of freedom...

[Simone]: Can I ask you why red? You've just figured it out like that...

[Interviewee 1]: I just see it red.. I don't know... I just do the random connection but..

[Simone]: Just to know...that's perfect

[Francesco]: And... now let's try to do it another metaphor is it was an animal? What would it be?

[Interviewee 1]: [laughing]

[Francesco]: You can also choose more than one!

[Interviewee 1]: A Lion!

[Francesco]: A Lion? Why is that? What does the lion mean?

[Interviewee 1]: The strong...[ndr: the strength]

[Francesco]: They're strong...

[Interviewee 1]: Yes, that's it...



[Francesco]: Any other animals?

[Interviewee 1]: Ehmm zebra maybe...? But for the colors!

[Francesco]: For the colors?

[Interviewee 1]: Yeah...

[Francesco]: Black and white?

[Interviewee 1]: Yeah...

[Francesco]: That's why how you used them? Black and white?

[Interviewee 1]: No... but everything that I said before was black and white, now that I'm thinking..the sculpture was white and the vinile was black...

[Simone]: But the flag was red?

[Interviewee 1]: Yeah, but doesn't matter...! [all laughing]

[Simone]: That's perfect...

[Francesco]: And... if you have to describe with 3 sentiments...?

[Interviewee 1]: Three what....?

[Francesco]: Sentiments... "sentimenti"..

[Interviewee 1]: Mmm... I would say angry....

[Francesco]: Angry... Anger...?

[Interviewee 1]: Anger... yeah...and...it's the...how do say like.."volontà di cambiare"... is that a sentiment?

[Francesco]: willingness to change...!

[Interviewee 1]: would it be a sentiment...?

[Francesco]: Not really...but it's fine...

[Interviewee 1]: It could be take care of something...

[Simone]: Why willingness to change? Can you go deep in that? Why you said that?

[Interviewee 1]: 'Cause I've associated the brand actually also...like a riot.. manifestation...did I say before...?

[Francesco]: Yeah it makes sense...

[Simone]: You said political manifestation like in Italian..."manifestazioni per la strada...per capirci.. studentesche..." Student Manifestation like that or more...political and cultural?

[Interviewee 1]: More political.... yeah....

[Simone]: So when you go in the street...politics and the system... the current [ndr system]

[Interviewee 1]: It's also a kind of rebellion against something that it's not fine to you...so the "Volontà di.." change the things that not that is fine...

[Simone]: Change the status quo..something...

[Interviewee 1]: Yeah and don't be afraid to fight against something that you are not agree.....

[Francesco]: And...if Dr Martens...last one and then we have like... with the pictures' game...yeah... if Dr Martens was a vehicle? "Veicolo"..means of transportation? "Mezzo di trasporto"? you can think of anything...

[Interviewee 1]: "Carro militare".. "un carroarmato si..."

[Simone]: Panzer!

[Francesco]: You're not the first one...

[Interviewee 1]: I tough i was the first interview...

[Francesco]: Yes but in an informal interview... come out also a "carroarmato"..

[Interviewee 1]: Who said that...?

[Francesco]: The same one who said pond...hmmm "pozzanghera di fango" but it's not on the records and we cannot use it...It was an informal interview...

[Simone]: So... now we can do it the final game..right?

[Francesco]: Yes we can do it.

[Simone]: I can let her do it...

[Francesco]: You can take 10 mins... to go on the web.. wherever you want and choose some pictures or video or also songs i think... It hasn't to be a picture... that represents the brand for you...doesn't have to have the brand inside of it...not necessarily..doesn't have to be a picture with pair of shoes... it can be...

[Interviewee 1]: Can I go on the website of Dr Martens?

[Francesco]: You can go wherever!

[Simone]: I just put her on the Google webpage... just methodologically-wise. You can do whatever you want..

[00:59:29]

[It has been recorder the online behaviours of the participants to see which kind of content he/she was looking for, how, and most of all how the interviewee argue and discuss about those content

that he/she choose to represents for him/herself the Dr Martens brand. This has been done except for the interviewee #1 due to technical problems. Yet, the content and the multimedia content chosen were saved and recorded just with the audio.]

Last Brand Picture Game.

Important Notes.

[For some social media as "pinterest" the interviewee wasn't able to log in with him/her credentials using the researchers' laptop. This can have been influenced somehow the search for particular contents compare to whether the interviewee has been used his/her computer]

[Francesco]: She was looking for the sex pistols first. She was looking for an art exhibition, picture from an art exhibition... and then she went back in time for her in the beginning apparently.. She first look for sex pistols on google images and then for David Bowie....

Now she's looking for London black block... [laughing..]

[Interviewee 1]: There is a song that remind me a lot...

[Francesco]: song?

[Interviewee 1]: yeah.

[Francesco]: She went to youtube. Because there is a song that reminds her of Dr Martens. And now she playing the song.

[She played "Dark Asylum" by Dark Allies].

The artist is "Franco Mazzuchelli" [the author is referring to the artist of the art exhibition the interviewee was searching] from the exhibition she was looking for. This is what she chose also...This exhibition.

[Interviewee 1]: It's important what it's written here.

[the interviewee was showing the researcher the article talking about the above-mentioned exhibition. The interviewee believes that what is really important for her and though what represents the Dr Martens is the description of this exhibition written in the article: An Italian exposition: "Non ti abbandonerò mai" ([https://video.virgilio.it/guarda-video/le-azioni-come-arte-sociale-ricollocare-franco-mazzucchelli\\_bc5754300692001](https://video.virgilio.it/guarda-video/le-azioni-come-arte-sociale-ricollocare-franco-mazzucchelli_bc5754300692001))]

[Simone]: So you chose this particular exhibition?

[Interviewee 1]: Yes, it's called "Non ti abbandonerò mai"

[Francesco]: I will never forget you. Ok!

[Interviewee 1]: I would like a picture as well but... [She was struggling to find a good picture standing for what Dr Martens means to her]

[Francesco]: She looks for "Riot manifesto"...

[Interviewee 1]: Also Pussy Riot can fit...

[She had chosen in the end two pictures that have been saved. Representing Riot and Ribellion]

### **Take-aways of the Interviewee 1.**

[00:16:08] Interviewee 1 was targeted for a Dr Martens ads on Facebook about Vegan Shoes. Interesting.

Methodological notes.

It has been used in this interview several time the translation in Italian for some english words that the interviewee has not clear in mind, to facilitate the openness of his/her thoughts ro answer the questions.

It has been possible, since the researcher and the interviewee 1 mother tongue was common: Italian.

However, this can be seen as a little biased of this interviewee since not all interview set conditions were the same across the interviews: German, danish, polish speakers had to express themselves in english, namely not their mother tongue. However, it has to be considered also the different educational background among the interviewees since, as the interviewee is currently enrolled in bachelor studies, all other interviewee where in the first and second year of the master degree have experienced, though, a deep understanding and expressing power of the english language. The researchers strongly believe that those two biased-phenomena compensate each others.

### **Interviewee #2 (15.05.2018 at about 11.05 am)**

Transcript.

Interviewee #2 15.05

[Francesco]: Ciao! Thank you for accepting taking this interview with us. As you may know, this interview is part of our data collection process for our master thesis on Branding. In order not to bias the interview, we cannot tell you more at this stage about the details and the goal of the research but it has to do with the impact of a digital marketing on your perception of a brand. Which we can't disclose at this moment but you'll find out very soon. The information I'm going to disclose are confidential and we'll be shared only with us and the researchers and our two supervisor. If you agree to us to recording the interview we can start.

[Interviewee 2]: Ok!

[Francesco]: So as the first step, I'd like to know something about you and we can start from the basics if you feel like presenting your name, your sex, age, nationality and education, profession....

[Interviewee 2]: So, my name is Eva, i'm from Germany, and I am 23 years old now, I've born in 1994, and yeah I'm a girl and yeah... I grow up in Germany and studied my bachelor in Netherlands and now my master in Denmark, so I've lived in quite some countries, and I've lived in England when I was 15, 4 years, yeah... and it's more you wanna know?

[Francesco]: do you work as well?

[Interviewee 2]: Yeah, I work next to my studies, I do the SMC master also..[ndr acronym of master major: Strategic Market Creation, master degree in Economics and Business Administration].

And next to my study I work at CBS for the department of strategy, management and globalisation...strategic management globalisation for professor...and...we're doing research on the entrepreneurship basically or start-ups and incubator. [00:01:51] Yeah so I do that, half time...

[Francesco]: Ok!

[Simone]: It's cool!

[Francesco]: And you would like to tell me something about your passion and interests? You've already mention entrepreneurship that is kinda cool! A part from that..?

[Interviewee 2]: Yeah! I mean, entrepreneurship is being taken from a theoretical perspective but I think start-ups are really interesting and I think.. I worked in a venture capital firm for... so look into different start ups so... I think maybe that this one of interest, I also follow the Berlin trends with start-ups and all of that...I would say I'm quite sporty, I do a lot of gym and yoga and...not so much outside sport as I recognise so that's bad in the summer...mmm... yeah, I think next working I'm

going to uni as everyone does..or what i'm trying to do is spend a lot of time with my friends..like..just hang out in the sun...or...go for dinner...or for some drinks...so..this is what I like...

[Francesco]: So tell me more about your friends, what they like to do and who are they?

\*\*\*[Interviewee 2]: So.. i think my friends there a but split up... I have to moved quite a lot.. so my firends at CBS they are mainly in my master and they are of course.. some Germans, some Swedish people, some Danes and.... I think apart from CBS, my firends are all German and many of them also live in Germany...some already working..some are studying..my best friends for example she also working in a start up world, in Berlin so...

[Francesco]: What do you think you share with them, like, what do you do usually...like you have some particular interest in common? The ones which comes to your mind...to generalize to all of them of course

[Interviewee 2]: I think, a big passion is probably food like... when we meet we chill but then we say ok let's vest and go for a nice dinner.. because we are all like to... to do that.. and then as I said also what I think now firends very corporate, see some stuff, it's quite... a bit entrepreneural always keen to try new things and yeah... also a but more risk taking.. rather than maybe just saying for the calm...ehmm.. and i think also travelling so trying, me and my firends are going on week-end trips and something that's.. for example I had spent in Milan with my friend from Germany, we met there she comes from Germany and I come from here so....

[Francesco]: How was it?

[Interviewee 2]: Awesome, yeah! [laughing]

[Francesco]: out of records...!

[Interviewee 2]: Yeah!

[Francesco]: Ok! Mmmm.. how do you would describe your personality? Then we go to the core of the interview, I promise, this is just a bit of context...

[Interviewee 2]: Mmm.. my personality..

[Francesco]: If you have to describe with some adjectives...you don't have to go deep..

[Interviewee 2]: Yeah, I think it's a more extrovert...so I'm quite open to meet new people and to share also things about my self.. I'm very open in that way...hmmm..yeah.. I would say I have a good sense of humor, this what people tell me.. and.. but I think when I want to do something that I also work a lot for it.. and I'm quite ambitious in that way it's just naturally inside me... Yeah, I think I'm

quite loyal in a way...so.. I meet new people but then I don't call everyone my friend... but if I have friends they're actually my friends...so.. I like to stay with people I have been comfortable with...it's not suppose to be a trait a don't know...

[Francesco]: yeah!

[Interviewee 2]: But.. that's the person I am...!

[Francesco]: Yeah... How do you see yourself in the future?

[Interviewee 2]: It's funny because, I think I'm the kind of person who has like..10 different scenarios and...

[Francesco]: I have none so...

[laughing]

[Interviewee 2]: So i feel my favourite scenario would be to.. for example in 5 years... to have my own company or to work on something for myself... and maybe with my Mum, she was also quite ambitious in that way... in her life.. or with some friends or..like someone who's smarter than me..yeah.. but also on the other hand I could see myself in like in a consulting company...as long as is a project base and not... I can't see myself working on the same thing every day...like go to the office at 9 and ending at 5.. that's not what I think I will do.. probably actually in Scandinavia.. yeah...

[Francesco]: Sorry?

[Interviewee 2]: I would like to live in Scandinavia.. probably.. staying here or move back here... yeah...

[Francesco]: Me too!

[Interviewee 2]: Yeah. it's nice...

[Francesco]: So... let's move to the brand! Let's see if you can find out this brand.. So we gonna play a little game.. we gonna give you some cues about the brand, and let's see if it is central in your mind and you can recognise it..! So now we gonna into the description, we are talking about a brand that is a english fashion brand, in particular its a producer of footwear. It was created in the beginning of 20th century but its first iconic products were commercialised in 1960. Precise in 1960, was the first year...Since then, since then, since the quite very beginning their products have appealed to a very wide array of different people and were particularly embraced by different subcultures especially in the UK and USA throughout the years up to here. Yeah!

[Interviewee 2]: So it's a UK brand...

[Francesco]: UK brand... footwear...and particularly connected to subcultures in general.. some subcultures..

[Interviewee 2]: Yeah... I mean, If I think of footwear... the first thing that pops up to my mind is like Nike...hmmm... and I think adidas but I know none of them is from the UK...hmmm

[Francesco]: They're very central... no worry.. everybody thinks that we're talking about Nike or Adidas...

[Interviewee 2]: Yeah..

[Simone]: You have time eh!

[Interviewee 2]: Yeah!

[Francesco]: Take your time and we gonna give you... if you need some... if nothing comes..we can give you some more hints and see.. yeah.. in the end we'd like to come up with it by yourself...so..

[Interviewee 2]: So... only do footwear or also...

[Francesco]: The most they do is footwear...and I can tell you they're not particularly into the sneakers...ok...

[Simone]: So overall we can say.. no sport...no sneaker...

[Interviewee 2]: It's more like high fashion or for like the mass...

[Francesco]: I would say definitely it's from the mass.. it's very connected to music... particular rock music and subgenres...

[Interviewee 2]: So more like solid shoes...

[Francesco]: Yeah..

[Interviewee 2]: Yeah... maybe.. ah maybe Dr Martens?

[Simone]: Really good, you got it!! "Brava!"

[Francesco]: Yesss, super fast!

[Interviewee 2]: They don't do sneakers, they do more like rock-followed [???] shoes...! Yes!

[Simone]: Perfect!

[Francesco]: and now we're gonna do another little game again to test how well do you recognize the brand... we gonna show you some pictures, and you gonna tell us as fast as possible if they are yes or not Dr Martens... you have not think so much about it...! just a rapid look and...tell us...

[Interviewee 2]: Yeah!

[Francesco]: tell me if you can see here! Can you?



[Interviewee 2]: No....

[Francesco]: Ok, wait...!

[Interviewee 2]: I can see, I can see but I think it's no...

[Simone]: Ah ok...woow.

[Francesco]: Ok let's start.. the first one..no... and....

1 No

2 Yes

3 Yes

4 No

5 No

6 Yes

7 Yes

8 Yes

9 Yes

10 Yes

11 Yes

12 No

13 No

14 Yes

15 No

16 Yes

17 No

18 No

19 Yes

20 Yes

21 Yes

[Francesco]: It was really tricky...

[Interviewee 2]: Yeah...!

[Francesco]: I won't tell you now which one are correct, but if you want...

[Interviewee 2]: Yes maybe after..

[Francesco]: Yeah yeah...So let's keep on going...

[Interviewee 2]: ok!

[Francesco]: It's was quite all right...

[Interviewee 2]: ok..

[Francesco]: you got some easy ones, some not so easy ones and you fail in some more easy ones...

[Interviewee 2]: ok.... yeah..

[Francesco]: Did you ever bought a pair of Dr Martens ?

[Interviewee 2]: No... I'm actually not...

[Francesco]: Ah never...I've already asked you...

[Interviewee 2]: Yeah...but I...

[Francesco]: I really hope that you didn't connect to much with...to...

[Interviewee 2]: No!!

[Francesco]: Do you currently own a pair? [Really smart question though :D]

[Interviewee 2]: Ehm...no... I don't have any.

[Francesco]: Why you haven't bought a pair?

[Interviewee 2]: Ehmm.. that's a good question, because actually I really like that brand...and I like the low kind of shoes and also the boots.. but I think..maybe like for certain [???] reasons my mum always want me to buy them when I was like 14..15...

[Francesco]: She wanna you to buy them?

[Interviewee 2]: Yeah...or she wanted to buy me...them to me...and because she was ah... they were great on my use and.. because she was like young and '80 or something and then I thought oh if they are cool then they are not gonna be cool anymore so I resisted...and...yeah I now realised they're actually quite cool...so...[all laughing] I think.... I have change mind actually.. I have not ##### [..??? granted or buy them...].no...

[Francesco]: and... have you ever...mm...tried them?

[Interviewee 2]: I've never tried them on... no...I wasn't even in a store...

[Francesco]: Not even in a store...

[Interviewee 2]: No...

[Francesco]: Good to know...hmm...how well do you think....this is a very stupid question...how well do you think you know the brand?

[Interviewee 2]: Mmm...Not so well..actually...no... I have...I don't know off the brand and I.. when you said like associated with rock music... I have this bridge image in mind, but apart from that.. I don't know so much about that....

[Francesco]: hmmm... how often do you think you encounter the brand...? Encounter in every sense like you see them around..you see them in shop.. you see them online...are you see them at a concert...whatever...

[Interviewee 2]: How often?

[Francesco]: Do you think of them as well?

[Interviewee 2]: Well...the most i think of them... when I see my friends wearing them...and...for example, one in my class Katia, she says she's Dr Martens boots, every-time she sit in class... I see them.... like...yes they're cool, i should think getting them! [laughing].. But I don't really see them...

[Francesco]: ...Around...

[Interviewee 2]: around...Ok..no...

[Francesco]: Ok...Hmmm...Ok...now we like to understand a bit when you entered in contact with the brand...again....I know you kind of ask..you can talk about pretty much every time you've experience it.. see it, sense it, hear about it, talk about it, whatever...

[Interviewee 2]: yeah

[Francesco]: Can you recollect the first moment you've entered in contact with the brand? Maybe you've seen them wore by someone or...

[Interviewee 2]: I think my first contact was actually outside the store, so...

[Francesco]: Outside the store..?

[Interviewee 2]: So.. I saw the window, when walking down the street and...

[Francesco]: When was it? How old were you?

[Interviewee 2]: and... I was like.. I think 14 when...the time when my mum tried to make me convinced of them... and...actually I think it was in London...hmmm.. yeah... we walked down the street and she said yes you should get some...and I said no let's not go in...

[Francesco]: ...that's not gonna happen..

[Interviewee 2]: yeah...no...that's was the first time....

[Francesco]: Ok... and...do you remember anything after that... anything in particular that comes to your mind...some particular events...experience...

[Interviewee 2]: hmm...let me think...

[Francesco]: Of course...recent experiences especially in class... comes to your mind...you can think in the past.. when you saw them...somewhere...some advertisement...or

[Interviewee 2]: I can't really remember any advertisement ...if I... I might have seen some magazines...like fashion or like ##### magazines... but I think mainly...like that...the contact that I have with the brand also may be...back then.. in 14-15.. was a friend wearing them...and..like being exposed in that way...

[Francesco]: ok... you have a friend...

[Interviewee 2]: I had a friend Melissa, she had the shining ones..

[Francesco]: The shining ones?

[Interviewee 2]: The shining boots, the black shine boots...

[Francesco]: Ah ok....and...how she used to wear them, do you remember?

[Interviewee 2]: Hmmm...yeah...she was wearing them with tights often....like tights and a skirt and.. i think back in the time.. it was really cool to dress all in black...I mean..maybe it's so cool now...but...that's was like...people start doing it...or... we become so fashionable in a way... of thinking...and i know that. there was also the I think... back then.. there was also many people... who was wearing the boots like the Dr Martens.. they weren't actually Dr Martens... but they look exactly the same..

[Francesco]: Ok...

[Interviewee 2]: and..not trying to fake it but the same style, and I think the style it's still like seen so often here.. now...if they're Dr Martens or not...and I think it's actually really hard to tell..i don't know if it is Dr Martens or it's just any other brand... if you see it on the street...yeah...

[Francesco]: and...beside the first time you saw them in a shop...do you remember any other time you saw them in shop.. maybe ##### or multi-brand ones?

\*\*\*[Interviewee 2]: Yeah yeah, I see another in the "office", the shop called "office", they have several sneakers, but also Dr Martens I think...and I think I also see them in a concept store,

nowadays.. like.. with also have more key [..???] fashion brands and they also sell Dr Martens, but that's in Germany...

[Francesco]: Ok..

[Interviewee 2]: Yeah... but I see them in the shops quite often actually...yeah...

[Francesco]: And... you said you never enter in a shop...

[Interviewee 2]: Never entered in a Dr Martens shop...no...

[Francesco]: But you saw them outside....when you were very young....

[Interviewee 2]: Exaclty....

[Francesco]: Do you remember what you felt...what you...

[Interviewee 2]: I thought I really have... they looked so solid and I really have the rock image in my mind...and I think the reason why I didn't go in the shop it's because I thought more like I'm girl, I'm too girly and I don't want to wear those like huge boots and nothing for me maybe...but..yeah... I think..I don't know why I didn't go inside.. actually...I think was rebellion rebel [???]...

[Francesco]: Rebel not to go inside...

[Interviewee 2]: Yeah...yeah.. I think so...

[Francesco]: I don't gonna give you this human [???] You don't gonna win this...

[Interviewee 2]: Exaclty...

[Francesco]: Mmm...do you ever visit the website or you saw them online maybe...? Do you follow the page on facebook, instagram??

[Interviewee 2]: I don't follow any of the pages.. I wouldn't even know if there any instagramers or not, and I would have no idea about their followership, hmmm I don't think I was ever a targeted by them and I've never visit the website actively... no...so...

[Francesco]: Ok... you said you don't remember any sort of advertisements maybe you saw them from sponsorship at a concert...

[Interviewee 2]: Not I that I'd remember now...no....

[Francesco]: Hmmm... other influential person in your life that used them?

[Interviewee 2]: Sorry?

[Francesco]: Other any influential person in your life using them?

[Interviewee 2]: mmm.. you mean close people or like people....

[Francesco]: In general... people you look up to also...especially people you look up to...

\*\*\*[Interviewee 2]: I mean, I see some...if I scroll through Instagram I see some bloggers that I follow wearing them..[00:19:06] and I think also for example...Chiara Ferragni and something...she's like...#### and then I also think.. they look also... she's girly... such a contrast... I think that's very nice.. and I think... I feel every blogger has a pair right now.. and of course..influenced me because I follow them and I chose to follow them..

[Francesco]: You follow them??

[Interviewee 2]: Yeah....I don't just follow them and then not care.. but...if I follow someone I really care what they wear, what they do and....

[Francesco]: So you actually see them online [laughing]??

[Interviewee 2]: Yeah... but not really company initiated...

[Francesco]: yeah yeah...

[Interviewee 2]: I see them #####[00:19:44] .. people i think I was following...

[Francesco]: and so you like this contrast...?

[Interviewee 2]: Yeah.. I like the contrast..yeah

[Francesco]: Among these ones we mentioned...this points of contacts with ....which one you rated most important for you...form your opinion about the brand...?

[Interviewee 2]: Said it again...

[Francesco]: Among these points of contact with the brand we mentioned, which you did you say is the most influential one, in your formation of your opinion of the brand? [00:20:18]

[Interviewee 2]: I think if I see people wearing them...and I think it's...because if I see my friend wearing them...closer to me... can i see them...can i look at them more in details...I think... if it's good quality or not..but I think my opinion about them is influenced... is through the fashion people I've followed online that I associated what would be cool or nice.. but for example if I walk by a store now... has much influence then if I see them...on...like in a small setting...

[Francesco]: Yeah...wore by someone...and yeah...

[Interviewee 2]: I feel just sitting there... they can be also wore by... this rock-down punk on the streets an...

[Francesco]: this won't be very...

[Interviewee 2]: exactly... I wouldn't....I don't want to be like that...I would like to be like...for example Chiara Ferragni...like a super girly style and then having some contrast...yeah....

[Francesco]: So... now we're like to know a bit more about... how you experience them... meaning how... which sense... if you experience more with senses, if feelings.... so let's start from which senses you feel most involved when you entered in contact with a brand... senses meaning like touch, sight and....

[Interviewee 2]: Yeah... I think sight... because.. yeah... I think.. they have quite distinct look... and I think I would like to touch them.. because they feel they have a good quality and... I want to try out if they're heavy or not.. but I haven't never touch them...

[Francesco]: You should...

[Interviewee 2]: yeah yeah... [laughing].. I really want to... I felt probably also smell them.. because I wanna smell of the leather, skin... not the old ones but new ones...

[Francesco]: yeah...

[Interviewee 2]: real leather or whatever... other leather shoes as well... and... but I don't know... it makes no noises [???] but maybe the seeing part it's very the most... ### [don't hate them??]

[Francesco]: [laughing] would you say this brand make impressions on your senses in general, sense...?

[Interviewee 2]: Hmmm...

[Francesco]: Compare to others...

[Interviewee 2]: Not really... no... because I only see it in a limited context in a way... because if I think of... adidas or nike or.. i don't know.. other footwear brands... then I more associations with it.. like more... nike it's for sport and I know people sponsored by... that I can know that are connected to the music or running or... and Dr Martens are really only have... yeah... it's quite a cool.. but more a silent brand... they're for the... are not for ##### anyways.. hmm.. in a way.. I don't know because they have such a rock image...

[Francesco]: yeah... and What do you think of the physical attributes... you've already talk about it?? They have a bit of ##### [...]... What do you think of the physical attributes such as the shapes, size, height, materials...?

[Interviewee 2]: I think they're really high quality... material... what it make looks quality stance, tick..... hmmm... I'm talking about the boots now.. and I like that their sole is very... tick... it really feels they can...

[Francesco]: endure a lot...

[Interviewee 2]: yeah! They can endure a lot..but also what I like about ticks...it's also personal thing..is that makes you taller..so..wearing the whole sole it's lifting you up of 2-3 centimeters...and without you having actually wearing a heel...yes..yeah

[Francesco]: yeah..you never tried.. you can't tell anything about the size?

[Interviewee 2]: No....yeah...

[Francesco]: And..What do you think...do you think they're comfortable to walking or running...?

[Interviewee 2]: Hmmm.. I don't think they're comfortable to run...because they look so stiff...that I think they're quite comfortable to walk.. and especially in..like...winter or autumn...most important rather than summer...like I would wear them in winter and...they look quite stable..yeah...

[Francesco]: And...yeah....do you said quite many times they're quite heavy...

[Interviewee 2]: well they look heavy.. yeah..I've neve touched them so...that's just how I imagined to be...

[Francesco]: Exactly...since you've never had a pair...never tried them...where do you think these believes come from? Mostly?

[Interviewee 2]: I think having never tried from the other side [...????] it's not only the look by them but also..because I've associated them not to size like now fashionable people, traditionally associated with more punk or rock people, always...just like leather...like that they just I feel heavy stuff in general... and people walk through, slowbering [### ??] around....and rather than sneaker which is more done for running and like being flexible...

[Francesco]: But i think, word of mouth has an influence as well right? Maybe talk with someone about it...

[Interviewee 2]: have actually not talk with someone about how heavy they are...

[Francesco]: No?

[Interviewee 2]: No...

[Francesco]: Very good!

[Interviewee 2]: Are they heavy?

[Francesco]: I just have the small ones...and he used to have the small ones.. so I don't really know about the boots...but I think they changed quite a lot the model..right now...so I don't wanna say they're particular heavy...

[Interviewee 2]: Ok!



[Francesco]: Honestly I prefer the sneakers to walking everyday..that's ok...

[Interviewee 2]: ok...

[Francesco]: What do you think..last question..boring one...what do you think about the price of Dr Martens? You think it's fair?

[Interviewee 2]: can you tell me the price?

[Francesco]: the price...hmmm... it's really depends.. I can't tell you exactly the price..the brand have more than 600 models..

[Interviewee 2]: hmmm...what I think the price is...

[Francesco]: You have not to say the price...exactly... you have not to come up with the price...

[Interviewee 2]: yeah yeah...I just have to make up in my mind.. or saying I think it's better [knowing the price]... well... just spontaneously.. I feel for boots... or sort of shoes.. I would...I'm willing to pay quite a lot..because I want to last long and bla bla bla.. so I would pay like 150 [euro] and feel it's fine...and or hundred or 150... but don't have the feeling they're over price or.. [00:27:05]

[Francesco]: You don't have the feeling that they're over price...

[Interviewee 2]: No..no..

[Francesco]: Great! hmmm.. Now we come to the tricky ones...Simo...the behavioural ones...

[Simone]: Yes!

[Francesco]: I'm gonna ask you anyway even though you're not customer and let's see where you can go...

[Interviewee 2]: yeah...

[Francesco]: they're kind of more focus on customers...

[Interviewee 2]: Ok!

[Francesco]: Do you think if you had this brand, if you have this pair of shoes.. it will motivate you or engage in some sort of physical actions or behaviour you normally do? Think to actions that can be walking in different way, to approaching people in different way, to talk in a different way or also engage in some activities, go to a concert maybe... you feel more comfortable in certain environments...

[Interviewee 2]: I think maybe, two things...One is that I think it can be change my posture...because..if they..like be more like...I feel more stretched as I do with other shoes with high soles that I'm wear compared to when I'm walk by foot or with sneakers and...that's at least how I

imagined to be...then also my friend who has.. that's a guy who has Dr Martens.. he likes to have them because..he also thinks that they make him appear more longer...he is also small and then also... with going out at night it makes me more comfortable to wear more tick shoes or like solid shoes rather than like... or dark colors.. I know that also they [ Dr Martens ] have a white ones.. hmm but I feel more safe..people don't beat my toes or I don't know...or throwing glass on the floor by accident or something...I would feel...that's a good way to go out with Dr Martens...

[Simone]: Make sense...!

[Francesco]: How do you feel when other people around you, use Dr Martens? You feel a sense of belonging or ...?

[Interviewee 2]: Hmmm yeah as I said.. I really want some as well...but I only have two friends that have them...

[Francesco]: and you've been judgemental towards people wearing them?

\*\*\*[Interviewee 2]: yeah... when I was younger...in that age...14-15.. i was like... they're so...punky...and like that..but.. also people who I saw...wearing them...[00:29:34] looked a bit quite down... the ##### [ndr: didn't get][00:29:35] also people that I've associated with more trashy kind of clothing style.. but nowadays I think some people look very clean and have.. I mean also clean...but also Dr Martens looks very proper...the way the dress [????]

[Francesco]: Yeah...Mmmm now we go to the emotions.... do you think this brand is an emotional brand in general..? In the sense that provokes feelings and emotions?

[Interviewee 2]: I think it does...I think it comes from...I mean it doesn't for me...does not many emotions involved...besides that I think people actually... feels a bit nostalgic about that or it's.. yeah.. it's associated to music and to... like.. the '60 and like the '90 like the...

[Francesco]: Not much for you though?

[Interviewee 2]: hmmm

[Francesco]: You think it's.. yeah...

[Interviewee 2]: Yeah... I think not much for me.. no.. but It would have been different if would wear or own a pair or wear them...

[Francesco]: Yeah... you think it's one of the reason you want to buy them, it's a bit...because of the rest [???] they look and about the history..?

[Interviewee 2]: I think so yeah...that's more like... a rock touch to the look.. that's why I would wear... or buy them..

[Francesco]: Super Nice!

[Interviewee 2]: yeah...!

[Francesco]: Hmmm... What feeling do you think it's feel when you using a pair of Dr Martens ?

[Interviewee 2]: Coolness....

[Francesco]: Coolness?

[Interviewee 2]: Yeah... quite relaxed... I'd say easy going I think...I don't know wearing this kind of boots in general...and then..like...proper shoes instead of sneakers makes...we have other attitudes [00:31:27] rather than wearing a high heel or open shoes 'cause you're more..get more power...you..

----- during the flight ----- (you have to check it out)

[Francesco]: You feeling power?

[Interviewee 2]: Yeah yeah!

[Francesco]: Yeah!

[Simone]: You said it's a different attitude right wearing this shoes [????]

[Interviewee 2]: Yeah.. I mean you can take...it gives you..you have the opportunity to take off.... I think... with the boots rather than the sneakers...

[Simone]: You would like to ....

[Interviewee 2]: yeah...

[Francesco]: do you feel more or less confident about yourself?

[Interviewee 2]: mm yeah..! I would say that

[Francesco]: yeah, if you have them....? If you have them you'd feel more...

[Interviewee 2]: Yeah! I would. I don't think it will change too much.. of the confidence.. but I think it will change the confident rather to the better than to the worst!

[Francesco]: Ok, yeah!

[Interviewee 2]: yeah!

[Francesco]: and...

[Interviewee 2]: I don't say that makes....probably doesn't make that much of difference..but...

[Francesco]: This is sort of silly questions...don't know why they included these but... do you think the brand is....stimulating you intellectually, makes you think about something.... reflecting about it or makes you think more than usual [00:32:44] ?

[Interviewee 2]: Hmmm..

[Francesco]: Does it stimulate your creativity or problem solving.. sort of..? Some sort of mental activities in general..? Like you see them and you start thinking about something....#####

[Simone]: The past....to reflect on something...you know...[???

[Interviewee 2]: ehm... I think.. Intellectually..maybe the brand which stimulate to think more like arty or art directions...more like...creative..but it's far away from make me think about numbers or... it doesn't make me think about sports because other brands do...and yeah but also about yeah...like as you said in the beginning maybe... that's so true.. the subcultures...that Dr Martens make me think about....different groups of people...rather than individuals... think that's...but I don't know which #####[00:33:43]

[Francesco]: ok...hmm Do you think that you associated them more with subcultures than individuals?

[Interviewee 2]: Yeah, art, cultures... yeah..most subcultures yeah...

[Francesco]: Yeah...ok!

[Interviewee 2]: That type of person will wear them...

[Francesco]: We're going there and this gonna be interesting... Yeah... I think this one you can do it also for people who don't use it...I would like the typical day...Imagine you had a pair of Dr Martens... you close your eyes, relax...imagine from before you wear them, before you choose to wear them... and what do you do during the day with them...or the night or whatever is the occasion... I'd like to picture in your mind like what the decision making process you wear them with what.. which you are going to do.. what do you feel... what're going to do with whom...

[Interviewee 2]: mmm...So probably.. don't wear them if it is a Saturday and that's get super sunny and warm outside.. but whatever the color probably I would not wear them on this kind of days... but more on those days where I think maybe weather could shifts or it's quite grey anyways or it's a bit colder even if it's sunny and... i would..I think I would either combine....I would not combine them with jeans.. I would probably combine them with like black pants or also like tights and a skirt or something and I think I'm also very influenced by what I see on Instagram...like how to wear

them... and yeah.. I would probably wear them.... I feels I can wear them anywhere because you wear them up and down.. so if you wanna wear them like chill to go to uni or to meet a friend for a coffee. but you can also go...take them for night out.. i think with more...get more boiled stuff [???] on the top... I want to say...so...

[Francesco]: And yeah...

[Interviewee 2]: I think the good thing about them it's that I can take them on the day or take during the day [????] and then whatever happens that day.. If I wanna go out at night or just go to restaurant it's fine and you don't have not to change in between...because you can wear them for... other with them...maybe if you wear a pair of sandals in the morning [00:36:03] then I don't now it starts raining or you wanna go like a festival like things at night, like it's cold or too just up to...so....that's the different i think...

[Simone]: Make sense!

[Francesco]: Yeah! We have a bit of follow up questions I'm going through them to see, what we have covered and what we have not...hmmm...let's go to user imagery, actually....

[Simone]: Yeah...Let's go to that..think so...

[Francesco]: What do you think about the typical users of Dr Martens? Who are they? What they do in life, what's their age? Race? Education? ..very like.. you have not to be...just...

[Interviewee 2]: Yeah, I think it's two size trip [???] [00:36:48] because there's the traditional ones...who more rock, punk... whatever.. i don't really feel that they...maybe... work for.. ### [00:36:59] or do what I.. do like... very ambitious..very... doing stuff that i like [???] in a way, but I also feel as I said...lately..past ##### [00:37:09] that it's very...don't know...doing a lot people..like ambitious people or stylish people that wear them and who are completely opposite to what I think the other people are, the traditionally bought them so...I think it's two kind of people and...yeah...

[Francesco]: And as I perceived you feel more closely related to the second group...?

[Interviewee 2]: yeah..maybe ### [00:37:37]

[Francesco]: and...we've already talk a bit about this but... typically usage way...you would say not for you but in general...like you say something about music...and... what do you think is... in which context or for which activities they are mostly used...?? Or most fit?

[Interviewee 2]: Probably at night...Like concert clubbing.. but maybe also like I'm imaging like very classical festival in UK..!

[Francesco]: Everybody has them right?

[Interviewee 1]: Yeah yeah [00:38:05]

Key Concepts to use for the Focus Group.

- She mentioned two groups of target people: traditional ones and fashionable ones.

- 1st Brand as person: Man, long hair, a bit grease, not freshly washed, he's wearing a leather jacket, chain on the jeans hanging down, the jeans are black and then the Dr Martens, and also they do not look very fresh but more old (that he had them for a while), the person is into rock and love to go to concerts and listen to all those artists. I feel the friends kinda look the same. He's 30/40 years old, more adulty. [he is educated but not too much, less than the second person. And he can wear either the traditional black boots or some super crazy style like pink or black flower on them..some completely crazy ]

-2nd Brands as person: I'm just talking about this blogger I have in mind right now, a person that look quite clean, wearing a blouse on top.. or like a skirt, and she's 25 or, beginning of the 30. She has Dr Martens, but then she keep them well in the shape, namely if they would be dirty she will clean them. She works in PR or something, that kind of direction. But she also can work in some kind of business position. She's educated.

[She can wear either the low ones, not the boots or only the traditional boots, to make like a statement, like a classics, "I'm wearing the classics", maybe also in a shine way]

- She thinks that both keep informed themselves but maybe about different things. Both watch the news, but they're moving in different circles, cultural circles.

The first one it's more in the rock culture and what's going on in there and then the other one is more fashion trends and which blogger is IN right now.

- Eva thinks that Dr Martens matches partly her personality. Not 100%. Any brands matches her personality 100%. The brand matches some aspect of her personality such as: hard and rough

aspects of her personality, when she feels to do whatever she feels like. You can decide on the same day on what you gonna do (She links the aspect of freedom, or being a determined/resolved person). But also, she thins the brand represents the cultural and music thing, maybe not for that so much.

The hard aspects of her personality that Dr Martens match are (she described with some adjective): Tough/ Outgoing/ Solid /dancing (?). Yes she feels more power. Empowerment. She feels more underground with Dr Martens, more “bad ass” in way. She would wear them (not during daylight), but at night, electronic music. She would wear them to feel a “bad girl” instead of the nice girl.

- She think, it's more masculine than feminine brand. But she thinks that Girls and women use Dr Martens to express masculinity in a girly style. To express Rebellion personality (rather than a nice one with sandals)

Metaphors.

Dr Martens as an object.

- VEHICLE: a SUV. G-class. Big and Rough. Proper-car, she likes this kind of car big and though. It can take the whole family and go off road. You can speed with that. It's the classic one. G-class rather than strange or weird model they have. [Fra add this time the question of if it was a vehicle.]

OBJECT: she thoughts to a stone in the beginning. But then, something not of the same heaviness but just for the looks-wise, rough. Like the shoes that are solid, rocks, as a metaphors. More round the rock, but not completely smooth. She thoughts also the stone since it's more heavy. It would never be something technological, not something techny. Something more hardcore. Still think about the SUV, she can see her with it together.

OBJECT: A stool. A chair. Chars also have different variations, low to high, lean back or not. As the Dr martens hold and protect your feet the chair does with you when you seat. A chair is more fine, more strong that the shoes. Why? It's more about the variations, the Dr Martens can be everything and the chairs as well, it can be a danish design things, there are so many chairs here.

ANIMAL. Maybe an Elephant. Elephant get quite old as well, and Dr Martens carried a bit of history with them. Also the colors, grey, dark, black. she associated the animal's colors with Dr Martens

ones. She thought also about the Elephant skins as the Dr Martens leather, even if the leather of Dr Martens is softer, it's anyway a rough and tick skin, compared to other shoes. She don't know if the Dr Martens can match also the elephant personality. Elephants are quite intelligent and as well Dr Martens, they know about customers, they know about culture and music and all of that. And also a bit about the bad side, Elephant are supposed to be a bit dangerous and you shouldn't like tie them up...etc...she thought that Dr Martens represents "Just do your own things and don't let you tie up by your parents or whatever..."

3	Sentiments	or	3	Adjective.
Freedom.	Rockness.		Robustness.	Diversity.

Freedom and Diversity. They go a bit together. People in a traditional way, buy Dr Martens, they want to express that they do not really conform to the, back in the days '60, they do not want to stick to the traditional image and do their own things. The life they want to do. And Dr Martens as a brand it's a way to express that. I don't care about what you say I just wanted to do my thing.

Diversity, it's also about recent development, that you can wear one brand and express so many different things, you can also wear in different ways "on one day I feel this kind of person, and the other day I feel like that instead", multiple personality also.

- FOOD [new one, from today]. A steak but with lots of sauce. Proper piece of meat. A bit more than medium. More cooked than medium. Seasoned.

Brand Game about the Online Behaviour.

### **Interviewee #3 (15.05.2018 at about 13.20 pm)**

[Francesco]: Intro and privacy consent. As a first step I'd like to know something about you, for example your name surname nationality your age, what you study, what you doing here for example.

[Hanna]: Ok my name is hanna, im from Seattle in the States im here in Denmark working as an au pair, i'm taking a break from studying nursing and .... Yeah.



[Francesco]: okay, how old are you?

[Hanna]: Im 22.

[Francesco]: Great, can you tell us something about your passions and interests?

[Hanna]: Mh, I really like cooking, I really like being outside in the sun, I like meeting new people and music and going to shows.

[Francesco]: okay, great ! So tell me something about the people you go out with, who are your friends, what do they do, what interests do you share with them...

[Hanna]: HM,I like to hang out with people that like the same music as me, people that are laid back and easygoing, and i have a lot of aupair friends i have friends that are studying, i have friends that are done studying and working.

[Francesco]: okay. how would you describe your personality, if you had to use some adjectives.

[Hanna]: how would i describe my personality ?

[Francesco]: be ready cause we're gonna ask a lot about this.

[Hanna]: really ? Ok. I would like to say that im open minded, and caring, sometimes a bit short tempered, but I think pretty easy going, and interested in new things and learning.

[Francesco]: well that's enough ! How would you describe your attitude towards society and life in general.

[Hanna]: my attitude towards society ? I think people can become a bit clueless sometimes cause they forget to be considerate and think of others, I think. I don't know. what was the second part, society and ?

[Francesco]: :Life, how do you approach life.

[Hanna]: i wouldn't say I'm the most optimistic person i would say more realistic. I don't like to sugarcoat things, I like when things are just really straightforward and there's no questions and its . yeah, I dont know.

[Francesco]: mhmh, yeah thats great ! And, how do you see yourself in the future.

[Hanna]: well, that is a really hard question cause i have absolutely no idea, but if i had to answer then i would say, being an aupair for another year, and then either finishing school here or going back to the states and finish school there and then hopefully leaving the states again and come back to europe, and settling somewhere here.

[Simone]: why did you leave the states?

[Hanna]: why? cause its a shithole. it's just kind of a crazy place right now, its just very unstable and very divided and i feel very relaxed in denmark and in the states there's just so much going on, so much tension and i just want to get out of that.

[Francesco]: cool. so now we're gonna find out if you know the brand. were gonna give you some cues, some hints about the brand and lets see if you get to recognize it. take your time, if you dont have clue just guess, and were gonna give you some more hints if necessary.

*[Francesco]: Presentation of the brand.*

[Hanna]: Doc Martens?

[Francesco]: YES !

*[Francesco]: now were gonna play another little game . presentation of the game.*

[Hanna]:	1	Yes
2	Yes	
3	Yes	
4	Yes	
5	No	
6	Yes	
7	No	
8	Yes	
9	Yes	
10	Yes	
11	Yes	

12 NO

13 Yes

14 Yes

15 NO

16 NO

17 NO

18 Yes

19 Yes

20 Yes

21 NO

[Francesco]: have you ever had a pair of Dr Martens?

[Hanna]: yes

[Francesco]: Do you currently own a pair ?

[Hanna]: yes, the're my favorite shoes.

[Francesco]: really?

[Hanna]: yeah.

[Francesco]: how many pairs did you have ? are these the first ones?

[Hanna]: yes, these are the first ones.

[Francesco]: okay ! and you have just one pair.

[Hanna]: yeah

[Francesco]: okay, how well you think you know the brand.

[Hanna]: mhhh, not so well. I knew of them for like maybe 10 years, and I always debated whether or not I wanted to spend that much money on a pair, and then i gave in and said fuck it I am gonna buy them cause they're awesome and now i love them.

[Francesco]: ahah great! so you would say its a brand central in your life? in your everyday life.

[Hanna]: hummmm... Yeah !

[Francesco]: you can also compare them to other brands you use every day.

[Hanna]: for other shoes ?

[Francesco]: in general

[Hanna]: i dont know. yeah. i guess. what else. yeah i mean i wear them, well not not cause it is so hot, but in winter i wear them every day.

[Francesco]: how often would you say you encounter the brand, apart from when you use it. Do you see them around, do you notice them ?

[Hanna]: yeah I notice them ! Cause I think a lot of people in copenhagen in winter.

[Francesco]: and you tend to focus your attention on them? you actually notice them ?

[Hanna]: if someone is wearing them in a cool way then ya, I'd notice.

[Francesco]: okay. Now we'd like to understand a bit where you enter in contact with the brand. We can talk pretty much about every time you experience it, see it, use it, hear about, talk about it. For example, do you remember the first time you entered in contact with the brand ?

[Hanna]: my aunt had a pair, when I was in middle school, and I thought they we are really cool. then also every once in a while I look at their instagram account because I like they show people wearing them, like they post their own photos and then the company account repost them, like it features way people wear them and I think that's pretty cool. `

[Simone]: so yeah, like, you can tell us more about this, do you follow on instagram Dr Martens?

[Hanna]: I dont follow it, I just look at it every once in a while .

[Simone]: cool ! do you visit their website maybe ?

[Hanna]: yeah, I actually looked at it last week cause I was thinking of getting a pair for summer cause now I have really high platform boots, and it's not really good summer shoes so I think maybe I am gonna get some with lower tops like, more appropriate for summer, cause I would wear them all the time.

[Francesco]: but still boots or?

[Hanna]: no more like. dont know how you call them, mary janes?

[Francesco]: similar to mine?

[Hanna]: yeah, I think so. Like those.

[Francesco]: okay nice. so, did you ever visit their store?

[Hanna]: yeah, actually I bought the pair that I have now in copenhagen but it was insanely expensive and then I was going home to the states for christmas and I knew that it was gonna be a lot cheaper so I returned them in copenhagen and I bought the same pair in the states.

[Francesco]: and you got them at the official store ?

[Hanna]: yeah. At the Dr Martens store. and then in Seattle I got them at the outlet.

[Francesco]: outlet. ok. and did you talk to the employees? tell us about the experience in the shop.

[Hanna]: in copenhagen or seattle?

[Francesco]: whatever, both of them.

[Hanna]: in copenhagen the lady was really nice 'cause I couldn't decide two sizes cause neither of them fit quite the way I wanted them to so she gave me free insoles to make the larger size fit better. but then it was so expensive I just returned them and bought the same pair. but yeah people in the seattle store were really nice and yeah.

[Francesco]: and apart from that do you remember something that caught your attention. how the experience, you got in and you were just focused on finding a pair of shoes or there was something like the music or some visual aspects that caught your attention ?

[Hanna]: I dont really remember. the lady that helped me was actually super nice, she actually let me try hers when I was trying to figure out which pair that I wanted and she just helped me pick out like, polish for the weather and some cool socks and stuff. But I dont really remember much about the music or... I just went in there specifically for the one pair that I wanted.

[Francesco]: ah ok.

[Simone]: did you like the store environment, when you got in which feelings did you have. was it cool ?

[Hanna]: Yeah I don't know, I liked it cause it was pretty simple I think, and it's easy to find what you want, and everything is just out.

[Francesco]: so very functional you would say.

[Hanna]: yeah

[Francesco]: apart from this also like did you feel at ease.

[Hanna]: no yeah I did.

[Francesco]: you know sometimes you go in shops and it's not really a nice atmosphere and you feel like people stepping on your toes.

*NOTE: next time dont force so much, if she doesnt know it means it's not central in her mind, it doesnt mean much to her... we should take note of which parts they are more comfortable with and which not, cause they are probably the ones contributing the most to their meaning creation.*

[Hanna]: no I didn't feel like that. I dont know how to explain it.

[Francesco]: you dont have to stress it's fine. you're just the first one who visited their store so we're curious.

[Hanna]: ah ok. so I was the only one in there, so that felt nice cause I felt like I had `all the attention of the people working in case I needed help, and then sometimes... how do I explain it. I dont know how to talk about the store.

[Simone]: was it in copenhagen?

[Hanna]: actually I liked more the store in copenhagen than seattle cause well the one In seattle was the outlet and it was a little bit more messy cause you know they` `have so much more stuff` and on the contrary the store in copenhagen is all the newer styles I think while in the outlet they have the older ones they're trying to get rid of. but they still had the ones that I wanted so thats nice.

[Francesco]: lets go back to where you encounter them online. so you said you visit their instagram page, you also visit their website sometimes.

[Hanna]: yeah, I also looked at them on pinterest. because I wanted to do something extra to them and then someone ...

[Francesco]: customized them

[Hanna]: yeah, and I saw the put colored beets on them and so I wanted to do the same to mine and now I have coloured beets on mine too.

[Francesco]: do you remember some sort of advertisement? Maybe tv or radio.

[Hanna]: I don't really listen to tv or radio, so.. no.

[Francesco]: but maybe a concert or endorsed by someone, maybe you follow someone on instagram that wears them.

[Hanna]: sometimes ... I don't follow any famous accounts on instagram.. so if I see something that's famous then it's on my discovery page. But sometimes I see one of those blogger chicks you know, she has her outfit and at the bottom she tags doc martens. so I see it there quite a lot.

[Francesco]: and would you say these people are influential in your life?

[Hanna]: no.

[Francesco]: do you know someone who is influential in your life, it can be famous or not, and wear Dr Martens.

[Hanna]: with my shoes or just.

[Francesco]: in general, using Dr Martens that maybe could` have influenced you.

[Hanna]: there's some chefs that I think..... she didnt get the question, negligible.

.....

[Hanna]: no, I dont really follow that many famous people.i was thinking if maybe there was some famous artist that I like and would wear them, but I don't really like to pay attention to what they wear. so i'd say I don't really think of any influential people that might wear them.

[Simone]: can you expand a bit on what you said before about the fact that you want to customize or you already customized them.

[Hanna]: yeah.

[Simone]: so you took information on how to do it, or you customized them by yourself.

[Hanna]: I just wanted to. I looked online cause I wanted to see if there were any cool ideas and people put you know other colored laces or they paint on them and make the cool designs. But I didnt want to paint the leather I just wanted to do something with the laces and then I just saw a photo on interest of someone who put the beats on, and I thought it was cool so I did that to mine.

[Hanna]: I didnt do it myself I copied someone on the internet eheh

[Francesco]: explain next set of question on understanding how she experience it. for example, what senses do you feel most involved when you experience the brand.

[Hanna]: what?

[Francesco]: what senses.

[Hanna]: sight. cause I think people wearing Dr Martens are kind of like cool. a little alternative id say, so if I see people wearing them I notice, look at what kind of clothes they wear with the shoes, kinda look at their style.

[Francesco]: so you would say it's more of a sight driven brand.

[Hanna]: yes.

[Francesco]: what's about the other senses.

[Hanna]: ehin. not really, just sight.

[Francesco]: in general would you say it makes a strong impression on your senses, in particular sight. compared to other brands.

[Hanna]: yeah cause I think Dr Martens is kind of like, noticeable, cause... like the ones that I have have this pretty big platform. so I feel like... and especially cause I have the beats on them then a lot of people look at them cause it's not really something that everybody has, beats on their platform Dr Martens...

[Francesco]: yep. What do you think of those very basic attributes such as shape size materials.

[Hanna]: I think they're super good quality, and I think that why they're a bit more expensive than typical everyday shoes, I think when they started they were like work-shoes.... So I think they are meant to last for a long time, which is why I was ok spending so much money on them. but was the question sorry?

[Francesco]: what do you think of the physical attributes, like shapes, size, materials, and then we're gonna talk about comfortability, flexibility...

[Hanna]: yeah I think I never had a pair of leather shoes before, so... but it's really nice cause you can wear them in really crappy weather and your feet are still gonna be fine, because ... I don't know, they're good quality.

[Francesco]: you said something you didn't have a great experience with sizes.

[Hanna]: yeah but it was just the style that I got that the lady said that people sometimes have an hard time with that style cause it's either too big or too small, they don't have half sizes but then I ended up buying the bigger size and they're totally fine.

[Francesco]: would you say they're comfortable?

[Hanna]: super comfortable. When I first got them they were really stiff, and I also, like the platform ones that I have are a bit harder.

[Francesco]: not flexible.

[Hanna]: yeah. but then I had them for a while and have broken them in so they're super comfortable and I can wear them all day. and that's super nice, and it's easy to bike in them too.

[Francesco]: and you like them for the height as well?

[Hanna]: yeah, I love the platforms one, a lot. I think a lot of people with Dr Martens has the standard black ones, and I wanted to get not the ones everyone else has so that's why I got the platform ones.

[Francesco]: sounds cool... hmm, so you already talked about the price, so you think it's fair?



[Hanna]: hm, not in denmark, well I mean. it's quite different buying them anywhere else cause we have such high sales taxes, here but when I bought them in seattle, at the outlet, the day that I went there luckily they had a 40% off sale, so I got them for super cheap, so that was nice. but I mean, still the normal price I think I would still pay, cause now that I have a pair and I know how good of `shoes they are, I think id pay the normal price to get another pair cause I think it's worth it.

[Francesco]: great !

[Simone]: do you remember the price you paid?

[Hanna]: let me think. I spent 125 us dollars for a bunch of stuff while in denmark it was 320\$ just for the shoes.

[Francesco]: fuck.

[Hanna]: so I think it was a good choice to get them in the states and save 200\$.

[Francesco]: would you say this brand pushes or motivates you to engage in some sort of different actions or behaviours.

[Hanna]: the shoes?

[Francesco]: yeah in general, think of when you use them.

[Hanna]: it kinda change my style

[Francesco]: your style but thats the way you look. and the way you behave ? you think you maybe walk in a different way, you talk in a different way, they change a bit your attitude, make you feel more, idk something.

[Hanna]: I dont really think. I think I feel cooler, but I dont think they change the way I act or something. no.

[Francesco]: compared to other shoes, you maybe walk more sloppy or...

[Hanna]: I look more sloppy with other shoes ? ahha

[Francesco]: no you know sometimes you throw your feet around.....

[Hanna]: they are quite heavy so I maybe walk a bit differently. cause the ones I have are pretty big.

[Francesco]: but not on purpose.

[Hanna]: I wouldnt say so.

[Francesco]: would you use them for some particular activities, are they definitely your go to choice for doing something?

[Hanna]: I already know I am gonna wear them at roskilde festival even if it's hot I am just gonna wear them cause they're fucking cool and they are good festival shoes.

[Francesco]: wearing them at a festival I think it's a good plan... how do you feel when other people around you wear Dr Martens?

[Hanna]: sometimes I like when I am the only one in the group who has them cause I dont know, then it's more cool, but if someone has them I am gonna be like hmmmmm. like they're still cool...

[Francesco]: not so special after all.

[Hanna]: yeah, I dont feel as cool if I am not the only one wearing them.

[Francesco]: so youre not interested in that sense of community in being with other people that...

[Hanna]: gneeeee... I would rather be the only one wezaring them than having 5 other people at the party wearing them.

[Francesco]: ok. sounds good. and, yesssssss. in general, would you say this brand is an emotional brand.

[Hanna]: an emotional brand?

[Francesco]: yes , it evokes feelings and emotions when you see it?

[Hanna]: mhh. No, I dont think I have that much feelings and emotions, in my shoes ahhaah.

[Francesco]: wellll. some people do right.

[Hanna]: well not me.

[Francesco]: and

[Hanna]: like id be sad If I lost them, very sad. does that count?

[Francesco]: yeah, yeah. why would you be sad, just for the price?

[Hanna]: nooo, cause, they're like I don't know I wear them so much. they kinda feel like, like if someone was gonna ask some other person how would you describe the way hanna dresses, I think now they would always say she always has her Dr Martens.

[Francesco]: so your part of your identity.

[Hanna]: yeah.

[Francesco]: so you do invest some emotions in it.

[Hanna]: yeah okay. ahahha sounds weird saying it.

[Francesco]: it's fine everybody does, it's totally normal. it's why people use them so much, they were a stylistic cue to give a sense of who they were, the subcultures you know. and to represent their identity.

[Francesco]: so lets to back to what you would feel if I lost them

[Hanna]: so I would be super sad but I would just buy another pair, the same ones.

[Francesco]: so easily replaceable.

[Hanna]: hmm yeahh. but I would like to keep the same pair I have now cause you have memories attached to them.

[Francesco]: hm hm. lets talk a bit about these memories.

[Hanna]: the first time I wore them out in seattle, I was super stoked, they were super uncomfortable still but I was super excited cause they are good going out shoes and they're pretty popular in seattle.

[Francesco]: anything else, one night maybe.

[Hanna]: it was very nice bringing them in copenhagen cause before when going out I was wearing this high heels and I hate dancing in high heels, I dance much better in my doc. so now when I go out dancing in copenhagen it's much easier to dance 'cause I have better shoes, so it was really nice.....

[Francesco]: and what do you think your close ones think of Dr Martens and what about you wearing them.

[Hanna]: actually my host mom she thinks they are kinda goth, punk, which I guess it's a fair assumption, but I dont really look at them and think oh they're gothic. maybe the ones that I have cause they have the platform but I mean my mom thought they were a bit weird once and then when I put the beets on them she was like "what the hell are you wearing". but I think they're cool, so I dont really care... what was the question again?

[Francesco]: yeah close ones, friends family think of them or think of you wearing them. did you receive comments, positive or negative, they dont have to be necessarily negative.

[Hanna]: mhh. I dont know. like freja (the little girl shes looking after at) thinks they're very cool now I put the beets on them, and when I got them my friend sara said they were really fitting me, so thats nice I guess.

[Francesco]: alright. and, do they play a role in your social life.

[Hanna]: in my social life, hm,. NO.

[Francesco]: no, alright. and how do they make you feel when youre out in public, you feel more or less accepted, proud... self confident you know.

[Hanna]: I think ..yeah.

[Francesco]: there must be some intrinsic reason apart from the aesthetic of it.

[Hanna]: yeah but I always notice a lot of people look at them, even when I am on my bike I see people stare at them, I think because of the beats. and I like it cause if people stare at them it means it's something they don't see all the time, so, they kinda make me feel cool not that I am or not fitting in it's just, I don't know how to explain it. it just feel unique, I don't mind when they look at them.

[Francesco]: you place a lot of value in the uniqueness of your exact pair of Dr Martens. is different for other people that consider affiliation or the sense of belonging cause a lot of people have them some others like you prefer the fact that they are their own, and unique, cause they customize them ...

[Hanna]: yeah...

[Simone]: you said before that you prefer to be the only one in a group wearing them.

[Hanna]: yeah.

[Simone]: so you feel cooler.

[Hanna]: yeah

[Simone]: so I dont know does it like impact on your self esteem.

[Hanna]: hmm, well yeah. I mean not a lot. I just feel more comfortable, they kinda go with everything so I can wear them with whatever I want, thats also super nice but....

[Francesco]: we just interested in see if they enriches your everyday life, if they have something other shoes don't.

[Hanna]: yeah I miss wearing them now that is hot, thats why I want a summer pair. so I miss wearing them cause I'd wear them every day in the winter.... yeah I miss wearing them.

[Francesco]: when you encounter the brand do you feel intellectually stimulated?

[Hanna]: no, theyre just shoes.

[Francesco]: I know, but maybe sometimes you see them. maybe in the past you saw them and you thought of what they meant, their history or... their country of origin.

[Hanna]: yeah no, I should know more about .

[Francesco]: it's not about more. does it make you think about something, does it stimulate your creativity.

[Hanna]: when I see them I don't know why I think of pop punk music, of a musician.

[Francesco]: they are very related to music.

[Hanna]: thats why I said I should know more ehhe

[Francesco]: it's fine. you wouldn't say it's a brand that makes you think

[Hanna]: no not really. I would be interested to know more about it but right now I dont know that much.

[Francesco]: I think that already the fact that it stimulates you to actually modify them it's some sort of intellectual stimulation, it stimulates your creativity, it fosters some mental activity.

[Hanna]: oh well yeah.

[Simone]: what about creativity. you connect Dr Martens to creativity, you said music, arts.

[Hanna]: mhh, I feel like, hmm. my aunt was telling me about someone famous that was like always wearing Dr Martens and he was like " you can't wear Dr Martens if you don't know who this guy is". I don't remember the name but ... yeah I guess, my other shoes I dont really care I dont need to customize them but the docs for some reason I just really wanted to make them, I mean they are already cool but I wanted to make them a bit different. but I have never done that with any of my other shoes.

[Francesco]: it actually stimulates your creativity.

[Hanna]: I thought of painting them but maybe no if I dont like it later I cant `really change them so I just put the beats so I can pull them off at any point.

[Francesco]: Let me get... this is gonna be more interesting I think. . . . So, this one if you think you already answered it's fine, but why do you think ... ok no. I would like you to picture in your mind a day, or night, or whatever the occasion is, it can also be for one hour or two or whatever when you gonna use Dr Martens, and I wanna know from before you choose to wear them, why you chose to wear them, what do you wear them with, what you going to do, with who. start from the beginning: youre in your room and you gotta go somewhere, where are you going ?

[Hanna]: lets say I am going out for the night, to a bar or dancing . and I already know I am gonna wear them because I can wear jeans with them, or I can wear a dress and tights with 'em, and so

they just go with everything so that's super nice. and ... what was the other part, why am I wearing them ?

[Francesco]: yes...

[Hanna]: cause I can dance in them and they're comfortable and they're cool looking. and I don't know what else.

[Francesco]: alright, what do you feel and sense when you wear them.

[Hanna]: ready to go !

[Francesco]: ready to go like strong?

[Hanna]: yep !

[Francesco]: and yeah. I think it's fine. Now id like you to think of the typical user, picture it in your mind, of Dr Martens. who are they, what do they life.....

[Hanna]: for some reason, I dont know why, but when I see someone Dr Martens I feel I can just be friend with them, I feel that people that are easygoing wear Dr Martens, I dont know. just chill people.

[Francesco]: okay. but, if you had to give them an age, nationality, sex, sexual orientation, profession... very general, like picture a person in the street like typical wearer of Dr Martens. they can also be more than one, you don't have to keep it close to 1 person, today we had another interview and she pictured two different kinds of people, very different, but they were both relevant for me.

[Hanna]: I think I see more guys than girls wearing them, but I would say, younger people, 30 under. I don't see really older people than that wearing them. ehm.

[Simone]: and for example you have a picture in your mind, how is he dressed up...

[Hanna]: can I describe a guy and a girl.

[Simone]: yes whatever.

[Hanna]: if I picture people wearing Dr Martens theyre a bit hipster.

[Francesco]: lets go straight to this. you can close your eyes again, imagine Dr Martens was a living person. describe him/her, how do they look.

[Hanna]: if the shoe was a living person how would it be?

[Francesco]: exactly

[Hanna]: I think he would be a guitarist, male, 27, 26/27. maybe long hair, darker clothes, smoker.

[Francesco]: smoker? and..

[Hanna]: idk, musician, chill person. like...

[Francesco]: yeah. mhh, how does he behave.

[Hanna]: how does he behave ? mhh

[Francesco]: yeah, is he maybe spooky ?

[Hanna]: mhhh, not spooky but just ...like not uptight, definitely more relaxed of a person. I dont know why, it's actually weird thinking about it, but... what else. I don't know just like a chill, easy going, open minded, relaxed person...

[Francesco]: who plays guitar...

[Hanna]: yeah.

[Francesco]: he does drugs?

[Hanna]: yeah!

[Francesco]: yeah ?

[Hanna]: yeah ! He definitely does drugs.

[Francesco]: and...

[Hanna]: like uptight people dont wear Dr Martens, when I think of someone wearing Dr Martens I think of a chill, kinda hipster, alternative, laid back person.

[Francesco]: alright... and ..

[Hanna]: that sounds silly...

[Francesco]: mhhhh, yeah.... do you think Dr Martens matches your personality..

[Hanna]: weell... mhhh. yeah I would say, at the beginning when you asked to describe my personality I guess it's kind of the same things, things i'd like to think I am, I don't know if other people would describe who I am, but that's how I would describe me.

[Francesco]: thats your self image...

[Hanna]: thats how i'd like to be.

[Francesco]: so easy going laidback and chill ?

[Hanna]: yeah

[Francesco]: and they're all reflected by Dr Martens? are there some aspects of Dr Martens sort of personality that dont fit your...

[Hanna]: I mean I am not a musician, I wish I was, I wish I could be if I really wanted to be but no. I wish I was a bit more creative cause sometimes I think very artsy people wear Dr Martens and my not super artsy so sometimes I wish I was a little bit more like that. but, I dont know.

[Francesco]: you dont associate them with any violence or.

[Hanna]: noooo...

[Francesco]: k.

[Hanna]: and I like when you could tell someone had them for a very long time, I dont know why, they're just really old like Sidsel's... hers were just super old and it's just like you don't wanna get rid of them cause they're such good shoes...

[Francesco]: yeah. and... (we should actually interview sidsel I think we should get some nice insights). now we go to the really funny part I mean, maybe a bit complicated but like it's interesting also for you maybe. we're gonna build Dr Martens through metaphors, so we're gonna describe them through different objects, as u did before via imagining a person that incarnates Dr Martens. and were gonna do it with objects that are not shoes related. like if you think of...

[Hanna]: wait I have to think of them?

[Francesco]: yeah. so well if Dr Martens was an object, not a pair of shoes...

[Hanna]: a guitar !

[Francesco]: a guitar?

[Hanna]: yeah ! I dont know why. but yeah, a guitar.

[Francesco]: also more abstracts, like I dont know.

[Hanna]: abstract.

[Francesco]: it can be whatever, I dont know a tree.

[Hanna]: mhh, maybe... like. ehmm, like a black leather jacket. a cigarette.

[Francesco]: a cigarette?

[Hanna]: yeah.

[Francesco]: why a cigarette. how do you associate a cigarette to Dr Martens

[Hanna]: I dont know it's just like, I dont know it's kind of like the vibe that it kinda matches, almost. does it make sense ?

[Francesco]: maybe cause you smoke cigarettes for the same reason for you wear Dr Martens ?



[Hanna]: mhhh. I guess, it's kind of just a group of people that fit in the same, I dont know how to explain it, I dont know... it's hard !

[Francesco]: I know it's hard ! you dont have to hold back, we're not judging. I would personally say cigarette... Id totally go for it, it's ...

[Hanna]: it's kind of like hedgy...

[Francesco]: and it's kind of rebellious....

[Hanna]: ... YES ! YES !

[Francesco]: ... and you're not a good boy, and you wear Dr Martens...

[Hanna]: yes ! exactly...

[Francesco]: ... and you drink, you do drugs...

[Hanna]: yeah yeah...

[Francesco]: I understand it, but thats my feeling I dont know if it's the same for you, the same association you know.

[Hanna]: definitely is. thats what I was trying to describe.

[Francesco]: thats totally fine.

[Hanna]: a festival. I mean thats not an object...

[Francesco]: yeah,, it's an occasion.

[Hanna]: can it be a band, or like a concert.

[Francesco]: I mean no it's fine, you definitely associate Dr Martens with music.

[Hanna]: yeah. just like, I dont know. people partying. I cant think of any other objects.

[Francesco]: I know, it's an excercise that kinds of requires you to go a bit... abstract. theres people that seriously someone told us a stone. someone other people told us a chain.

[Hanna]: a stone... maybe a motorcycle.

[Francesco]: thats another question, If Dr Martens was a vehicle... a mean of transportation.

[Hanna] I would say motorcycle. for sure.

[Francesco]: okay ! so it's part of the user imagery, so this guy going on a motorcycle.

[Francesco]: if Dr Martens was an animal?

[Hanna]: a falcon.

[Francesco]: a falcon... why is that? a falcon flies and...

[Hanna]: yeah, dark coloured. like not a mean bird but, a bit more scary you know..

[Simone]: scary...

[Francesco]: but why a bird.

[Hanna]: I dont know... maybe I should think of another animal.

[Francesco]: no it's fine ! it's just curious.

[Hanna]: I think I was just think colour wise, and I was just thinking dark, and I thought: a dark... falcon...

[Francesco]: mh mh.

[Hanna]: whats another animal it could be... mhhh.... I dont know.

[Francesco]: thats a good question. I think an hyppo.

[Hanna]: an hyppo ?

[Francesco]: yeah. cause theyre just big and fat.

[Hanna]: but that's just ... mhhh.

[Francesco]: and thick...

[Simone]: not for me for example. an hyppo is more fluffy. I dont know maybe... but you can take your time, it doesnt have to be straightforward. people spend like 5 minutes.

[Hanna]: maybe a dog.

[Francesco]: a dog !

[Hanna]: yeah. not like a cute little flappy dog. more like a pitbull. a black pitbul.

[Francesco]: why a pitbull.

[Hanna]: cause they're, tough, ok I dont want to say scary cause I dont think Dr Martens are scary but... mhh...

[Francesco]: aggressive?

[Hanna]: yyyyeah. (not so convinced) pitbulls dont fit like everyone, pitbulls are like... not super popular breed to have. and you can notice them.

[Francesco]: in my opinion they can be aggressive but also safe, at the same time.

[Hanna]: yyyyeah. (not so convinced, wasnt something she thought before) thats true.

[Simone]: I think the point is... just think of the pitbull and the falcon, what do they represent for you. first you said tough...

[Hanna]: mhhh. strong... protective.

[Francesco]: masculine, maybe.

[Hanna]: masculine yes, thats good. I dont know what else.

[Simone]: what about the falcon.

[Hanna]: I think I dont like the falcon anymore, I think I pick the pitpull. cause pitbull is much more fitting.

[Francesco]: okay ! so if Dr Martens was a food.

[Hanna]: does it have to be food or it can be a drink.

[Francesco]: it can also be a drink,.

[Hanna]: could it be a beer? I feel it could be a beer, like a dark beer, like a guinness.

[Francesco]: yes ! food , nothing?

[Hanna]: mhhh.

[Francesco]: no cause people wearing docs are poor and so they dont eat food.

[Hanna]: ahahh mhhh. food. maybe a pizza.

[Simone]: why pizza ahah

[Hanna]: ahah why I dont know, the question is hard. beer pizza and doc martens. cause it's just like a chill food, it's not fancy.

[Francesco]: it's popular.

[Hanna]: yeah thats true, but not what I had in mind. it's just casual.

[Francesco]: it fits.

[Hanna]: yeah, every occasion.

[Francesco]: I promise this is the last one. 3 sentiments.

[Hanna]: sentiments? .....

[Simone]: yeah.

[Francesco]: or one or two.

[Hanna]: gimme like an example.

[Francesco]: happines love rage boredom.

[Hanna]: comfortability, is that good?

[Francesco]: adjective, but it's fine. sentiments are a bit tricky, I understand.

[Hanna]: hmmm. uniqueness.

[Francesco]: it's not but it's okay.

[Hanna]: I dont even know what a sentiment is

[Francesco]: I dont know if I think of unicef I think of love, same holds for wwf. and compassion, because it's people trying to save other people/animals.

[Hanna]: can I say community.

[Simone]: why community.

[Hanna]: I guess it goes back to their instagram, where they share photos of people posing with them on insta. I need one more, idk thats hard. .... creative , does that work. and know you gonna ask me why.

[Francesco]: no we know ...

[Last Brand Game]

#### **Interviewee #4 (16.05.2018 at about 9.20 pm)**

[Francesco]: question about presentation

[Interviewee 4]: yes so, I'm 24 years old, I just finished my master degree from CBS in strategic market creation, I live in copenhagen. I am very much intrigued into data and into branding to a certain extent, but also the entire business model innovation part that we dealt with in our program, and that's where my expertise lies so to speak, but also within branding but more on a corporate level rather than product level.

[Francesco]: and your name is?

[Interviewee 4]: Mads \*\*\*\*\*, and I'm from Jutland originally, so I'm from a bit smaller town than copenhagen.

[Francesco]: can you tell us something about your passions and interests? You already said something about branding but also not professionally wise.

[Interviewee 4]: so. I really enjoy fashion and I really enjoy being active with my own body, and I enjoy searching for trends, namely within digitalization, branding and the interplay between the two, and how the digital technology has transformed how we think in companies and how we behave, but also the impact that this has had on how you must treat your product and how you must treat your business. Just simply from the very nature of it we're all much more connected in todays world than we were just 30 years ago, and this has a lot of impact on how we must market and how we must brand products.

[Francesco]: interesting! You'll love this research since it's about fashion and branding in a digital way. So... who are the people you like to spend time with and what do you do together ?

[Interviewee 4]: hmm. I like spending time with peers, peers understood both as people that are more or less my age but also people that care about the same stuff that I do. So a lot of my friends have very strong opinions about fashion, technology and basically they are very much illuminated about the status quo so to speak of today's society. So they pay attention to trends in that way, ya.

[Francesco]: and what do you like to do in your freetime with them apart fromm...

[Interviewee 4]: I like to use my body phisically, not only sex, but also to work out. I like to be social, I like to have beers. But I also like to have me-time, where I dive in depth with myself and only me, and thats how I recharge basically. But I basically like to spend time with my friends.

[Francesco]: OK ! How would you describe your personality.

[Interviewee 4]: I think theres this term called introvert-extrovert, `which I think suits me very well. So I recharge in my lonesome but I very much like hanging out with people... Hmmm. can I get the question once more ?

[Francesco]: personality traits.

[Interviewee 4]: ya ok. Yeah so I'm outgoing but I'm very down to hearth, I'm very root bound, I'm very calm and collective you might add, a typical danish trait. But then I'm very fair and just as well, in my head at least, thats a very subjective thing to say about you.

[Francesco]: you already said something about this but... WHat is it your attitude towards life and society, in general...

[Interviewee 4]: I think it's basically about doing what makes you happy, and within that framework basically discuss the limits, as long as what makes you happy doesnt hurt other people, where hurt can be understood in every sense from physically hurt to emotionally hurt along the entire spectrum. So as long as you're not hurting anyone else then my philosophy is that you should do whatever you wanna do. And I'm from a part of denmark where maybe there's this way of doing things, and I'm very much against that, I really believe in the freedom of the individual and I think thats the beauty of it, when we're not the same... so when I walk down the street here in Vesterbrogade I'll see 40 different personalities and I very much love that, cause I think that's what kinda drives society... That we're different in so many ways, and we have so many different priorities and so... for example, one of our roommate cares very much about the environment so we're very

much on our heels about turning off the lights whereas we have another one who cares very much about something else and I think that's very beautiful that we don't have this unison way of thinking, we care deeply about very different topics.

[Francesco]: nice. yeah totally agreeable. Do you care about other people opinion ?

[Interviewee 4]: mh, yeah. Soo, I think whats important in that regard is... the easy answer would be yeah, I do. But I mostly care about my own standards, so I have my own perception of myself, which for me is very important to uphold and then it's also important what other people think, to a certain extent, but it's not like I will conform to please others. So I will stay true to myself, and I will stay true to what I value and what I hold dear... And then it's secondary what other people think. But yeah, then thats the problem... So my own perception is then actually affected by how I think others... like, it's been shaped throughout my years of growing up, how I believe I should be has been shaped by what other people think... So, it is secondary what other people think, but it had a very direct effect in building your own brand, so to speak. So it is important, what other people think.

[Francesco]: in general the people or there are some particular people you care about...

[Interviewee 4]: mhh.. So, as a single guy, I care very much about the opposite sex... cause regarding my friends, we value that we're all different and we care about different things ... hmm.. but with respect to girls, for me it's very much about, procreating... so I think it's very basic, it's driven by your desire to multiply, your desire to get children along the way. So it's very important to me to establish some sort of ... Facade... Where if girls will see me they will find me as a good mate, good mating opportunity. So eventually we can settle down, we can get kids, whatever we can go on that family trip. So I think that's the most important external perception, consideration that I entail. I wanna come off as marriage material.

[Francesco]: ok.. Now we change a bit, so as I said we're talking about fashion so... Can you describe your style.

[Interviewee 4]: very danish. And thats gonna be difficult to really ahh. hmm. My style...

[Francesco]: take your time

[Interviewee 4]: yeah.

[Francesco]: how would you describe the danish style then.

[Interviewee 4]: mhh yeah, how do I do that. Its very... You wanna stand out, but at the same time you don't wanna stand out. So it's very neutral colors, it's very much white, it's very much black... Its VERY much black .

\*LAUGHS\*

[Interviewee 4]: it's very black actually... Because I think people in denmark, since we're such a small country that we're a bit afraid of standing out. So copenhagen is very different from the rest of denmark so... In copenhagen it's allowed to stand out, and it is to a certain extent in other cities as well but... You know, in a lot of danish cities youll be like "aw. it's that colorful weird guy" if you go full on with the red, for example. Hmm... So, back to my style, i'd say I follow the danish standard but I try... In minor ways to differentiate from the danish standard. Because my problem is that I like a combination of street, and at the same time I'm a bit in love with the whole business suit look, again because that actually conforms very well to the external perception of being husband material. If you have suit your life is... that's at least a perception... like you're on track, you've a good job, you can have a steady income, you can be a good father... Whereas this other side of me, the more street side of me, is regarding this transition of going from a young adult to being the full adult... So it's my inner conflict of still wanting to be young. So I don't go full on with the suits and the shirts. So I wanna have a bit of street in my style, when I'm in my personal space.

[Francesco]: sounds good. And what do you like to wear, very practically, on different occasions maybe. If your style changes in different occasions, but I think it does.

[Interviewee 4]: yeah, it does it does. So for anything that is slightly formal, I will wear formal clothing. So if it's work related I will wear something business casual, if it's a wedding ... hmmm..

[Francesco]: can you describe also some garments, maybe.

[Interviewee 4]: so for example for me business casual would be... suit pants and a shirt. And also if the weather allows it you could also go full suit in my business casual. I don't view the full suit as the complete formal tier, so I think this can actually go on a lot of different occasions as well, ranging from a birthday to a job situation... So I have the more formal side of me, and then I have the more "me chilling with my friends", and there I really go for the comfort... comfortable clothing, while still being presentable and being... so yeah it becomes... "approaching" business casual. It will be a bit less uptight, as the business casual, but it will still be more than sweat pants... And if the weather allows it, shorts. I'm actually a bit of a ... So I might contraddict a bit myself here...

[Francesco]: it's fine, we're made of contradictions, that's interesting.

[Interviewee 4]: I'm a firm believer in the whole notion regarding suits and shit, that you have to wear this to be perceived professional, it's bullshit. I don't believe that you cannot wear a t shirt in a work situation and not be perceived professionally. I feel like... and this is a very weird position that we're in society, where I'm not allowed to wear a tshirt at work. and of course that's not supposed to be like a shitty not fitting tshirt and thats ugly -and again, thats subjective - but why cant I pay 1000kr for a tshirt that's really nice and wear that instead of a shirt.

[Francesco]: totally understand. But as you said you like suits.

[Interviewee 4]: yeah, yeah.

[Francesco]: it's not a matter of conformism but you like that.

[Interviewee 4]: yeah yeah I like it but it's also because it's the easy way. So if you wanna be perceived as professional, just wear a suit.

[Francesco]: okay, last question, and you already partly answered to this... How do you see yourself in the future.

[Interviewee 4]: yeah so, I see myself as moving away from the young clothing that I'm wearing on my leisure time now, and moving more towards incorporating the business casual in my everyday style. I think the reason I havent done this yet is cause I kinda want a lot of clothing before I do that, and that requires an heavy investment.. So I've kinda been thinking, while you study, and while you have so much leisure time as you have now, then this combination of more professional style and the more young style is efficient, and it works. But as I get less leisure time, and more work time, I believe that ill make the transition to the full business casual everyday look. Meaning that I'll wear suit pants, shirt. Maybe I won't go full suit every day but I'll at least have suit pants and shirt every day.

[Francesco]: O K. Wanted to ask something else, what about shoes. You didn't mention shoes at all.

[Interviewee 4]: No. I think thats actually my biggest problem going from the young style to the more business like style is that I like sneakers. I very much like sneakers. So I kinda wanna be able to continue to walk around in sneakers, which is also why I think I will incorporate my little twist to the business casual look in the future, where I'll try to conform the look with a nice pair of sneakers, and a nice pair of sneakers in my head, I like the not flashy... So they might actually work with the



business casual look. So I really like a simple sneaker, that's either white or whiteish, or black. Again very simple colour schemes, which is very much the danish style.

[Francesco]: Ok ! So now we're going to find out about the brand. ... Question about the brand.

CUES: continuative product,

[Interviewee 4]: if you could maybe mention the subcultures to me.

[Francesco]: It has to do with underground, anti conformism...

[Interviewee 4]: ah okay, then it probably has to be Dr Martens right?

[Francesco]: yeah ! It really is. So this interview will go full on Dr Martens from now on.

[Francesco]: pics question.

\*did they branch out into this tho? they really branched out did they\* I kinda love this exercise, I feel thats kinda my perception of Dr Martens that it is very much the subculture brand so I found myself... If the shoe look like I could see this punker kinda subculture wearing it I'd be like "ok ya, they're probably only one producing footwear for this specific subsegment, so I would guess Dr Martens... If I could see this specific subculture in the shoe..."\* So yeah, interesting exercise actually.

[Francesco]: so. Do you ever bought a pair of Dr Martens ?

[Interviewee 4]: mh, no. I thought about it once. So I have a bit of a foot problem regarding feet size, so I have very big feet, which means that, the boot that I normally have in my head when I think of Dr Martens look somewhat big on me... So I'd feel a big Big if I was wearing a boot.. I have a small... yeah one of your pictures you had a couple of times actually. This chelsea boot...

[Francesco]: do you want to look at it maybe?

[Interviewee 4]: yeah. I feel like it's a chelsea boot. That's pretty much the biggest I can get, so I guess Dr Martens has this big sole on them and it doesn't conform with the style that I'm going for. Because it's a bit too much in another direction. So as I told you before, I just want a minor tweak to my business casual style, where Dr Martens in my head would be big tweak.

[Francesco]: a big tweak ! So you don't think it's business.

[Interviewee 4]: no, no... I don't think so. But I think actually thats because my roommate has a pair of smaller boots, and I wasnt aware they actually made different boots... of course you could have

kinda guessed that they would make more than this one style, but I never thought to go for Dr Martens for another kind of shoe. In my head it's very much the boot.

[Francesco]: the classical one.

[Interviewee 4]: yeah ! But I actually very much like the more normal style, without the height. how is it called ?

[Simone]: so you don't like the tall shoe.

[Interviewee 4]: no exactly I actually like the low shoe. And I could actually see it working with the style I'm going for so i've actually considered buying them.

[Francesco]: okay! Yess, you actually answered all the first questions pretty much.. so.. Have you ever tried a pair of them ?

[Interviewee 4]: no. never. so I actually don't know.. I feel the quality just from appearance is very good, and I'm a big fan of Lloyd, the german shoemaker. And they have very high quality in the leather department as well, and I somehow equate the quality between the two. Cause when I look at Dr Martens I feel it's a very high quality boot, at least from appearance. The leather looks like it's rustic and at the same time very durable, so as long as you treat them right you can actually keep them for a very long time, hmm. So my perceived quality, to use a branding term, without even having tried or touched one it's actually very high. I think it's because of the simplistic look, for some reason, that adds value to the perceived quality.

[Francesco]: you said perceived quality, but you never tried it, maybe this comes from knowledge. how well do you think you know the brand.

[Interviewee 4]: not very well..

[Francesco]: do you know something about their history ...

[Interviewee 4]: yeah but I know that my mom for example used to own a pair, and she was young in the 80s and 90s. And in the 90s in Denmark there was this search of "fuck the system" and kinda... the wall in berlin fell and so there was very much this anti establishment kind of vibe, and that's very much what surrounds the brand, in my perception... This anti establishment... And then I have this perception, whenever I see a pair of Dr Martens on someone there might be...

\*PHONE CALL\*

[Francesco]: ok a little interruption. So yeah you were talking about the anti-establishment, surrounding the brand.

[Interviewee 4]: yeah, I don't really know if it's actually from schoolbooks or where it's from, cause I never really seen a demonstration, but it's just... In this very specific anti establishment subcultures, you'd always... like at least 50% of them - and this is just shooting from the hip, the number - would have a pair of Dr Martens boots. And the entire look they could be going for could seem very trashy, like very cheap and not high quality in their clothing, but somehow there was Dr Martens as like this opposite where you kinda knew "so okay, this is actually like a quality boot' or at least thats how it looks. So it would seem that the subculture, if they were allowed to spend money on one thing, and that was basically the shoe. Because the shoe would always like shiny and very military like and...

[Francesco]: why do you think is that.

[Interviewee 4]: I don't know... now this comes very down to the functional level in my head... So if you are really anti-establishment I feel like you demonstrate a lot, you walk a lot, so you kinda need something that protects your feet. You need to have something that is really solid, can get you... There shouldn't be problems regarding what's on your feet, because it serves a very functional function, whereas clothing, upper body or shorts or pants they kinda have a secondary function in a lot of climates. Its not really necessary to wear a completely high quality protective shirt or pants. Its more ... Its how you create your image, and less of a functional value. Whereas a shoe, if it has a functional value like it's of high quality ... It will benefit you tremendously in your life, because your feet won't hurt if you have to walk a lot and you're able to do this, you're able to not have sore feet.. Whereas having tons of holes in your shirt or pants or not even wearing pants won't really benefit you or damage you that much... Of course if it's freezing cold... But in a lot of climates this is not a problem. So I feel that this antiestablishment still has this notion of okay, we still need some quality. and then` I think Dr Martens, which I think was originally a military boot, or at least used... It has the same style as a military boot, so being anti-establishment wearing something that is military like and saying fuck the system, fuck war... Yeah... Its kinda like... A controversy in itself.

[Francesco]: it doesn't make sense then.

[Interviewee 4]: no exactly, like... Initially if you just think about it, the wear a war item or at least something that resembles a war item, and they are shouting for no war, basically. Or for fuck the government and fuck the system. So it's a revolt inside the revolt.

[Simone]: yeah, or just like it can be like war towards the government no ? Like an army against, I don't know ...

[Interviewee 4]: yeah, it's just to underline the big fuck finger that they are giving the government where also walking around in what you send your troops to iraq or wherever they are sending them, where they walk in the same shoes and saying fuck you. Yeah. Kinda...

[Francesco]: mh mh. Ok ! How often would you say you encounter this brand.

[Interviewee 4]: I encounter it way more in copenhagen than I do anywhere else, or have done anywhere else. And... Okay so, if we go with logic back this subculture made the brand, then to me it has gotten to this point where the subculture still wear it, but because this subcultures the brand has become very mainstream. So a lot of people kinda want to embrace this brand personality that it has, but not necessarily belonging to this subcultures. So It has become a way for people to take on this "okay yeah, fuck the system... But not really... We don't actually want to fuck the system, we just want to be perceived as a bit more... yeah, I don't know... Special" and I think it is very much of a problem in our days, In our age, that everyone wants to be special. So it become... so for everyone it's not a question of how you can differentiate yourself, so you stand out from the crowd while still wanting to belong in the crowd. so Dr Martens has become this way for people that are not really looking to fuck the system but to borrow a lil bit, be 5, 10% "yeah I'm a bit wild, I'm a bit not like the others" while actually still conforming in their everyday life. So yeah, my points of contact with the brand have increased tremendously in the last few years. which I think might be a problem for the brand, because if this continues happening, then let's say in 10 years time, when my sibling grows up and they've seen this shoe on basically... okay exaggerating a bit with the numbers here.. but they've seen the shoes on a lot of people that are actually not belonging to the subculture. So what the shoe previously had associated with them about the subcultures, suddenly gets lost. Cause now it's just a nice shoe, like my LLOYD shoe. So now it becomes just a high quality shoe instead, and thats the brand personality, like quality wise, maybe competent... while this might be damaging. Or at least... it could also open a potential new market for them, moving away from the perception of being the antiestablishment shoe, but... at least is a challenge that they have to face somehow.

[Francesco]: I have the perception now that you are talking very much about... your thoughts are influenced very much by these points of contacts which happened in recent times, since you moved to copenhagen.. But can you remember the first time? Like I want you to go back in time to and try

to retrieve some older knowledge that you have... Do you remember for example the first time you saw or entered in contact with Dr Martens somehow ? or one of the first times of course.

[Interviewee 4]: I think the first time, or at least one of the first times I encountered the brand was in my primary school when we had these... In primary school you have these kids that really go full on out for something insanely different, you know, lets put it like that. So I think my first perception was this girl who was basically cutting herself and listening to punk rock and having blue air and... really... yeah... anti-establishment and more or less anti-life, right? \*laughs\* and I think that was my first perception that I actually coloured how I felt about Dr Martens for a long time. And then I keep coming back to these few images in my head that I don't know if I saw in a history book or something, but just a lot of demonstrations where basically all the people demonstrating were wearing Dr Martens. And I think that very much colored my perception of them... If you asked me 7 years ago I'd say it was for... yeah... people without a future, as you put it in Jutland. But people that were really not conforming with society, and not caring about society's rules.

[Francesco]: and you were saying this position has been somehow... was diluted with the increase in contact with the brand?

[Interviewee 4]: this was very much diluted with the increase contact I had with the brand, and predominantly the contact that I had in the past few years where, as I mentioned before, i've seen a lot of people being basically normal people and wearing the shoes. And now it even seem to have gotten to the point where I wanna wear the shoes. I can see myself wearing the shoe.

\*laughs\*

[Francesco]: you have no future !

\*more laughs\*

[Francesco]: I can't give my judgement but I can totally agree with you, it's like... I think it's something quite... yeah , but whatever, cant but agree with your opinion.

[Simone]: really good so far Interviewee 4.

[Francesco]: yeah some really good feedbacks for the research... So... point of contacts, you talked about people, that where you see them. Something else, I'm thinking maybe you've seen them online, maybe you've seen them in shops, maybe you've visited their shop. Maybe... commercials..

[Interviewee 4]: okay so, I think advertising has gotten to a very very dangerous point, because of the extreme amount of data that we produce... What we are exposed to is sooo much very

dependent on what we have previously given to google... what we've previously given to the system basically. So I think it's very difficult to actually... once you've done online searching and shopping, it's very difficult to be presented to new items. So I would never be presented to Dr Martens, because that is not typically the style that I go for. So I would never see that online, and I can't come with an example of me seeing Dr Martens online. And I can't remember to have seen them in a commercial. I don't think I have ever been exposed to Dr Martens commercially, and I think that's both very... not strange but very scary... Because you have a young generation that in their very young stages of their lives make a few google searches, do a few purchases, and suddenly because of advertising wanting to target them directly, they never get the opportunity to see other things.

[Francesco]: they get streamlined.

[Interviewee 4]: exactly ! They just get streamlined onto a path they themselves have chosen, but at maybe a very young stage of their lives.

[Francesco]: that's true. it's the contrary of mass marketing, the exact opposite. Before it was too mass and now is too narrow.

[Interviewee 4]: exactly. so...

[Simone]: it's actually a good point overall, I never thought about that. if you make a few searches... you just set your life, I mean you just see that. And I mean you spend a lot of time online.

[Francesco]: we kinda grew up on social medias. but also in that sense we changed what you search at 14... It's different from what you search when you're 17.

[Interviewee 4]: exactly, but now it might not change that much, cause now we're suddenly not presented with all these different. Which, again, they might hit the wrong target 50% of the times. But just me, being aware of the brand or being aware of 'okay so this opportunity ALSO exists, I could also go in this direction' and so... before in time, I took like... I sought out information, I had to evaluate whether or not this was something I wanted or not, due to the mass marketing... Now it's more like. The computer or the algorithm that decides for me "oh okay, so this resembles your style, or other people that purchased this product also purchased this product". So it just becomes very conformed to a few initial searches.

[Simone]: but maybe the salvation can be the variety that instead you can encounter in real life, right?

[Francesco]: or... online, there's also people, so called influencers or like. They don't have to be influencers in life, as a job, but just people influential for you.

[Interviewee 4]: and I think... So influencers is very interesting...

[Francesco]: ... Let's try to keep it to Dr Martens though.

[Interviewee 4]: yeah yeah... Because I can definitely see Dr Martens maintaining the brand personality that they... lets say they still have it. by targeting highly influential people, but I feel there is this small gap in influential marketing where, for now, these 5000, 10000 people, instagrammers, who have 5 to 10k followers... I think eventually people will see through this, because basically all the marketing they're doing is purely scripted. Like they get a manual on what exactly to post with the product, and for now it works, it seems, but eventually... It cannot work anymore, because people will see it for what it is, which is completely fake. And it's basically another way... Yeah, is just the same as the commercials we had 10 years ago, and is just about people to realize this, that This is actually not a subjective evaluation from someone, but someone wanting something for free or getting paid additionally as well. So I think it comes very much down to finding highly influential people that really drives a lifestyle, that really has more to give than just... Like they need to stand for something, they need to stand for something else than just being beautiful or liking fancy foods and fancy restaurants. Then it has like a stand point.

[Simone]: but have you ever encounter the brand with some influencers.

[Francesco]: do you follow influencers for example or do you feel like some people that are influential in your life, somehow, on social media or also in real life.

[Interviewee 4]: Mhhh. In respect to Dr Martens or in general.

[Francesco]: In general, and maybe you've seen someone with Dr Martens. I mean, you have some people, some friends, acquaintances you highly value...

[Interviewee 4]: Then I want to emphasise maybe SHDUDBWS (ask for the name) a danish radio host, who's a very very classical business like style, and to me when following people it's very important that they have something to give, more than appearance. So they have nice opinions, they have something I can relate to personally, they care about things that I can relate to as well... So for me, is not as much about the visual part but more about whats inside your brain, what values do you actually stand for. And then through that, I can see myself wearing what they're wearing. So because that I follow or I can relate a lot with Essaim Pierre (again no clue), a radio host opinion,

then I take on his style and wanna have that for myself. because then what he's wearing becomes "okay if you're clever and you have this sort of opinion, then you have this kind of outfit".

[Francesco]: do you think he would wear Dr Martens ?

[Interviewee 4]: if I?

[Francesco]: if he would.

[Interviewee 4]: ah he would ! No.

[Francesco]: no?

[Interviewee 4]: no, I don't think so. But again it's also, coming back to my point about differentiating yourself, so I don't wanna copy what he has, I maybe wanna take a few items in his style and make them mine, but then to make it my own personal style then I would incorporate what I like as well, which in this case might be sneakers, or it might even be the... you had the term.

[Simone]: the low shoes.

[Interviewee 4]: the low Dr Martens shoes. Because I could see it fitting to the style, actually.

[Francesco]: cool. And do you have anyone that wears Dr Martens actually, in your circle of friend or influential people.

[Interviewee 4]: yeah I have at least, two roommates who wear Dr Martens.

[Francesco]: one of them very much more successful than the other.

[Interviewee 4]: ahah yeah. No but that's actually a good point with my roommates, cause one of them is conforming more to what I would ascribe with the Dr Martens way of life or the personality, or at least perception wise. Because then personality wise I actually think... So style wise.. Okay we have a german in the household and stylewise I think that he embraces this antiestablishment style more than my other roommate, who also wears them, but his ways of life conforms more with Dr Martens than the german. Which is very interesting I find actually.

[Francesco]: ahah yeah yeah, if you want to keep going, it's very interesting.

[Interviewee 4]: but about highly influential people.... mhh... we have this judge on x factor.

[Francesco]: the bold guy?

[Interviewee 4]: no no no... But who's also the lead singer in a band, which I can't remember the name of now, but they are something big. And she has very much the entire style of being anti-establishment and "let's go to christiania and smoke weed", so she really embraces it and makes it



her own style and she builds on what my perception of what Dr Martens is, and she conforms with the perception 20 years ago, let's say.

[Francesco]: so she embraces also on a life-style and real base, so as you said before not only appearance but also like thoughts and opinions.

[Interviewee 4]: Just from appearances i'd say that my italian roommate is just, from appearance, antagonizing the brand value to a certain extent, whereas the german roommate is enforcing my perception of the brand, just by mere appearance. Then if you get to know them it would be the opposite.

[Francesco]: ok, yeah.

[Interviewee 4]: let's stick with the german and don't make this too personal but I think he very much likes this idea of being anti-establishment but at the same time he's acknowledged that you need to be pro-establishment in life to succeed. So I think it's his kind of internal... how is it called.

[Francesco]: contradiction?

[Interviewee 4]: yeah basically contradiction to be just like "okay I'm not full conforming to society, I'm also a bit grrr, fuck everything, but at the same time, okey yeah, I gotta have an 8 to 4 job, I have to do this and that".... And then we take it from the other side of the spectrum, we have the italian, and here I don't think he uses it in the same manner for expressing his own personality. I think he really likes the appearance of it, but it doesn't necessarily buy Dr Martens for these secondary brand personality artifacts... Like he doesn't need to take on the persona of being antiestablishment through the footwear, through the style, because he actually believes he's like that and I actually don't know if the shoe then could have facilitated this feeling internally but yeah...

[Francesco]: very well. We are gonna talk more about this later, and I would like also to give my opinion later but, yeah. I really feel like skipping the sensory and behavioural...

[Simone]: just maybe...

[Francesco]: lets try to just go fast through this since he's not a customer and he never tried them.

[Simone]: I completely agree with you, so maybe just a question about behavioural and maybe...

[Francesco]: let's try to go very fast so that we stick somehow to the guideline.... What senses do you feel are mostly involved when entering in contact with the brand.

[Interviewee 4]: Id say visual, primarily visual.

[Francesco]: in general would you say they make a strong impression on your senses?

[Interviewee 4]: yeah, visually, they do. I think they stand out. I'm very much referring to the boot when I talk about Dr Martens, the very classical one. And I think they stand out a lot, but I think it's also because the pieces that people normally use together with it it's very much black, normally, at least from this punker perspective. And maybe there might be a motive on the tshirt but the pants or shorts would be completely black and then you'd have these Dr Martens shoes with some yellow features to it, still.. So it's not a complete black shoe and a lot of people, or at least i've seen one have like these pearls on her shoes as well.

[Francesco]: pearls yes, the beads !

[Interviewee 4]: yeah ! The beads.

[Francesco]: yeah we know that girl ahah

[Interviewee 4]: and I think that becomes a way for people to differentiate themselves within the subculture as well. So how you personalise the Dr Martens is also a bit how you stand out within the subculture. .. Because they would almost be wearing indifferentiable tshirts and pants and shit... But the shoes stand out, so very much visual appeal.

[Francesco]: good ! We said something about perceived quality andddd.. But you never tried them, do you want to tell us something more about the quality that stems directly from other attributes, such as shape, sizes...

[Interviewee 4]: It resembles to me a military boot, that for definition are made for a lot of walking, In a lot of different climates and these kinda attributes flow over Dr Martens so... my perception of the quality is very high, that the shoe is made for a lot of walking, and you can dance in them and you can do basically whatever you need to do. Because again, warfare is dirty, and you do a lot of different shit... So these attributes, to me they spill over in Dr Martens. And I can also recognize it without being a leather expert, but at least the leather looks to me of the same quality of for example Lloyd. Also the way everythingh is sewed and how the sole is made, it resembles that of Lloyd in quality, in my perspective.

[Francesco]: and Lloyd is high quality.

[Interviewee 4]: And Lloyd is famous for high quality footwear and leather materials. Its a german brand.

[Francesco]: good. Do you want to add something about behavioural?

[Simone]: yes. Do you think that, according to what you just said, the price of Dr Martens is fair enough?

[Interviewee 4]: so without really knowing the price, I think that also sticking to Lloyds, I think they are in the same price range. Correct me if I'm wrong, 2000ish , plus or minus, for the boot.

[Simone]: Yes, I think a bit less maybe.

[Francesco]: 1/3 less I would say. I think, it's about... Hanna talked about very expensive boots, here in copenhagen, but I think maybe she had it wrong. I think it was definitely too expensive, but i'd say around 1500 so 2500, so 2000 is fair.

[Interviewee 4]: Okay yeah. Assuming it's a high quality boot, and my assumption about the brand hold, then I say it's a fair price. Because you keep the shoes for a very long time and I had sneakers that costed me 1000 / 1500 and I can wear them for one season if I wear them a lot, so I think the price is fair.

[Francesco]: mhhh.

[Interviewee 4]: also, from the subcultures that I associate with wearing this, I have this notion that they don't want to pay too much money for a particular product and they don't wanna pay for the branding part of it. So they wanna pay for the functionality, despite actually having a high brand value, I still believe that these subcultures don't wanna pay for that brand value. So I believe that if these guys wanna pay this, it also mean that the quality is high. Like ...

[Francesco]: since you go deep in every question eventhough you're not a user, I would keep going on this topic... so, if you had Dr Martens, would you sort of behave somehow differently? Would it influence your behavior? And with behaviour I mean precisely the way you walk, the way you engage with people...

[Interviewee 4]: I think I can relate to how my german roommate is wearing Dr Martens. Like to me it would be also a small... Again my style would say "I acknowledge that I need to be presentable" - assuming that this is the only way that you can be presentable - but then Dr Martens shoes would be for me this small reminder to everyone else that I'm just a tiny bit still, antiestablishment. Because I still believe that I am...

[Francesco]: a bit riot, not necessarily antiestablishment.

[Interviewee 4]: yeah, it would be a small riot to actually wear these. And it would not necessarily influence my behaviour, but it would indirectly, because it would influence my own perception of myself. So yeah, it has the potential to affect or modify how I behave, to a certain extent.

[Francesco]: mhh. How do you feel when people around wear Dr Martens. If you think something..

[Interviewee 4]: mh yeah ok, if you asked me 5 years ago, I would have had a very strong opinion about people wearing them, but again the brand so to speak has diluted a bit, so again now there's a lot of people wearing them, so now I don't think of it as much as I once did, when I was very quick in putting people in boxes, 5 years ago, if they had Dr Martens. But know after seeing also different models, `it's grown a bit more "yeah okay, just another shoe" , kind of. Yeah.

[Francesco]: in general would you say this brand is an emotional brand? In the sense it evokes feelings and emotions?

[Interviewee 4]: yeah, yeah (not super convinced). I think it still does. Again, it was stronger 5 years ago, it gave me more associations and more... It contributed a lot to me putting people in boxes, is not having an opinion about people who I actually didnt know... But now, again, is diluted a bit... The perception is still there, so I still ascribe people in certain boxes when they have Dr Martens but yeah, less strong than 5 years ago.

[Francesco]: I have this feeling that they are not very nice feelings and emotions.

[Interviewee 4]: noo. yeah. So .... initially they were not, but the emotions that I have now are... again I wanna go back to what I said initially, people can do whatever the fuck they want, as long as they don't hurt anyone else. But this subculture. I'm so practical, man. I don't like people taking advantage of the system, because taking advantage of the system is taking advantage of everyone participating in the system, and I think - again without any statistics - or hard evidence to back this up, this subculture does not contribute a lot except of noise. So previously I had more negative emotions when I saw a pair of Dr Martens, but now as the brand diluted a bit, the negative emotions are less strong due to 2 things: 1 is me being more accepting towards different people and 2 because of a multitude of people wearing them, so while 5/10/20 years ago might have only been the subculture, now it's a lot of different people, so now I can't necessarily put these in the same box as I could have done 10 years ago.

[Simone]: that actually are those people that bring value to the system right ? So you feel it more... right? You said also before, I see also a lot of normal people wearing them in copenhagen...

[Interviewee 4]: exactly, it's grown to be a more widespread or "accepted" brand. So exactly people that are contributing more to the society are also wearing these, while it's not allowed from my perspective to put people in these boxes anymore.

[Francesco]: what do you think people would think of you if you wore Dr Martens, people close to you, your peers as you called them, or your parents, or people influential in your life that have meaning for you and you care about.

[Interviewee 4]: mhh so I know my family, I think my family still views Dr Martens as this antiestablishment shoe.

[Francesco]: they associate them or the use.

[Interviewee 4]: no they associate them. So me, wearing these would also be a bit of fuck you to my family, which I kinda like. Hmm, while I think my friends have the same perception as me.

[Francesco]: so they wouldn't like it, and you would like that they wouldn't like it.

[Interviewee 4]: exactly exactly. Again, this would be my small rebellious act in my clothing to wear Dr Martens. And for peers I think they share my same perception, that this is now a more of a common shoe, without being common though. I wanna stress this, though, it's not common yet, but it's just more accepted, and I think Danes - I don't speak for all danes - but I think a lot of danes would share the same perception of Dr Martens. The immediate thought would be the subculture associated with it.

[Francesco]: mh mh. and... Just a second... When you encounter the brand, you feel intellectually stimulated? that means that somehow this makes you think of ... I don't know, for example you quoted you saw them somewhere you don't recall exactly, maybe history books or in tv on some documentary... Do you think when you see them it stimulate some thoughts or... Some mental activity in general, also creativity...

[Interviewee 4]: so yeah I think it would stimulate a kind of a thought pattern. But coming back to the negative emotions I found to be associated with Dr Martens 10 years ago, it would stimulate me to really think about the subculture thing, what it means for society, thinking about this is okay, this is not okay, maybe you've been a bit annoyed in my thought pattern like: "so why are these people not just fucking conforming, and why are they not contributing" and again this perception diluted over time.

[Francesco]: it was like this in the beginning.

[Interviewee 4]: yeah exactly, so the more it has diluted in my perception, the less thought activity it stimulates, the less I think about it.

[Francesco]: and do you think this is only because you encounter it more or because, like... It's natural you think for any brand, the more you see it the less, or is it particularly valid for Dr Martens.

[Interviewee 4]: no, I think it very much depends on how you interact with the brand and how you meet the brand. so the more you meet the brand in a surrounding, so in environments where it doesn't conform with your prior perception of the brand, then the more the diluted the brand value will be, basically. Because the meaning kind of dilutes as well. So I kept seeing Dr Martens on non conforming, fuck-the-system individuals, I believe that I would continue gaining thought activation and, not creativity but... Thinking about when I encountered it, and then the more you dilute it, the less you ascribe to the brand why you think less about it. Because then it just becomes an object of clothing, and it doesn't stand for anything anymore. Then okay, it can stand for a lot of things, like it could still be a very competent brand personality being a very high quality shoe, but then you don't have all these brand associated stories and all these people associated with it anymore.

[Simone]: yessss.

[Francesco]: mhhh. I would skip the one about the typical way of usage but let's continue with user imagery. This interview is getting twice as long as usual but is giving so many nice insights. we're almost there, we have the last two sets of questions which I think are more interesting also. Here I require you to go a bit more abstract. First question, what do you think of the typical user of Dr Martens products, you already answered this, but if you want to sum up.

[Simone]: ok maybe just to sum up... maybe you can give 2 kinds of persons.

[Francesco]: let's do it like this. Close your eyes and describe the typical user of Dr Martens, can you describe him as deep as possible, from outlook to what he's wearing, to what he's doing and what does in life. Who is he. It can also be more than one person since you said that now more people use them, if you have more than 1 person you can also do that.

[Interviewee 4]: maybe this is a bit boring, but I kinda have the image in my head of my two roommates. So on one side you have a user, so if we neglect how they are as person and just consider the visual appearance, then on one side you have the fully anti establishment type, that maybe has some tattoos, maybe some piercings, a very very specific style... And specific means just out of the ordinary. So you can walk down the street for few kms and you won't see someone with

the same style. And I don't wanna do it more specifically than this because it can really be full black or holes and shirt and pants or... It can be very different, it's just very important that it's different. It's a different style than anyone else has. So they really have their own, unique style. With a bit of a tattoo, piercings look to it. Then you have the other user, who uses Dr Martens as a less defining object of their style, where it plays an important role but it's not what the entire style is built up around. So it can be that the low shoe goes well with a pair of black pants and then you do a classical danish white shirt, just a white tshirt and it's just a very simplistic look that the Dr Martens have to them. So yeah, these are the 2 kinds of users that I think of.

[Francesco]: okey ! But if you had to imagine Dr Martens as a living person. Can you describe this person, just one this time.

[Interviewee 4]: because I still believe that despite I mentioned two people before, I still believe they have a strong brand identity so to speak, so I really believe that it is still the shoe of the antiestablishment subculture. So Dr Martens would be the kind of person that doesnt follow the rules, doesnt care about what other people think. It cares about the wellbeing of everyone but in a very, not superficial fashion but in a very... we have a danish word for that. Like out-there fashion (or outer), so you care about other people but you don't really do anything about it. So that would actually be a bit superficial I guess.

[Francesco]: this is very personality wise, but can you actually also describe him or her as a person, try to figure out ok, he's like this. Dr Martens is this person. I don't know, he's tall, he's...

[Interviewee 4]: okay. Yeah. So ... He's genderless, he doesn't have any visual... I'm gonna say he now just because I don't wanna say he/she or it.

[Francesco]: it.

[Interviewee 4]: yeah we can call it "it". It, Is genderless , it is nothing out of the ordinary height, it's maybe 1.70 / 1.75, no real physical attributes bodywise, like it's not working out, it's not taking care of itself. It is not fat, it doesn't care about food. So it's just like a normal statue. It is wearing a complete black outfit, with holes in the tshirt and holes in the pants and with a small iron cuff. Not cuff hem..

[Francesco]: chain ?

[Interviewee 4]: yeah, chain in the pants, and a big very loose shirt with holes in it and looking a bit dirty. It looks a bit dirty too. It has a piercing, yeah. Not necessarily tattoos, just piercing and a weird haircut.

[Francesco]: weird haircut like?

[Interviewee 4]: yeah like a mohawk or bald... Like completely bald. yeah.

[Simone]: no tattoo?

[Interviewee 4]: no, no. Piercing is a must, but tattoo no. I kinda wanted a sketcher just to draw this person for me ahha

[Francesco]: would you say Dr Martens matches a bit your personality? You already answered a bit and in that case you can just mention where and when...

[Interviewee 4]: I would say that the part of Dr Martens that matches my personality is the acceptance of being different, and that's it.

[Francesco]: the acceptance.

[Interviewee 4]: the acceptance of being different. So not conforming, not being identical like this individualism.

[Francesco]: so you think you are a bit different, and you accept it.

[Interviewee 4]: no no , so. you're different from me, Simo is different from me, the girl walking down there is different from me, and I accept that, I value this.

[Francesco]: and Dr Martens you think accepts diversity.

[Interviewee 4]: yeah, or kinda stands for diversity, or for non conformity. And this is the major part that I share with Dr Martens.

[Simone]: and you think this can still be linked to the antiestablishment theme or not.

[Francesco]: don't you think it's a bit controversial, at least I think for me it is that accepting diversity but at the same time being endorsed by people are anti establishment are not very welcoming, maybe?

[Interviewee 4]: no they are not welcoming, but how I see the subculture, there's a lot of different people that then agree on one thing. But in this agreement on 1 thing, they share a lot of dissimilarities. They have a lot of different opinions about a ton of different shit... But they unite under one common common main goal, which then become the antiestablishment. Yeah. That becomes the unifying factor.



[Francesco]: would you find other words for antiestablishment?

[Interviewee 4]: mhhh. Yeah. We have a danish word for it and I kinda want to...

[Francesco]: want to look up for it ?

[Interviewee 4]: yeah...

\*translates\*

[Interviewee 4]: I'm not sure this is the right word, because it is just autonomous and thats basically what an antiestablishment person is. An autonomous person. Because they don't answer to anything, they answer to themselves. And they main answer to someone within the subculture, but the main point is that they don't answer to any government, they don't answer to any legislation, they don't answer to anything. There might be internal organizational structure within the anti establishment group but, by definition, they are autonomous.

[Francesco]: I don't want to influence you on this, so you gotta be very honest. Would you think rebel, could fit.

[Interviewee 4]: yeah, yeah, yeah.

[Francesco]: yeah ? To which extent.

[Interviewee 4]: but the rebel. So again, the auton... So the rebel would fit to the extent where the rebel is also challenging the status quo or at least... but that's the problem about the rebel, like you can be rebel in so many different ways, while the autonomous part is very much related to no-authority, so there's no-one who has authority over you, so you can also be a rebel in this regard, but a rebel can take on so many different meanings. So I feel like being autonomous is more fitting than being a rebel. Yeah is just more fitting.

[Simone]: autonomous.

[Interviewee 4]: yeah.

[Francesco]: imagine someone criticized Dr Martens, or made some negative comments about it. Who would this person be and what kind of negative comment would that be?

[Interviewee 4]: that could be me, making a negative comment about people being autonomous, not respecting authority, and not conforming to it. So autonomous is very much about being rebel at all points regarding authority, whereas rebel as this positive vibe to it where you only challenge something that makes sense to challenge, while for autonomy you challenge everything related to authority. So I could antagonize this, cause why challenge everything just for the sake of it. And

that's where it becomes a problem for me, so I could make a negative comment about people wearing Dr Martens because i'd be like "you're making a fuss just to make a fuss" and to a certain extent thats alright, but that damages a lot of processes and outcome because again, something makes sense, you just cant say that everything is shit. You need to have arguments and evidence to back your claims up. It can't just be for the sake of it.

[Francesco]: now we go to the last set of questions, we're gonna ask you to put Dr Martens on different levels, to abstract it to different levels. So we are not anymore talking about shoes and fashion.. But let's go to the questions. If Dr Martens was an object, you can have more than one, better if you have more than one. Any object, but not fashion related.

[Interviewee 4]: ok, mh mh. Dr marten would be a combination of a bulldozer and a rock. A bulldozer without wheels.

[Francesco]: okay, a lot of people give a mean of transportation so in time was a mean of transportation?

[Interviewee 4]: a bulldozer without wheels.

[Francesco]: why no wheels?

[Interviewee 4]: yes, because if we go along this path of the brand being autonomous, or the people wearing it being autonomous, then it becomes an object for change, but you casnt just attack something to attack somethin. You can't just attack everything to attack everything... so, while it still facilitates revolution or at least change, it does so in a way where change doesn't happen. Like the point or argument you're trying to make has no evidence, or has no foundation. So the bulldozer can't move, like it wants to move and it's so powerful, but the way it tries to move it's impossible, because it has no wheels.

[Francesco]: ah. well this is super nice. Deep shit. it's like opening up.

[Simone]: another object.

[Francesco]: you said rock.

[Interviewee 4]: yeah a rock, but like I combined the two into like this bulldozer without wheels or with rocks as wheels. But I think they need to be viewed in unison because the rock can't really stand for what Dr Martens stands for. Hum... What could be an object.

\*deep thinkinking\*

[Interviewee 4]: it can also be a bit like a spike. So This is the same analogy actually, but a blind (or blonde?) spike. So yeah, the spike you can't hurt yourself too much on it, like it doesn't penetrate you, like if you put it on your skin it doesn't penetrate the skin, but can leave like a small mark. Yeah. Following that path, it's a bit like the bulldozer. So it tries to be something, but falls a bit to the ground. It's not. It isn't what it's trying to be. Does it make sense?

[Francesco]: I just want to ask you something now. Are we talking at this point about Dr Martens or about people wearing Dr Martens.

\*second of silence\*

[Interviewee 4]: ok... Now we're talking about the people wearing Dr Martens.

[Francesco]: let's try to go to Dr Martens as a brand itself.

[Interviewee 4]: yeah but I feel like Dr Martens has been very much shaped by the people wearing it. So to me, you can't really separate the two. And again this separation is becoming more and more possible due to the people wearing them. So, if the people shape the brand, which we argue that in this stakeholder era holds, then what's happening now is that. Fuck I completely lost my point.

[Francesco]: no I think we're there, I follow you...

[Interviewee 4]: Yeah so the people with the brand, then when you had... 20 years ago, it was only one specific kind of people wearing the brand, now you have a multitude of people wearing the brand, which means that the brand personality and the brand perception is more diluted, meaning that yeah...

[Simone]: meaning that actually maybe you can split it, more than before, right?

[Interviewee 4]: yeah now you can split it more than before. Because now Dr Martens can become... It stands for so many different things now... Not now because it doesn't do that yet, but it can in the future. So it's moving away from the subculture, so it's becoming more and more difficult. So ask me in 20 years and the bulldozer will probably be gone, and it will just probably be a car, with wheels. If it continues on this path. A normal car.

[Simone]: how do you imagine a normal car.

[Interviewee 4]: because of the people wearing it, so again if it becomes more and more normalised, then the people that I equate with the brand, hence what I equate the brand with, becomes... Becomes a shit ton of things.

[Francesco]: a Volkswagen golf.

[Interviewee 4]: so instead of looking at the brand as defining the person or the person defining the brand, Dr Martens will move from having a very strong personality to just being a competent brand personality, namely that it's just a high quality shoe, and that's what I associate with it.

[Francesco]: what will be the car? can you describe the car?

[Interviewee 4]: so yeah if I have to describe the car, it will be an high quality car, so a car that can get you from a to b... I'm not gonna use volvo, because I don't think it will ever be volvo, I think it's gonna be difficult for it to completely remove the element of being autonomous. So it's gonna be a bit of a different car. Okay that's difficult because you don't really have these like. Maybe it will move to be like a jeep or something, like a pick-up truck. Like still being a bit different, but still being able to get you from a to b, still will get you through rough enviornment. It can maybe drive fast, it will be a pleasant pick up, they do exist by the way. But yeah, yeah.

[Simone]: it makes sense.

[Interviewee 4]: like 4x4 pick up truck.

[Francesco]: if it was an animal.

[Interviewee 4]: uhhhh. Dr martens ... \*laugh\* ... i'm thinking about all the traits that i've given to Dr Martens ...

[Francesco]: not necessarily, like you can also come up with something fast and then do the reverse and try to figure out the why, even without going so in deep, or you can just tell us your thoughts. but you can also fuck the personality and think of the look.

[Interviewee 4]: my first thought was an elephant.

[Francesco]: elephant? it's also my animal.

[Interviewee 4]: because I think an elelephant is not fast, like the shoe is not made for running, but also it would be able to \*mimics the elephant walking heavily, tu tu tu...\*, go for pretty far distance and... again coming up to the size of my feet, for me it would be a bit clumsy... Like it's not necessarily a shoe that I associate with you being light on your feet or like elegant. But it's just like \*again, violently beat his feet on the ground in a semi slow and steady fashion, mimicking the sound with his voice "tum, tum, tum"\* yeah okay I actually like the elephant analogy.

[Francesco]: I also like it, personally also because also the phisical attributes of the shoe, like the thick skin, mostly.

[Interviewee 4]: yeah, also the raw quality of the leather and the thick skin of the elephant. Elephant shoe.

[Francesco]: ahhs nice. yeah. Adjectives and sentiments it was already covered. But, if it was a building ?

[Interviewee 4]: if it was a building? Yeah, mhh eheh. We have this youth center in copenhagen that it caused a lot of problems over the years, I think now they chilled down a bit... Yeah that's actually funny regarding the elephant analogy, because this building in my head would be abandoned... It would have people in it, but it would be abandoned in the sense that it's not being taken care of, it's a bit dirty, a bit raw... Yesh I kinds like this analogy, because it kinda make... it kinda results in a conflict in the high quality and how the personality of it is perceived building wise, but this is very much due to the subculture shaping what the building would be like. Whereas the animal was more the quality dimension of it and more the functional value of it.

[Francesco]: and that's exactly why we're doing this set of questions, because you can actually pick from different things. that's why I asked you if you're thinking of people wearing the brand or if you were talking about the brand, because they are two different things, in a way, but as you said they strongly influence eachother.

[Interviewee 4]: yeah yeah.

[Francesco]: so it's nice that you bring for one thing the quality, for one thing the personality...

[Interviewee 4]: no because it's still very important to realize the building would be abandoned and it wouldn't be well mantained, but it would be there, it would be solid and would still be of some quality...

[Francesco]: everlasting building.

[Interviewee 4]: mhh, yeah yeah.

[Francesco]: it doesn't matter how it look.

[Interviewee 4]: yeah exactly, like the youth house in copenhagen, it might look like shit, but it will still be there in 10 years, it will be there in 20 years, yeah.

[Simone]: cool. Can I just maybe the last question. I would like you to conclude with 3 sentiments, 3 adjectives, 3 words to wrap up this interview. Like Dr Martens for you is.

[Interviewee 4]: autonomous.

[Francesco]: which then we have to define this autonomous a bit more. We can do it...

[Interviewee 4]: I can do it quickly, cause I believe I did it before. Autonomous is being antiestablishment, again meaning no authority, so you don't believe in it, meaning you don't abide by society rules, you don't abide by legal rules, you don't abide by how society is put together, no one tells you what to do. You decide whatever the fuck you decide. The point is just you decide, no one else.

[Francesco]: and you have an influence on others, or you just do it for yourself.

[Interviewee 4]: No, no ! Fully autonomous, you don't influence others and others don't influence you.

[Simone]: but still in the limit of society right.

[Interviewee 4]: no, nonono. You are not limited by society and you're not influenced by your fellow peers within the subculture, you're completely alone.

[Francesco]: ok.

[Interviewee 4]: so 1 or 2 adjectives more. So... Yeah, still wanna give quality. Because I still firmly believe that it's a quality shoe, a quality brand. But I think these are the two most defining adjectives that I have...

[Francesco]: let's stick to this. Thank you, super nice.

[Simone]: it was super nice.

Last little game of cookies.

[Interviewee 4]: I couldn't help but think a bit about my roskilde situation. When we talked about Dr Martens, I think roskilde has very much influenced, but a lot of people at roskilde are per definition but they're autonomous, and the whole mentality is autonomous.

[Francesco]: and a lot of them wear Dr Martens.

[Interviewee 4]: curious about Dr Martens current products and the cost of the shoe he was talking about. Complains about the brand going mainstream by being available on asos. Cause it get's like any other shoe. He likes this style, similar to francesco's. Shows a shoe that he doesnt assoxiate with Dr Martens. "when I see a shoe like this I think it might be any other shoe, i'd want to be able to recognize it's a Dr Martens. `

**Interviewee #5 (16.05.2018 at about 3 pm)**

[Francesco]: START.

[Francesco]: personal question about him. retrieve.

[Interviewee 5]: my name is Morit \*\*\*\*, I am german, 26 years old and currently I am finishing my master at CBS, in Strategic Market Creation which is a MSc in EBA and on the side I work part time as a business development representative at Mono Solutions.

[Francesco]: can you tell us something about your passions and interests.

[Interviewee 5]: my passions are definitely fashion, I am very interested in luxury fashion, in vintage fashion. next to that I am very passionate about sports, I do crossfit, I lift weights, I like to play football and ski. other than that I'm passionate about design, if I come back to fashion I like interior design or architecture for instance. I would describe myself as ambitious, young man that is looking for happiness and personal satisfaction in life.

[Francesco]: good. can you describe something about your personality.

[Interviewee 5]: yes, I think I am open-minded, I try to find balance between my personal career and my personal life, other than that I am an happy and funny person who likes to explore the world and get to know yeah people on a personal level

[Francesco]: you already said something about it but how would you describe your attitude towards society and life in general.

[Interviewee 5]: when I think about life I always have somehow, positive attitude but I hope that everything somehow works out, because I am living the good, but on the other hand I always try to be aware of the negative sides of life. So just, don't walk through life blinded, so be aware of your surroundings.

[Francesco]: yea, open eyes. very nice :) And. I think you like fashion, so how would you describe your style.

[Interviewee 5]: I would say, my style changed over the time, I dress very differently. I go with fashion definitely, but I really like to wear some vintage clothes as well so.. usually I don't wear any flashy brands, I just like to wear colours like black, blue, green, white, grey. that's about it, no flashy colors, and I like to wear nice pair of shoes and next to that I like trousers and jackets, a lot.

[Francesco]: so you're probably very interested in this research, as it has to do with footwear. what do you wear on different occasions. like, the typical occasions in your life.

[Interviewee 5]: of course I dress differently... not wherever I go but mostly if I go to work I try not to wear very business clothes just try not to wear the most fashionable items I have, so try to preserve a bit more conservative way of dressing. but if I go to uni I am more relaxed and if I go out i'd like to be a bit more.. extraordinary. in the way that I am dressing.

[Francesco]: now we can actually go to the core of the interview. QUESTION ABOUT brand awareness.

[Interviewee 5]: the only brand that comes to my mind if you talk of subcultures it's maybe... converse, but like then you said it's from uk but then converse I think it's from the us so... maybe underground ?

[Francesco]: yeah. underground ?

[Interviewee 5]: yeah underground they do or used to do this plateau shoes for a bit. mhhh. maybe.

[Francesco]: it's not really that but I think your close.

[Interviewee 5]: maybe if you think of different subcultures that have been around for a while it could be Dr Martens as well.

[Francesco]: yes we got it ! Brand Game question.

[Interviewee 5]:

- |    |     |
|----|-----|
| 1  | Yes |
| 2  | Yes |
| 3  | Yes |
| 4  | Yes |
| 5  | Yes |
| 6  | Yes |
| 7  | Yes |
| 8  | Yes |
| 9  | No  |
| 10 | No  |
| 11 | Yes |
| 12 | Yes |
| 13 | NO  |
| 14 | Yes |



15 NO

16 NO

17 NO

18 Yes

19 Yes

20 NO

21 NO

recognizes shoes from the "typical sole" " I don't know every model I just judge by the sole, by the bottom of the shoe, is very typical "

[Francesco]: okay, have you ever owned a pair of Dr Martens ?

[Interviewee 5]: yes, I currently I still have two pairs but in total I have had 4.

[Francesco]: so you would say your level of experience with the brand is quite high...

[Interviewee 5]: yeah. I still like. I wore this brand for maybe 5 / 6 years. still my favorite shoes, very reliable, good quality.

[Francesco]: fav shoes ! Good ! so you say you know well the brand, but would you say it's a brand central in your life ?

[Interviewee 5]: hem... I mean... how much can a shoe brand be central in your life ? I mean, I engage with the brand almost on a daily basis, because I am still wearing a pair right now, this has been like this with small breaks maybe for 5 years. so yeah.

[Francesco]: you can also compare it with other brands if it makes it easier.

[Interviewee 5]: well if I think of my phone and laptop which is from Apple, I am much more aware of these brands cause I am much more engaged with them cause it's always right in front of me. my shoes basically I don't see them that much, so it doesn't come to my mind so often. but if I think of brands which I engage with consistently i'd say yes it's central in my life.

[Francesco]: super nice ! Very good answers... and.. do you remember the first time you entered in contact with the brand.

[Interviewee 5]: I think the first time was when I was about 13. I saw punks at school, like wearing them, subcultures so to speak. they would wear them in a bit of a riffle / riffen [???] way, with like

white laces or red laces. so first was for me a brand that punk would wear, but the brand meaning of this brand, for me personally, as well as I perceive it's brand identity changed over the years.

[Francesco]: okay it changed. do you remember what were you thinking back then.

[Interviewee 5]: yeah I was... maybe it was 15 years ago. there was no social media in that sense so you were not so much aware of so many brands, like what it is, so you knew this type of model but I didnt know much about it so I ...

[Francesco]: so you saw it on people.. you knew something but not much.

[Interviewee 5]: yeah. I considered it a brand that punks or then later I would recognize neo-nazis wore it or better hijacked this brand for themselves as well. and then over the years it became more fashionable so my perception of it changed and started liking the brand, it was more suited to the style I was wearing from that time on. before this it was a bit like, baggy jeans and hip hop subculture and then I changed a bit more into fashion, It became fashion and I ... yeah, I started with the high ones which are very significant I think everyone knows them and then went to more decent models like just like regular, laced leather shoes, black ones.

[Francesco]: okay ! where did you buy Dr Martens? in a shop, have you ever visited their shop.

[Interviewee 5]: so the first 2 pairs I bought them online second hand, even though they were years old still solid quality. and then... no the first 3 pairs I bought online second hand. and then the fourth I actually went to Dr Martens shop, here in copenhagen. did not plan to buy these shoes, just went in, fell in love, boom... bought it.

[Francesco]: super nice. can you remember something about the experience of it.

[Interviewee 5]: mhhh.

[Francesco]: so you entered the shop, can you remember some visual cues, or some sounds..

[Interviewee 5]: I think i've been before in a Dr Martens shop.. there are like really fancy shoes, they have the significant ones and then they have special versions with like special prints on it and crazy colors such as neon green neon yellow. and compared to this, the shop was very not flashy, I think many brown colors, good allocation of the shoes, so the newest ones you could find them in the middle, very nice I remember a girl working, she was friendly, helpful and ... it was a very pleasant shopping experience, I remember and it's already 2 years ago, but it remained in my mind.

[Francesco]: do you remember something about the sound?

[Interviewee 5]: as I remember the atmosphere was very calm, not bright, the music unfortunately I cant tell anymore but out of my mind would say it was not ambient music a bit more something... rock maybe, which fits the brand, but I cant really say about this.

[Francesco]: but it was chill, and relaxed.

[Interviewee 5]: yeah yeah, it was a weekday so it was not busy there was one girl. one or two people working there, so it was very calm.

[Francesco]: okay. and ... so you said you bought them online.

[Interviewee 5]: yes.

[Francesco]: can you tell us some meaningful encounters with the brand online. do you follow their pages on social medias or do you visit their website, or you visit some other websites, have you ever been targeted... I don't know, whatever.

[Interviewee 5]: online as I said it started on a second hand marketplace so the buying experience was a bit different, eventhough I texted with the guy about how was the sizing of the shoes, how is the quality... and he already told me yeah it's good quality and I can only emphasize on this again. other than that, I follow the brand on instagram. not initially but they did a collaboration with vetements, the french high fashion label and then through their marketing campaign I went to the Dr Martens instagram page.

[Francesco]: okay, instagram page through a campaign.

[Interviewee 5]: no, vetements had posted new pictures of their version of Dr Martens and it was just tagged in this campaign so I visited through this post on instagram.

[Francesco]: would you say something more about this experience, how do you experience them online.

[Interviewee 5]: I think it's a difficult brand, cause it's worn by so many different subcultures so that it has to appeal to a broad spectrum of consumers and considering that they can't be so niche and so maybe not innovative but maybe different in their branding they're doing a good job, they try to present a stable brand identity, which is important because they cant go to much in one direction because they have to appeal so many different kinds of customers.

[Francesco]: okay. and did you ever discuss on social medias about them, or have you ever read some threats something you remember.

[Interviewee 5]: no I didnt participate actively in any discussion about the brand but of course I investigated about where the brand is coming from, how it developed over the years, about their special... they have a very special like the bottom of the shoe, the sole, is on every shoe the same, and I investigated a bit about that. that you can step in like acid and it doesn't damage your shoes...

[Francesco]: this is like... it's nice that you brought it about cause it's like the next set of questions, we gonna go back to this. do you think there's some influential person in your life that use them or used them in the past and maybe influenced your perception / appreciation of it?

[Interviewee 5]: not a specific person, but of course I am following a couple of influencers on instagram mostly, solely... when they came back in fashion yeah they changed my perception of the brand cause they begun wearing them so the cool people were wearing them and so this of course changed my perception of the brand as well. when I stopped attributing Dr Martens to like this subculture of neonazis and punks.

[Francesco]: and this is like in your present time i'd say. but back in time when influencers were not so present, maybe you had some artists or musician...

[Interviewee 5]: yeah I think when I was more listening to rock, I can't name someone specific but the rock subculture, because my style was more into that so these were my first fashion influencers. probably someone I saw...

[Francesco]: but as of today they are less meaningful for you compared to influencers.

[Interviewee 5]: I don't know... If I come back to the question before, maybe when I was listening to The Strokes and Julian Casablancas was wearing them, I just assume, but I was following him a lot so he could be one that influenced my perception and then... I don't know my level of attachment to the brand didnt change over the years, when I started wearing them I thought they were cool, I still think they are cool, it's a nice brand to wear, even though sometimes I wear them differently because it's a very flexible brand, you can combine it with different styles.. hmm, so, yeah... I like the brand, I think it's cool, it never goes out of fashion, I think it's like a second converse for me.

[Francesco]: okay, now we want to focus more on the how you experience them. for example, do you think some senses are more involved than others?

[Interviewee 5]: when I wear them ?

[Francesco]: in general, when you wear them, or when you see them... again, I made you a question before about your first time, just to open up your timeframe. you don't have to think of just what you feel now but also in the past and relations in time.

[Interviewee 5]: I don't know, I think through their typical design, even though there are different models like female and male, you can always spot a pair of Dr Martens most likely, so I think the visual sense are very much involved, especially because sometimes yeah, I told you, you see them in extraordinary colors. I mean if I use them they are very comfortable, when I go out I love to wear them because I dance and my feet never hurt. very solid shoe. and I clean them a lot, put some shoe cream on them et cetera, trying to take good care of them et cetera. and then when you have the shoe in your hand you can always like, even though I have had them for many many years, the material is very solid and so touches senses are very much involved.

[Francesco]: and, you already talked about shapes, sizes, materials. would you like to add something about, like, starting from the product attributes such as shapes, sizes, materials, say something about how they perform in helping you walking or running and comfortability.

[Simone]: maybe you can add that, you were saying before you went look for some information about the sole and the shoe,.

[Interviewee 5]: it's a very comfortable shoe, in the beginning when you start wearing them, I think it's a thing you always get a blister. because the material is so stiff, but over the next couple of weeks it gets soft through wearing them and it somehow it creates a perfect shape around your foot so it really adjusts to your feet, which makes them so comfortable and I never had problems with these shoes wearing them and I can wear them for days and nothing happens. and then yeah, they are very persistent, I talked about ... I think one of their unique selling points is the bottom of the shoe, which I find interesting so I kinda investigated about it... it comes from it used to be a shoes for workers in England. so it's a workshoe. if you drop something they don't have steel in the front but they are very solid, so that if you drop something at work your toes are protected. On the bottom it has a very thick sole, so that your feet don't get cold so much, and you can step on acid or ash... I used it for example for hiking and they were perfect for this. cause they're so resistant.

[Francesco]: do you think they're heavy?

[Interviewee 5]: mh, compared to other shoes I think they're heavy, yes.

[Francesco]: okay.

[Interviewee 5]: but it's not a light shoe, I mean if you wanna wear a mocassin of course it's different material. but maybe what you get... Id say it has a good weight quality ratio.

[Francesco]: and what do you think of the price of Dr Martens?

[Interviewee 5]: I bought them second hand, cause back in the days I thought they are very expensive for a student budget, I think the high ones cost 160\$, 180 maybe now over 200. so I bought them second hand, still payed almost 100 euros for them , maybe 80. but now that I've had them for so long, especially my last pair, of course the leather gets a bit fucked up outside but you can still take care of them, apply cream and polish them so they look good again. I so think you get very good value for money.

[Francesco]: alright. do you think this brand pushes / motivates you to engage in some sort of actions or behaviours you would not usually do. I mean, sometimes you go out and you wear different shoes and you walk, behave, feel in a different way. also the way you engage with people.

[Interviewee 5]: I think this shoe... when I wear Dr Martens Im completely free, I don't have to... this evening I can behave as I want to, if I want to go to a club, if I want to go outside for an adventure in the forest.. I can wear Dr Martens. like if you compare for instance, I wear airforce one (nike) in white, and if i'd go out with them i'd probably not go in a club, cause I am scared they'd get to fucked up, too dirty. but Dr Martens I go in a club, theyre black anyway, I wipe them off and they look like new. and that what I appreciate, the shoe give me freedom in my behaviour.

[Francesco]: sounds nice. you would say they're an extension of yourself. somehow, they really fit you.

[Interviewee 5]: I think not every outfit I am wearing but if they fit my outfit they're always a really nice accessory, they always fit nice... you would never say. maybe sometimes you wear an outfit and you say "my shirt doesn't look so good", but if you wear Dr Martens you're always aware like: yeah man, my shoes look really nice today.

[Francesco]: goodddd. ! how do you feel when other people around you wear Dr Martens?

[Interviewee 5]: I. like sometimes I can imagine if you go out and wear the same shoes of your friend it's a bit embarrassing, for example if you come in white airforce it's like "ah you twins or what?", but basically this never happens with Dr Martens. somehow you would say... If I wear the same shoes of a friend i'd say something like "man why do we wear the same shoes, it's embarrassing" but if I we are both Dr Martens ame more like "yo man cool, you wear Dr Martens as

well" cause it's more... somehow you can see it as a broad community as well, even though different subcultures are involved you can feel, have a sense of belonging together because you wear the same shoes because if two people wear black Dr Martens of course you recognize it but it's not so... so.. flashy in that way. they are a bit of an understatement in terms of shoes but still they're very recognizable"

[Francesco]: okay ! and do you think other people, outside of your group, would notice if there's more people wearing them and how do you feel about it. I don't know, I come wearing a pair of boat shoes and I see you and your friends wearing Dr Martens, like 2/5.

[Interviewee 5]: I think. it depends on the perception of the person, if the other person is like "only punks wear it" and they see me and my friends wearing them he probably thinks " what's going on, are they part of a specific subculture". but if they know in fashion you can wear them nowadays, because I think it's different compared to back in the days, ... they'd just say. they acknowledge it but they don't put you in a specific subculture.

[Francesco]: would you say this brand is an emotional brand, in the sense it evokes feelings and emotions?

[Interviewee 5]: yes i'd say so. speaking again of community sense, it fosters, it creates... a positive brand experience.

[Francesco]: and... what kind of feelings do you have when you wear them. maybe go back in time, maybe now it's more...

[Interviewee 5]: yeah now it's more part of my wardrobe, but when I was wearing them the first times back in 2012, I felt a bit extroverted, cause not so many people where wearing them at the time, apart from people belonging to the subcultures already mentioned. so... many people started like "oh man are now you punk or something" and then I just washed this away so it was a bit of a mixed feeling wearing them for the first time, still like "man I am wearing these cool shoes" cause personally I like them but I knew that brand perception of the people that I was engaging with or even not engaging with could be different from mine. So there was a bit of mixed feelings in that sense.

[Francesco]: okay, cool. What about now instead, how do you feel about wearing them: do you feel proud, more or less accepted or...

[Interviewee 5]: hum.. Im proud of wearing Dr Martens, I think they're a fixed point in my wardrobe for over a couple of years, so.. I'm a brand advocat of Dr Martens... Yeah... Yeah of course I'm proud if I wear them. I think you should always be proud of what you wear.

[Francesco]: Totally agree ! do you think Dr Martens does intellectually stimulate you. like, does it make you reflect on something in particular still now, you said in the beginning they made you think and brought you to research about them.

[Interviewee 5]: no yeah sure I think that if I compare different brands it's... ok now of course not so much anymore cause I'm already wearing them for a long time but in the beginning yeah they triggered me intellectually very much, cause I investigated around the different subcultures adopting/hijacking this brand and so ... I started wearing them 50 years after the brand launched so I think if you wear these you should somehow acknowledge the brand.

[Francesco]: especially if they are so continuative in styleee.

[Interviewee 5]: exactly, so you should know what you wear. it's like a bit of respecting the brand, the heritage as well... it's like you wear a kurt cobain t-shirt and you don't know who kurt cobain is.

[Francesco]: yes, but it's like this for every brand or for some brands in particular.

[Interviewee 5]: mhh, naaa I think it's different. for instance for adidas it's not so important cause they have a way bigger product line, they are not so consistent in style compared to Dr Martens, cause Dr Martens basically... nowadays they do also sandals, open shoes... But the base model, which I'm talking about, the boot... didnt change much over the last decade so they are very consistent over what they are doing.

[Francesco]: yeah.... So, now I'd like to picture in your mind, you can also close your eyes if it makes you feel more creative... and I would like you to think of your typical day / night / occasion for you to wear Dr Martens. and yes, like start from when you choose to wear them, what you wear with them, how do you feel that day, what are you going to do, with who... whatever, the deeper the better.

[Interviewee 5]: mh ahah. so of course, if I'm in the morning if I stand in front of the wardrobe I'm gonna think like: ok, what I'm gonna do these day. if I think of work I'm like ok I have to, I most likely wear doc martens cause I think the one I have right now, I mean they are still Dr Martens but they are casual, they look very like business shoes but they're not, so I guess thats a funny twist if you go



to the office. and then if you go outside afterwards , go for dinner, I would most likely choose Dr Martens as they are. cause, as I told you before, I can wear them wherever... they give me the total freedom for what I'm gonna do that day. for example if I go to a fancy dinner they'll fit, if I go `to a club they would fit. so thats why I choose this brand. I usually, hmm...

[Francesco]: if you have to think of a particular occasion like, the perfect for wearing them,. cause now you talked like it's clear you can use them whenever, but if you had to choose a particular occasion?

[Interviewee 5]: I think if I go to a club, to a techno club. they are black so... when I go out I usually wear black so Id choose it for that occasion yeah. cause they fit the scene, I like to wear them with just black pants and a black tshirt, a bit of jewelry I think thats a nice occasion to wear them tooo.

[Francesco]: and you would say in this occasion you would wear them more to be noticed or to feel safe.

[Interviewee 5]: depends on the rest of the outfit. if I go back to this all black outfit, it's probably a bit of an understatement, they fit my outfit, they are comfortable... but if I for instance choose a different location. in the winter I was using them a lot when I went to uni, when I wanted to have a relaxed outfit so that I just had blue jeans black, high Dr Martens. I think it's a bigger contrast in the way you wear them so they'ere more at the center of the outfit and so in that case they'd be an overstatement.

[Francesco]: alright. BREAK

[Francesco]: in general, now we talked about you. but if you had to think in general of the typical user of Dr Martens products. how would you describe him, her... income age race political views, interests.

[Interviewee 5]: neglecting both subcultures which go in a very extreme direction, on the right side you have like neonazis wearing the brand, on the other side you have punks, anti-fashionist people wearing this brand... Id say it's a urban brand.

[Francesco]: wait a second. you said excluding them, but still in your mind they are typical users.

[Interviewee 5]: they are typical users but they're not in their target group. I think.

[Simone]: not anymore?

[Interviewee 5]: no I think they dont... nowadays, I mean this shoe got adopted by them because of the subculture hijacked this brand, they used it. they never, I don't have any info about this but I

can imagine Dr Martens was not targeting neonazis or punks, so I think now they target urban people, young people. also if you were wearing them back\_in the days when you were part of a subculture you probably still wear them sometimes.. but I think is mainly young, male and female. however I have this perception that more females are wearing them especially because of the high boots, boys go more for the flat ones. I think high education, of course they have to be... lower income people don't wear them... I think you have to have a certain academical level to wear this brand cause you ... when you wear Dr Martens you have to be aware of how the brand is used, that is used by these extreme subcultures as well. so you can only wear this brand if you know how to defend it, why you wear it, that youre not part of this... so you have to have intellectual critical level that you are aware of these things andddd... I think thats the target group. you have to have an interest in fashion as well somehow.

[Francesco]: i'd like you think of Dr Martens as a living person for a moment, as you did for the typical occasion. and again, you talked about very different target groups and very different people that can wear them and is fine. so if you want to describe more than one, if you feel like. otherwise you can just describe one.

[Interviewee 5]: shall I describe Dr Martens as a person.

[Francesco]: Dr Martens as a person, yeah.

[Interviewee 5]: I still think... of course it got adapted from fashion so people are using it differently, and it was hijacked by these subcultures, but if imagined it as a person i'd say they typical customer is a male, beginning of his 30s , a bit alternative in his way of living, more leftminded, propably central left for his political orientation, very intellectual person, open minded as well. And... I think very setting in things of doing. they have opinion, they are very convinced about their way of going in life. so ... looking wise, i'd say they wear them with jeans, more relaxed style... jeans, maybe a tshirt, for sure, or a shag shirt and a jumper over it. maybe, no... no cap. and long hair.

[Francesco]: long hair.

[Interviewee 5]: yeah

[Francesco]: would you say Dr Martens matches your personality?

[Interviewee 5]: I think it does. I already elaborated on this, the freedom aspect, and that they are doing very nice...

[Francesco]: so youre a person that want to feel free.

[Interviewee 5]: yeah. so yeah I think it's really fitting of my personality.

[Simone]: so in all aspects or only partly.

[Interviewee 5]: no as I said it gives me the freedom to do whatever I want cause it fits so many different occasions, and I think that can be transmitted to my personality that I don't want to be bound by anything or restrained in that sense. so it aligns with my idea of freedom.

[Simone]: maybe can I ask you, cause you before were talking about the user right? of the typical user. and you said that it should be of an academical level, and that you have to be aware of the use or like be aware of the brand. cause only in that way you can be defended. in that line of thoughts, can you maybe elaborate a bit on this point, maybe imagine someone criticized Dr Martens, making some negative comments about you wearing them maybe. how do you react.

[Interviewee 5]: mh. if someone talks negatively about it in relation to me maybe i'm very self confident, I stand over these things and I don't have to defend myself for what I'm wearing but thats my choice. but if I know that the person... it depends on how he says that to me, if it's because they don't know better, maybe ill teach them about the brand. if I don't give a fuck about the person maybe I just don't care.

[Francesco]: imagine for what they would criticize you?

[Interviewee 5]: theyd criticize me in the way... only because they consider the brand in relation to the extreme subcultures, so they think like "okay man are you now a nazi or anti-fashion person" and thats how theyd criticize me I think.

[Francesco]: can you describe this person making some negative comments.

[Interviewee 5]: I would describe the person as like not necessarily narrow minded maybe just have a limited knowledge about fashion, not so interested so it can be every type of person that would criticize me.

[Francesco]: mh mh, so you don't feel like it's not related to what he's wearing.

[Interviewee 5]: yeah as I said I think the person probably does not have much of an interest in fashion...

[Francesco]: now we're close to the end of the interview. we want to see if you can translate Dr Martens on different levels via metaphors. e.g. if Dr Martens was an object, what would it be... you can choose more objects that are not fashion related.

[Interviewee 5]: a steel hammer.

[Francesco]: a steel hammer ! Why !

[Interviewee 5]: cause I think it's a solid shoe, originating from the english work culture, so it was used in factories, it was used for work and in the hammer. so a steel hammer cause it's resistant. it used to have steel in it so I think the metaphor fits very well, cause... YOU CAN KICK ASSES WITH THIS SHOE.

[Francesco]: another object?

[Interviewee 5]: no.

[Francesco]: ahah. if it was a vehicle, a mean of transportation.

[Interviewee 5]: it would be. somehow. it would be a train, an industrial train.

[Francesco]: an old train.

[Interviewee 5]: not necessarily, a coal train.

[Francesco]: it's still associated with work culture I guess.

[Interviewee 5]: yeah. for Dr Martens yes.

[Francesco]: nothing related to war or music.

[Interviewee 5]: war not so much, event hough it was used in the army as well but somehow it's more a workshoes. but I think it was adapted from the rock, punk culture so Id attribute them with them... with the rock scene.

[Francesco]: lets stick with object tho.

[Interviewee 5]: maybe a guitar. An e guitar.

[Francesco]: hem. if it was an animal ?

[Interviewee 5]: with an animal... maybe a bulldog.

[Francesco]: whys that.

[Interviewee 5]: I think Dr Martens has a bit of, it's an aggressive shoe. it's work, it's punks, it's really like a kick ass shoe, heavy. it has all these attributes, you could go to a raid with it.

[Francesco]: on a rape ?

[Interviewee 5]: ahah on a RAID. if you want to damage something it would be a great shoe, cause they are so robust. I think this aggressivness I picture it in a bulldog. it bites.

[Francesco]: maybe also to do with the country of origin?

[Interviewee 5]: yeah it's an english bulldog.

[Francesco]: 3 adjectives describing Dr Martens. and then some sentiments as well, such as love, rage, boredom.

[Interviewee 5]: yeah. ok I know what you mean. adjectives: robust, different and... cool. cause it's always cool if you wear them, no matter where you go.

[Francesco]: if Dr Martens was a food.

[Interviewee 5]: a food? i'd say it's a ... it's something that workers would eat so... it's a big fat sausage.

[Francesco]: joking, I have another one. you said are a fan of architecture, so if it was a building.

[Interviewee 5]: yeah, it's a factory. an old english factory.

[Simone]: overall can you come up with another object?

[Interviewee 5]: mhhhh... uff.... it's like, something inserted in the work culture. maybe a broken window. because it's different from any other shoe brand, it has a very deep meaning, it's reliable, with an aggressive notion so I think you wear them you can go to the office or on a demonstration, where I take a stone and throw it at a window. so we have a broken glass, that describes it very well.

COOKIES game (only meaningful extracts):

surprised about vegan shoes.

#### **Interviewee #6 (26.05.2018 at about 6 pm)**

[Francesco]: Ciao Peppe! Thank you for accepting this interview with us. As you may know, this interview is part of our data collection process for our master thesis on Branding. In order not to bias the interview, we cannot tell you more at this stage about the details and goal of the research, but it has to do with the impact of digital marketing campaign on your perception of a brand, which we can't disclose at this time but that you'll find out very soon. The information you're going to disclose are confidential and will be used only with us, the researchers, and our two supervisors. If you agree to us recording the interview, we can actually start.

[Interviewee 9]: Yeah, let's start.

[Francesco]: You'd like to introduce yourself, your name, surname, where you come from, what do you do...

[Interviewee 9]: My name is Giuseppe Lanzafame, I come from Italy, I've been living in Copenhagen for 2 years, and I'm student, I'll graduate soon and I'm working in Vice.... in its advertising agency side called Virtue...

[Francesco]: And what do you study?

[Interviewee 9]: I study operations and innovation management, media management in Aalborg University...

[Francesco]: And what do you do at Vice precisely?

[Interviewee 9]: In Vice, I work in the strategy for advertising and content..as a strategist..

[Francesco]: You're strategist... Can you tell us something about your passions and interests?

[Interviewee 9]: Passions and interests....hmmm... so If I have to be chronological within my life.. surely I'm into skateboarding which has actually changed my life... and after I became more interested in electronic music and contemporary art... but also i'm interested in... also because of my job in technology.. media developments...what's happening today in the world and how technology affect our today's.... everyday life..

[Francesco]: Ok.. and during your free time what you would like to do? with who? who are your friends?

[Interviewee 9]: I do not have a lot of free time.. for real...I would say..I feel [ndr spend] my free time with if it is not social activities than it's travelling for sure...

[Francesco]: Ok and in a normal base you go out party ... or... more chill, relax at home..?

[Interviewee 9]: I'm definitely into partying.. yes yes.. more like... I wouldn't call myself a clubber, it's more like.. in a casual way...according to what it's offer in the city and I think it changes a lots also according to the period of the year and which city I am in...

[Francesco]: yeah...you like ### [00:02:53] cultures some more than party?

[Interviewee 9]: it's depend if I am interested in... where I go.. I go for the artist usually... a lot of people go just for you know.. for partying... I usually more interested in the artist.. It's the artist that drives me to go to a concert or a club... for example now there is Distortion... I would like to go for Mall Grab [ndr Austrian Dj and Music artist] and I'll go for Mall Grab....for example..

[Francesco]: Ok..how would you describe your personality?

[Interviewee 9]: I like to say that I'm introvert but actually everybody tells me that I'm not, so I think I am not...I would say in a objective way... that I'm quite extrovert and outgoing... and I don't know

I like... to talk a lot with people and...you know of every kind...like even if I don't have a friendship with somebody I can easily establish conversations also about things that are not necessarily chit-chat..

[Francesco]: Ok....So you like more deep conversation...?

[Interviewee 9]: Ye... I do... yeah.. I mean it's depends on the setting it could be.. I mean.. sometimes if it's a party then.. usually it is of course a lighter conversation and it's like more to have fun, but in general I prefer to talk about things that matter... and also because it tells you more about the other person, it's more meaningful you know..

[Francesco]: So...Do you have any interest in fashion?

[Interviewee 9]: I...I don't apply.. I do have definitely a interest in fashion.. I do not have applied on me...but as I said before I'm interested in... what's happen in the world like in trends..they comes for sure from my profession.. because we look at trends from the audience and we applied to make it campaigns so I do have interest in looking in fashion trends... I do follow fashion brands in Instagram...I don't buy them... but I'm curios in seeing how things evolve and how things actually influence each other from different fields.. it can be fashion... it can be music.. photography it's all you know...it all influence one another.. so I do follow some even major brand on fashion but I don't buy fashion .....like I don't buy Gucci.. but I follow Gucci, because I think Gucci is a trendsetter for example..

[Francesco]: Ok... and how would you describe your style?

[Interviewee 9]: Could you repeat?

[Francesco]: How would you describe your style?

[Interviewee 9]: about fashion?

[Francesco]: Mh mh.. yeah.. If you want to related to your life it's fine even better...

[Interviewee 9]: Ok... ok.. my life in fashion is definitely casual.. I would say.. basic.. but I think I do have a style...it's not basic as like...basic from H&M.. definitely... i don't like logos for sure...I like skinny jeans.. i think that's something because it's not like something in general.. it's coming from my past being a skater...hmmm... but my style in general.. I would say it's flexible in terms of.. my style can adapt in very different situations...in that sense... not that I change my style according to the situations...not really...this morning I had important meeting with a client and I'm wearing the same thing I would wear yesterday or tomorrow to go out...so in that sense... I believe my style

works in every social setting but.. that's also because today social setting changed and it's actually more acceptable to be in any way...in that sense...

[Francesco]: Very interesting.. I was about to ask you if you like to change your style according to the situation and you've answered like...

[Interviewee 9]: I think.. but it's not because I do that... today situations are more flexible and especially in Denmark you don't need to wear a shirt or to wear a tie to be a CEO...I think there is way more freedom...

[Francesco]: So you would say... your style is influenced by your past.. as a skater..?

[Interviewee 9]: For sure yes...yes..

[Francesco]: And it's casual and basic and adaptable to every situations...

[Interviewee 9]: yes..

[Francesco]: and you... I don't know..favourite color, favourite garments stuff like that...

[Interviewee 9]: I wear a lot of black...

[Francesco]: if you have apply some types to your style....

[Interviewee 9]: I wear a lot of black.. that I think it's because of Denmark... and just to give you a case that happened recently... I travelled to Ukraine and....part of this...sometimes like I want to wear something, I want to own something specific.. so it's... i have this basic.. my style it's a base.. and then you know like.. I may be interested in something special that I wanna buy it... so I bought this T-shirt in Cyrillic...which is poetry from a movie.. in cyrillic.. because I like post soviet culture.. and so I bought it for that reason.. so.. maybe does not comply with my style but it's like something that special... an add on.. add to my style for some occasions or something...

[Francesco]: Very interesting...how do you see yourself in the future? Very quick?

[Interviewee 9]: Can you repeat?

[Francesco]: How do you see yourself in the future? Professionally wise or life wise or stylish wise, whatever...

[Interviewee 9]: ah... good question...hmmm...so apparently what you are...it's kind of what.. I mean...what it is very important in your life..and so now I'm thinking like...I mean.. in transition period... because I'm going full time in this work place... for now I'm not really thinking about it... it's like I mean... a transition i will go full time and then I'll think about what I have to do...and I have actually been thinking about this... so in the future I see myself for sure more... committed in



something that has social value and I wanna to do something that is more purposeful and I want to improve my knowledge in things in general in culture, means in any fields... in fashion.. in music... in everything... I wanna adopt... keep learning..I wanna get more inputs I wanna learn... I wanna know things.. I wanna select for my far future something that I really really really interested me.. because it's not a matter of money... it's a matter of doing something that it's a passion for you...and right now.. I really like my job.. but I can put this under discussion and think maybe there is something else i wanna do in the future.. that is more passion for me..

[Francesco]: Good... So now we gonna start going to the core interview.. so far I've just asked questions to understand.. like to put in context your answers, how does your personality, life, the way you perceive brands you know..So now we gonna finally discover the brand we're gonna give some cues about it..some inputs let's see if you can get straight away or if you need some more but we..eventually we like you to come out with the brand...

So the brand we're talking about is an english fashion in particular its a producer of footwear, very particular footwear It was created in the beginning of 20th century but its first iconic product/products was commercialised in 1960, and it was kind of a continuative products... Since then, their products have appealed to a very wide array of different people and were particularly embraced in England, USA as well by different subcultures throughout the years. Do you know which brand we're talking about?

[Interviewee 9]: No...it comes to my mind Umbro...

[Francesco]: Umbro.. is it italian?

[Interviewee 9]: Umbro is Italian...? Noo??

[Francesco]: No..?? But it's not that brand and it doesn't make sneakers....

[Interviewee 9]: Is it a footwear though?

[Francesco]: Yeah.. footwear not sneakers.. english.. subcultures.. '60...

[Interviewee 9]: shoes but not sneakers...I don't have it...

[Simone]: we should put in emphasis the subcultures...

[Francesco]: Subcultures.. England.. music related.. can tell you...but not only...very strong political views....and ...

[Interviewee 9]: Dr Martens!

[Francesco]: Yeees!

[Simone]: Yess, really fast!

[Interviewee 9]: [laughing]

[Francesco]: Why Dr Martens?

[Interviewee 9]: Why I said Dr Martens?

[Francesco]: yeah.. what was the input, the critical...?

[Interviewee 9]: To be honest... I would associate.. today if you tell me about subcultures.. I think they all wear sneaker..I mean... If I think about electronic scene.. look at that everybody wear sneakers, so the differentiate point was subcultures but not sneakers...boots.. otherwise I would think about classic shoes.. like leather shoes..you know.. and that's the only option...boots so it's Dr Martens..

[Simone]: I think that's really a good point!

[Francesco]: Yeah true.. subculture...would you say subcultures now exist and...

[Interviewee 9]: Today?

[Francesco]: very fast it's not in the... [interviews guidelines]

[Interviewee 9]: Today subcultures are match with mainstream and or at least there is a process into doing that.. absolutely...anybody can wear anything...

[Francesco]: Yeah.. good...and.. great! Now next little game very fast again.. again to test how the central the brand is in your mind... and.. I'm gonna show you some pictures and you gonna tell me quickly... as quick as possible if they are Dr Martens or not.. 21 pictures some of them are...dr and you say yes... some of them are not and you say no...

[Interviewee 9]:

1 NO

2 YES

3 NO

4 NO

5 NO

6 YES

7 NO

8 NO

- 9 NO
- 10 YES
- 11 NO
- 12 NO
- 13 NO
- 14 NO
- 15 NO
- 16 NO
- 17 NO
- 18 NO
- 19 YES
- 20 NO
- 21 YES

[Francesco]: ok...

[Interviewee 9]: I'll tell you...mmm some I could say after 2 seconds.. the opposite... because... i see after a second...

[Francesco]: You would have changed then?

[Interviewee 9]: Yeah yeah... like if you see the sole that's typical Dr Martens..like this ##### one [00:14:42] that's Dr Martens.. it was one that I didn't say that at first glance...

[Francesco]: No problem... we'll maybe do this game again at the focus group so next time we meet each other...maybe we won't we still have to decide on that..but to give a meaning to this exercise probably we have to repeated again...but yeah.. this was just to test a bit..like...I would..

[Interviewee 9]: Can I add something....so the Dr Martens have their iconic boots...and that's one that everybody knows.. then there is other...there like the normal shoes.. and that kind make me think ok Dr Martens is not only boots.. they also made that..so potentially they if it's not only boots they may make also something else,, that's why some of them..it could be.. and maybe I don't know about it...it's like yes...

[Francesco]: Do have ever own a pair of Dr Martens?

[Interviewee 9]: Yes yes for a short time.. it was the wrong size...

[Francesco]: It was the wrong size? What was that?

[Interviewee 9]: the boots

[Francesco]: Was the boots? When?

[Interviewee 9]: When?

[Francesco]: when? When do you have it?

[Interviewee 9]: 3 years ago...

[Francesco]: and you bought them? and they were big, small?

[Interviewee 9]: Too small...Dorota has them..my ex-girlfriend..

[Francesco]: and...

[Simone]: Where you were.. In Milan right?

[Interviewee 9]: Yeah in Milan...

[Francesco]: In Milan...ok..

[Interviewee 9]: I can tell you why I bought them

[Francesco]: yeah

[Interviewee 9]: Rain! big problem... yes...

[Francesco]: Ok.. so...where do you buy them?

[Interviewee 9]: I bought them... there is a shop in via Torino. Milan...

[Francesco]: Shop.. via Torino..

[Interviewee 9]: Yeah...

[Francesco]: Dr Martens ?

[Interviewee 9]: They sell not only Dr Martens... but thing it's one of the main brands they sell...in this shop..so it's like...it's associated with Dr Martens.. that's why I've been there...i knew that they had...but.. yes..I bought for a functional purpose.. of being tired of getting my shoes wet..and but also because they looked cool to me... I've always want to know a pair..so it was a great occasion to buy them..

[Francesco]: Ok.. have you ever seen a Dr Martens shop... enter..

[Interviewee 9]: like a mono brand?

[Francesco]: flagship...yeah..

[Interviewee 9]: I don't...no

[Francesco]: You know there is one in Copenhagen...

[Interviewee 9]: Ah..no..

[Francesco]: Good! You said you always you want to wear... to have one...do you remember the first time you enter in contact with this brand...you saw them....

[Interviewee 9]: Sure I was a kid..for sure..when I was a kid.. I was interested in punk music.. I say kid when I was more like 15..

[Francesco]: Middle school?

[Interviewee 9]: yeah.. 15 yo.. associated with skateboarding.. how I get access to punk culture.. I wasn't really a punk but it was a period I was listening to punk music all the time wearing skinny jeans.. not Dr Martens.. too expensive probably for my age at that time..but I think as a kid I was expose...in a time that I can't even remember Ramones...associated with Ramones for sure...Sex pistols..

[Francesco]: So you've arrived to this punk culture through skateboards...skateboarding..and your first fell...can you discern...between music and fashion and..what came first?

[Interviewee 9]: Between music and fashion?

[Francesco]: What was the process that lead you to Dr Martens and..

[Interviewee 9]: I think.. ok.. punk music.. i think it's more.. the music is an attitude..it's about the energy that punk music gives you..it's when you listen to punk music.. you're not listen to a melody that much but you're listening to a lifestyle.. anger sometimes..emotions...something that gives you energy...so it's easier to pejorate [00:19:19] to.. with fashion...because fashion is a way to express yourself it's a way to embrace a feeling..of being a rebel..it about that [00:19:28] punk music makes you a rebel [00:19:30] wearing those clothes...show to the others..that you're a rebel [00:19:32] you want to be a entire conformist [ndr.. ?? or non-conformist ?] by wearing something different that punks wear.. because it's not what.. I would.. especially me as a kid..it's not what adults wear...they will make me different and cool...you know...so to answer to your question.. first music of fashion...I think music to me but shortly after there is fashion...

[Francesco]: And of course they are intermingle together...

[Interviewee 9]: But I think you can have.. if I have to chose you can have punk without punk clothes... but you cannot have punk clothes without its musical expression..

[Francesco]: Yes...cool! And back then you're remember see Dr Martens a lot? In their social environment or...you've been exposed by them..? It was a central brand back then?

[Interviewee 9]: mmm not in my circle of friends actually... I had some other friends that they were wearing them but I've always had felt some distance from the brand..because I was not like 100% like.. punk.. so i was feeling I do not get them because I don't embrace this culture 100% [00:20:58] and also they were expensive...so I would have got them if they were super cheap..

[Francesco]: So it's not so used?

[Interviewee 9]: Not so...?

[Francesco]: Not so used by you or other friends..?

[Interviewee 9]: It was a definitely like the most alternative people that were wearing them..and I think it changed today..

[Francesco]: We're gonna talk about this..but now stick back to those times..do you wanna to have them you said..

[Interviewee 9]: Hmmm I would have wore them I never ask my parents to buy a pair...!

[Francesco]: Ok

[Interviewee 9]: yeah..

[Francesco]: What do you think about them back then?

[Interviewee 9]: What I think about Dr Martens ?

[Francesco]: Yeah and people wearing...

[Interviewee 9]: I thought the people wearing Dr Martens were quite alternative and this probably... why I haven't bought them because I wasn't feeling that much...[ndr alternative] also you know when you are a kid you are expose to so many different stimuli that it also will change your style you know... So I was punk...punk... let's say punk.. I was interested in punk for maybe 6 months.. you know...you've always change..when you're a kid.. So I'd never really embrace that lifestyle to the point to buy such expensive shoes.. those who had them were people maybe going to.. just say this in English later "Centri Sociali"...social..occupied..squats...so it was something.. Dr Martens I think they were quite polarising...the ### also by [00:22:54] and I didn't feel like that polarise into punk.. I was more like visitor or punk culture...for a short term...you know

[Francesco]: Good!

[Simone]: So it was extreme for you right that one?

[Interviewee 9]: Yeah.. it was.. yeah if I had to think about any old shoes..brand of shoes..definitely it was one of the most polarising.. and representative of culture.. yes..

[Francesco]: And now.. from that time... you didn't mentioned someone in particular...the first time you saw some .. and it's fine...I just want to go back in time.

[Interviewee 9]: Is a famous person?

[Francesco]: mmm

[Interviewee 9]: or it's a friend?

[Francesco]: Sometimes.. some...for the first time you remember you were expose to it.. but it's not so...

[Interviewee 9]: I don't have memory....

[Francesco]: No?

[Interviewee 9]: No...

[Francesco]: But you remember people wearing them... back in those times..

[Interviewee 9]: yes..

[Francesco]: you're not associating in your mind..like.. I saw them later or I saw them before..and then associated at that point like...when I was 15...and..it's not that important..

[Interviewee 9]: for sure.. I lived in a town close to Catania..which is a big city...and I basically was hanging out there until I went to high school... high school is 13 years old...and that's where you get exposed to more things so if I see some Dr Martens that I've made some memory in me.. it must be happened after I was 13 years old...going to a place that's more a stuff going on...yes..

[Francesco]: Good! and since then do you remember any meaningful experiences let's say with the brand...sometimes you encounter the brand...it could be whatever, have seen and advertisement, you have seen wore by someone, you could have like.. any bad / good experience with more ### [00:24:56] or anything... you wanna talk about..someone that maybe change your perception of the brand or enhance aspects of it...

[Interviewee 9]: One think there is important the way I perceived the brand, in the past, is surely that people always wore Dr Martens with consistency, it means that if somebody has Dr Martens the rest of the outfit would be different, I would be sure.. I could totally judge a person, not in a negative way, have an understanding of a person through the shoes.. but that's something that it working in the past, today, we will talk about that ok.. but it's very different.. so I can say it was consistency so.. a punk person would wear Dr Martens and I could notice that or when I was going to squats for some concerts and I totally see there is Dr Martens all over the place, it really belongs

to a subculture, it is not the fashion thing in the past... Shifting in perceptions? Mmmm I can only think punk bands.. sex pistols and Ramones...yeah.. associated with Dr Martens but I don't have any visual memory of something that I have gave me a shift in the perception..

[Francesco]: Not just a shift but like...start from things comes to your mind.. when you think...

[Interviewee 9]: I remind.. now I'm just brainstorming.. I remember once I read the sole of the shoes and it said it was made of this material.. that was like impossible to burn or something like that..

[Simone]: To sorry? to Burn?

[Interviewee 9]: To burn or there was something in it.. it was written...it was like.. wow like.. they made... this shoes.. very indestructible.. and I believe that, it's written here since maybe many years..other things that I remember are.. a friend of mine in Catania.. had a pair of them and she told me she had them for so many years and I was really impressed.. I was like.. I wear shoes for 6 months and I have to trash them.. and yeah.. that maybe give me a shift of perception but this happened maybe when I was 18 or 20... I had them for 10 years.. I said wow...and then I.. maybe it wasn't only that but I had an understanding that pair of Dr Martens, it's something that you keep almost for life and you have to take care of.. it's matter of leather and you have to put oil and stuff it's.. it can be because... part of your life because it's in your life for a long time.. it's not something mass consumer..another thing that had an influence how I perceived the brands it's when I bought the Dr Martens...I always do a bit of research so I got inform about the brand what they were doing.. and I read that.. they have changed the way they were making them.. there was something either a production plant or the material they were using and something changed.. I believe in the '90.. or 2000....people we're saying that's not anymore the real Dr Martens of the past...that kind of lower a bit the perception that I have of the brand but also like.. I know how it works today, my perception is still.. very positive... I'll do maybe...not the same of the past but they're still very very durable..

[Francesco]: Good! Tell us something when you've bought them...how you decide to buy them and what do you feel...when you were there.. did you go to the shop.. or you didn't mind where to buy them or it's..

[Interviewee 9]: So I knew that they would have sold the Dr Martens there but the shop is in the central Milan.. Milan is the symbol of.. you know...branding.. self-branding, show-off, shopping which I don't really like it in that way... I'm way more happy if I go to a shop that nobody knows about.. but I wanna Dr Martens and I knew that they would have them.. so at the end what matter



it's just getting the product that I want.. so you know.. my experience was.. not very positive because I was going in the downtown.. I felt like a bit as a fashion victim in a way..you know like...going downtown for be shopping and I knew people that they buy just to show off.. so the experience wasn't very good but it was just something more overall [??] [00:30:14] it wasn't anything about the shop... the shop it's where it is .. It's downtown and it's all brand bla bla...

[Francesco]: This is "SCOUT" ? [ndr: name of one of downtown Milan clothed shop]

[Interviewee 9]: No. I don't think it's "SCOUT", it's close to Piazza Duomo, via Torino.. is that SCOUT?

[Francesco]: Nono...it's via Torino but...they have Dr Martens but I don't know.. but there's no problem..

[Interviewee 9]: So....I mean.. I knew I was buying something there is an icon of the past.. in a modern environment.. in a modern shop..so but all I cared about was getting the shoes...

[Francesco]: if you know any model you wanna?

[Interviewee 9]: I wanna the boots, I know that there is boots with different number of holes [ndr: for laces] I got the one with less holes, because actually the one with more holes that's more punk... and I didn't want to be that punk..yeah I was a fashion victim..yeah... [laughing]

[Francesco]: Nice one [all laughing]

[Simone]: So you were there already with the idea? [ndr: idea to buy them, Dr Martens]

[Interviewee 9]: I knew...I searched online..

[Francesco]: Tried before, you had ever touched them before those models?

[Interviewee 9]: Yeah maybe from some friends.. just playing around.. but not in a shop.. not in a shopping environment.. no..and then I bought them and it was.. they were black and I think there is 3 kinds of polish that they make...so there is...

[Francesco]: The loose it one?

[Interviewee 9]: the very loose it, like middle way, there is very opaque actually and the very very opaque, I think it's the all-right-word...I bought the middle one, thinking that it was the most opaque one, and after months I discovered ah no...fuck..look a these ones there are even more opaque and this one I would have preferred, that I totally not loose it..

[Francesco]: Mmm ok! So you wore them for a while?

[Interviewee 9]: I tried... the they started hurting my feet and I gave up because.. I thought It would loosen up and they didn't..

[Francesco]: After a while? After long?

[Interviewee 9]: When I gave up? I give up after 2 months, but it means that I wore them maybe 5 times..

[Simone]: Not so much..

[Interviewee 9]: Not so much.. Then I was they're not loosening up and I give up...

[Francesco]: Ok.. Let's go to this... I would say..Let's talk about physical attributes of the product..weight, size, materials and how did they perform in terms of basic needs that they're satisfying and in terms of comfortability, flexibility, weight..start from the physical attributes shape, size, materials, going towards they're good for walking, they are not, they're for running they for this and that... and then comfortable not comfortable...

[Interviewee 9]: So I have, I have considered also other boots but I think the design of Dr Martens is just perfect, I don't know if it is because I'm influenced by the history and etc... but is the way I want them...the very simple.. they don't have many... sewing on top.. it's just leather.. there is like shaped in a way to make the top of the shoes and I really like the color of the sole it's like kinda semi-transparent like not really but...yeah..I really like the design so when you look at other boots they all feel like an imperfect imitation of those boots, this not what you've asked but I've included that.. I..It's 2 years that I wanna to buy another pair of boots now...it's from "Pretziada", Sardinian brand, they're like home-made and they look very good..."Pretziada"

[Simone]: Leather?

[Interviewee 9]: Leather! Yeah, but it's very different thing they're not punk at all, they.. for me they represents the territory .. you know when I'm buying them.. I buy a piece of Sardinia.. and the shepherd.. leather home-made but that's a shift in my behaviours compare to the past.. so I prefer to buy something that is crafted rather than Dr Martens that I know that are...it's an industry products.. so today I will buy them...that's just really expensive but there still in my mind since 1 year...I'll buy one day [ndr: still talking about Pretziada]. Anyway coming back to Dr Martens, so the design is just perfect for me, if we think about boots the first image I have it's Dr Martens for sure, in terms of wearability, I had issues because they were too small, but I definitely see people, friends, wearing them all day.. so I think it's super good.. as wearability.. I believe that... can you remind me.. was about the design, wearability ? [ndr: remind me the question..]

[Francesco]: That's like interesting.. the fact the other people [ndr around you] think that they are comfortable influenced a lot.. what do you think?

[Interviewee 9]: yeah yeah.. I've never heard..

[Francesco]: Even if you have not a positive experience with them...

[Interviewee 9]: Yeah yeah I've never heard anybody saying oh man I have to go home I've been wearing Dr Martens all day..

[Simone]: What's really for the reason that you bought them a wrong size?

[Interviewee 9]: What's about? it?

[Simone]: You really you bought the wrong size, and I believe the pain you felt...

[Interviewee 9]: They had just the number in between, hmmm so you've always think that the shoes loosen up a bit, they did not loose 1 millimeter... so fuck! [laughing]

[Simone]: It's not even a one year that you have it..

[Interviewee 9]: I'll take back from the garderobe [laughing]

[Francesco]: Yeah, and from that you said they're comfortable.. what's about weight and flexibility and ?? (why we are loosing so much time on this...?)

[Interviewee 9]: No.. I mean.. when I wore them it was not a problem the weight, but i could feel a different weight on my feet, not like normal shoes but that actually had positive impact.. because you know it's a ##### [???] something [00:37:31] as a physical presence you know...they are there it was.. was good that i felt some weight but it was not a problem ... I even worked with them... I worked in H&M, so you walk all day and the weight was not a problem..

[Simone]: Just the size? [ndr: was a problem?]

[Interviewee 9]: Yeah just the size!

[Francesco]: So you say there...nah that's enough!

[Interviewee 9]: I just say one thing, what I liked it was a sense of protection... in the snow in the ponds.. everything... you can forget about problems that you encounter when you walk because it's... you're covered.. even spikes.. anything...

[Francesco]: What do you think of the price?

[Interviewee 9]: I think it's fair...yeah.. they should not be cheaper.. nono..!

[Francesco]: Good!

[Interviewee 9]: I mean... I paid them, 150 €, so that's the price that I have in mind, don't know if they are more expensive but I think 150 € is a right price...

[Francesco]: Good! I just have another very quick question, coming back, I forget before, I want to ask for that...you said bought them mainly for the functionality back then, but you think maybe some influential people in your life that use them or thought about them that influence you a lot, who are they?

[Interviewee 9]: mmm ok... if it was only for a function thing.. i could have got 40€ boots for sure.. that they would have protected me from the rain..so the reason why I bought them it was a mix.. it was to get protected but also you know.. you usually associate protection.. and when I say protection I mean from rain....you often associated a functional benefit to an ugly design... and in that case with Dr Martens I could get functional benefit and an amazing product, an amazing style, like even more amazing then other shoes I was wearing. it was a double-win...

[Francesco]: What about the influence from other people?

[Interviewee 9]: From friends or famous people?

[Francesco]: Famous, friends.. depends..depends who you value...

[Interviewee 9]: I mean.. for sure... like the fact the friends never complain about wearability for sure it was a positive thing..actually I've seen from coworkers in H&M, when you work for all day for 8 hours... and I think that was a good influence it was a tangible proof that they're comfortable and you can wear them for sure...about the coolness factor.. it's hard to tell if I was influenced on that level, but probably yes.. we are influenced by what other people have.. for sure yes.. but to choose like the functional benefit that I've seen in others... the comfort for sure it was an important thing.. for sure... yeah...

[Francesco]: Good! this one is like.. not easy for you to answer but you can also integrate with what you think what it would do..? If you had them now or..if you... like think of the brand in general...You think this brand it's a brand that push you or motivates to engage in some sort of different actions or behaviours because you're wearing them? think of like.. sometimes you wear.. you buy a new bike and you have like this super cool "fixie" [ndr danish bike brand] or whatever you like and you feel like a motorcyclist and you engage to go faster, look around, you go without hands you know.. I don't if.. there're people wear...compare to other brands for example..you think it's a brand makes you.. engage with also other people or feel in a different way...?

[Interviewee 9]: I mean.. although today there is a mix of behaviours, adoption of things, so like clothes and brands are not really that much representative anymore, I still think that there is a space for having a brand to represent what you are and who you are so in certain degree yes.. i would think that the shoes would speak for my-self a little bit, not as much as when I was a kid, that was a stronger statement as suppose as there is today, I think they will speak a bit towards what I am, let's say they might give me a bit of more confidence but..that's the better able.. for sure they will push me to be more comfortable in.. if it's raining or if I'm in the mud [00:43:21] ect... but on a social level they would...

[Francesco]: Social and behavioural?

[Interviewee 9]: I mean a lot of this stuff is unconscious but it does give you..when you are in society you an image of yourself and then if you have Dr Martens you have an image of yourself with Dr Martens... is it positive...? Yes! It's more positive as I'm wearing Hogan [ndr: Italian shoes brand], definitely yes.. it's hard to say because I would always wear shoes that give me confidence so wearing Dr Martens, they will give me confidence but as much as I'm wearing this shoes, that I have now.. Reebok classics.. So if...since everything is relative I don't say that maybe Dr Martens give me more confidence because I don't wear shoes that give me not confidence.. you know..that would make me awkward or anything, but... I would feel embracing a bit of punk culture even today..

[Francesco]: So you will move in a different way you think..? You will walk a bit in a different way? You pose in a different way?

[Interviewee 9]: Mmmm.. maybe yes! I think I walk in a different way, actually...

[Simone]: Like?

[Interviewee 9]: I don't know it's... it's not walking in a different way but... it's I don't know.. I think you always have an image of yourself and but...this is something I remember when I was wearing them.. I could feel..that ..that was something different..from any other kind of shoes...and maybe was not about the way I was walking but the way I was picturing myself in a the eyes of others and they change your appearance and it's not choosing between Nike and Adidas, it's something different they changed your appearance because they're tall... but I mean If you walk in a different way.. it might be...how to ask in an interview because it's something unconscious..

[Francesco]: yeah...

[Interviewee 9]: you need tracking somehow you know...

[Francesco]: Yes it's fine...last question a bit about behavioural..you said before.. I'm not mobbing..[laughing]..I'm taking things you said just to..but..mm.. you want to be different but no so different.. for example.. would you say now or whenever in time, also to make a difference... for example if Dr Martens is.. would you say you as a person is someone would like want to stand out or you are more.. you feel more confidence when you belong to something bigger..we're talking about..

[Interviewee 9]: It's not about Dr Martens, it's in general?

[Francesco]: Yeah...and then the next question is gonna be you think that Dr Martens is a brand that makes you feel more or less accepted, more or less give you a sense of belonging? Or very sets you apart

[Interviewee 9]: ok do i want to stand out? Yes. I do want to stand out but with feeling confident.. so I would not wear something that makes me stand out for the sake of standing out I would wear something that makes me stand out that I actually really like.. and I feel..

[Francesco]: That you can accepted..can see you stand out and accepted you....

[Interviewee 9]: No.. it's not about that...no because I mean standing out always implies a little bit of criticism from some people always...and that's not something I'm afraid of..it's just.. I don't wear something because of others... to make them notice..that I stand out...I mean..I want to wear something that.. reflects my persona.. I want to be spontaneous of what I wear but I would not do it to impress somebody I would wear something because I believe in it..because it reflects my passion but it's...I mean.. it's hard to say we always wear.. would do you wear a cool t-shirt...super cool T-shirt at home when there is nobody no... So I mean.. that's more a philosophical question.. you know...there is always somebody watching you.. but I first think about my self then about other people perceptions...and what was the second question..

[Francesco]: Do you think Dr Martens exactly gives you...some sense of belonging to something bigger.. do you feel like...yes like that or more like.. it isolates you and give you like..set you apart...

[Interviewee 9]: No.. definitely not...not isolation...so I believe things changed... if I see today a girl with Dr Martens and a T-shirt with sparkling, how is called.. if I see a girl and... a boy or a girl that I can totally see that she's wearing Dr Martens, because it's an icon that she doesn't really embrace the style of Dr Martens.. it's.. she doesn't have the right to wear Dr Martens but that's what today happens...you see people who belongs to a certain circle where [ndr there are] in things that used

to belong to the underground so I see how things are today which means that..the society that we're living today..which means that if I wear Dr Martens it's not that much as a statement as you used to be in the past so I would never be afraid of wearing Dr Martens and I would think they would characterise me.. yes but..10% is a pose to has.. 10 / 15 years ago..So that doesn't make me afraid of wearing Dr Martens or really it characterises my persona in the eyes of other people.. anymore...but not because of me.. because of society...

[Francesco]: But in the past it would have and you would have been a bit scared of it...

[Interviewee 9]: Yeah..

[Francesco]: You would never embrace so ..like hearted...

[Interviewee 9]: Yeah..!

[Francesco]: That's says a lot...! Yeah..You say that this brand is an emotional brand, in the sense that it's evokes feeling.. emotions..

[Interviewee 9]: the brand yes.. I mean.. the brand owns everything to its past.. so definitely brings images, emotions, it brings...

[Francesco]: What you think....###

[Interviewee 9]: for me?

[Francesco]: yeah...it's a personal.. like to understand your perceptions of the brands..so if we heading there...###

[Interviewee 9]: I mean.. the biggest difference for me it's that I worked with brands so I know how brands work..

[Francesco]: That's why we interviewing you...! [laughing]

[Interviewee 9]: [laughing]!

[Francesco]: That's why we're interviewing you...want to have like... someone that doesn't know shit about the brands and marketing and someone who does.. just...

[Interviewee 9]: brand is all about lie... it's all fake... but.. yeah..

[Francesco]: But it does also feeling and emotions somehow? You just got like... emotions proof..brand proofs in the sense

[Interviewee 9]: No I'm not that... I mean... I understand why brand managers do it if you have to sell, capitalist world, and it's just a natural evolution of things in a capitalistic society but I think when you have a brand you takes its core and what you do it, it's maximising its profits but the core

still have to be true..so I mean.. you do not cancel the past of Dr Martens just because you do advertising and maximise profits... so i still believe that it carries values still...

[Francesco]: and...what do you think of people close to you wear Dr Martens ? when you saw someone that wear Dr Martens ? you think that..####

[Interviewee 9]: I'm always trying to... unfortunately I always label people and if I see somebody wear Dr Martens I would first ask myself..is he or she aware but also deserves.. like yeah aware to wear Dr Martens.. I would make a distinction is it somebody that really embraces the value of Dr Martens or is a fashion victim? Going back to my past that I do not really embrace very so ## Dr Martens, they would make me a fashion victim..but I've always felt belonging to a subculture by being a skater and I've always felt entitled to own or wear or have something that belongs to something alternative...So I do not consider myself a fashion victim.. yeah..

[Francesco]: and now this is brand that somehow intellectually stimulate you? Intellectually stimulate you means...you see them maybe..you can take as usual whatever point in time.. as long as you say like this is still reflecting now this is not.. it was happened like..as always you contextualise it and you can also say back in the days was it a brand that intellectually stimulate you.. you think about something about it..stories.. about...something else.. don't know stimulate your creativity...stimulate your emotions..not emotions.. it's intellectual.. so think of something. or in has some parts of your brain...suggest creativity

[Interviewee 9]: I think that Dr Martens became something timeless...it's an icon..and although it might being something born in the past.. he would stay there for sure..then I would like to add something...there is something in Dr Martens that I might be wrong but... I don't think Dr Martens belongs to any big investors.. you know like...super global brands like Nike...I don't know if am I right or wrong...yeah..and I see that they have the same logo since.. that's my..belief.. that they always have had the same logo or and..and..they must believe in what they do..anyway.. they must response to the logical markets and optimize production and go to China etc.. but I still feel like something different...although...I have to discern that from the people ... that buy them.. the people.. the fashion victim..bla bla..today it's different story but...the brand although has to response to logical markets.. fields like...different Nike.. Adidas..whatever...and I have another memory..In London...



[Francesco]: But this is something you're thinking now....or when you encounter the brand for time to times it makes you think of something..

[Interviewee 9]: No this are reflection of.. maybe now i dig it [###] a bit...but...it's definitely the reflection of mine you know..unconscious thinking when I look at the brand...I'm just like bit thinking now about it...but you know you look at the brand you don't really think that much.. you have a sort of impression and now I'm just explaining it...

[Francesco]: Yeah.. exactly..and..Let's make this difference..a different question...do you think this is a brand that makes a strong impact on your senses? So when you encounter it...you notice it?

[Interviewee 9]: I think it's way more than Nike or Adidas or any other.. Fila or whatever..yeah..way more...yeah

[Francesco]: So it makes a strong impression on your senses?

[Interviewee 9]: Yeah.. yeah..!

[Francesco]: And that's for sure sight... I guess...because you don't happened to touch it or smell it or taste it... veery often right?

[Interviewee 9]: No.. I've noticed when somebody wears it.. yeah..

[Francesco]: Yeah and..

[Interviewee 9]: and then I looked at the shoes and then I looked at the rest.. if she.. (why do i was thinking at the women) [laughing] fashion victim or somebody that really embraced it...you know..

[Francesco]: Yes..now we're gonna have like...towards the end.. sort of...hopefully we're gonna finish in time...to go in 40 mins from now..but...what do you think.. now we're gonna talk about the user imagery, usage imagery and a bit of brand personality..what do you think are typical users of Dr Martens ? nowadays, what you thought in the past...whatever..

[Interviewee 9]: I think I really said that.. in the past used to be people that really believed in the scene... in the punk scene... and today because of the changed in society..people got more.. people want to own a piece of history.. kinda...they wear the symbol without.. they borrow... how do you say.. culture appropriation...they appropriate something without having the right to do so and they.. by buying a shoes you buying punk culture.. but I don't wanna be a punk... punk because it's..I like something else..and people are getting very eclectic in their tastes and they mix a lot and you know and they buy a piece of this culture, a piece of that culture.. they don't have the value that is having in the past.. where people have.. were way more committed to wear way more differentiate among

groups...today is very hard to differentiate between groups and everything is way more mix and I think because of technology as well so...like in the past you have you get in touch with punk friends, you get into this people going to this place.. today with the internet people have access to so many influence that they are a little bit of everything.. so we can have Dr Martens and wearing.. don't know..a Nike T-shirt.. yeah..

[Francesco]: Yeah.. so you don't think..they are...you wanna be able to also like...categorise more than one group like customers.. typical users of Dr Martens.. typical..

[Interviewee 9]: No i can.. i can.. i think there is the believers.. the still believe in it..let's be honest.. is kind of trend of the past.. there is people that still believe in it..there is people that used it as fashion item.. and probably there is people that used for functional benefits..

[Francesco]: What do you think about the typical usage way? in the sense...in which context....in which situations... are the most useful and they are most used...? In which activities they are mostly used..?

[Interviewee 9]: I think they're used for any activities in a special way.. i.. especially because I've been seeing them being worn by people in any context..in any situation...during the day...during the night.. in a concert..to walk in the city center...so I don't think they have any real usage moment maybe...if somebody is going to a punk concert..then they will choose to wear their Dr Martens than something else... but in general I don't think they have very different use as compare to a pair of "Nike shocks"..

[Francesco]: Good!

[Simone]: Now we're getting really in interesting part, right?

[Francesco]: Yes now we want to...as you notice we're going more and more deep...now we would like to picture in your mind Dr Martens brand as a living person... close your eyes and describe him or her or "shim"... from a physical appearance and then.. deeper you go.. like image a real life situations.. imaging who are the friends..imaging what does do in life...the deeper you can..but it has to be Dr Martens as a living person..

[Simone]: Mr or Mrs or whatever Dr Martens you know..!

[Francesco]: Don't think of the typical user..think of Dr Martens.. [think] to the brand...

[Interviewee 9]: This is very...there is a girl from Catania that I associated with Dr Martens, she was wearing them all the time.. so if I think about Dr Martens as person.. I see her..called Mary..

[Francesco]: it's normal?

[Interviewee 9]: I see it personally, it's her...

[Simone]: Try to describe her..

[Francesco]: and then try to take away the things that are her and not Dr Martens..and substitute them with.. something that Dr Martens could be.. for sure she's not Dr Martens in person..she does incarnate perfectly the spirit of Dr Martens... maybe she does a bit for you...but she...

[Interviewee 9]: if she does for me.. yeah...that's the point..yeah

[Francesco]: Ok do that..

[Interviewee 9]: I mean I see...I related that to my city... i see this treats in Catania there is a bit dirty.. urban.. but in a sort of ruin down place...and I see like wearing a skirt...and something else that characterises her persona.. like this tights through here, [like collant, he's making the gesture to show how higher the collant arrive in the leg] quite alternative...

[Francesco]: So tights over the knee...a skirt..she's tall or she's short?

[Interviewee 9]: Yeah...she's not tall, no.. not tall... she's short.. and there is something.. I mean.. all the rest of outfit matches with Dr Martens...hmm

[Francesco]: Let's describe the outfit...

[Interviewee 9]: She has this hoody with the zip..you know.. without any other brand or any other logo or anything else..this skirt is leather..and it's black and it's with a "faze" [???] [01:05:29] you know...many many "faze" ### [01:05:33] yeah black socks over the knee.. "stocking" [???] whatever I called [01:05:37] hmmm an a tank top under the hoody... and the hair.. a little bit messy.. but she's confident..very confident...

[Simone]: Very confident.. and what's she doing in her life?

[Interviewee 9]: She drinking beers.. ah in her life?

[Francesco]: That's all right..she

[Interviewee 9]: she's drinking beers.. yeah.. It's a woman.. She's not drinking cosmopolitan she's drinking beers..

[Francesco]: and what she's doing.. what she do that moment?

[Interviewee 9]: She either going to a concert or she's just hanging around with friends... drinking...

[Francesco]: Ok...what she do in life?

[Interviewee 9]: She studies....

[Francesco]: Age?

[Interviewee 9]: 22.. she studies but her... she's not very clear about what she want to do..she has many interests maybe she choose a degree that the parents wanted her to take... but she doesn't really like it...she's thinking about becoming aft...

[Francesco]: who are her parents?

[Interviewee 9]: who are the parents...?

[Francesco]: of mis Dr Martens...!?

[Interviewee 9]: they're rich.. and she's different .. they're rich.. she let's say wasted the money of parents in a way...she does not work..she go to university...she would like to be photographer... but she studies "Giurisprudenza"..

[Francesco]: Law school?

[Interviewee 9]: Yes Law school but she's different..

[Simone]: What kind of music she listen to?

[Interviewee 9]: She listens to.. she used to listen to punk rock..now she listens to electro-pop.. maybe she's changing...

[Francesco]: Does she have a boyfriend?

[Interviewee 9]: Yeah...but doesn't go well.. he is.. they don't have a very stable relationship...they break up all the time..and she always call her friends talk about him..they go out to drink a beer talk about that...

[Francesco]: and.. which brand is this boyfriend ?

[Interviewee 9]: Which?

[Francesco]: Which brand?

[Interviewee 9]: [laughing] the brand?

[Francesco]: Just imagine a world made of brands...as living persons and ###

[Simone]: She can be fiancée to .. or like..which brand is it?

[Interviewee 9]: Fiancée or boyfriends whatever is it..!

[Interviewee 9]: Which brands.... I mean.... it depends.. it could be somebody similar to her but also I think could be easily somebody actually different... and maybe that's why it doesn't work well...but I think I see a crash..but you know like a... something colliding whatever...

[Francesco]: In her life or...?or with the boyfriend?

[Interviewee 9]: In general... I mean.. I think she like different but she may have a boyfriend that wears ....adid.. reebok old school.. I don't think everybody around her is the same as her...not everybody.. but also because...you have...life brings to have friends that are not necessarily the same as you...she is like that.. in that polarised version but she also has friends that belong to different circles..and

[Francesco]: She likes it? Or she would like to....seek more

[Interviewee 9]: No I think she likes her friends...yeah..she accepted them.. she's happy.. yeah..

[Francesco]: yeah! great! You think would be friends this... this girl..like.. does she match your personality...?

[Interviewee 9]: Yeah.. I would be friend with her..

[Francesco]: Which part of your personality you think would be matching and which you can have problem with ...

[Interviewee 9]: My personality?

[Francesco]: Your personality and her personality...

[Interviewee 9]: Me..there I think I'm very understanding other people.. I tried to understand them...It's really.. for it's really much about like...there is this limit.. some people are like really..think that they're not for me..and some I think they do..this girl I think she does and I think we can be friends...So what think is acceptance.. I think I would totally accept her.. and if she wear Dr Martens I think she is more close to me than somebody wearing Hogan...definitely...although today must be careful..everybody can wear Dr Martens.. so.. my view right now that this girl is more about the past... where she use.. can characterise more than today..

[Simone]: So you said before.. I can do more the one that is not a fashion victim it's just like wearing Dr Martens for statement right?

[Interviewee 9]: yeah.. and that I mean...I can be friend with..I would feel a sort of pity.. it's like.. what fuck are you doing? like...

[Simone]: In what sense what a fuck are you doing?

[Interviewee 9]: well..why you wearing this shoes...

[Francesco]: you are not keeping faithful to yourself...you're changing...

[Interviewee 9]: Yeah.. I mean...It's kinda understand....why you do that..because you're son of this society in which results is makes of different styles... So I mean.. it's not her really her fault. you

know..maybe we can still be friends.. but If I have a choice..I prefer somebody that really feels the brand rather than somebody that has no idea what is doing...

[Simone]: Overall so coming back to the brand...you can say that Dr Martens match your personality? Coming back to reality?

[Interviewee 9]: Mine?

[Simone]: Yeah.

[Interviewee 9]: If I had to think about the original... meaning of Dr Martens.. that no...

[Francesco]: Personality of Dr Martens ! Human traits..I would say Dr Martens.. if it was a person like..personality wise...it's..

[Interviewee 9]: Yeah.. if I think this girl that is wearing Dr Martens and she believe in bla bla [ndr Meaning if she wears the Dr Martens as a statement and not just because she's a fashion victim] yes! I would be friend of her! yes...The extreme of Dr Martens being a life of punk concert..I really admire but I wouldn't embrace being a punk...or also I would be a punk.. [???] I'm not...

[Simone]: So nowadays you think..is that a mix... there is a not this extreme version of conceptualisation of Dr Martens...

[Interviewee 9]: If before you used to say.. 50% about you...now it says 4%..today it's really hard to be the person from what they wear....it's kind of the opposite.. so it's like.. if you're wearing Dr Martens and I feel you don't embrace the brand it tells me something but in the opposite way..not telling me something that you're a punk.. but it tells me something that like I buy things they give me.. because they're iconic you know..this is for...

[Simone]: Because you understand....###.. the meaning of Dr Martens...ok..

[Interviewee 9]: Because at least it's what people think when they buy them...

[Simone]: Ok Cool! Maybe I would say to pass directly one second to the metaphors..I think we are in the mood to that...and so this is actually casual and abstraction..right francesco??

[Francesco]: no negative comments part?

[Simone]: Like i don't know we're in the mood..now to...

[Francesco]: Ok.. abstracting.. so let's keep in abstracting.. this like the...what we like to see as the core of the interview.. we really like you to really go wild...and express whatever.. like. also...if.. you have.. the reasons.. should be...like.. what the fuck is going on..what are they asking and something has to come in and talk...

if Dr Martens was an object...? What would it be? An object not fashion related...as not like pair of jeans.. as not like.. it was an object and I would like to tell us more than one..

[Interviewee 9]: I visualize...

[Francesco]: Can also exist and can also not exist.. can you also describe it...!

[Interviewee 9]: Yeah yeah...i visualise a guitar..an electro guitar...I visualise a..which is it.."Gibson" guitar.. maybe its a Gibson.. or a "Fender Stratocaster".. definitely..and I visualise..a wall made of bricks.. the British style.. definitely..you know the red bricks..I visualise black and white...like photos.. you know...that style of photography.. like black and white..noisy..kinda..

[Francesco]: So you see..a photograph.. black and white photograph..

[Interviewee 9]: Mm..mm..and it's Ramones in them..black and white

[Simone]: and in it.. sorry?

[Interviewee 9]: Ramones!

[Simone]: In there.. inside right?

[Interviewee 9]: yeah yeah...black and white..

[Simone]: Yes... the photograph of course it's quite clear [the link with Dr Martens ] because it's represents Ramones..

[Francesco]: Kind of style was there.. noisy..you said.. but noisy in the photographic sense..that means..decompose and like..pixelated somehow right...like...

[Interviewee 9]: No it's photographic noisy no pixelated...pixelated it's modern..noises are analog..yeah

[Francesco]: yeah..analog.. but in that sense.. dirty..

[Interviewee 9]: Film...film grey...yeah

[Francesco]: film grey yes...about the brick wall.. why the brick wall. a part from the origins .. like..style like..

[Interviewee 9]: I think it's where things belong to the brand happen.. in UK..so it's like a concert house you know... a it also represents something urban..so it's inside..of what behind the wall.. which is the concert or the place where.. this kind of people hang out but it also represents this side.. which is the street...because it's where people like belong...when I'm imaging Dr Martens people hang around on the street.. gather together..spend time together..between people of the same circle..

[Simone]: You said that inside there is a concert.. right?

[Interviewee 9]: Yes yes...

[Francesco]: and you say if it was a building? if Dr Martens was a building?

[Interviewee 9]: If it was a building ?

[Francesco]: Yes...

[Interviewee 9]: It would be this...there is concert venue in Christania...it's a big one it's called..don't remember...it's biggest concert venue in Christania, that would be the building... you got the name?

[Francesco]: Mmm..no I don't know...

[Interviewee 9]: No??

[Francesco]: Not really.....but I know which one it's the one in the pusher street then right?

[Interviewee 9]: Ehmm..no..It's from the left side...

[Francesco]: Ok...you can say...

[Interviewee 9]: I mean...It's a place.. there is... where there is Christania...because it's a different.. It's a place that it's alternative...it's different...

[Simone]: there is restaurant on the left side right?

[Interviewee 9]: no...I think no..I said Christania because it's a different city inside..the city.. that's why I think Dr Martens would belong there..It's people there are...different...people that are doing something different...different kind of music... and that building it is part of Christania which still today it's different...so..

[Simone]: city inside the city...people so are different inside the city right?

[Interviewee 9]: yes..I find it.. [typing in his computer to find a picture of that building..] that's where like Dr Martens will pretty fine...it's a place to belong... for example...of course there will hold different kind of music but it's about the attitude...it's still authentic there...it's called "Den Grønne Hal"...

[Simone]: can you show...Den Grønne Hal??

[Interviewee 9]: [showing the picture on his pc]

[Simone]: ok..yes

[Francesco]: ah ok.. yeah..and

[Simone]: Sorry again..

[Francesco]: and if it [Dr Martens] was a food, actually if it was vehicle? A means of transportation...



[Interviewee 9]: A mean of transportation..?

[Simone]: Dr Martens as a vehicle...!

[Interviewee 9]: It would be this...old...American car..from "justice" ....I'll find it..

[Simone]: Yes you can try to describe it..

[Interviewee 9]: [after having searched again online..] "Bloody Beetroots"...

[Simone]: Bloody Beetroots? [e.g. <https://www.youtube.com/watch?v=KSqttO3NtCg>]

[Francesco]: let's do a thing...I think if you want to show us...you can show us..we can do the...

[Interviewee 9]: it's this car...

[Simone]: yes..Bloody Beetroots...

[Interviewee 9]: Rock Steady...

[Francesco]: the Italian brand...

[Interviewee 9]: yes exactly...but the film is in America.. this is the car...this is the car..

[Simone]: super [laughing]

[Francesco]: I guess why.. ok! sound good...####[01:21:32]

[Interviewee 9]: Yeah that's the car

[Francesco]: and the people inside as well... I guess...

[Interviewee 9]: yeah yeah..

[Francesco]: Ehmm.. if it was an animal? More than one animal.. but let's start with one...!

[Interviewee 9]: I think it would be a rat...

[Francesco]: It would be a rat...?

[Interviewee 9]: a cool rat...!

[Francesco]: A cool rat? would you describe #### [01:22:24]

[Interviewee 9]: This stays in the dirtiest place..still survives..swings in shits.. but doesn't die from dirt I believe...

[Simone]: You said.. swing in the shit but don't...?

[Interviewee 9]: Doesn't die...if have to swim where the rat swim I would die...they don't..

[Simone]: Mh cool!

[Francesco]: and before you said interesting in technology so...if it was a piece of technology...?

[Interviewee 9]: It would be a the first model of... it would be a radio...I wanna say something old... not something technologically new.. it would be a radio..I love radio.. old..

[Francesco]: An old radio?

[Interviewee 9]: not '50 you know.. like...'80 radio..ok

[Francesco]: Can you describe a bit? Like.####[01:23:31]

[Interviewee 9]: It's...no it stays at home because it's massive and it's silver and it has very beautiful knobs you know.. and it makes its the dirty job well.. yeah..

[Francesco]: Durable?

[Interviewee 9]: Yeah yeah.. super durable...

[Francesco]: and can you describe with... if it was a food?

[Interviewee 9]: It would be an hot-dog..

[Simone]: Why?

[Interviewee 9]: Because you buy hot-dogs on the street...and they are..they're cheap but... it's not that the Dr Martens are cheap.. but.. it's... I don't see Dr Martens people having a fancy dinner you know... it's this reckless life...spare dollar on food.. get one beer...

[Francesco]: So it would be also a beer?

[Interviewee 9]: an hot-dog and a beer... if it's in the food you include alcohol yeah..beer

[Francesco]: Yeah cool...it's even I don't know an hot-dog and a beer or a beer if it is possible...

[Interviewee 9]: or 2 beers..

[Francesco]: or 2 beers..yeah ok...can you describe Dr Martens with some sentiments, an adjectives...?

[Simone]: Like also to sum up...like...

[Francesco]: try to come up with verbs, words, adjective that likes sort of...

[Interviewee 9]: It's rebel youth..

[Simone]: Rebel ...?

[Interviewee 9]: Rebel youth...and people that still believe in it.. which I admire... for their commitment.. if I see..I meet an old punk I don't see like look at his loser.. I think.. what a life..cool! more?

[Francesco]: If you can...!

[Interviewee 9]: I don't wanna say more because it's gonna be less value to what I said.. I think that's that essence.. rebel youth, and people that still believe in it.. it's amazing for those who really embrace the brand.. if you were to go to party or stupid...

[Francesco]: ok...

[Simone]: Maybe...

[Francesco]: Yeah...one second really fast...imaging someone criticise Dr Martens ..

[Interviewee 9]: Imaging ?

[Francesco]: someone criticising Dr Martens... or you from wearing them...can you imaging what the negative comment would be ? and who is this person...?

[Interviewee 9]: Yeah... as today we're giving in this society and I have two of them.. It's either somebody that really belong to punk.. coming to me like.. hey why you're wearing Dr Martens ? Fuck off! or it's somebody that's more posh and tell me like.. like telling me that I am.. the word is "zecca" [ndr Italian word] you know...translated later..

[Francesco]: Communist...but not so much for the political view...just for the lifestyle..

[Interviewee 9]: nono.. Ok.. communist rat that doesn't work and spend all the times taking drugs and smoking weeds...and lives in a dirty place..in the past used to be more like that.. the leather...so I believe more in the second one...I don't think anybody there is a punk group... I think.. they're a good people they wouldn't judge somebody... that much to go to somebody because to ask them..they might share my same view..or be like...they could think.. "ah it was our age, we're wearing Dr Martens, now everybody wears them..." yeah they could say...they would not go actively to criticise somebody...so the most likeable criticise.. is this person that is..jobless person that doesn't care about to contribute the society.. today is unlikely because it's a fashion item..

[Francesco]: Ok.. we're done..

[Simone]: and actually maybe.. I can.. Peppe the last thing it would be that I give you my computer.. and we have the last little game.... and you can search any multimedia content.. that you more like..for example as before you did a little bit.. song, pictures, videos in general.. what really represents for you again Dr Martens...like and what you...even if just cues that remember you..

[Francesco]: You can also look for words for examples.. whatever..

[Simone]: I will just recording you

[Francesco]: You have the power of internet.. use it!

[Simone]: And wil just record your screen and that will be.. just give you 10 min.. but of course...

[Interviewee 9]: ok!

[Simone]: Also you can think out of loud...yeah

[Last brand game... see the other registration, in Italian as well.]

Choosing of the content.

1) Cadmen Town: [Interviewee 9]: iconic where they do all the punk concerts. Also because when I was in Camden Town, there was a shop selling clothes, this like open shop not like indoor, a stand, they had many kind of boots not necessarily from Dr Martens and I thought there were quite authentic, I was like... then Dr Martens is more like.. British style.. not only a Dr Martens itself..

Cadmen town for sure.

2) Ramones. [Interviewee 9]: Ramones for sure. I wanna open and find the one that most representative for me. I think this one, because it's in black and white. the all car... it's the same that I describe in the video.. but I'll tell you to close down the most extreme representation of Dr Martens that is too much extreme maybe it's giving the sense is

3) GG Allin. [Interviewee 9]: He's a punk from UK, G G Allin. It's an extreme.. but maybe Dr Martens is not this extreme..even in the past.. was not this extreme.. but you know to find the way... this guy is the final.. extreme.. destination...attitude of Dr Martens..

[Simone]: The extreme but you mean that is still in conceptualisation of nowadays.. of Dr Martens right?

[Interviewee 9]: Few people know him... so if I have to trace a path where the final extremitation of Dr Martens attitude.. which is the punk attitude is GG Allin.. Dr Martens is before.. you can have worn Dr Martens when you were young.. and today have a life and kids.. GG Allin died because it was fucked up person.. to show you that...extremitation maybe you can understand more the attitude but that's too much even for the brand.. but it's in the same area or direction...!

[Simone]: ok cool, something more or it's fine?

[Interviewee 9]: Ndso...!

[Simone]: Thank you Peppe!

### **Interviewee #7 (27.05.2018 at about 10 pm)**

[Francesco]: intro.

[Interviewee 7]: yes

[Francesco]: are you comfortable?

[Interviewee 7]: very.

[Francesco]: As a first step i'd like you to tell us a bit about yourself, name surname age nationality profession education.

[Interviewee 7]: ok well ! My name is Isabella Maria Marshall Riesen Nielsen, and I'm danish and 21.

[Francesco]: and a bit Finnish?

[Interviewee 7]: yeah and a bit Finnish as well, and a bit British. I work in retail as a brand ambassador for a brand called Rag & Bone. The highest education I have is highschool diploma.

[Francesco]: alright.

[Interviewee 7]: my shoe sizes is 9.

[Francesco]: ahaha. 9?

[Interviewee 7]: 39 !

[Francesco]: ah okay ! What do you do in life. What's your passions and interests.

[Interviewee 7]: my passions and interests... Mhh... This is so deep.

[Francesco]: eheh get ready. So, before we go deeper in meaning we just ask some questions about yourself to make you open up a bit, get to know each other.

[Interviewee 7]: oh well ok. I guess my passion is fashion, eheh. No. Yes. I don't know I wanna do something with design, something like illustrating things and like, designing, doing handcraft and... I'm passionate about people, I like exploring new kinds of people, get to know more about humanity and that kind of stuff. I think really much about things, like the world situation.

[Francesco]: I'm passionate about humans as well. Sorry go on.

[Interviewee 7]: so yeah that's my passions.

[Francesco]: So fashion, design, meeting new people.

[Interviewee 7]: yeah and saving the world some day.

[Francesco]: saving the world some day, ok.

[Interviewee 7]: yeah, make a difference. So people remember my name.

[Francesco]: so you're looking for fame.

[Interviewee 7]: not really, but I just wanna do something where I know that I can make a difference.

[Francesco]: that's good. Who are the people you like to spend time with, what do you do with them.

[Interviewee 7]: when I spend time with my friends? We usually talk about the world situation, explore copenhagen... We get inspired from each other, I have many friends that inspire me and we're like always like, talk about starting projects, doing stuff, being creative and... That's what we do. And then we drink a lot.

[Francesco]: and you drink a lot ! Good. So you talk with them, you don't go to parties, don't go to concerts, hiking or outside activities.

[Interviewee 7]: I like to do outside activities in life, we can go like go-boating or to some museums and that kind of stuff. We like being cultural, and also being creative. I like to talk about things that make people creative. For example, at work we always talk about how people like how to do things better and they could do better. You know... But yes, I do go to parties.

[Francesco]: how would you describe your personality.

[Interviewee 7]: eheheh. Fun, outgoing, really really social. I feel I'm a person easy to talk with and if like... For example you're at the work place and it comes this new girl, I'm usually the one the new girls come to first. and i'm also the person that goes to them first, I'm really openhearted.

[Francesco]: mh mh. And, do you care about other people opinion?

[Interviewee 7]: not really. Unless like i've done something bad or wrong, then care a lot about people feelings. And of course at my work I really want to get this up. Not necessarily criticism but like people telling me that I could do this better and this better. And then I think about what other people think, and of course I think about if people think I am the person that I think I am and like ... I don't like to think about people are bad.. Like oh my god, I can't take this stress on because I'm afraid of what people think.

[Francesco]: okay. So you said fashion is your passion.

[Interviewee 7]: yes.

[Francesco]: how would you describe your style.

[Interviewee 7]: minimalistic with a statement twist. So I like having like a black dress, black jacket and then like some crazy sneakers or heels or ... like all white with a big jacket with lots of prints and colors and that kind of stuff. I like to play with patterns and mix things.

[Francesco]: but you don't have a favorite piece of garment to make this statement.

[Interviewee 7]: mhhh.. Like a statement clothing.

[Francesco]: mh no like. You said minimalistic, let me say coherent, and then you make a twist, right, sometimes.

[Interviewee 7]: yeah

[Francesco]: do you have a favorite piece of clothing?

[Interviewee 7]: I do !! I have these old school sneakers that are white blue and red... They are chunky, so if i'm wearing all black than the essential would be at my shoes.

[Francesco]: nice ! And you dress differently on different occasions? I guess yes, since all the girls dress differently according to the occasion, but ... do you change your style according to the occasion.

[Interviewee 7]: I kinda do, but I still like to keep my style but like twist it up. So for example, when I wear heels I usually don't wear a dress with heels, then I have like a masculine blazer or ... My dad's shirt as a dress... but I like to mix masculine things with really feminine things.

[Francesco]: yeah? Cooool. For example you wear something in particular and then you go out and...

[Interviewee 7]: not really. For example, I can be at work I can be totally casual, loose jeans, a loose shirt and birkenstock or something like that, and then in the evening I can wear a slip on dress that has... And wear makeup and red lipstick and hearings that are really big... But then the next they I go to work and i'm like with a tight dress and lipstick on and some like, nice sandals, and in the evening when I go out I can have oversized jeans, a big tshirt and maybe heels ! Like it really depends on my mood, I don't have anything like: ok, at these occasion I can only wear this. Like I could be at work with the same clothes I go out at night and be totally comfortable.

[Francesco]: cool. Again about your style, can you give some labels to it that people can understand. Like you said minimalistic, something else?

[Interviewee 7]: like a label?

[Francesco]: yeah. Like some people told me like Danish style, neo classic or ...

[Interviewee 7]: it's scandinavian, really really scandinavian.

[Francesco]: Scandinavian influence...

[Interviewee 7]: I would actually say I have really a copenhagen style. With an italian twist.

[Francesco]: with an italian twist !!

[Interviewee 7]: no no, with a spanish twist ! I love wearing like dresses with flowers and... Like jewelry.

[Francesco]: and thats spanish...

[Interviewee 7]: noooo but you know ! You know what I mean !!! Those like salsa, when you go to dance salsa in those spanish clubs, those kinds of dresses. That's like mine... What's it called now.... hmmm... What's this world when you do something and you don't tell anyone. it's like pleasure.

[Francesco]: forbidden delight or secret delight ....

[Interviewee 7]: kinda like that, weird pleasure. Ahhh, a guilty pleasure !

[Francesco]: Yeah got it! how do you see yourself in the future? You said you want to change the world.

[Interviewee 7]: yes. How do I see myself wearing or...

[Francesco]: in general. Wearing also yeah.

[Interviewee 7]: I wanna be in the retail industry, but I don't wanna be in the same position as I am now. For example, I want to do something that is sustainable, so I want to apply for school as a designer, and if I design I wanna be a designer I wanna like be able to recycle things and make garments that last longer than 1 season... Hmmm, and then I'm gonna be living in a big penthouse somewhere and having an husband, children.

[Francesco]: ok so settle down and change the world of fashion.

[Interviewee 7]: maybe in copenhagen, maybe in stockholm, maybe in milano maybe in italy... Maybe mexico... I don't know.

[Francesco]: we'll se in a few years I guess.

[Interviewee 7]: I'm still living in my dad's place.

[Francesco]: are you ?

[Interviewee 7]: no.

[Francesco]: so now we gonna find out with the brand.

FIRST GAME:

[Interviewee 7]: I don't know. What kind of shoes, that would help a lot.

[Francesco]: hmm... It's not sneakers.

[Interviewee 7]: okay, then it makes it harder for me. Is it ted baker?

[Francesco]: no, never heard of it. It's very famous, very big.



[Interviewee 7]: do we have it in illum ?

[Francesco]: not the shop, but there's a store in copenhagen.

[Interviewee 7]: is it a brand that only sell their own shoes?

[Francesco]: they also sell in non proprietary shops, they are multi channels retailers.

[Interviewee 7]: english brand.

[Francesco]: english brand, embraced by subcultures.

[Interviewee 7]: I only know italian shoe brands.

[Francesco]: it's very related to rock and punk...

[Interviewee 7]: Dr Martens ?

[Francesco]: [Simone]: YEAH ! Amazing !

[Francesco]: whenever you say punk, rock...

[Interviewee 7]: ok, were all the others as fast as me ?

[Francesco]: we had a couple that were even faster.

[Interviewee 7]: oh I love Dr Martens shoes !

[Francesco]: yeah?!

[Interviewee 7]: yeah I love them...

[Francesco]: so you gonna love this interview. Second little game

PICTURES GAME:

1 N ,

2 Y ,

3 Y ,

4 Y

,5 N

,6 Y ,

7 Y ,

8 Y ,

9 Y ,

10 Y ,

11 Y ,

12 Y ,

13 Y,

14 Y,

15 Y,

16 Y,

17 N,

18 Y,

19 Y,

20 N,

21 N

[Interviewee 7]: I think half of them were H&M copies of Dr Martens but whatever.

[Francesco]: eheh it's not easy. Did you ever bought a pair of Dr Martens ?

[Interviewee 7]: I did when I was 15.

[Francesco]: yeah ? When you were 15.

[Interviewee 7]: yeah I don't have them anymore.

[Francesco]: so just a pair when you were 15. Okay.

[Interviewee 7]: I do want some though.

[Francesco]: yeah? How well do you think you know the brand.

[Interviewee 7]: not well, but I do know some details about the brand... For example I know that when you buy their shoes, they don't only have different sizes of shoes, but they also have different widths. So they have small foot... Like you can buy them small wide or bigger. they are good quality, and they are timeless.

[Francesco]: how many times do you think you encounter the brand. Encounter means like see them around or...

[Interviewee 7]: every day !

[Francesco]: and you notice them every day or you just like... Its something you're unconscious of.

[Interviewee 7]: I'm not like "OMG i've seen so many Dr Martens today" but like when I see people walking in copenhagen, I always look at their shoes. So I do capture it...

[Francesco]: and compared to other shoe brands do you pay more attention to them or ...

[Interviewee 7]: I'm more of a sneaker girl, so usually like my attention goes on sneakers, but I think they are really cool especially the ones that don't have....

[Francesco]: not the boots...

[Interviewee 7]: yeah, the short ones.

[Francesco]: like these (show his low shoe) ?

[Interviewee 7]: not those. Some that look kind of like these, but in white.

[Francesco]: oh yeah !

[Interviewee 7]: I love them !

[Francesco]: good. you said you bought a pair when you were 15. do you remember the first time you encountered the brand? Maybe you saw them on someone, maybe you ...

[Interviewee 7]: yes. I remember. Everyone had them. We had all this goth phase, when we all died our hair black and black eyebrows, and Dr Martens was the shoe to go.

[Francesco]: and when was this ?

[Interviewee 7]: when I was 15 so... OMG thats so many years ago. That would be... 2011 or 2012.

[Francesco]: and your first experience was when you bought it or... do you remember something before, before buying them.

[Interviewee 7]: I think I just actually saw. No, one of my friends bought them, and I thought she was really cool with her style.

[Francesco]: it was goth phase tho, all black.

[Interviewee 7]: yes.

[Francesco]: okay ! Do you remember something more about that time, and your relationship with them back then.

[Interviewee 7]: I listened to "dead by april".

[Francesco]: ooookay. okay. Really goth, did you ever cut yourself?

[Interviewee 7]: I remember just like where everybody loved to listen to like rock and... I remember I went to this festival in Finland.

[Francesco]: you were living in finland back then.

[Interviewee 7]: yes! Finland is a very dark place, so all the people are almost like goth. And then I remember once at this concert, and I kinda can't remember the band's name but they had a song called "red flag" and it was like very heavy rock, it was not metal but it was like rock like \*imitates grunge screams\*. and then I remember that both girls and guys had the shoes on.

[Francesco]: like the public or the band.

[Interviewee 7]: everyone. Then I remember cause I went to this music school, when I was at elementary school from like 3rd till 9th grade, and we had many like... musicians... and they were all like heavy metal, so they had those on, and big black baggy pants on with like chains, and they actually still have the same style.

[Francesco]: still.,

[Interviewee 7]: yeah.

[Francesco]: and you thought they were cool.

[Interviewee 7]: I still do.

[Francesco]: and how was it when when you bought them, how was the experience.

[Interviewee 7]: I actually think I bought them in copenhagen. I think my grandma bought them. And she was like "Interviewee 7, why you buying these".

[Francesco]: were the boots?

[Interviewee 7]: it was just the basic, plain boot with like the.

[Francesco]: the 8 holes. Okay, black?

[Interviewee 7]: YES , OF COOURSE.

[Francesco]: they could also be cherry.

[Simone]: you were with your grandma or ...

[Interviewee 7]: yeah, and she didn't understand my choice.

[Francesco]: where did you bought them, was it Dr Martens store or...

[Interviewee 7]: I think it was a store selling them, cause I kinda remember looking at all kinds of boots and she tried to get me to buy, you know, those basic leather boots that you wear when you ride horses...

[Francesco]: yeah.

[Interviewee 7]: and I was like: NO ! I want those ! and she was like "but aren't those a bit too masculine?" and I was "NO!"

[Francesco]: that's meeeee. ahah Cool ! Have you ever been to their shop in copenhagen?

[Interviewee 7]: yes Ive been to their shop, plenty of times.

[Francesco]: plenty of times !

[Interviewee 7]: yes.

[Francesco]: then I want to know more about it... can you tell us about the experience? how was it like, everything from visual aspects to smell sound to your interaction with the employees.

[Interviewee 7]: I think like ... OMG am I sweating this much? ..... The atmosphere was perfect for Dr Martens, I remember. Like, the light inside of the store, the staff, they looked like Dr Martens.

[Francesco]: tell us tell us.

[Interviewee 7]: I remember there was this girl and she was almost bold.

[Francesco]: the deeper you go, the better it is for us. Don't hold anything back.

[Interviewee 7]: okay. well I remember that the girl, she was almost bold. you were

[Interviewee 7]: Well I remember that the girl..there was one girl..was like almost bald...and she was jeans looking like Levis 50ish and then she has Dr Martens and a white t-shirt..and I thought it was really really cool..and the store was really easy and the girl was really smiling and..

[Francesco]: You talk with them or?

[Interviewee 7]: My friend.. she asked.. she actually went there because she had ##### Dr Martens [00:25:55] and then she was like you have in different sizes or do you like for customer you have anything.. any problem with the sizes because her shoes they are really ##### [00:26:09] she got like the ###... what I have..

[Francesco]: yeah they ##### [00:26:14]

[Interviewee 7]: Yes... and she was like actually we do have like the shoes in a different right sizes like wise wise as.. and she was oooh [surprise] and then just talk about that and I was looking at both amazing Dr Martens that they have with white flowers on them[??] [00:26:28] the best thing I remember from..that time...

[Francesco]: Before you said like..store like was really perfect atmosphere.. really Dr Martens atmosphere.. how do you figure... imaging Dr Martens atmosphere ?

[Interviewee 7]: I mean for me. really won't make such a different ##### [00:26:44] to the shop.. for example..I used to work in mango..and as a customer I go to the store and I think it looks like cheap..it looks too plain.. it doesn't have any soul...because it's just like...who ended.. like...new colours and then qualify things..like ...too packed [??][00:27:04] when you went to Dr Martens I was like..this pair of shoes.. reminds me that used ##### [00:27:09] like decorations..and like the colour of the wall...

[Francesco]: Tell us the colour of those decorations...super fast like.. you have to be...

[Interviewee 7]: What I remember...

[Francesco]: yeah yeah

[Interviewee 7]: It was like a mix of white brown and black.. so I think what I recognize [??][00:27:25] and the light was not too much bright.. [00:27:28] so it got a grunge [??][00:27:31] feeling..

[Francesco]: a part from this you said you enter in contact with the brand very early.. so you said you starting..you've been exposed to the brand quite early in your life and you bought quite early in your life..

[Interviewee 7]: yes

[Francesco]: did you remember any meaningful experience with them..can be your experiences or something that you remember about them like.. you saw them where..in a particular way.. in a particular context..or..something weird about it.. I don't know.. anything... since then...

[Interviewee 7]: I don't like.. a that time..

[Francesco]: try to think...that influence the way ...you see brand.. why you like it..and..why you don't

[Interviewee 7]: I mean.. the time when I bought for the first time...it was like.. a face [00:00:40] because everyone need it to have this specific style..black and like..terrible like eyebrows..and I know that my Mum have to faces when my Mum had like... Dr Martens when she was young and my mum sister she literally looks like a ghost...she has like the most pure skin and the tiniest eyebrows and she went to all this rave parties and underground parties and she was like.. doing drug and all this kind of stuff.. so I think when in my mom time it was that.. and in my time it was like more that you have to be one of the cool kid and you can only be the cool kid if you had those shoes.. but like today I think it's actually just..like a part of fashion..it's like a statement... fashion like feels a sneakers.. the old school ones or..

[Francesco]: I thought you were not a consumer.. I would have never said you were a customer..I swear to god..

[Interviewee 7]: why?

[Francesco]: I didn't see you ... I mean..I do see you now in Dr Martens.. you can definitely wear them.. but not in the way like.. not in that way..

[Interviewee 7]: I mean.. I could imagine myself..buy them and like having them and ### time.. and really oversize white t-shirt...and some like..shorts...

[Francesco]: mm yeah..from then..

[Interviewee 7]: from what?

[Francesco]: from that time..you did something with them or...had some experiences..

[Interviewee 7]: I remember there...

[Francesco]: You went for a concert or...just wear them at school...

[Interviewee 7]: I wore them at school..we were like a group of six girls and #### about the shoes  
[00:02:18]...

[Francesco]: Ok...Simo if you want to help out...you're have to pick up in parts of interview..

[Simone]: Yeah.. nono I'm follow.. so please feel free...

[Francesco]: and would you say like.. they influenced your choice.. it was like..you said like..you wanna to belong somehow..you feel this search to belong or to be appreciated..that's why you bought them..

[Interviewee 7]: I wanted to be a cool girl [00:02:49]

[Francesco]: You wanna be a cool girl..

[Interviewee 7]: and the worst thing was that 2 guys..they didn't like the shoes..

[Francesco]: the guys didn't like the shoes..

[Interviewee 7]: No..

[Francesco]: there is was some #### thing [00:02:59]

[Interviewee 7]: mm mm

[Francesco]: Yeah?

[Interviewee 7]: yes

[Francesco]: ok..

[Interviewee 7]: unless.. he want like in the heavy metal...or ..

[Francesco]: yeah...but it was for yourself then...and your friends...

[Interviewee 7]: yes.. I want to be one the girls..

[Francesco]: Cool you....!

[Simone]: This was at the age still like of 15.. right?

[Interviewee 7]: Yeah!

[Simone]: ok

[Francesco]: How long you used them the for? Then you change your style and what happened to them?

[Interviewee 7]: Maybe it was like 1 year [00:03:40] and.. that I changed my style.. and then I have the skater style..I was Vans, funny shirts [00:03:49] reape jeans, perhaps...[00:03:51]

[Francesco]: Cool, still very alternative.. like sort of alternative, sort of...

[Interviewee 7]: and you have that I was like... my biggest dream ever was to buy Louis Vuitton bag and I know it was a Chanel copy and those kind of stuff..

[Francesco]: Like that.. so you were wearing Dr Martens, goth, and you wanted to dream... you dreamt of having like a Louis Vuitton bag..

[Interviewee 7]: Nono.. first of all I was like, hey goth for 1 year and then I wear..hmm. skater girl for 1 year..and then I went to Chanel for 1 year..

[Francesco]: Ok! So yeah.. so experienced all of them..

[Interviewee 7]: Fuck yes!

[Francesco]: Yes

[Interviewee 7]: And I still imagine.. like...something from my goth [00:04:29] phase...

[Francesco]: and do you feel like the perception of like changing in time your feeling about.. towards the brand..like I think... when you were wearing them and you wear that mindset.. you're embracing that style and it was a pretty different... like your perception of it was different, when you had them and when you were..wearing Chanel..

[Interviewee 7]: Yeah...yeah because like at that time you have like a one specific style you wear after it was all my phases...I was a phase like.. I think like.. what was the question again..

[Francesco]: No I mean.. I think your perception of the brand and your liking of the brand changing in time or it never..

[Interviewee 7]: Yes and no..

[Francesco]: Yes and no.. exactly it's what you mean.. like I'm saying..like then you changed to the Chanel.. I wouldn't say... I wouldn't see someone wearing.. maybe now yes..because I think It's fucked up in fashion but like...back then when you were wearing Chanel and like fancy clothes.. and architour and stuff like that [00:05:30] you wouldn't wear Dr Martens with that so you were



perceived them as different.. so what do you think of people that wearing Dr Martens when you were in a different phase... try to get back on your steps or...

[Interviewee 7]: Mm like..I don't know.. can you ask the question again.. I cannot understand you Italian...

[Francesco]: sorry! [laughing]

[Simone]: It's completely fine..!

[Interviewee 7]: Because he was speaking with your Italian accent !

[Francesco]: Do I?

[Interviewee 7]: Yes you do! You can get a finger like that already.! yeah? [all laughing]

[Francesco]: So..

[Interviewee 7]: Just like give me the main question..

[Francesco]: It's a bit complicate question I don't have it prepared... but at one point when you were wearing them..

[Interviewee 7]: Dr Martens ?

[Francesco]: Yeah! and you were in this particular style...goth and shits.. and the you move to...Levis..

[Interviewee 7]: Vans..

[Francesco]: ah then you move to Vans and then you move to Chanel and those three phases.. do you think your liking of the brand..or your.. how do you perceived the brand.. judge the brand changed in time?

[Interviewee 7]: Yes and no.. because when I go out to goth phase..I remember....It was what the fuck I've been wearing..

[Francesco]: Yeah...you had some sort of..

[Interviewee 7]: Yeah I have a moment..yeah.. well..that I get wanna move away from the Vans phase and I was like.. again what the fuck..and then when I move away from Chanel... I was like what the fuck... but..

[Francesco]: You'd never rejected the brand per se...

[Interviewee 7]: no but...

[Francesco]: when you said you wanna to buy them... but maybe for something.. why didn't buy them.. again?

[Interviewee 7]: because they were expensive..you have to purchase things in life[00:07:12] ..if you like to eat nice..for like a month or buying shoes..

[Francesco]: Of course..good!

[Interviewee 7]: But it is an investment so I know that when I'm gonna get like.. when I have some extra money I'm probably gonna buy them...because they are all time with [00:07:25] ..and they're classic..

[Simone]: and you said before which kind of shoes you're gonna buy and maybe you will not stick to the boots to the classical one...you will buy a new model right now?

[Interviewee 7]: I want to buy Dr Martens I will buy actually them in white.. and the ones that..that have ##### a nice wearing..[00:07:47]

[Simone]: Ok not that one right?

[Simone]: no that one in white...

[Francesco]: Similar to this ones...

[Interviewee 7]: yes..yes..

[Simone]: Perfect!

[Francesco]: He has the same btw [referring to the other researcher, Simone that has the low shoes but black]

[Interviewee 7]: Because I kind of like.. I like the model but I think.. black it's sto boring..like you have some soul on your style...it's...

[Francesco]: I do.. this is like my...simple shoes.. not like..

[Interviewee 7]: But again..then like...but the why it won't be more like me...have some statement thing.. I think if you like white Dr Martens.. it's gonna be like a statement..instead of just having like the basic one.. always buying the basic light shoes that...

[Francesco]: I just didn't wanna make you steal my Dr Martens...!!!

[Simone]: Ok it's cool it's interesting

[Francesco]: and,.. ok..! So yeah.. you said.. Should I ask some more about this.. perception in time?

[Simone]: Maybe if she encounter more like the brand.. if you meet the brand not only.. we can say in real life.. but also maybe in the social media.. I don't know.. follow them on Instagram.. on facebook..yes you visit their website?

[Francesco]: and you follow influencers.. stuff like that..

[Interviewee 7]: I do follow influencers.. but I don't follow any brands on Instagram...

[Simone]: Ok...this is your choice right?

[Francesco]: Why that?

[Interviewee 7]: Because I don't feel...that I get inspired about like..pictures that brands post.. because usually they don't have that much soul..so I would rather look at an influencer..that has the same style as me..and like in that kind of way..get inspired.. because I get more inspire when you see a model..wearing the shoes and like fitting [00:09:35] perfectly with the clothes then like seeing a brand post just a picture of the shoes...this doesn't inspire me at all..

[Simone]: that's perfect and that's really interesting for us actually..and have you ever see influencers wearing Dr Martens? Some posts?

[Interviewee 7]: Yeah.. many copenhageners...

[Simone]: yeah...did you remember maybe some...

[Francesco]: Did you wanna say something about it like catch you attention or maybe to think something about it?

[Interviewee 7]: What I think about it?

[Francesco]: No I mean you saw maybe a picture so you saw an influencer using them and you have... you said like.. ah he's wearing Dr Martens so...

[Interviewee 7]: I mean I said I look always at the shoes..

[Francesco]: you always look at shoes..

[Interviewee 7]: Yeah...So for example..more awesome.. [???] I think was a couple of month ago...I was Angelika Blick she's Swedish...she's a Swedish influencer.. wearing the shoes and she had like..a boyfriend's shirt.. and I was like...shit that looks cool.. I want to wear those shoes as well because I have a white shirt..yeah..

[Francesco]: like that.. yeah..

[Interviewee 7]: yeah..

[Francesco]: Can I ask you tell me the name again..probably on facebook..I will see later....

[Interviewee 7]: Ok...

[Francesco]: I just wanna check..

[Interviewee 7]: You will forget it..

[Francesco]: Yeah probably [laughing]. Let's go fast through..Which senses you feel are most involved when you enter in contact with Dr Martens...sense that can talk to..

[Interviewee 7]: yes..slowly...

[Francesco]: Which sense you feel you are mostly involved when you...

[Interviewee 7]: Senses?

[Francesco]: Senses yeah.. like touch.. sight...or..

[Interviewee 7]: So when I think about Dr Martens what senses I get..smells or..

[Francesco]: Mostly like..which ones.. you can also say that..but which ones you think are mostly involved when you experienced the brand..sight or..

[Simone]: It's just when you...for example see it on other people...like...touch the leather of the shoes that you have..or maybe smell the leather of the shoes that you have..when you like..just..when you see the shoes in others...

[Francesco]: Let's start from..

[Interviewee 7]: Oh my god Italian guys you confused me so much..it's like in an Italian restaurant.. oh mamy oh..."arrabbiata" [laughing]

[Francesco]: What do say your senses are.. it's a brand that makes a strong impression on your sense.. you noticed them?

[Interviewee 7]: Yeah because the quality it's really good..

[Francesco]: The quality.. but you see them on the street and boom..it captures the attention...or...or you pass next to the shop..and there is loud music .. I don't know...

[Interviewee 7]: Yeah like.. Dr Martens they do have a feeling...like..how would I describe it..because I have really deep thought in my head..it's like.. when I see Dr Martens..like I can for example.. for example Roskilde festival..like when I think about Dr Martens... I can like think about Roskilde festival..like sun going down and people like jumping in the mud and the shoes are getting dirty as fuck...and then when you came home from the Roskilde festival you just like swipe the mud off and then you have some perfect Dr Martens again and then you only have the memories left.. of you jumping puddles of mud...of Roskilde Festiveal...

[Simone]: It's cool!

[Francesco]: Yeah

[Simone]: So you like it when you clean it your Dr Martens and they are perfect after..you really like it right?

[Interviewee 7]: I like cleaning leather in general...!

[Simone]: ah...You like the leather in general..

[Interviewee 7]: I like when you wash it off and put some cream on it..

[Simone]: So you like it to touch it as well, right?

[Interviewee 7]: yeah..

[Simone]: But it's your touch sense..it was that..

[Interviewee 7]: Yeah!

[Simone]: when you can feel more involved the touch or the sight? If you have to decide? When you see it so shining after the you cleaning or while you clean it?

[Interviewee 7]: Yeah..Maybe the touch..

[Simone]: That's cool!

[Francesco]: And.. we're talking about quality before..and mentioned quite sometimes..so what do you think of the physical attributes of the product? Shape, size, materials and how they do perform in terms of comfortability, flexibility...? Walking.. running? If they're comfortable or not..and

[Simone]: Jump.. dance..!

[Francesco]: Start from the attributes.. like shapes, size, materials..and going towards comfortability and then quality..perceived quality and stuff like that..

[Interviewee 7]: So you want me to say some opinions..

[Francesco]: yeah! not mine, I'm not asking my-self out loud..! [all laughing]

[Interviewee 7]: I mean.. I think the shape it's perfect and they are really really comfortable of course...like I remember that in my experience..I had some really tough time..like the first time I wore them because it was like.. they have to shape your foot.. but when they shaped.. they were like perfect and the quality is really good.. like I think I actually like.. I don't know where I've been with my shoes...I think ##### [00:14:44] or something...but yeah the quality is really good..and like the same it's amazing.. and like really.. when..you've already look at them..you can see that.. ok this is good ##### leather [00:14:55] .. and there is really point for me... I don't wanna buy anything that like last half year and you're like..

[Francesco]: So you said they're comfortable...?

[Interviewee 7]: ...after like 1 week, 2 weeks..

[Francesco]: Not straight away...sounds good and too heavy.. light or ...

[Interviewee 7]: Perfect like...I like why to being a more heavy shoes..because they're feel you're training as well..

[Simone]: and then yes from this point of view..which kind of....the shoes push or motivate you in some particular actions.. like you said they're like...heavy right..you're walking in a different way when you..wearing Dr Martens ?

[Francesco]: When you wear sometimes.. I mean at least for me.. when I wear different clothes like you behave a bit different and you engage with people a bit different.. in a different way you know.. you pose in a different way... you walk in a different way.. you talk in a different way..like when wear influences the way you behave..a lot and you think Dr Martens influence or would influence now the way...

[Interviewee 7]: I think.. If you wear them it makes a bit tougher...of course it depends from which models you wearing..but like Amalfi [???] like [00:16:16] a "Boss" as a girl...

[Simone]: Boss as girl?

[Interviewee 7]: Boss as girl..because if you starts from.. fucking remember [???][00:16:22]

[Simone]: So you feel more like that...stronger?

[Interviewee 7]: Maybe stronger because like masculine in all kind of way..still not like too masculine..

[Francesco]: Let's go back to... the when you had them..always trying to keep the parallel between the past and now.. how do you feel back then.. this is a general..and how do you feel now if you had to have them again.. how do you feel now?

[Interviewee 7]: If I have to buy them again...

[Francesco]: Yeah...and in your new context of friends..and life and... you know job..for example back then.. how do you feel wearing them...among.. you were with your friends..and four of them.. and..

[Interviewee 7]: I was.. I'm the poor girl..I have Dr Martens... look at me...! [ironic mood!]

[Francesco]: But were you doing more for being different or for being accepted with your friends...

[Interviewee 7]: I wanna to be a part of the cool girls..

[Francesco]: part of the cool girls..all the cool girls have the Dr Martens ?

[Interviewee 7]: almost all yeah...

[Francesco]: Ok.. it was more acceptance driven somehow..

[Interviewee 7]: Mm mm [Nodding as positive and affirmative sign]

[Francesco]: yeah... interesting..

[Interviewee 7]: Now it would be just an investment in really comfortable shoes..

[Francesco]: and quality and..yeah..

[Simone]: So you see just now the aspect of comfortable...quality before was more like yes just to be cool...

[Interviewee 7]: yes...

[Simone]: and you're from Copenhagen?

[Interviewee 7]: what?

[Simone]: You're from Copenhagen? you didn't say before...sorry don't know..

[Francesco]: She is danish.. but I think she was born in Finland..correct?

[Interviewee 7]: No!

[Francesco]: You've bond in UK?

[Interviewee 7]: No! [all laughing]

[Francesco]: and you move back to Copenhagen..

[Interviewee 7]: I was born in Denmark...then I moved to Finland.. there for 18 years...

[Simone]: She was in Finland.. we can go on! Sorry!

[Francesco]: We can go on and now wear them and apart from the quality..and like the timeless shoes...and like.. you can wear with everything maybe.. I don't know if you feel like that..but..

[Interviewee 7]: I bought the boots and this stress for example..

[Francesco]: Would you do it to feel.. there is not more the acceptance thing..it wouldn't belong more.. anymore to them..

[Interviewee 7]: No...

[Francesco]: sort of sense of community.. you know..

[Interviewee 7]: Next..

[Francesco]: Next..

[Interviewee 7]: Nixen.. It's like no in Danish... No like.. No if I would have invested in theme's just because I will probably need like some good..statement shoes..

[Francesco]: Statement shoes to feel a bit different..to stand out a bit...

[Interviewee 7]: yeah..or be my-self..and like be this minimalistic side but then have something scream [00:19:14] like this is so much Isabella!

[Francesco]: something screaming ...this is so much Isabella?

[Interviewee 7]: Isabella! yes..! [ironic tone]

[Francesco]: So they shoes will make the statement...you'd say?

[Interviewee 7]: Yes because my thing is always I have something that is maybe a standard but then not again normal..but ##### white [00:19:32] you know...

[Francesco]: Let's go to that..let's talk a bit about...

[Interviewee 7]: I'm working at 12.00

[Simone]: ah that's perfect...

[Francesco]: What?

[Simone]: She's working at 12

[Francesco]: So we have.. maybe we skip the...

[Simone]: yeah the little game.. it's fine..

[Francesco]: Would you say it's an emotional brand?

[Interviewee 7]: emotional?

[Francesco]: yeah..

[Interviewee 7]: If it's emotional?

[Francesco]: in the sense that evokes feeling and emotions..when we ask this questions always... I would.. for example..compared to others brands..there are some brands that are not really emotional.. just functional..very functional..you know...

Interviewee 7]: Like getting stuck... [00:20:15]

[Francesco]: Mmm for me yes.. I don't have particular feeling for being .. as I know the story and I don't know.. I had them once and I hated them...

[Interviewee 7]: They're really comfortable

[Francesco]: my mum brought them from Italy..

[Interviewee 7]: Mama's boy...What was the question?Ah feeling wise..

[Francesco]: yeah

[Interviewee 7]: Don't know... I mean they can keep my feet warm and nobody else does..



[Francesco]: [laughing]

[Interviewee 7]: in the winter...I mean they're like really practical....

[Francesco]: They're really practical..

[Interviewee 7]: yeah...and then makes..

[Francesco]: thinks an emotional brand..who would it be..?

[Interviewee 7]: Hmmm Ghani..

[Francesco]: Garnic?

[Interviewee 7]: Ganni

[Interviewee 7]: It's...

[Simone]: Can you spell it?

[Interviewee 7]: G - A - N - n - I, It's a Danish brand..with all the footprints..

[Francesco]: ok..why is that?

[Interviewee 7]: I don't know if feel like every clothing tells a story..[00:21:09] so they have like 20 different prints... and all the prints tell a story...

[Francesco]: Not the same hold for Dr Martens ?

[Interviewee 7]: kinda of yeah and kinda of no..because it's like so classical and simple.. of course..it's like moving on..as a brand and like developing but..they have this really like.. you know...deep. strong DNA that they always follow where for example Gani yeah that have DNA by the usual..the same past forms.. fitting [???]and this all kind of stuff [00:21:39] but like the prints they do [00:21:41] they always has been different and always have new kinds details where Dr Martens it's like ...a it's like.. a family story..no? The DNA just continues and like all the...sons of the family keep working as the same farm...but they always adding something...

[Francesco]: mm mm.. and adds something.. but you had them before ... Do you have some feelings for that time..

[Interviewee 7]: \*laugh quietly/nervously\*

[Francesco]: that can be relatable somehow.

[Interviewee 7]: I mean only the goth phase.

[Francesco]: only the goth phase, and which feelings? Nostalgia somehow?

[Interviewee 7]: mhh, yes and no, because I was in a really dark place when I was in this goth phase, so actually like... The shoes still remind me of really many things from my past, both positive and

negative things.. But most like, about the person that I was back then... But the cool thing is that if I actually bought them again, I would have the memories, but then again it would maybe be like ... Overcoming, your like fears from that time and like those memories and i'd be like \*snap fingers\* "I can rock these shoes, and these shoes ain't gonna remind me of my past" you know ? It's like gonna be a nostalgic feeling, but in a good way. Like... A symbol of growing up, for me, if I bought them again. You know? Was it too deep?

[Francesco]: no ! Very contrary, you can't go too deep.

[Interviewee 7]: you cant go too deep talking about shoes?

[Francesco]: Nope ! And... What do you think your close ones think of Dr Martens. Close ones meaning friends, parents... You talked a bit before about your grandma, mom and sister... But what about now.

[Interviewee 7]: I actually don't think that my like... my family or my friends would say anything... Because my family and friends know me for I am, and they all embrace me with my style. Furthermore my sister, she look really much up to me and my style so. She would probably just be a copycat and buy them as well. I have so many friends from my different places. I have friends who wear Vuitton and Gucci... One of my bestfriends she can wear gucci sneakers and a Louise Vuitton belt, and have a Balenciaga Purse and a Balenciaga hoodie and Prada Jeans for example. And then I have a friend who buys things only second hand... So it's like. People around me are not judgemental. I like to try to keep them away. So I feel like wearing pink Dr Martens they would just go with it. Unless I really look like a weird...

[Francesco]: it's important though that they have their own style... They are not judgementals but..

[Interviewee 7]: no. We really respect each others style, so... And meanings, and lives.

[Simone]: and so... maybe yeah, we can ask if... Anyway Dr Martens with your friends, or any... With the closest ones, just in public... Do you think that, when you'd wear them or when you will wear them again. Do you think they could maybe make you feel proud, or more or less confident. Can they impact on your self esteem, I don;t know, somehow...

[Interviewee 7]: mhhhh... I don't think my friends or my family would affect me. Hmm.. I think it would be mostly like myself affecting me, so I know that if I bought those shoes I would like really think of what i'm wearing... So I think if I had those shoes they could be maybe an ego boost for me... Just because ... I do like to think about which brand I use... and like.... I'm not the type of girl

that needs always to have some like... a really high end brand... But of course it's nice to have like those. And sometimes it does give me an ego boost... there could be many reasons... For Example ! I bought this Balenciaga bag... And it was used, and I love it, and I am really proud of myself that I bought it, and it makes me happy wearing it, because I saved up the money myself. And I bought it to myself, as a gift... So that can actually be like ahh... ah thing that affects... if I buy something for myself, with my own money... And then when I wear it I can be proud like "hey". And then I maybe also take a bit more care of the things that I have, for example my shoes, and my bags. Because I used my own money, it was my own investment...

[Simone]: perfect. Apart from that, that it was yours or not investment and your money... but anyway, having, Dr Martens makes you feel more or less confident? Like think about when you wear it, or when maybe you will wear it, of a new Interviewee 7, with the white Dr Martens...

[Francesco]: I think it's really related to the thing she said about ...

[Interviewee 7]: I mean, I think it might be an ego boost... but for me, it affects me it must be like... I don't know, I like... I go ... I know about brands and so when I wear some brands it kinda makes me feel happy, like supporting you know, those good brands. And then when I know that ok I'm wearing something good quality.. And the people knows, because the people around me knows that ok, she invested in good quality, so she maybe has different kinds of values when it comes to clothings. So if I like think about what people think, then I think that is actually the thing that I think about the most.

[Simone]: that's perfect, very cool. Thanks!

[Interviewee 7]: you're welcome.

[Francesco]: let's move to the last part, which I think it's quite important. So, we're gonna talk about user imagery. So... What do you think of the typical users of Dr Martens products, right now. Who are they, what do they do in life.

[Interviewee 7]: actually right now I don't think that they have like typical users. They used to have and they used to be like those that were a bit ... grunge, punk people... While I think that was the statement people made of Dr Martens. But right now I think it's because it's available to everyone, and the fashion is that people want to try like... Different things, from different... Genres... genres?

[Francesco]: yeah.

[Interviewee 7]: yeah !

[Francesco]: intermingling stuff...

[Interviewee 7]: so if you ask me, I don't really see that Dr Martens has any specific like customer base. I think it's for everyone.

[Francesco]: yeah yeah... And... What do you think of the typical usage way, where typical usage way means like are they most fitting some activities or times of the day...

[Interviewee 7]: mhhh... Not really like. I could see myself wearing them at a party, I could see myself with them at work, maybe not going to the beach but like... I think it's just like, classical statement... So you can basically wear it with everything. So I don't like to see it in a particular context. I mean, I've seen guys at islands brygge wearing them, when it is +25 degrees. But it's none of my business ahah

[Francesco]: This is perfect. Now I'd like you go the extra mile... close your eyes...

[Interviewee 7]: can I have just one minute ?

\*comments and considerations in italian about the interview\*

[Francesco]: the extra mile is... You don't like to think of a typical user or a typical usage way... Because these days everyone can use them...

[Interviewee 7]: No because I think that's so wrong in the fashion industry that like only some specific kind of people this and that kind of clothing. That makes me angry.

[Francesco]: okay ! I understand. I would like you to think of Dr Martens as a living person. So Mr. or Miss. Dr Martens, whatever the gender.

[Interviewee 7]: I literally have a picture in my head with Dr Martens with like eyes...

[Francesco]: try to keep it... you can also put parts of yourself in it... and I would like to picture per se, as it was a person. And describe this person as deep as possible. Imagine if it was your friend, or your enemy, or someone you know. If he has a boyfriend or a girlfriend. What does it do in life.

[Simone]: how do you imagine the face, the style. How do you imagine mr or miss Dr Martens if you have to you know... Embody the brand.

[Interviewee 7]: yeah. \*whispers\* ... I don't like to imagine the person, I can only imagine a place.

[Francesco]: actually you can do it also with a person. come on :)

[Interviewee 7]: I have a picture of a guy, really tall guy, black baggy pants wearing Dr Martens. With a chain on the side. And he's like pink hair and black eyeliner and black lipstick. And that irritates me

because that's not how I want to see the brand. I don't wanna see only those kind of people. But that's like how I see the brand... Hmm.

[Francesco]: why do you think is like this if that's not how you want to see it.

[Interviewee 7]: I think it's based on like social medias and movies... For example I love "Skins" ... And ... What the fuck was his name... You know like the guy with the black hair?

[Francesco]: which season?

[Interviewee 7]: it's the season where they have Minnie as well. The blonde girl with eating disorders.

[Francesco]: yeah

[Interviewee 7]: the guy who was dating the black girl...

[Francesco]: I don't remember.

[Interviewee 7]: I will send you a screenshot. So when I think of Dr Martens I think, the most influence these shoes made on me has been based on movies... Hmm.

[Francesco]: we havent talked about it but we can if it had a big influence.

[Interviewee 7]: Yeah but just I think it does a big influence with different kind of movies...

[Francesco]: how they were used in the past pretty much..

[Interviewee 7]: yeah.

[Francesco]: so like the typical users in the past influence your perception.

[Interviewee 7]: yeah I think the main influence of the shoes was through movies that are a bit older, but nowadays I don't imagine that I would be influenced on Dr Martens based on movies. It would probably be more based on influencers and social medias and... Like people that walk on the streets. (DISCARDING OF PAST KNOWLEDGE that is considered to have less value, in this case because of the medium movie vs web and personas) When I go out and party I always at people clothes and I'm like "oh my god, she rocks that". So I think that's like... when I get inspired for what I wear it's actually always based on the people that I see. So I don't sit home on like pinterest and be like "uh I like that style" \*faking voice\* I I need to see them in physical action.

[Simone]: cool.

[Francesco]: let's go back to the person. Man, tall, baggy pants, chain around the belt. Tshirt? Jacket?

[Interviewee 7]: metallica tshirt.

[Francesco]: and you said pink hairs?

[Interviewee 7]: yep.

[Francesco]: do you see some tattoos.. ?

[Interviewee 7]: yes yes yes.

[Simone]: rings...

[Interviewee 7]: yesss. And then like a dog...

[Francesco]: what does it do in life.

[Interviewee 7]: he plays in a band, and? He goes to highschool.

[Francesco]: how old is he?

[Interviewee 7]: highschool.

[Francesco]: like 35 and still going to highschool or?

[Interviewee 7]: nono... He's like 18.

[Francesco]: Who are the people he goes out with.

[Interviewee 7]: it's different kind of friends.

[Francesco]: but like he goes to concerts or...

[Interviewee 7]: he goes to concerts but like he has friends like blonde girls, that are totally basic and like, football players.

[Francesco]: so despite his style he's inside society, like he's well accepted.

[Interviewee 7]: yeah ! he's not like an outsider, at all. He's just like a guy who's just being himself.

[Simone]: do you think he's a smart person?

[Interviewee 7]: I think he's a smart person, yeah...

[Simone]: or like educated...

[Interviewee 7]: yeah..

[Francesco]: is he passionate about something...

[Interviewee 7]: yeah I just think hes well educated, and he has like his own life, he's different but he doesn't see any problem about being different and he just...

[Francesco]: mh mh.. and how much in this picture there is of your personality.

[Interviewee 7]: of my personality?

[Francesco]: yes, of yourself... How much did you put in it. what.

[Interviewee 7]: all my thoughts in the way he thinks... And... For example, that he can be as original as he wants. As long as he stands for it.

[Francesco]: and this is Dr Martens.

[Interviewee 7]: that's what i've been trying to explain, for me Dr Martens DNA is basically like you can be whoever the fuck you want to be and you can wear what the fuck you want to wear. And it would be ok. Especially because the brand is so simple and so classic that you can actually put it with everything.

[Simone]: and you still like of course, even if you have pink hair and having like a Dr Martens, a chain, you still a smart person in the society, and you're completely accepted by everyone...

[Francesco]: consider we are not making this question not because we're stupid but because we have different answers and different opinions about this.

[Interviewee 7]: like the society might not accept it but I don't think like you always have to receive the whole acceptance by the whole society...

[Simone]: of course...

[Interviewee 7]: as long as the people around you accept it.

[Simone]: that's perfect.

[Francesco]: which aspects of this dna, of this personality of the brand match your personality.

[Simone]: Dr Martens matches your personality?

[Interviewee 7]: I think I mean... the part that you can rock whatever you want as long as you rock it. That matches my personality. If I want to wear the shoes that I think are a bit special, I should be allowed to wear the shoes and then again.. It describes my style, that I like to keep it simple, but if a small twist.

[Francesco]: mh mh.,...

[Interviewee 7]: yeah I have this thick dna but then I just like pick some things from there and there and there...

[Francesco]: and there are some aspects that you don't agree with, of the personality.

[Interviewee 7]: mhhhh... Not really... Like, if I were now to work for Dr Martens martens and I would like to try to change something, I would maybe like... I love that they have their DNA and they have this grunge thing in their background, but I would maybe like try to remake the company like via customer groups, and try to make it a bit wider. Because it's not like... like it is special but

it's not that special in your lives and you don't have like chains on the shoes, they are pretty simple and clean... But I would maybe do that before all the wrong kind of influencers think it over, if you know what I mean. Because of course they want all the customers to consume it, but... for example we have like this really ridiculous influencers in copenhagen that are totally fucked up and really many young girls look up to them. And sometimes in fashion when the wrong kinds of customers start using some of the products, I don't see it's wrong for anyone... But if the wrong customers get too much attention from the wrong places, it might end up that the people that were original, and used to wear Dr Martens, they'll be like, why are those people wearing it... And that is where Dr Martens might actually lose some customers if you have like a totally fucked up youtuber in copenhagen... Of course Dr Martens makes money on it but then it might like ruin their reputation somehow.

[Francesco]: who are these wrong customers and wrong influencers, can you describe them?

[Interviewee 7]: I wouldn't say there's any right or wrong influencer, but I feel like giving their own picture...

[Francesco]: which is this picture...

[Interviewee 7]: you want, omg.... ahah

[Simone]: why you think that these influencers, wearing in the wrong way Dr Martens.

[Francesco]: I think she's struggling a bit... Dr Martens story was basically a story of brand hijacking, they were used by punks but they were not made for punks back then...

[Interviewee 7]: no... But I think that somehow it might lose its originality. for example I know that Zara, H&M and Mango have all made fake Dr Martens, and in the end it can actually result that of course it's really fine to be inspired, but it might inspire young girls, to buy the shoes, and instead of buying Dr Martens, they're going to buy... Zara & H&M are going to approach people who are just having this phase with Dr Martens, and what's gonna happen is that Dr Martens is gonna lose her customers. That's my mindset. And the thing that irritates me about this situation is for example I don't shop in h&m or zara, because I don't wanna support those cheap brands, because they have so many ethical issues, and then, all of a sudden we have a global problem. We have like children starving in factories, we have h&m burning shitloads of clothing, and that's bad for our environment. There's so many things that are affected in the whole picture. I can dive so deep into this...



[Simone]: but can I ask you about that infliencer ?that influencer buys only zara and h&m clothes, right? and it shows off on instagram that? and a lot of people follow them...

[Interviewee 7]: for example we have this one blogger in copenhagen, her name is Fie Lauersen, and she has like.... 251k followers on instagram. So if she posts a picture, of her wearing Dr Martens, we can assume that like 15000 of her followers are gonna be like omg I need those shoes. They go to Dr Martens and they see the price. But they may be a bit younger so they don't know about how good the quality is, so they're like "oh let me see if I can find something similar! They go to h&m and they buy these shoes for 200kr, they ruin their own feet, they invest in h&m that is the most shitty company in the world. Then people start seeing ... for example in copenhagen people get really inspired very fast, we have had this period where the you people bought a Stella McCartney bag, then all the people when all the people had balenciaga, we had a period another bag.

[Francesco]: now it's fila, adidas...

[Interviewee 7]: Exactly !For example I had this balenciaga bag, and I was wearing one day on my way from norreport to illum and I sae 10 girls that didn't have any taste in fashion wearing the bag. And I felt SO not original wearing it. And I felt like omg I look like a wannabe. And thats one of the few times when I thought: ok.....

[Francesco]: maybe I should reconsider the way I buy stuff.

[Interviewee 7]: exactly.

[Simone]: we can go maybe into the last part fra?

[Francesco]: very fast. Imagine someone would criticize Dr Martens... What would the criticism be about and who would the person be.

[Interviewee 7]: to be honest I don't think anyone would criticize it. Maybe like, some people with a specific style, like very classical and feminine style, like wearing (I didnt get it), but maybe only because that's not their style. And that's their problem, not Dr Martens.

[Francesco]: nono I just would like to understand what they would say.

[Interviewee 7]: they would probably just criticize how they look. I think thats basically it.

[Francesco]: we go to the last part. It's also the harder part, you need to be creative and try to abstract and go wild. Let if flow... We are going to use metaphors, and bring Dr Martens like before we asked to describe it as a living person. now I'm gonna ask you: if Dr Martens was an object, not shoes related not fashion related.

[Interviewee 7]: yeah.

[Francesco]: what would it be. Any object...

[Interviewee 7]: you know these old school wooden boxes, that has like a text on them. yeah, where you use to transport things. That could describe it. Because they are long lasting, practical, you can use them for anything. You can use them as a table, you can build a bed from them, you can like have things laying in them... Its practical.

[Francesco]: it's practical and they are sort of old. Wooden. Why wood? There's also the plastic ones.

[Interviewee 7]: I don't want that. The wooden one is authentic. It goes back to nature at some point.

[Simone]: original?

[Interviewee 7]: yeah !

[Simone]: can you think of another object ?

[Interviewee 7]: a green beer. The bottle needs to be green. And it's in a glass bottle.

[Francesco]: which brand? We had this before but it was not green.

[Interviewee 7]: we're in copenhagen so maybe i'd say carlsberg.

[Simone]: and why green?

[Interviewee 7]: I don't know, I think the green color is so authentical, so that's maybe why.

[Simone]: you like green...

[Interviewee 7]: yeah I love green, look at my eyes.

[Simone]: ahah

[Francesco]: why beer. Wine is also classical.

[Interviewee 7]: yeah but I think beer is more chill you know, you can have a beer anywhere, any time. Not the wine, that you'll just look like an alchoolic...

[Francesco]: if it was a vehicle, a mean of transportation?

[Interviewee 7]: a range rover. Yes. A brown, shiny range rover.

[Francesco]: again, why is that?

[Interviewee 7]: it's classic, practical, big, you can have a whole family in the car, you can ride in the woods with it, and it/s not the cheapest car. It's an expensive car but it doesn't scream like "look at me I have money".

[Simone]: and it's practical as well.

[Interviewee 7]: yeah

[Francesco]: cool, if it was an animal ?

[Interviewee 7]: it would be a.... horse...

[Francesco]: why?

[Interviewee 7]: because I love horses? ahahs I don't know. Horses are amazing. They are strong, and beautiful... For example in finland we have this horse race and it was used in the wars and they did an amazing job... One of the reasons why Finland won against russia was because they were so strong and they could walk for so many hundreds of miles...

[Simone]: have you run an horse with your Dr Martens back in the days?

[Interviewee 7]: no. But I wish.

[Simone]: it remembers you that time , right?

[Interviewee 7]: yeah.

[Simone]: your adolescence and...

[Interviewee 7]: yeah.

[Francesco]: if it was a building?

[Interviewee 7]: I think a church. And that's because it would add some contrast. The first thing people would think when they think about Dr Martens it's like, heavy metal and grunge and 666 and hell and those kinds of stuff. And a church is just the opposite, I think there's this interesting conflict within the shoe.

[Francesco]: but is it in the dna of the shoes or in the way people see it?

[Interviewee 7]: in the way people see it. Regarding the dna, I think I would still say a church. And it must be an old church. Maybe an orthodox church.

[Simone]: but why this contrast? Why you chose a church and not something representing something else, like hell or ...

[Interviewee 7]: because I think Dr Martens represents different things, different seasons, like constrasts etc. So I think that would be why it suit so perfectly, because people are interested in conflicts and things that are different.

[Francesco]: if it was a food?

[Interviewee 7]: fish and chips.

[Francesco] [Simone]: \*laughing\*

[Interviewee 7]: why are you laughing !

[Simone]: england right?

[Interviewee 7]: yeah !

[Francesco]: you're not the first one. Also beer came up a bunch of other different times, but usually it's a brown ale like a guinness or...

[Simone]: maybe to sum up you can choose 3 adjectives, feelings, emotions that really represent what Dr Martens means to you.

[Interviewee 7]: A cowboy hat. Lillies, the flowers. Fall, the season. Red lipstick. OMG, Ipod nano. An umbrella, with all the colors of the rainbow. Levis 501. A black coffee.

[Simone]: wow, why black coffee!

[Interviewee 7]: If I need some woodwork with Dr Martens, I would put those things on it.

[Francesco]: did you own a rainbow umbrella?

[Interviewee 7]: no, but I would imagine a 15 years old Interviewee 7 like running around with an umbrella like that and Dr Martens.

[Simone]: and maybe lipstick.

[Interviewee 7]: if I were to wear Dr Martens now, I would have the black, high Dr Martens, with a white shirt, my best oversize, it's almost like a dress and a red lipstick and my hair up.

[Francesco]: now.

[Interviewee 7]: now.

[Francesco]: a'right !

[Simone]: still the boots.

[Interviewee 7]: yeah in that case I would still have the boots.

[Simone]: jeans?

[Interviewee 7]: no no jeans no pants, just an oversized shirt.

[Francesco]: just that. ok.

[Simone]: adjectives? you said a lot of objects but no adjectives. This is the last one I promise.

[Interviewee 7]: drinking. is that an adjective?

[Francesco]: yeah . or well...

[Interviewee 7]: noo ! Colorful is an adjective... ok... Cool, different... Like... With colorus that are down to hearth, like hearth tones. Different... I'm out of adjectives. Cool, like cool kind of cool.

[Francesco]: I think we're good, want to give you a few minutes to get ready. Thank you very much. If you want we can talk a minute about the feedbacks of the interview.

### **Interviewee #8 (28.05.2018 at about 3 pm)**

#### **Interview Introduction and Interviewee Personality**

**Simone:** Here we are, we can start guys...!

**Francesco:** Ciao Leo! thank you for accepting this interview with us. As you may know this interview part of our data collection process for our Master faces on branding in order not to buy the interview, we cannot tell you more at this stage about the details and goal of the research, but it has to do with the impact of digital marketing campaign on your perception of a brand which we can't disclose right now but you will find out very soon. The Information are going to disclose confidential and we shared only because the researchers and our two supervisor. if you agree with us recording interview, we can actually start.

**Interviewee 8:** Yes. Sounds good.

**Francesco:** can you present yourself your name and nationality what you do in life, what do you study...?

**Interviewee 8:** Yes, my name is Leo. I'm from Sweden from a town called Lund, with a big university in the South where I started my [00:01:00] bachelor's in economics, then I had some Gap years. I traveled to Indonesia to work for the embassy there for six months and then I went here two years ago started my master in environmental economics at KU.

**Francesco:** Yeah, you are ....?

**Interviewee 8:** 27

**Francesco:** and you work at Mangia?

**Interviewee 8:** ...And I work at Mangia part-time, 15 hours per week.

**Francesco:** Are you a cooker or..?

**Interviewee 8:** No I'm I work on the floor and also in the bar.

**Francesco:** Okay good and can you tell me something about your interests and passions and what you like to do in your free time.

**Interviewee 8:** Yeah. Well the big passion I think I have is traveling around the world to visit friends in different parts of the world. I like a lot. Then I love sports as well, outdoors, [00:02:00] surfing and play a lot of tennis or used to play a lot of tennis. That's really what I do. And then I have a girlfriend and it's a merchandiser at Illum. So I hang a lot with her as well and travels and dinners and nights. Especially.. this is my life at the moments

**Francesco:** Nice and what people you like to go out with? Why are you friends what we do and I guess they like a lot of...

**Interviewee 8:** Yeah. Well, for now, yeah It's very different from the friends. I have from back home and the friends I've gained here in Copenhagen. My friends back home they're a bit older, like 27 some of them 28, 29. They already have their career. Some of them are lawyers. Some of them works in sales, [00:03:00] consultancy and a lot of IT guys. So I think I'm the only one that's still studying so they are two / three years ahead of me in their career. The friends here are mainly the friends from from Mangia and from school. So they're students as well. Yeah. What do we do? We drink beers we hang at Mangia have some dinners together. Hang around in the parks.

**Francesco:** Okay, that's perfect. And, how would you describe your personality?

**interviewee 8:** Yeah. oh it's a nice question. I would say I'm quite the self-confidence of myself. I'm usually, I like to be in the center of the room. I'm always been a bit of the clown [00:04:00] in the group: the funny guy. But I can also be very serious at times. when you have to, so yeah, that's me.

**Francesco:** Yeah you care about the other people?

**Interviewee 8:** Depending on the opinion. Yeah, if I care enough about the subject then I will care about someone else's opinion in regards to me, how I look or how I dress myself. I don't really care so much about the others opinions or at least that's how I would like to see myself. Then I would say in the subconscious level everybody cares what people think

**Simone:** everybody does.

**Interviewee 8:** But I try not to at least yeah.

**Francesco:** Some people that are pretty you know, also at [00:05:00] subconscious level, just like ...Subsceptible?

**Interviewee 8:** Yeah, very susceptible

**Francesco:** How do you describe your Style?

**Interviewee 8:** Yeah. Well, my style has changed a lot during years. Yeah I was dressed quite posh when I was young, a lot of polos and back (?) down shirts or rugby polos or something like that. Up to until 20s. and then it became a bit more strict, I would say, a bit loose then I can still be... I still have my posh style with me. I still like to wear shirts and nice shoes and jackets

**Francesco:** Posh, fashionable. Posh usually has a negative connotation..

**Interviewee 8:** Maybe posh [00:06:00] is the wrong word maybe more classical. With the a nice pair of chinos

**Francesco:** But still kind of sporty...

**Interviewee 8:** Yeah but still a bit sporty...a bit like the American Sports guy.

**Francesco:** Golf player and...

**Interviewee 8:** yeah exactly. But not anymore.

**Francesco:** Not anymore no. More loose. You said you're confident and you like to be the center of the attention somehow?

**Interviewee 8:** Yeah

**Francesco:** what's your attitude towards life and Society in general, it's quite broad question. So whatever, it's fine

**Interviewee 8:** yeah, my view on life? If you should talk about that? I would like to take the day as it [00:07:00] comes so much that you still can have a plan and a structure in life. I still need to be able to be flexible to do stuff, for a year or two. If you have an advantageous to do something cool, which also means that the you may be cannot bind yourself to a very strong things which can both be negative and positive, if you have the struggle, would where do I want to go? Yeah where I am right now. Shall I stay here? Shall I bind my life here now for the next 10 years or shall I be free for a while? To do whatever

**Francesco:** I feel you. How do you see yourself In the future?

**Interviewee 8:** Myself or my career and life

**Francesco:** yourself and maybe also your career.

**Interviewee 8:** Well I see myself, with the family in a few years. With the first kid, I have a girlfriend [00:08:00] since 7 years. We lived it together for six years. I was probably love to be

father and to have a family. I think that would be a great time of my life. But that would still be maybe five years or so. Yeah, I still want to be settled and have a job and live the life with two incomes with no kids. (laughing)

**Francesco:** And then again, compared to, going back to the question on the style, do you like to dress differently in different occasions? Or That's pretty much the same? Can you describe a bit

**Interviewee 8:** let's say on nice occasions. Let's say Christmas or New Year's [00:09:00] Eve, for any kind of nice holidays: in the Swedish midsummer also, or weddings, of course. I like to put on a tuxedo or a nice suit, which I would never do in the in a weekday so

**Francesco:** But you still like it, still

**Interviewee 8:** but I still do like it. I love to dress nice and I like to spend money on nice stuff as well. For those things, then in the in the weekdays, I could definitely wear t-shirt for 50 Kroner or so, but it could also be a shirt for 1,500. So, it doesn't really matter. But in nice occasions like to have a nice stuff

**Francesco:** Just for important occasions, but not every day life if you go to work or go to school or if you go to a party pretty much

**Interviewee 8:** I still think about what I'm gonna wear and in the morning, it's not that I open the wardrobe and I pick: [00:10:00] I spent at least a minute or two to think of what I should wear, maybe not when I go to work ( he's a waiter / bartender ) otherwise..

**Francesco:** Yeah. And, okay now we're gonna, this was just to get it to know a bit each other. We've got a bit of context around your profile, your answers. Now, we're going to figure out if, we want you to come up with the brand we're not gonna tell you. We're going to give you some cues and if it doesn't come, we guide you there.

**Interviewee 8:** It's a game?

**Francesco:** Yeah, it's just been a little game, it's not very valuable as a question. But, so the brand we're gonna talk about it is an English fashion brand. It's a producer of footwear in particular, very much in [00:11:00] particulat. It was was created in the beginning of the 20 century. But, it's first iconic product was commercialized in 1960 since then their products, which are quite continuative, and they didn't change that much time, have appeal to a very different and wide array of different people and were particularly embraced in England, but also US afterwards by different subcultures, throughout years. Do you know what we're talkin about?



**Interviewee 8:** Which kind of subcultures ?

**Francesco:** Uh, yeah, it's related to music and especially a rock, punk, but not only.

**Interviewee 8:** I would first say R.M. Williams, but I think they are Australians. They're not British.

[00:12:00] R.M Williams, it's the leather boots.

**Francesco:** otherwise, I can tell you're close, we're talking about boots.

**Interviewee 8:** Yeah, but one of those are called... But that's more the Chesterfield boots, but it's not. I don't know.

**Francesco:** It was embraced by subcultures, imaging punks and England

**Interviewee 8:** But you know me with brand and names...!

**Francesco:** Yeah. But still boots, it's boots! It's not.

**Interviewee 8:** I can see them in front of me black leather boots,

**Francesco:** But you don't have any mind a part from that one...

**Simone:** Think about music subcultures like [00:13:00] Oasis, London, underground..

**Francesco:** And riots

**Simone:** and yellow, I don't why..black and yellow

**Interviewee 8:** I don't think I know, I think I will know the name when you say

**Francesco:** it starts with that D and It's two words

**Interviewee 8:** It starts with D, and it's two words

**Francesco:** Dr.... (all laughing) It's the first word...

**Interviewee 8:** Oh yes, Dr Martens?

**Francesco:** Yes.

**Simone:** Yes!

**Interviewee 8:** Of course. Dr. Martesn.

**Francesco:** Why of course?

**Interviewee 8:** Now when you know, it's the [00:14:00] classical, I would say as you describe:

subculture punk and rock era of the 60s and 70s in England, right? Would you think of when you see those shoes? Yeah.

**Simone:** Yeah. that's perfect, cool! And now

**Francesco:** now we're gonna play a little game super quick, and we're gonna show you some pictures and some of them contains that Dr Martens products and some don't. I'd like to, quite

fast, you have no to think too much, to tell which one are yes, Dr Martens, which ones are no.

### **Brand Game.**

**Francesco:** Let's start number one.

**Interviewee 8:** 1 NO

2 NO

3 YES

4 NO

5 NO

6 YES

7 NO

[00:15:00] 8 NO

9 NO

10 YES

11 YES

12 YES

13 YES

14 YES

15 NO

16 NO

17 NO

18 NO

19 YES

20 NO

21 YES.

### **Brand Touchpoints and Encounters**

**Francesco:** Yes. Okay.

**Interviewee 8:** Hard games. ( laughing ) Can I get the results later later?

**Francesco:** Yeah. Yeah. I think I was thinking maybe now. We're gonna have a focus as you know and we may ask to redo it be [00:16:00] and check after the exposition, the results of that. If there is an impact on the recognition, may be based on new products. This is brand recognition. This was it's called brand awareness. It's a construct, it was made of your ability to recall it, from giving information and your ability to recall it having some visual cues.

**interviewee 8:** Yep.

**Francesco:** now talk about a bit. I guess you're not a customer - Have you ever had a pair?

**interviewee 8:** No,

**Francesco:** have you ever considered buying one?

**interviewee 8:** I've thought about it, but I've never considered it really much really but, you know, you see them.. I was they're quite cool and yeah.

**Francesco:** And then why is that? Why you think? Did you ever had a pair of [00:17:00] boots of similar shoes?

**interviewee 8:** Yeah.

**Francesco:** Quite similar or?

**interviewee 8:** well, not not that punky as I see a pair of Dr. Martens but I always wear leather boots in the winter. I think I have a pair that recalls a lot Dr. Martens, actually, they are like oversized the sole, this tall, and out in the size.

**Francesco:** You remember, the name of the brand maybe? You can show us later.

**interviewee 8:** Yeah it's a Danish Brand, I can send you the data or maybe you can bring in at the focus group and show a picture at the beginning.

**Francesco:** Have you ever tried a pair?

**interviewee 8:** No, I can't recall.

**Francesco:** And but would you say it's a brand you see a lot around [00:18:00] is, do encounter the brand often or not? Encounter means like seeing on other people, whatever you see, you can just see the logo, you can just hear. I don't know, if they have a sound or websites or advertisement, exposed internet, you know

**interviewee 8:** well, I guess I see the the shoes more than than I would see the actual logo on a shop or so. the one, at least what I see the most, it's the the low the low-cut one. Not the boots.

Yeah, I see that one quite a lot.

**Francesco:** You see it and you noticed it.. you would say, you pay attention when you look at people's which shoes they're wearing it?

**interviewee 8:** yeah it depends from the occasions. I like if I sit somewhere having a beer or eating, I like to observe people and then of course I also observe what they wear, if you [00:19:00] can..!

**Francesco:** Since you're here, I already go for this question of, if it makes.. You would say it makes a strong impression on your senses?

**interviewee 8:** What People wear?

**Francesco:** No no, Dr. Martens when, compared to other shoes or other garments or, it's something that catch your attention?

**Interviewee 8:** Yes. it does. I don't know if it's somehow connected to maybe a political question back in the days, maybe it was with the punk and the Revolution, a bit like that.

**Simone:** Maybe you can go deeper, what do you recall about Dr Martens? You can feel intellectually stimulated, kind of?

**Interviewee 8:** I think when I think about Dr Martens people wearing them subconsciously I also think about, the [00:20:00] whole Punk era of the 60s 70s. So then you also wondering if that person actually is wearing those shoes just because I think they're nice or do they also care about the whole point that they are sending to other people that they are wearing this. Because some people wear it because of a statement, some people dress that way to state something. Otherwise, they buy them because it's a nice pair of shoes. So that you can really see on different people. With other shoes you can't really see with a pair of Nike sneakers: if they are not personal \*\*\*\* (??? lappers?)

**Francesco:** yeah, so you would say compared to a different pair of shoes, they have a stronger impression of on your senses because you recognize and also they foster you to think about it, its history in particular and background of the brand.

**Interviewee 8:** Yeah, [00:21:00] Nike they're so common to everyone else, Dr Martens I know, but now it's way more common than it was maybe 10 years ago. At least it's spread to other groups my perception of the brand in the past 10 years. So now it's a more common brand than it was before. Which is also funny because there you see the trend and the so many other brands that

copy the Dr. Martens now, it's a special type of shoe, different kinds. Yeah, they pop out.

**Simone:** Yeah. Have you thought about the brand before, or is maybe the first time that you have encounter the brand?

**Francesco:** Can you remember the first time that you encountered it or mabe one of the first times? The first the come to your mind?

**Interviewee 8:** Yeah, I would say a girl, maybe in seventh, eighth grade or something, around the 13/14 [00:22:00] years ago. So 2004, when I was 13. Around that age I would say.

**Francesco:** Yeah. Okay. Middle school. And you saw them on a girl, remember the girl can you describe her? what do you think back then?

**Interviewee 8:** Well the girl I'm thinking of, she was the typical... I'm from a quite nice neighborhood, not super rich, but a nice neighborhood, so the children were also quiet, like normal classical fancy kids and then you always had some people that didn't really know if they were going to be the fancy onese or the punk ones, so they were somewhere in the middle and she was that type of girl. She always changed her hair a bit. She didn't know if she wanted short or long or

**Francesco:** coloured?

**Interviewee 8:** yeah [00:23:00] a bit of color. Yeah, but not she wasn't this super punky girl. Yeah.

**Francesco:** yeah I've already asked, but what do you think back then? You can say other times that you experienced it that you remember, particular times that maybe you've been to a concert or maybe you've seen them in a different context in time, how it would chang your perception over time?

**Interviewee 8:** Well, I think my perception over the brand has not developed because of one single event or so. I would say it's just been, because you've gained knowledge about the brand through many different contexts the could be maybe a documentary about the Rolling Stones or anything like that. And then you see the dr. Martens and you like. Oh, yeah, all of these [00:24:00] guys had to dr. Martens back in the 60s 70s and now people are wearing them and in that way, I think it's changed my perception of the band and then now every time I see, I remember. Last time I remember I saw a store was in Jacarta (Indonesia Capital) in the shopping mall, and I was like cool... Like one of their big fancy shopping malls. And I was again cool, Dr Martens.

**Simone:** Where is Jakarta?

**Interviewee 8:** Indonesia's capital.

**Simone:** Have you entered in the store?

**Interviewee 8:** No, I didn't enter in the store. But I was outside, looking in, because, it was very cool store. But I knew, I wouldn't buy anything. That's why I was like, yeah because I knew I wouldn't buy it and then

**Francesco:** you would have bought it?.

**Interviewee 8:** No, I wouldn't do it and I wouldn't have and that's what I knew and

**Francesco:** Tell us more, it was cool ? It was cool shop?

**Interviewee 8:** It was a cool store.

**Francesco:** [00:25:00] why was it cool?

**Interviewee 8:** I think the reason why I didn't went in was because it was a small, it wasn't a deep store, maybe it was 2 / 3 meters deep and then maybe

**Francesco:** a corner like ?

**Interviewee 8:** Yeah, and then seven meters only wide so like outside of it, and it was open, you were actually inside but I never walked in, because I didn't want to start to talk to the guys. (shop employee) It keeps the distance and bye..don't \*\*\* (Don't....???)

**Francesco:** What do you remember of it? Why do you think it was a cool store? Like you remember colors, music?

**Interviewee 8:** What I like..I like him leather products and I like when they are displayed cool in the window and then the logo of Dr Martens also pops out.

**Francesco:** Yeah how they were arranged the shoes? Do you remember?

**Interviewee 8:** I think they were on the back wall of the of the store. They were like a [00:26:00] lot of shoes on the wall and then in front there were some shoes and then some examples of some leather.

**Francesco:** And then do you remember anything of the lights or something else that capture your attention? You have some thoughts about?

**Interviewee 8:** No, I would remember that maybe it gave me a like a darker feeling with this leather stuff more than that I can't recall.

**Francesco:** And...you saw a documentary about them, you said maybe I saw a documentary of..

**Interviewee 8:** Well, I don't know but the it could definitely have been influenced my perception

somehow. Yeah it would have been and I think [00:27:00] definitely I've seen a pair in it, because I know I've watched documentaries about that era so...

**Francesco:** Probably back then you saw them.

**Simone:** what about other sources of...

**Francesco:** So yeah, others ways you entering with them, maybe online?

**Simone:** Have you ever visit the website for example?

**Interviewee 8:** No. Maybe I have but I don't remember, but I would said yes to that question, but I I couldn't tell anything about the experience. Well since my girlfriend is working in fashion. She talks quite a lot. That's a lot of our discussions. So that's a big one and then I have

**Francesco:** She talks about Dr Martens in particular or she talks about fashion in general? Not Maybe the Dr. Martens in particular but she's a merchandise and [00:28:00] buyer for the men's and women's shoes in Illum, she's in Milan now, buying shoes.. She would be the one that the could take the Dr Martens into Illum, so she has definitely considered I would guess, but not that I recall that we've been talkin about

**Francesco:** Has she ever had a pair of the Dr Martens?

**Interviewee 8:** No, she doesn't

**Francesco:** Maybe we can consider asking her as well.

**Interviewee 8:** yeah, you could.

**Francesco:** We are maybe missing a prospect. If may she's interested. I see how it goes the last two something.

**Interviewee 8:** Yeah. Yeah, I can ask her you tomorrow.

**Francesco:** And so that's you could [00:29:00] come up with with them but never saw them online or Internet. Do you use a lot Social Media?

**Interviewee 8:** Yes, but no, I'm not the typical social media guy. I have them all. I have Instagram Facebook Snapchat all that, but I upload very rarely and I follow very few people mainly only my friends. I don't follow bloggers and stuff like that. So I don't really get inspired by that. I would say. I would say more I get inspired by seeing people around the city.

**Francesco:** And do you say there is some influential people in your life that [00:30:00] wearing Dr Martens, influential I mean maybe friends or peers or who

**Interviewee 8:** That has worn. Dr. Martens ?

**Francesco:** That has or does now but also has in the past so

**Interviewee 8:** I don't know if I know, Nope. If I wouldn't Simone, he's just maybe the only one I know that have Dr Martens, Elisa as well maybe.

**Simone:** yeah, Elisa maybe not, they're low shoes that really resemble.

**Interviewee 8:** No any of my really close friends, they don't have Dr Martens.

**Francesco:** Okay, but is that someone influential still which is maybe your friend but someone you aspire to or just right here.

**Interviewee 8:** No.

**Francesco:** Well then I guess maybe that's why you never really considered to buy one.

**Interviewee 8:** Yep, yeah [00:31:00] could be, definitely

**Francesco:** for example, when you wear brand for you clothing, something that has a social importance somehow like, the way you dress like..

**Interviewee 8:** Yeah, I think how you dress tells a lot about the person usually. Which is also fun with clothes what I think, which is why I can feel sometimes that I'm a bit of a chameleon, that in different settings or from different day what I feel like I can be dressed in two completely different ways, people would then see me in different ways. Like the Posh boy or like the street boy or like almost the Punk Rocker..

**Simone:** But [00:32:00] anyway, connected to this that you say you like have a different styles for a different settings and wear different clothes, you think that impact on the way you actually move or the way you behave,

**Interviewee 8:** With the different clothes?

**Simone:** Yes engaging in different action, you know?

**Interviewee 8:** Well, I think so. I think if I feel cool or nice in the in the clothes I wear, you know, you have those days that yes today I look nice and some days you don't really care and that's fine. But those days when you today, I really like my style, then I think it influences your behavior, your [00:33:00] confidence and a bit like that because you feel good, how you how you look and then I think that you express that also,

**Francesco:** And wearing, as you said it's a social statement, what you dress tells a lot about you. Yeah, and do you think you wear some particular clothes to have a sense of belonging with the



people, your friends and the people around you or and you don't really care. You want more stand out of the crowd kind of guy or like be myself I don't care much about what you wear

**Interviewee 8:** I think I've always been affected by the people around of how I dress which is why I've changed from more classical, fancy [00:34:00] clothing to more relaxed the past three years or since I moved to Copenhagen and that's probably because I've moved away from the friends that were quite posh back in Sweden to here. But then again, I was never that posh as my friends and I would not be and I'm not as punk or relaxed as other friends in Copenhagen. Traveling between those places. Yeah, but then also you change with ages I would say, who knows when I'm 30 /35, I could put on a pair of Dr Martens (laughing)

**Francesco:** Let's go to, what do you think of the physical attributes of the product? For example, the shape, size, materials and how they do perform like you never tried them, so you probably just like word of mouth or you just read something or hear something, you can also tell us where [00:35:00] do you think this perception comes from, would be nice

**Interviewee 8:** I think it's a nice looking shoes and the reason why I haven't bought it, because I think it looks a bit too big which I'm tending to becoming to like more and more and more big shoes. So maybe I will buy them soon or later, but I think they are quite heavy. I would say. They look heavy to be walking around with. Not very comfortable either. I would say it's a shoe you would need to walk in for a season before they were comfortable and that's probably the perception I have with other types of leather boots. Yeah, if they're heavy and little balky. Then they are not that soft..

**Francesco:** Which kind of Dr Martens you [00:36:00] have in mind right now, the boots or?

**Interviewee 8:** Yeah the booth. Yeah the most classical.

**Francesco:** Yeah, and in terms of quality?

**Interviewee 8:** I think it's a good quality mainly because it's English boots. I don't know if they are made in England. But if they are made in England and that would make you say that they are probably very good quality, making good boots.

**Francesco:** Yeah, some of them are made in England. Yeah, and what about the price?

**Interviewee 8:** I don't know how much they are? I would say maybe around 300 Euros for a pair of boots.

**Francesco:** Okay, and we say that's fair or yeah. It's a fair price?

**Interviewee 8:** Yeah,

**Francesco:** you don't think it's a brand overpriced or

[00:37:00] **Interviewee 8:** No, depending if my perception of the quality is correct, then I would say it's a reasonable price for a good pair for a quality boots. Which is always how I think about the buying clothes: if it's if it's a really good quality and brand I have no problem with spending 4,000 kr

**Francesco:** but is it's for the quality then the brand and the hype around.

**Interviewee 8:** Yeah. The brands I don't really care so much but usually quality of, maybe not usually, but quality also goes with price and brand in a way, not always.

**Simone:** yeah, so you would say that Dr [00:38:00] Martens is an emotional brand, in the sense that it evokes you emotions, feelings like before you talked about something more intellectual, right? You say you get kind of think about the 60s in England, you said revolution. So historically blah blah blah What's about the level of feelings that it evokes? It can be everything...

**Interviewee 8:** well, I would say, it could be a provoking brand. I think it could be a start of an argument between two people if someone is wearing a pair of Dr Martens, it could easily be a question. Why are you wearing Dr Martens? And then it goes in to talk about the whole [00:39:00] revolution in the 60s and 70s more than that for me, emotional for me, I wouldn't say but it definitely lights the spark in my head and that could be the start or a starting point with the person which is very good for a brand. I would say

**Simone:** yeah, of course

**Francesco:** let's pick up this a bit. If someone had to criticise, imagine someone to criticize the Dr Martens, because you are wearing them or someone else is wearing them, what do you think this person would be?

**interviewee 8:** Criticizing?

**Francesco:** yeah. Also picture it, you don't have to...you can say he's dressed like this and it's probably like posh or whatever, just like...

**interviewee 8:** I would say someone that would [00:40:00] criticize someone wearing Dr Martens would be an old person. Yeah, old probably a privileged person right, privileged old people that hasn't really freed up there their mind about all the questions that the people talked about back then, fuck the police and all that. Otherwise, I don't really know if brands can really, do really

affect people that much but yes, of course they affect people immensely. But for me, they don't have any emotions connected to [00:41:00] them. No,

**Francesco:** no ? Ever

**interviewee 8:** No

**Francesco:** you don't have a particular brand you would say, like Nostalgia bringing back to a period of my life and you know, somehow you are attached

**interviewee 8:** yeah. Actually, yeah in that sense it does of course. Yeah, I can look back at the inside.

**Francesco:** If you have brand related to someone, don't know, your ex-girlfriend

**interviewee 8:** But yeah, but it's definitely true because you have different phases. I remember we met ( he and his girlfriend ) when I was 18. I wore a lot of penguin and now I don't wear that anymore. But when I think about the brand or I see it I always was thinking about that period in life.

[00:42:00] **Francesco:** So, okay, no emotions, not much, but it's normal because you never had them, you never deserved to buy them, you had not many influences around you of people having them. So yeah, actually you wouldn't say it is central in your life, would you ?

**interviewee 8:** No, they haven't played the central role. Yeah, but the boots I have, that I bought a couple of years ago, my friend who works in fashion, he thought they were a pair of Dr Martens. He was [00:43:00] like: oh nice shoes are they Dr Martens?

**Francesco:** He said this, with a bit of....Are they Dr Martens? (Surprise & Criticism) it was me getting that?

**interviewee 8:** Not at all? I think I would prefer them to be dr Martens

**Francesco:** but you were way proud to spend less money on them? I don't know..

**interviewee 8:** Yeah, I spent way less money on them and I bought them on and sample sale.

**Francesco:** But it's cool that they could be Dr Martens even they're not.

**interviewee 8:** Yep.

**Francesco:** That's how you feel when he asked.

**Interviewee 8:** but then maybe and nowadays Dr. Martens is also tending to be a bit more mainstream than it was before which is then makes it for me not as an interesting and brand as it was before.

**Francesco:** Okay, you had more chances to buy before when it was done not so (mainstream)

**Interviewee 8:** so yeah, I would say so. Yeah, I don't like following the trends. [00:44:00] Okay. I know I followed the trends but I don't like to do it on purpose. Yeah,

**Francesco:** So, everybody does but some people don't like

**Simone:** you mean also that maybe before this meaning, also historical was stronger, right and now it's more diluted? You're less attracted now?

**Interviewee 8:** Yeah, less attracted. Yeah, less subtract to the brand than before I would say. Yeah, which is because it's, like you say, it's more diluted.

**Francesco:** Yeah, so it's curious that before, as you and many different people that we interviewed so far, the first they I saw them, they always saw them on someone that they defined as punk, goth. It's always recurred as, but now would you say, you [00:45:00] will perceive it still as strong..?

**Interviewee 8:** No, not at all.

**Francesco:** So that part is like much diluted compare to before. But still you do associate with like this kind of subcultures?

**Interviewee 8:** Yes, because, that's the foundations of the brand right

**Francesco:** Yes totally yes. Now we're gonna try to picture would you have in mind, who is the typical user of the Dr Martens? You can also since you said, before it was very maybe particular kind of person and now it's more broad. You can also define, describe more than one, three different kind of consumers.

**Interviewee 8:** Yeah. Well, [00:46:00] I still think they have this consumer group as they had before. Goth, punk but now I also think a lot of fashion interested people, girls and boys wear Dr Martens, it conquered this other type of people as well.

**Francesco:** Can we diversify these people, give them like a bit of more clear presentation, Goth, Punk and fashion interested?

**Interviewee 8:** Well, it's hard to call them with one name, but I would say a typical girl from Copenhagen, cool fashionista wearing cool clothes and then breaking those cool clothes off with a pair of dr. Martens that I would say has now become [00:47:00] a big customer group for Dr Martens

**Francesco:** okay, so wearing nice clothes, nice brands

**Interviewee 8:** Nice nice Brands, fashionable a bit more artsy Brands like Acne, maybe slim Scandinavian style and

**Francesco:** Some simple and nice and tidy and not like flashy or then they break up with a pair of Dr Martens. Why you think is that?

**Interviewee 8:** Because at least for me, I think it's nice when you dress and from top to toe it's not the same style and maybe you have a nice pair of leather shoes and then a pair of jeans and not a pair of suit pants. [00:48:00] So maybe that's why yeah

**Francesco:** just for the sake of it pretty much.

**Interviewee 8:** Yeah

**Francesco:** Okay. Yeah, so you you say that in these people there is some sort of, some other motivations to do something that, they want to express something via Dr Martens

**Interviewee 8:** for those people, no. No, I think it's just following fashion trends for them

**Francesco:** Aesthetics, or just trend, which is even more superficial in a way

**Interviewee 8:** Yes, even worse yeah. I would say more the trends more to trends.

**Francesco:** Yeah, not even a aesthetics just..?

**Interviewee 8:** Of course a bit of Aesthetics, but the trends mostly

**Francesco:** and the other ones the punk and goth?

**Interviewee 8:** They're still there I guess, I would say my perception is maybe that they are losing a bit of their customers because those people they don't like to [00:49:00] be mainstream and if the brand becomes mainstream they find other brands.

**Francesco:** In this case, you say it's just matter of mainstream or maybe there is some deeper intrinsic motivations. Among these two groups.

**Interviewee 8:** I see those groups that they like to be different from other people. That's my perception of those people.

**Francesco:** You don't think there is a political stance in it. Political or you know, a call? to wear Dr Martens because it stands for

**Interviewee 8:** but then as we talked about before you dilute this stance that you're taking when many other people are also wearing the shoes and not taking that stance, then you're not really different from anyone else [00:50:00] because people don't know if you're wearing them because

of a reason or because you think they're nice.

**Francesco:** I get this so you think, also this kind of users, like grange, punk, whatever. Let's call them subculture. Also for them the meeting is diluted.

**Interviewee 8:** Yeah,

**Simone:** You said the other group, that was the one, the girl from Copenhagen, want to make this contrast. Any inner sensation to be different anyway, yes it is Aesthetics but maybe still Dr Martens has this (still meaning subculture related?) anyway contrast.

**Interviewee 8:** Yeah. Yep, but definitely and then they don't dare to venture too far away. So then the [00:51:00] Dr Martens is a good middle ground. They choose that because it's still a bit alternative and it's still not yet mainstream. So it's somewhere in the middle, which is good for people that don't like to venture totally out there.

**Simone:** Yeah. Cool!

**Francesco:** And typical usage way and if now we've talked about the typical users now we talk about the different occasions and concepts and activities, than you think they're mostly used or they fit better

**Interviewee 8:** Normal everyday shoes. You can wear them to pretty much with anything and maybe not in, where you have strict [00:52:00] office dress codes, but then again, I would say you could walk around with them in a suit would be quite cool!

**Francesco:** The low ones?

**Interviewee 8:** Yeah. Yeah, but it's everyday shoes, it's resistant the rain, mud, whatever. People walk around with them in the Summer, which is a bit weird, it's too warm

**Francesco:** So they're a warm shoes, yer they are. It's useless to go get around it. This question is like, from now on I would say we go towards a bit of abstraction, this is the last part, you have to loosen up a bit and just the creativity [00:53:00] and Imagination freely flow

**Simone:** Yes imagination and also express really what you have inside

**Francesco:** Here, you don't have to motivate everything so it will be our job then to try to understand why, we will ask of course to point out some things but not to be super rational. I would like to image dr. Martens as a living person. it can be a man, a woman, a trans-sexual. You can describe physically, what is wearing? What he doing in life? who are his friends?whatever, the deeper you go the better it is for us.

**Interviewee 8:** Yeah. ( laughing, he thinks it's a funny joke ) Well the first person I saw.

**Francesco:** Always try to think of a typical user here, but Dr Martens, exactly Dr Martens

**Simone:** Like miss or mrs Dr Martens

**Interviewee 8:** Yes. [00:54:00] I don't know because when I think about the logo, so when I'm constructing the person I think of the logo and I think of the typical user of the dr. Martin shoes. When I compared those I would say it's a man. That likes the to wear black. He has black curly hairs with the moustache. Yeah that in some way, it comes from the logo for me because it's a bit like this, right? So resembles a moustache. He likes music. He could actually be a rock-star as well playing with his band that's called.Dr Martens.

Maybe he also has a dark side [00:55:00] in his personality where he goes in and think himself and uh, I don't know. But I think about a musical person.

**Francesco:** Let's describe him physically a bit?! You said curly hair, moustache,

**Interviewee 8:** curly hair, moustache that can could look a bit like Frank Zappa. Medium size.

Maybe one 1.80, so big. Yeah, I am I think of guy from London as well. Yeah, like typical London [00:56:00] rocker. What's that about? Typical London? I don't know.

**Simone:** How is dress?

**Interviewee 8:** In Black like maybe a long black coat or leather coat or jacket. (Little interruption)

**Interviewee 8:** Yeah, I don't really know what more

**Francesco:** Does he has a girlfriend?

[00:57:00] **Interviewee 8:** No, no don't have a girlfriend. More a player

**Francesco:** Is he a player?

**Interviewee 8:** Yeah, a cool guy..I imaging as a cool guy right here. Yeah.

**Francesco:** Yeah, if his friends were brands?

**Interviewee 8:** Friends were brands? ( laughing )

**Francesco:** Yeah, it's girlfriend would be like, ah, this is cool, it's the situations of different brands together, you know, uh

**Interviewee 8:** Cheap Monday, maybe.

**Francesco:** Yeah. cool! Okay.

**Interviewee 8:** They could be friends!

[00:58:00] **Francesco:** It's is more fun contemporary brand though. Not like. I would have

associated with more traditional English brands for some reasons

**Interviewee 8:** Yeah. Yeah. But then again, I don't know the like me and Brands (he doesn't recall so many brands, he's not used to it)

**Simone:** Cheap Monday makes sense! Yeah, And so do you think that Dr Martens partly or fully match your personality or could match your personality and in which parts of it?

**Interviewee 8:** Like the guy, the person?

**Simone:** Yeah also because if you tell us like that, if you see the brand like that with those personality traits, what about you and him?

**Interviewee 8:** I don't really understand the [00:59:00] question now.

**Francesco:** Okay, so every brand has a sort of personality traits, you know, you associated with masculine, aggressive, studying (???) can be light? that's like yeah.

**Interviewee 8:** Yeah. Well in that way since I've described it also as a brand that pops out and I just describe myself being in the center of attention. Then those two traits pair very well together.

**Francesco:** and the personality of this guy described.

**Interviewee 8:** Yeah, well, he was this rocker extravagant. London. Yeah rocker in the day. So he would also be the center of attention kind of guy. So our personalities brand the guy [01:00:00] and me, pair quite well together

**Francesco:** you either aspire to be similar or a bit similar?

**Interviewee 8:** Yeah,

**Simone:** And anyway, wearing Dr Martens, in the future, the brand match personality right?

**Interviewee 8:** Yeaah...could be (doesn't seems 100% sure) maybe more even after this interview. (all laughing) It's a bit of branding when you have an interview about the brand.

**Francesco:** Yeah. Exactly. You're trying to keep it quite detached from the brand and you don't have any commercial proposes but of course you need some self-transparence of what you think?

**Interviewee 8:** Oh, yeah,

**Francesco:** Now we go with the metaphors, if Dr Martens was an object [01:01:00] now, okay. Yeah, I can explain. Again, this is the deepest level of abstraction gonna reach. We're close to the end, so we're gonna ask you to picture Dr Martens as before that was a person and now it's gonna be more hard and we're gonna ask object, means of transportation and other stuff. So if It was an object? or more than one which is not shoes or possibly not fashion-related again go like can be



whatever, can also be an object that doesn't exist and you can describe it

**Simone:** And can represents what you have inside about Dr Martens

**Interviewee 8:** you know, it's so hard when, so hard when you don't really go and have these emotions or any connections to brand. To be very irrational thinking and abstract about the brand..

[01:02:00] **Francesco:** yeah, it's not impossible,

**Interviewee 8:** of course, but then you need the imagination as well. So why you should get Interviewee 10 here (his girlfriend) but I think of it as a dark brand if I force myself to have to think about something. Maybe see, a black cloud, may be a crow in the sky. Yeah the bird, the Black bird.

**Francesco:** That's an animal. We also have this question if it was an animal. You would say it's a crow?

**Interviewee 8:** Yeah. Because it represents this a bit darkness. Which I think it relates to again the punk and that the shoes are black. Or that they were black, now they come in different colors as well.

**Simone:** Yes coming up some objects. [01:03:00] You said anyway like this black cloud and you linked to this Black bird. Maybe yes some others object?

**Francesco:** Why cloud? If I think of a cloud, I think of something light and

**Interviewee 8:** A dark cloud.

**Simone:** That's dark the color, yeah. So before raining maybe like, I don't know.

**Interviewee 8:** Yeah like before raining or it could also be, it could be also smoke, like a dark smoke from a fire. Yeah, well doesn't have to be a cloud in the sky.

**Simone:** Why?

**Interviewee 8:** Still for the darkness and mystery and I think it represents with music as well.

**Simone:** Yeah, some music related object?

**Interviewee 8:** Ah, but.. Let's say the Sex Pistols and [01:04:00] when I think about those, I think about the pistol with a note. I think that pistol actually, it can be object that I could think about when I think about Dr Martens..

**Francesco:** Pistol like a gun?

**Interviewee 8:** Yeah, but you know, the one that has a note, the statute (???)

**Francesco:** yeah.

**Simone:** Okay, and you think then that represent really well Dr Martens

**interviewee 8:** Yeah

**Francesco:** If it was a transportation, a vehicle?

**interviewee 8:** yeah, it will be shoes, shoes to mean of Transportation.

**Francesco:** What is it?

**interviewee 8:** Shoes

**Francesco:** shoes. That's like it was good. (all laughing) But something [01:05:00] else?

**interviewee 8:** Yep. Why not a skateboard?

**Francesco:** I don't know you tell me, why not

**interviewee 8:** why not skateboard? Because Skateboard also is subculture, right? Skateboarders. If you can think of skateboarding as a mean of transportation and like you do with the biking and stuff, and I would say it's the most subcultured transport.

**Simone:** Really original actually!

**Francesco:** If It was a building. Can you describe the building, you can tell us, which kind of building, of course if you can also describe it would be nice.

[01:06:00] **interviewee 8:** let's say again in Gotham City, a dark building with a big yellow light on the top. Very high, concrete building, a black tainted (not so sure, can be) windows, like a huge, like this is me.

**Simone:** Like massive?

**interviewee 8:** Yeah, right.

**Simone:** Yeah. Black windows, you cannot see inside right ?

**interviewee 8:** No, it's all black

**Simone:** yellow light, not as Gotham City as Batman?

**interviewee 8:** No, not for Batmant, yes to represent the, not the logo itself should be there, but just that is black, but we [01:07:00] also have some kind of yellow without the having a logo of Dr Martens

**Francesco:** If It was a food?

**interviewee 8:** Noodles, noodles.

**Francesco:** Yeah, Why is that? (all laughing)

**interviewee 8:** I don't know maybe, I ate a lot of noodles when I were in Indonesia. That's the last time I recall and me, thinking of the brand in the malls, I would say noodles..

**Simone:** It's the first thing that reminded the brand, it's perfect. Yeah, I mean like that's exactly explain but this should be like, you know, that image that you just passed your mind when I say Dr Martens

**Francesco:** *Actually, it will be nicer if it was more than. It's really cool, but it's different from [01:08:00] what we actually look for, you always look for like some sort of. Yeah, very deep and like yeah, like how could be like I don't know, uh Burns fish and chips or but then something that is Meaningful for you like, you know with noodles, it's fine and so maybe you have a bad experience and you're gonna have a bad experience like some out social perception of yeah. Yeah, you know, First one comes back with so it was just like what I had in that beer went cool like yeah.*

**Francesco:** Yeah. it was... if you had to describe it with some adjectives, verbs or sentiments.

**Simone:** Yeah, you can also do that to summarize what you really have inside about [01:09:00] Dr Martens . You know, just coming up with Dr Martens for me represents..? Whatever you like, Words feelings.

**Interviewee 8:** thinking of the person wearing Dr. Martens, my my view of people that wearing Dr Martens. I also think about problems that can reflect, people with problems, because if you have this superstition about the some people or subcultures that we said that we were going to talk...They have there's a reason why you belong to [01:10:00] some cultures...You should. And those people could have different different problems from the past or now, and a lot of them wear dr. Martens, reminds me of troubled people so Trouble, some problem.

(A break of 15 seconds thinking)

I don't know what to say. I Don't think I've ever thought this hard about the brand before in my life. (all laughing) Yeah. Yeah, I'm Brandon General. Yeah. Yeah,

[01:11:00] **Francesco:** actually I think. We are really good.

**Simone:** Maybe I would like to let you try the last little game...

(Last Brand Game, it has been recorded the screen)

you can have like this just 5 minutes because for oil and are you uh, yeah, I see and now I see this one.

Yeah, you're gonna just like give you like internet and you can just search whatever you like any multimedia content that represent for you the. And can be like for example, you said before sex pistol, right? It can be like song If you don't know reminder the sex of socks. Uh, yeah, [01:12:00] so like could completely to search like whatever you like just to let you know for the sake of the research.

I'm recording the screen. So to see your behaviors or line or what you said what you're right, please search and go into web pages like estimation. Stuff like five minutes. Yes, whatever you would like every website. You would like to go in some social natural. We have to go whatever you like you are completely free to do whatever, you know deep internet because I think they will like whether I can go into dr.

Martin as well fashion fashion related, whatever you like.

[01:13:00] So not so expensive the wrong. That's very slow.

If you like you can also like I don't know talk while you searching I say, I don't know. Okay so much now actually like I think it is an effort to the thing to think about so much.

Yes, you can see except like thankfully. It was like a very simple very like you can scream like I'm safe. Yeah, he was like [01:14:00] interesting like figured what the one with less knowledge about the parent maybe yeah, maybe in the it was interesting though, and I can. Don't even say was a fun interview.

You like it. Yeah. Yeah Dynamic and good. We're getting better and better with time. Yep. Yeah, actually this one I like this because it's getting is getting more and more food. So this is typically not the pranky girl. Yeah, like look at you know this new like anyway, anyway, you know are like still they still have the yellow.

Being in the shine. Yes. Yeah, like behind this little thing like like my girls to wear one of that actually was the one the one in the picture. For example, this one I really like. Yeah, they're cool.

Yeah, I [01:15:00] agree.

But this is this is a typical that would say person that would wear it. Dr. Marcus.

But then this is more of a fashion.

Yeah male or male. As well. Yeah,

but not so nice pictures when you search for dr. Martens. I don't know which we charge that you took like just yesterday. Maybe put like this one is you one look too much in style if.

[01:16:00] Actually, I get a one meter

and then the classic color you

can put my more like so you

can see later Italian. All right, I

believe you. Yeah, but the I

[01:17:00] thought they were more expensive.

Can be like you know, but this is what I would consider a safe shot. Sorry. Yeah. Okay. So like yeah, like it's not so out there. It's still a nice dress, of course

looks like a normal book is really like except maybe like just this one was another yellow on. And

uh, yeah, yep, [01:18:00] but you know the ones you shouldn't the brand that you are. This one's.

Uh, yes. No. No, I I it's like I'm Williams. Yeah. Okay. I was I was thinking about the I was saying or Williams.

Okay. Yeah. Okay. Okay. What's that? Actually? Yes, I knew in this plan. I don't like it. Just like the one front. Yeah. Yeah, but they also have the one in the back. Yeah. Yeah. Yeah, okay, but they they are they are not subculture. Okay, I'll go to work. Yes, it's you have to go to work and I am thanks a lot really just save the two guys was really great.

I hope that uh, anyway you have fun as well. I did. Yeah, it was like that we make make you. At the end was not so no. I'm not. [01:19:00] Okay. Thanks a lot, you know sometimes you know, so yeah, I don't see you don't see why some things about yourself or some? Yeah. Yeah absolutely don't want to expose but I have no problem with that.

You can't do you wouldn't expect it. But some people like. Good friend of mine was like sometimes you know, you feel like the people that you don't know really why like maybe just I don't know. It's kind of like, you know, you cannot feel maybe because I didn't have no connection. And again, press is very it's very useful.

Anyway, so like that as well, right? Yeah. We were trying to keep liking me with I think we're quite likely to assemble different people.

**Interviewee #9 (30.05.2018 at about 5 pm)**

[Francesco]: intro.

[Francesco]: Can you start by describing yourself, who you are what you do in life, sex, age, nationality, profession education.

[Interviewee 9]: I'm Fili, I'm from Poland, Warsaw, I'm 26 I finished my bachelor in design communication and media 3 months ago and I'm a professional photographer full time. and yes, I lived in copenhagen for 6 years now and I live in christiantown hm.. I'm a male, and single like a pringle.

[Francesco]: can you say something about your passions and interests? you said you like photography, anything else you like to do ?

[Interviewee 9]: I started as a fashion photographer and I'm doing product and jewelry and clothing photography and as well fashion shoots and editorials, I would describe myself not as an introvert but as a person who keeps it for himself but when I'm in a good mood I make a clown out of myself. I like good books, good movies, socializing in healthy doses and I like the opposite sex so that's my biggest passion actually. Get to know the opposite sex as much as I can and when ill be mature enough and get enough insights I'm gonna write a book about it. AAHAHAH.

[Francesco]: who are the people you like to spend time with and what do they do.

[Interviewee 9]: I have very few and a very tight group of buddies here in copenhagen, I lost touch with my friends in warsaw cause it has been 6 years and I just actually sort of escaped from that place cause it was kind of a toxic environment. But I have two very very very best like friends, friends/brothers, and then I have people that I deem likeable, and simoncello here is one of them. Thats about it, and during the weekends I usually spend time with someone I got to know one hour ago... ahah

[Francesco]: got it ahah! What do you like to do with your friends?

[Interviewee 9]: We have all different schedules so whenever we can spend time and even do nothing we just do nothing, theres always something to talk about. I have a friend with whom we

became fucking maniacs playing frisbee so I bought a new pink frisbee and we love it. and I'm straight btw. and then yeah, we just do whatever people do in scandinavia.

[Francesco]: like concerts? You're a day guy or night guy?

[Interviewee 9]: I'm a day guy to make a living, but night time I guess for someone who keeps it for himself it's `a good way to socially express.

[Francesco]: you said something about your personality already. you said you are a bit introvert BUT.

[Interviewee 9]: I'm not like really introvert, maybe it's more like a precaution my introvertism. I think I'm very difficult to like, that depends also on the other person and the circumstances and so on. on the other hand I know that if I'm in a good mood I'm pretty likeable I dare to say.

[Francesco]: why do you think you're hard to like ?

[Interviewee 9]: because I don't like the chit chat about stuff that maybe i've talked in conversations with millions other people and especially if the person is not so much interested/ interesting then I'm like wtf whatever. It's kind of a very cold social economics I would say, Utility.

[Francesco]: are u interested in fashion? How would you describe your style?

[Interviewee 9]: I'd say I deem it a form of artistic expression for both the designer and the people that wear it. As much as you think you figured it all out then you still... you know... go back into it because by fashion we all express ourselves and attributes and in the end if you want to meet someone or meet someone that you give a shit to meet and kind of be noticed then pretty much fashion is your character that you wear.

[Francesco]: you can't change your face but you can change your clothes. Nice.. And how would you describe your style.

[Interviewee 9]: ah ! I'm a huge narcissist, but a low key kind of narcissist. I feel like like you know I discovered that you should be aware of what you wear, of how you look like and definitely fashion you shouldn't be worrying about whatever it's new but find something that complements you, something that underlines your features. You know I mean, to be cool like... I mean to be cruel, the ugly wale the more clothes distract the eyes from how you really look like you know. so overexpose literally drags the attention from you. The better looking the person, the less wow effect you need from clothing. (adapted, you can't understand shit). I was trying to wear as danish as scandinavian clothing when I arrived here just to you know, fit in. and in the end I decided that I definitely , maybe that's because of my personality, I really don't want to throw my self at anyone and if someone

wants to discover me for some stupid unreasonable reason then sure. And I think with fashion as well I tend to definitely buy quality over quantity, and I definitely do not feel like you need to wear very bombastic clothes. Keep it simple and I really do not seek attention through that.

[Francesco]: maybe low key attention?

[Interviewee 9]: maybe just distant appreciation or acknowledgement. Something like: "Oh ! Okay, okay.." Like I don't know if maybe it's just me being shy or just trying to be modest but like in the end I'm just trying to balance with my unhuman ego and narcissism cause I'm in love with myself... but low key, in a funny way, soo...

[Francesco]: I feel like that as well, now that you think of that. sometimes I try to be bombastic tho. but thats when you know, when you don't feel ... when you feel like you have to...

[Interviewee 9]: yeah it depends on the mood, it depends on the day you see, when you feel really like make a fuss with some clothing or some outfit then you do it, if you feel like you don't care cause maybe you just had sex and you don't care about the rest of the day and the attention you'll get then you can wear sdzdsd stratpants, you know, from a week ago. nobody will give a shit, and you wont give a shit, cause in the end it's all about the attention and the attraction. it all depends on the day.

[Francesco]: favorite colours?

[Interviewee 9]: black, I think... I noticed light grey is good for me, maybe with some pattern but..,texture, not pattern. and I love with my new dark, bottle green coat, I'm absolutely in love with it it's fucking amazing.

[Francesco]: how do you see yourself in the future.

[Interviewee 9]: hopefully not alone as I feel right now. ahah I mean the whole life ive been pursuing becoming a pro photographer, I don't know what I'm going to do in 5 10 15 years but definitely something from visual / creative field cause otherwise I'm gonna shoot myself in the face cause like I cant do something I despise, no fucking way. yeas, more that what I do nowadays and... start a family, wanna looking for a wife and goodlooking friends not with shitful brains and not anonymous as fuck. lets see, of course I wanna be as ambitious as possible but don't kill the rest life has to offer. definitely not gonna be a workaholic and while having family and make me forget about it...

[Francesco]: you already said something, you wear different stuff on different occasions, like you change dependending on the situation during the day ?



[Interviewee 9]: it's both your intentional adaptation as well as copying mechanisms or defense mechanism. like you had a bad day so obviously youre gonna be pissed or rude to someone or fucking cruel to someone, the same way with fashion. you had a bad day then maybe you find something more spiky, more aggressive looking. if you had a fantastic day then you dress accordingly. it's an instant.

[Francesco]: depending on the weather for example.

[Interviewee 9]: depends, all it depends on how you see this piece of clothing. everything is just a copying mechanism, what you both consciously and subconsciously want to extract from the day and from other people.

[Francesco]: I think we can go and see if you can figure out the brand, this was just to give some context... Brand recall game.

[Interviewee 9]: (stops the cues before the end) it's not Dr Martens is it...

[Francesco]: ahha you got it!

[Interviewee 9]: man I was wearing a fucking mohawk when I was teenager like all in my little finger... ohi ohi... punk rock man.

[Simone]: ahahah I knew !

[Francesco]: I thought you were a prospect not a customer.

[Interviewee 9]: is it Dr Martens ?

[Francesco]: yes ahah

[Interviewee 9]: oh sorry sorry

[Francesco]: do you have a lot to talk about ?

[Interviewee 9]: I mean I can talk a lot about it cause you know the shoes you think they are Dr Martens are not Dr Martens. Because I think that Dr Martens is too fucking heavy on foot man. and they... ahsh I'm sorry.

[Francesco]: why youre sorry ahah

[Interviewee 9]: at first try.

[Francesco]: it's perfect, means youre super central in your life, youre the perfect candidate. . . . .  
chitchatting . . .

[Francesco]: pics game.

[Interviewee 9]: 1 Yes, 2 Yes, 3 No, 4 Yes, 5 No, 6 Yes, 7 Yes, 8 No, 9 No, 10 Yes, 11 No, 12 No, 13 Yes, 14 Yes, 15 Yes, 16 No, 17 Yes, 18 No, 19 Yes, 20 Yes, 21 Yes.

[Francesco]: so you said you used to have a pair of Dr Martens.

[Interviewee 9]: no never, actually.

[Francesco]: never ?

[Interviewee 9]: no I just know the brand cause ive been a punk rockish kid when I was a teenager.

[Francesco]: so youre not a customer, you never had a pair ?

[Interviewee 9]: no I always ... something around. had similar but much lighter shoes.

[Francesco]: so we're back in balance... mhh... why never had a pair of Dr Martens ?

[Interviewee 9]: mhhh, because when I was 14 they were deemed kind of the top notch brand you can get within this punk rock subculture and I was kinda like , within the subculture. they were expensive and ... didnt know if I could find (not sure) something that looked exactly like Dr Martens but even slightly lighter and fuck the price and fuck the police.

[Francesco]: yes.

[Interviewee 9]: and afterwards my style changed 15 million times and on the path of finding myself so I tried everything but never ended up buying Dr Martens. I heard people saying how heavy they are, even the boots but you know even the low shoes, u know fucking heavy... the sole is a fucking brick under your feet so fuck it.

[Francesco]: ok. and... have you ever considered buying one?

[Interviewee 9]: maybe. they got some cool shoes. maybe, some low shoes...

[Francesco]: and have you ever tried them.

[Interviewee 9]: yeah... once... in a store.

[Francesco]: in a store? they didnt feel good.

[Interviewee 9]: felt heavy. and I was young, the shoes was bigger than me so... fuckin hell, concrete shoes.

[Simone]: where was the store ?

[Interviewee 9]: in warsaw.

[Francesco]: was a Dr Martens store?

[Interviewee 9]: yeah think so. or maybe an outlet but within a building, I don't remember if it was Dr Martens exclusively, but they were there on the shelf, new, shiny, fresh. It smelled like a factory.

[Francesco]: andd.. how often would you say you encounter the brand in your life compared to other brands. In general, from online to the people on the street to the shop.. advertising. in general, is a brand you encounter often?

[Interviewee 9]: mhh... naa. maybe on a scale from 0 to 10 I would say maybe 3 or 4. definitely increased in denmark and definitely increased like 2 years ago I think there was a boom of people and girls as well wearing those boots. For boots I mean just heavy shoes with thick sole.. thats a boot for me, regardles if it's high or low, just massive fucking foot... but it was pretty trendy and I think it hit me more... it showed up, more on the web than on the street. I mean it's still sporadical but I think digital was slightly more than in real life.

[Francesco]: nicee... hmm... you wouldnt say this brand is a pair of shoes that you notice so much in the street.

[Interviewee 9]: I mean for me every boot, every heavy shoe is Dr Martens for me... cause it's an iconic brand so. first you say oh it's a Dr Martens and then eventually you might acknowledge another brand but the entry point is Dr Martens. it's a question everybody ask. oh, is it Dr Martens. Its THE brand for those shoes.

[Francesco]: now i'd like to talk a bit more about where you enter in contact with this brand. Do you remember the first time you entered in contact with this brand?

[Interviewee 9]: mhhh, back in the days, in 2004 maybe... when I was 13, 14 and I just tried to get with these cool punk guys and they were all wearing, some of them Dr Martens, some of them other fake. but they were the true punk rockers and I was like YES !!! Best people ever btw . and yeah, I always envied them how good they looked on the others and I felt like maybe I'm too skinny and too young to wear them. the shoe was fucking bigger than me.

[Francesco]: so you saw it on people.

[Interviewee 9]: yeah, and they looked fucking good. Not that heavy at all.

[Francesco]: on them,

[Interviewee 9]: on them.

[Francesco]: anything else about these first encounters?

[Interviewee 9]: ah.. then just looking cool, looking massive everything proof and kind of stylish.

[Francesco]: where were these people, at school?

[Interviewee 9]: no ! nono. they were in kind of this hanging out place in the city center where you had all those private school kids and I was trying to hangin out with one of those semi hobo punk rockers when I was in private school m,yself so I was like "can I please be your pirahia and fuck all those guys I'm gonna join you.

[Francesco]: so you were going to other places..

[Interviewee 9]: yeah I mean other places it was pretty much the same area but I was kinda on a side and I was in a mentally different place, I was already getting sick of all those spoiled people, banana kids you know... spoiled twats that get a maserati when they are 18, like fuck those people. unbearable cunts.

[Francesco]: ahha ok ! and since then do you remember any times that stick in your mind that like...

[Interviewee 9]: there was this girl of these punk kids, she was 20 something and I was 14 at the time and I was kind of her baby brother which was kinda cool. she was ridiculously tall, like this monkey haircut, shit ton of hearings everywhere, huge red lips and she was like wearing a ramones leather jacket and boots and long black tights and those shorts with suspenders. and she was wearing Dr Martens boots like beetroots red and was like "fuuuuuuu".

[Francesco]: the cherry ones.

[Simone]: so you liked her style.

[Interviewee 9]: I mean she was like 1.90 tall and people nicknamed her giraffe, of course. and yeah she was kind of an artifact you know, like a goddess of punk rockers. I was really amazed. so that was the symbol of punk rock for me, and Dr Martens obviously, cause they all wore different clothes but they all had the boots.

[Simone]: but... can I ask you maybe more in detail... you said you had this past of punk but it was like a really heavy past experience in this punk environment.

[Interviewee 9]: yeah. I mean it was a few years and I just wanted to try something else. And you know I was. maybe not screaming but I was like yeah anarchy, sex pistols, yeahhhh ahhh. But... I mean you can call it a phase but on the other hand is just a regular phase for everybody, see something else, and the very path you've been going your all life.

[Francesco]: some sort of rejection towards your life.

[Interviewee 9]: ya. I'm the only child and I was spoiled my all life and I was going to a private school, fairly rich fucking family. so .. yeah. but that was definitely a good period of my life, cause I got

fucking perspective, some distance. and kind of shame as well. like those people are really relying in their don't feel stupid or like a week a dependent cunt that they are, by getting everything, whatever they want like that. that may be one of the reasons why I came here as well. to make a life for my own. you know I have a safety net back there but ... That's not the way to become a man.

[Francesco]: ahah cool. and after this phase was over?

[Interviewee 9]: I jumped back being a spoiled twat. but I had totally different perspective. I started dressing back like normal kids but with a better attitude I'd say. Acceptance, like I was seeking up acceptance again. And not every girl wants to shag a guy with a bald head or a mohawk every day.

[Francesco]: yeah I can totally relate... \*talk about my style\* be different, be noticeable, escape from normality. Its something very common..... So after your punk season, they kinda lost relevance. Dr Martens I mean.

[Interviewee 9]: mhh, yeah. yeah. I was still noticing them on people feet but yeah it kinda stopped existing for me. at least back then we didnt have that many options for Dr Martens to chose from so some of them were just fucking ugly, some of them were just looking like you could invade poland again...

[Francesco]: did you ever visited their personal store.

[Interviewee 9]: I know theres one in... don't remember the name of the street but close to norreport.

[Francesco]: yeah. have you ever been there.

[Interviewee 9]: no, no.

[Francesco]: have you ever seen it from outside?

[Interviewee 9]: plenty of times and I even wanted to go in a few times but I like was, I never remembered to go there exclusively.

[Francesco]: do you remember something about it ? Visually wise, sound wise...

[Interviewee 9]: I never entererd, no music, no smell, look like an encyclopedia example of a shoe shop.

[Francesco]: meaning?

[Interviewee 9]: I remember the shoes where everywhere, fully glass I think. Don't they have kind of an hanging sign as well? I think the logo either all the shoes brand copied their logo - because Dr Martens is Dr fuckin Martens - or something felt so shoe about it.

[Simone]: you said before in the last year you encountered more the brand online...

[Interviewee 9]: in general i'd say. I feel like I've encountered more online than in real life.

[Simone]: where? ads or social medias?

[Interviewee 9]: yeah, ads on specific websites. Not on facebook but Just like "bam" flashy things that I try not to ever see.

[Simone]: so you feel like you're a target of Dr Martens ?

[Interviewee 9]: apparently, maybe.

[Francesco]: and have you visited their website, instagram, facebook.

[Interviewee 9]: never. never never.

[Francesco]: so u never exposed yourself.

[Interviewee 9]: no on social medias I only look for stuff that I know that I need and I try not to see anything else, not to get tempted and on instagram as well I unfortunately got to unfollow all my friends that used instagram only for inspiration for my own photo shoots. so I got model agencies, magazines, magazines so just for work.

[Francesco]: for work but they influence you in your everyday life? Are they kind of influential?

[Interviewee 9]: I mean, all those magazines, models, agencies, hot friends of mine. obviously they are, because you know in a beautiful body you got art as well and all the work, from all the photos from magazines and so on it's work, it's photography as well and can track the trends where the photography is going and if you are free and if you can foresee what it's gonna be you can actually, you know. not participate but... I forgot for fuck sake, not committ. contribute ! Here's the word. But I'm not following any clothing brand, only where I'm getting the final product of work... model, the footwear, the underwear, make up and so on. see what magazines are accepting, where everything is going. but nothing specific per se.

[Francesco]: and... do you remember anybody wearing them, online. someone influential. you know influencer nowadays is sort of a buzz word, they are everywhere, but in real life I think a lot of people are influenced more by people close to them or people that have a meaning to them.

[Interviewee 9]: I mean... maybe Dr Martens is such an iconic brand that It became not obsolete but even invisible. cause it's the entry point to the whole department of footwear. Dr Martens is THE fucking heavy shoes. I definitely saw them, these Dr Martens boots, in plenty of high fashion and fashion photography works. I used to work for a very celebrated fashion designer here as well, and

she wasn't using Dr Martens shoes but but very much alike. Fucking italian boots Dr Martens inspired. for very you know, haute couture, fucking outfits very big fucking boots. and that was a fantastic contrast actually. Very delicate, sophisticated everything and then BAAAAAM. fucking shoes.

[Francesco]: hmmm alright. You said you don't like advertisements online.

[Interviewee 9]: I fucking hate it.

[Francesco]: so Dr Martens have had a negative impact.

[Interviewee 9]: I mean definitely the suggested stuff, but I mean normally I know what I want, I just go for it and disregard everything on the sides. so...

[Francesco]: alright. lets move to the brand experience. what senses do you think are mostly involved when you enter in contact with the brand. senses like sight, smell ....

[Interviewee 9]: sight. I mean, you know, usually you look at shoes you don't sniff them straight away. `

[Francesco]: ahah especially if you don't have them.

[Interviewee 9]: sight. so if the shoes is new of course I expect that it smells like a factory, I don't need to smell the glue, I'm not from rural russia... hmm. SIGHT. but then like ridiculously fucking big of a shoe, like I can see anything else, point it out, and normally I know what I want, but I can point it out, take a look, try it once and within a second I know I want it or I don't want it and then theres no way of fucking convincing me with the shoes. you know I was looking for those shoes that simo saw , the low shoes boots that I have, alike Dr Martens... I spent a month thinking whether I should buy them or not. With sneakers as sell I can wait for days and go back and try the same shoe and see it from every angle and think how it's gonna go with this part of my wardrobe and that, how can I buy as few pieces of clothing and make it all work and be able to shift the overall look of mine.

[Francesco]: I wish I was like that, I'm very impulsive then I regret it then I don't use the stuff. So in general would you say it's a brand that makes a strong impression on your senses? you said somehow it became invisible.

[Interviewee 9]: yeah, definitely.

[Francesco]: you notice it ? you said it became invisible...

[Interviewee 9]: but you know that's like universally, it became invisible... but you know I can't say that I notice someone with boots and I know it's Dr Martens. For me all the boots are Dr Martens and then they might end up being something else. But I don't track the brand, any of them, I track the user of the pieces and it follows that. You know...

[Francesco]: but it's the brand for boots.

[Interviewee 9]: yeah. It's absolutely iconic, it's an absolute pillar of subculture, it's a message, it's an artifact... or better, it's an archetype....

[Francesco]: alright ! Let's dig a bit deeper i`n this... What do you think of the physical attributes of the product, such as shapes, sizes materials.... You said heavy many times so I think thats very central...

[Interviewee 9]: about Dr Martens.

[Francesco]: yes.

[Interviewee 9]: I feel like its... A big, good quality boot, that you can try mingle with different styles but it still remains the core, massiveness, magnitude of it. I mean...

[Francesco]: you feel that they can be comfortable, flexible... How they could perform...

[Interviewee 9]: they could definitely perform, but you know I never had Dr Martens shoes on my feet in years, so maybe they changed their way of making shoes entirely... I have no idea nowadays, no fucking clue. But when I look at them they look like good quality, good quality leather, they are trying to do the best out of the philosophy of how the shoe should look like, so that's ok... I feel like they don't really need advertisement, because Dr Martens is the boot, and if someone wants to have the heavy boot that's gonna be the first place they're gonna go. Like you don't have to introduce this brand to anyone, so they shouldn't be doing any advertisement because that's just selling their soul, and they're the punk rock soul, they shouldn't be doing this kind of aggressive flashy fuck off advertisements and suggestions because they are just damaging their history.

[Francesco]: but I think advertisement sometimes doesn't come from Dr Martens, maybe it comes from other shops and websites... Which are selling Dr Martens.

[Interviewee 9]: true.

[Francesco]: that's a bit of a problem of retailing, licensing...

[Interviewee 9]: yeah, and just allowing...



[Francesco]: indeed now they're trying to go back to flagships, own shops, own website and get away from othwr websites.

[Interviewee 9]: you get also more exclusive by that. you know about Dr Martens, like burberry on the other side, overpriced out of the wallet stuff. But Dr Martens is the shoe, and it's the punk rock shoe, and it was the anti margaret thatcher shoe, anticapitalism shoe. And now they are just fucking going Zalando and ... Whatever. I'm deeply hurt. As someone who believed in punkrock, i'm deeply hurt. Like heartbleed.

[Francesco]: so you're saying they're kinda jeopardizing their tradition...

[Interviewee 9]: I mean...

[Francesco]: it's diluted the brand.

[Interviewee 9]: I think so, I mean. Not everyone is or was or will be wearing those shoes because the punkrock behind it, or the movement, or the riot... They are nice and cool and good quality shoes but you know, for oldtimers or people that have a tiny bit of knowledge of this music base subculture, then it's just you know... pretty much fucking yourself in the ass. You know, destroying the brand, what meaning it has for hundreds of thousands of people. The fucking symbol. And they don't fucking need it, they sell them, they make themself cheaper. Especially when you're in an ugly fucking banner of zalando or whatever site... Ok it's great but it's among fucking monstrosity for example and it just flashes to your eyes... And you're just like... It's not cool man.

[Francesco]: Yeah...

[Simone]: maybe.. Before you said it was around 14 your first encounter with the brand, you said they were expensive... What do you think now of the average price of Dr Martens...

[Interviewee 9]: I actually have no idea how much those shoes cost now, especially since I'm not in the country where I saw them for the first time. So maybe costs of import are different here. I have no idea. Plus I never stepped my feet inside.

[Francesco]: but in general what would you say. Maybe you don't have a price but you have a price perception.

[Interviewee 9]: Yeah.. I guess the price for the high boots and the low boots... I'm pretty sure they shoould be between 1000 and 1500 kr...

[Francesco]: and you'd say it fair?

[Interviewee 9]: I think it's totally fair and they should charge people more for those shoes because it's a call (core?) shoe brand but as well, it's kinda maybe dying out as well, because fashion changes, trends change and global warming and you don't wanna fry your foot in a leather shoe. I think it's fair. Of course they could and they should charge more but in general for the quality of the shoe and the history of it, but not today may 2018, they shouldn't charge more because... It would be a mistake.

[Francesco]: I have a bit of a provocative question... Since you never had a pair, and you never basically tried a pair... Where do you think these beliefs come from, mostly.

[Interviewee 9]: what do you mean.

[Francesco]: I mean where do you think this knowledge and opinions we discussed so far come from...

[Interviewee 9]: I mean, I did tried them on, once, when I was 14 years old. That's it. They were heavy as shit. My other assumptions is just knowledge, observations... Eventhough I'm not a fashion is my passion person, I kinda know more or less intuitive stuff, mainly intuition.

[Francesco]: yeah. That what I thought.

[Simone]: I wanted to ask, how do you feel when people around you wear Dr Martens ?

[Interviewee 9]: eheh. I feel intimidated ! AHHAHAH What the fuck.... I feel alone in the darkness... For me it doesn't matter if it's still a punkrock shoe and someone wears it and the rest of the person kinda doesn't look like a obo.... Dr Martens is a big plus for me. If a girl wears Dr Martens and look overall conscious of how she looks like and with Dr Martens, not ugly ones but cool Dr Martens... BOOM, marry me.

[Francesco]: I'm not really sure I got this... I mean imagine you're in a group of people, and there's people around you ...

[Interviewee 9]: I'm the only one not wearing Dr Martens ?

[Francesco]: in general, maybe there's someone wearing Dr Martens, more than one. How would you feel...

[Interviewee 9]: how would I feel.... Mh... I mean, different places in the world, different clothing, different styles... Fit or don't fit... here you can look like whatever and everybody knows it's your choice, because everybody has money here... So the way you look it's always a choice, not an economic imperative... Here people do this, and listen to something totally unrelated to how you

would generalize them... So I know Dr Martens, I would feel like this person could be cool, could be conscious, could know something about punk rock, could be a cool soul, as well. I would definitely not feel intimidated. Tell me if you need different answers or...

[Francesco]: no it's just that before I didn't get. You said whoever wears a pair of Dr Martens but is not conscious of it, it's a blasphemy or something like that. ..

[Interviewee 9]: nono, not blasphemy... I'm talking about wearing Dr Martens because... I mean... You know, from head to toes, you make yourself look in some specific ways... And you have loads of different people that just ... Like one piece of wardrobe in particular, and then they compile outfit and they look like a piece of shit or a fucking clown. But if you make an outfit out of Dr Martens and add pieces that complement each other then you're kind of conscious. and if you look good with it...

[Simone]: you said before it's a plus if you see a girl in the boots...

[Interviewee 9]: I mean... Dr Martens outside of a subculture, if it's just a cool element of an outfit, for me, he knows about the history of Dr Martens, and the relation between Dr Martens and the subculture then for me it's really good. He deserves it.

[Simone]: so, you'd say this brand is an emotional brand?

[Interviewee 9]: for me yes.

[Simone]: yeah.

[Francesco]: and which kinds of feelings or emotions?

[Interviewee 9]: nostalgia. And I met this girl once, and she was from a to z punk rock, and she had Dr Martens. And she was... Nostalgia, nostalgia... Sentimentalism. You know. Eventhough I never had a pair.

[Simone]: well you're connected to the brand, not just to the product.

[Interviewee 9]: but you know, the shoes could look totally differently, they could be sandals or flipflops. For me, if punks were wearing flipflops that would be Dr Martens flipflops, and I would be emotionally connected to it, because the core connection is with the subculture, not with the look of the shoe.

[Francesco]: that's very important.

[Interviewee 9]: it's a connection with the subculture, with the movement, then Dr Martens could have been selling flip flops, that's a blasphemy ...

[Francesco]: but what if they did it now, flip flops I mean.

[Interviewee 9]: I would cry a bit. But it's not being a conservative traditionalist, but just, we kinda... It's like slapping in the face the very philosophy behind the brand.

[Simone]: they are doing sandals, anyway.

[Interviewee 9]: I mean, the big fat onese you show me, I think it was picture one. O K E Y, for a girl yeah , OK. But you know it's got this kind of... its own rules the brand should be following.... you know it's not the way to live but the brand should kind of ... I don't knowl, keep perfecting this and not trying new things that just destroy the whole energy of the brand . Cause it's too old, it's to iconic to suddenly start making flipflops of fucking heels ... Fuck off will you, mate.

[Francesco]: so you think they should like have a small array of products `but well defined.

[Interviewee 9]: yeah, Of course follow the trends, follow the cover palette, add additional details to it... But don't make a fucking flip flop out of it.

[Francesco]: so still boots or low shoes, but...

[Interviewee 9]: yeah still the same, still the same core... But obviously you have to follow...

[Francesco]: you can't sell the same product for 50 years.

[Interviewee 9]: yeah you cant be selling the shoes only to 60 / 70 years old punk rockers, who are drunk at 9am in bodegas, you know. That's not your target group, that's not... and the wear the same pair of shoes for decades so that's not the wsy to go..

[Francesco]: \*YAWNS VIGUROUSLY\* I'm sorry, I'm just so tired ... I worked last night.

[Interviewee 9]: same here man...

[Simone]: but . You can see even if you never wore it, they can play a role in your social life...

[Interviewee 9]: I mean they make plenty of really good looking fucking shoes you know... And women, the first most important thing they notice before they start talking to you or you start talking to them it's obviously fucking tax you from head to toes, and again, shoes is the second most important thing. Because that's the thing lowest on the ground and I don't know, ladies look at them to see how much of a man you are. and how much charisma you can have.

[Simone]: so you can get your charisma from the shoes, from the style.

[Interviewee 9]: sure you know.

[Simone]: that's perfect. Also you told us so far... So.. You feel like intellectually stimulated by this brand? In the sense it makes you reflect of something in particular.

[Francesco]: when you see it for example, of course it brings you back to your old times, but do you think of something else in particular for example the history of the brand, or it stimulates your creativity... Or in general some thoughts, some mental activity.

[Interviewee 9]: I mean.

[Francesco]: you can also go back in time, maybe now that you've been exposed more and more if you see 10 pairs of Dr Martens in a day, the first time you think of something, the second time you're just "ok, another one" and then the fifth time you don't even notice them anymore.

[Interviewee 9]: mhhh. I mean... It's ... about what the shoes awaken inside of me right?

[Francesco]: yeah.

[Interviewee 9]: nowadays,... obviously it depends on the pair, because every brand makes idiosyncratic shoes as well.

[Francesco]: before I asked if it evokes feelings and emotions, and if it appealed to your senses. Now, does it stimulate your mental activity, makes you think of something.

[Interviewee 9]: I think I think to my teenage time, and I don't instantly think of the 90s 70s 80s in England but... Brings back memories and it's an instant plus for the person wearing it. If Dr Martens pairs with the rest of the outfit being impeccable, it's an edge to it. Cause they're massive vulgar shoes, and if you know how to use them, bang. It's like having tattoos you know.

[Francesco]: What do you think your close ones, parents, friends, whoever it's close to you, think of Dr Martens.

[Interviewee 9]: mhh... I think, they think they're ok.

[Francesco]: What about your parents back then.\

[Interviewee 9]: ah ok back then !?

[Francesco]: no also, taking from what you told me before.

[Interviewee 9]: my close friends, classmates were not particularly happy with me wearing those kind of outfits cause I was kinda alienating myself with that. My mom just knew it was a phase, that I loved it and I was passionate about it, so she was actually happy, because it was just my phase of self expression and maybe getting attention through the mohawk and the clothing. My employer I was 14 at the time...

[Francesco]: But now, if you had them ... Your employer, your current friends... I know it sounds ridiculous since a lot of people wear Dr Martens nowadays.... It's kind of social accepted. Still do you think they would have some thoughts about it? Not necessarily negative.

[Interviewee 9]: I think good ones. I mean Dr Martens itself they can't really decide on the overall look of yourself, it depends how you pair it right. I mean, you don't usually walk around naked only with shoes, normally.

[Francesco]: in that case you wouldn't notice the shoes.

[Interviewee 9]: I would notice but they wouldn't be 100% of the judgement of the outfit.

[Francesco]: ok. And...

[Interviewee 9]: I mean if someone was in Egypt with 50 degrees I would be like "are you mental".

[Francesco]: now we're gonna talk about... That's kind of the last part. So... What do you think of the typical user... I feel it's a bit redundant but we're following a pattern.

[Interviewee 9]: nono, it's precise.

[Francesco]: what do you think of the typical users of Dr Martens products, nowadays, what the do in life who are they...

[Interviewee 9]: there's a difference from place to place...

[Francesco]: then tell me from place to place. We'll then ask you to describe Dr Martens as a living person, but first let's try to talk about the typical user, and it can also be different kinds of people, places, times.

[Interviewee 9]: Ok in Copenhagen, I would say ... Or maybe in big cities, well developed capital alike cities, I would say it's someone .... Mh... Nowadays... Definitely someone fashion conscious, someone who's trying to be slightly brave, trying to ... Maybe prove something, to fit somewhere, but always depending on what's the rest of the outfit and what pair of Dr Martens. But I would say someone at least slightly creative, maybe some rock and roll and alike genre of music listener. Just so many factors, professional and leisure and your own passions and fancy and maybe` you always dreamt of being a rockstar so you wear Dr Martens or you always dreamt of kill Margaret Thatcher so you wear Dr Martens... But at least someone creative, aware and conscious about how they look, someone interesting I would say you know ? Cause maybe it's a person that tries different things and different lifestyles...

[Francesco]: And if you had to close it to the education level, income... You said education fits like the artistic field... Income, profession, political views.

[Interviewee 9]: definitely politically left, punk rock is to punk rock for right wings and conservatives. Income, in copenhagen anyone to be honest. I would maybe refrain from going to politicians and CEOs... I wouldn't suit them well I guess. I mean I don't know the whole spectrum of their offer nowadays but I doubt it. About education, arts, creative, video, music... Anything creative, anything outside of the box.

[Francesco]: age? Maybe.

[Interviewee 9]: \*long silence\* most saturated I would say maybe between 20 and 35.

[Francesco]: what do you think about the typical usage way, for which occasions or activities are they mostly used...

[Interviewee 9]: definitely not for raving in the forest. I mean the longer you have the shoes the more they wear off, so at some point my favourite shoes I would never go into a rave, because they would just get in terrible conditions. But you know, with the low shoes I always had this fear i'd break my ankle by stepping in the wrong way... So I would say in a urban area, maybe for some night out, maybe, actually. Some events. Maybe occasionally wearing the whole day, maybe on friday.

[Francesco]: do you have in mind the boots or the low ones? You said you don't want to go out in the forest...

[Interviewee 9]: you know it's fresh and new leather, you don't want to destroy them, or have to wash them and put crem on them etc...

[Francesco]: but you're afraid to break your ankles.

[Interviewee 9]: yeah and I don't wanna get them dirty. It's like food waste, you buy these things and you fancy these things you put on that define you to the people you don't know and then you just shit on them. And shoes cost fucking money, it's counterproductive in every way.

[Francesco]: cool. And now picture in your mind mr or miss Dr Martens. Close your eyes and imagine Dr Martens as a person.

[Interviewee 9]: male, 47 up to 56 years old, living maybe in Camden Town, London. Having a tiny shoe shop, middle sized / apartment sized.

[Simone]: he has a shoes shop inside his apartment.

[Interviewee 9]: I mean the size of an apartment, not like a tiny, like a cute little factory but middle sized, with 10/20 employees. He's fucking covered in tattoos, wearing whatever... Tshirt with rolled up sleeves a bit, with an anchor tattoo on his arm... Hmm. Maybe a little beard, maybe a scar here or there, well taken care though. Drinking beer while working, never emptying his hashtray, he has some rings on his fingers... He's not wearing his own shoes. Cause you don't use what you sell. He's a cool fucking dude.

[Francesco]: eheh. which shoes would he be using..

[Interviewee 9]: that's a cool question ahah

[Francesco]: ahah you said it.... A nice pair of shiny sneakers.

[Interviewee 9]: he wouldn't wear his own shoes cause that would be shallow and arrogant, maybe... Too obnoxious. maybe he would be wearing some converse sneakers, the classic ones.

[Francesco]: another iconic brand.

[Interviewee 9]: maybe he would be a low key obnoxious gay... But not really... And he would have a 10 years younger, super hot, super punkrockish girlfriend. But smart you know, not a fucking monkey.

[Francesco]: if his girlfriend was a brand, what would it be?

[Interviewee 9]: lonsdale.

[Francesco]: lonsdale ! That's a fucking cool answer eheh

[Interviewee 9]: I was about to say Fred Perry, but Fred Perry is Fred Perry... So ... Fred...

[Francesco]: yeah, a man... Maybe he's gay.

[Interviewee 9]: maybe he's gay. Maybe he's bisexual yeah, who knows. He's an interesting dude. maybe he's polyamorous, he loves multiple people.

[Francesco]: ahah I want more answer like this !

[Simone]: polyamorous?

[Francesco]: he has more than one sexual orientation and lovers.

[Simone]: just to be sure, you said he's working in a shoe shop.

[Interviewee 9]: yeah he makes the shoes himself and he has some 10 employees. And maybe in the front he's got a tiny ... Exhibition in the window with some of his... but he's in secret making the shoes. kind of (irish denlights??) ...

[Francesco]: hard to get an answer as deep.



[Interviewee 9]: he would not have long hair, he would have some Sid Vicious-kinda-hair.

[Francesco]: but with a beard.

[Interviewee 9]: small beard.

[Francesco]: a bit hipsterish, a bit...

[Interviewee 9]: thats the actual vintage, actual old timer kinda...

[Francesco]: it's a good mix... do you think Dr Martens matches your personality?

[Interviewee 9]: yeah.

[Francesco]: which side.

[Interviewee 9]: ah fuck now it gets complicated. It's good quality, it doesnt stick out that much, not so eye catching like golden pink shoe. I'll be just a big fucking cock now.... Its a very uncomfortable question actually.

[Simone]: ahah no... Some of your personal traits you said before that match with those of mr Dr Martens.

[Interviewee 9]: I don't know man my personality, like, good or bad... I don't know to be honest. I could tell you how I like to express it, instead of actually...

[Francesco]: yeah thats fine !

[Interviewee 9]: I guess thats more comfortable for me, and you still will get the point without me bragging about what I made up by myself.

[Francesco]: ok.

[Interviewee 9]: with what I wear, I prefer quality and nothing too loud, I like to wear something that doesn't catch the eye straight away but if you spend a tiny bit of time actually gazing upon whatever I have on me, you can see... You know, the quality... Without throwing yourself to others.

[Simone]: what about... Maybe they can be... you said that Dr Martens are heavy for you.

[Interviewee 9]: but that's the utility of it, it has nothing to do with what I deem about the shoe, for me it would be just a flaw back in the day, because I havent had a pair of Dr Martens on me for over a decade now,.. I don't attribute it to the whole image of the shoe, it's just a flaw, but overall now I would totally erase heaviness out of this question.

[Francesco]: you feel more on low shoes or boots?

[Interviewee 9]: low shoes... I don't to tight to any (?).

[Francesco]: you feel for your personality you'd go for a pair like mine

[Interviewee 9]: the same as yours or just something similar. Something stylish, something not too loud, something solid, obviously comfortable-ish , at least, presumably black.

[Simone]: while you were describing the brand as a person, you thought one moment of being that man, or you just pictured yourself to be that man?

[Interviewee 9]: I would love to be that dude.

[Francesco]: so there's a bit of yourself in it.

[Interviewee 9]: of course, it's me that said it. And that's my image of someone successful yet modest what is doing but he's not bragging about it and he's just keeping distance to himself.

[Francesco]: so you can definitely relate with Dr Martens,

[Interviewee 9]: if I'm entitled to make such statements about myself then sure.

[Simone]: I think it's a good match

[Interviewee 9]: wheres my girlfriend tho

[Francesco]: ahah last couple of questions which are strongly interrelated then we move to the metaphors. Imagine someone criticized Dr Martens in front of you, who would that person be and what kind of comment would he make, how would you react.

[Interviewee 9]: it would be some bimbo, with too much makeup, fake blonde and her boyfriend is jacked that is wider than taller. Like a typical tool of a person. .. The only things those people know is to make yourself as feminine or masculine as possible regardless of how they actually look like. They would just vomit some comment like nice boots you fucking cow, or something like that. Because you know those are heavy shoes, you need to have sense for it to actually appreciate them...

[Francesco]: and what would you reply.

[Interviewee 9]: I mean, depending on the mood, but it would be either this kind of a face..... No answer. I don't waste any time or energy for a comment or a person like that. Peace.

[Francesco]: metaphors, last set of questions. let's start, if Dr Martens was an object or more than one...

[Interviewee 9]: a shoe ! AHAH

[Francesco]: ahah no not fashion related.

[Interviewee 9]: can I say jeans... no fashion related. A microphone.

[Francesco]: mhhh you can also say jeans.. microphone !

[Interviewee 9]: or like a small garage, like a small sleazy concert place. Or maybe like an old school huge marshall amplifier. Or... those old school rugs, carpets, that you know you can kinda relate to rock and roll stages, old school design. Ozzy osbourne alike, these red rug carpet... Very common for some artists that had these carpets in their studio and fucking brought their carpet on stage because they can.

[Simone]: and why ghose?

[Interviewee 9]: rock 'n roll. Music. lifestyle, street philosophy.

[Francesco]: if Dr Martens was a building.

[Interviewee 9]: maybe it would be kind of... Very english workshop in general, where you make stuff with your hands. A building like institution or something? or... kind of building?

[Francesco]: kind of building, you can describe it, you can tell what is for, whatever.

[Interviewee 9]: a concert hall. Like a concert bodega. Yeah man everything around punk rock and rock 'n roll, like totally. \

[Francesco]: and if it was a vehicle, a mean of transportation.

[Interviewee 9]: I don't wanna say Vespa...

[Simone]: vespa ?

[Interviewee 9]: nono... I'm gonna say a typical london cab, taxi. Or the double decker, the red bus. England man, england england england !

[Francesco]: and if it was an animal.

[Interviewee 9]: mh. An animal... Mh, maybe an honey badger.

[Simone]: what is it.

[Interviewee 9]: it looks like a skunk, but super aggressive. You should see videos of these motherfuckers not being afraid of lions or tigers. They're afraid of nothing.

[Simone]: why then ?

[Interviewee 9]: maybe I subconsciously connect them with the riots in england. People were dying there. Fearless, they don't give a shit.

\*watch a video of a honey badger\*

[Francesco]: we have one more. if it was a food.

[Interviewee 9]: fish and chips.

[Simone]: so still england related.

[Interviewee 9]: yeah man, that's the entry point for me as well. It's always where it comes from.

[Francesco]: and... feelings / emotions?

[Interviewee 9]: I know what I wanna say but I want to be precise. Stability, really feeling the ground... then On top they have this comfort and fashion because it's nice leather and you have some design there. Maybe a bit of extravagance. Rebelliousness. You know all this artistic aspect to it by rioting or expressing yourself through the choice of shoes... You can as well express yourself and give output to what you want to communicate to others.

[Francesco]: I think it's actually fine.

\*last game\*

#### **Interviewee #10 (31.05.2018 at about 6 pm)**

[00:00:00]

**Francesco:** Ciao! thank you for accepting taking this this interview with us. And as you may know this interview is part of our data collection process for our Master thesis on branding. In order not to bias the interview we cannot tell you more at this stage about the details and the goals of the research, but it has to do with the impact of the digital marketing campaign upon your perception of a brand, which we can disclose now, but you'll find out very soon and the information we're going to disclose are confidential and will be shared only amongst us, the researchers, and our two supervisors, if needed and if you agree to record this interview, we can actually start.

**Interviewee 10:** That's fine!

**Francesco:** Sounds good. So as a first thing I would like to know something about you since I know very little, starting from... present yourself your names, surname, where are you from, what you do in Copenhagen if you study or work. [00:01:00] This first set of questions it's just to give a little bit of context to the rest of the answers.

**Interviewee 10:** I am from Sweden and I moved to Copenhagen for work, like two years ago and I work at the Illumv, which is the department store in Copenhagen as a merchandiser. And first I started working on the floor selling the shoes in the store department. And then after a year, I moved to the office that I've been working one and half years now (break for ordering the coffee) and I'm [00:02:00] 27 years old and I live in the center of the city and I am my spare time. I like to hang out with friends and enjoy staying out in nature in different kind of ways.

**Francesco:** Yeah. What do you study you have an education relevant to what you do or..?

**Interviewee 10:** I studied. I have a bachelor in service management, which is economics like business economics, but it's a little bit more focused on Services industry like hotels or restaurants or the retail business is also part of it and I did that for three years and it was, I don't remember how long it was ago...!

**Francesco:** Yeah, [00:03:00] so you said you like to go out with friends and enjoy your free time? Just normal stuff like

**Interviewee 10:** yeah. I took a glass of wine or something. I love to go to Banchina (cozy bar in copenhagen by a wooden docks) or some bars, and be outside and

**Francesco:** Good, yeah, and then you say you are more a day person or a night person ?

**Interviewee 10:** I hope it depends a little bit. It depends on the day. Sometimes I wake up and it's perfect, I just go from seven o'clock, but then some mornings it's not happening. So then I'm more in the evening as well. But it's quite, up and down, someday

**Francesco:** ok, not super structured.

**Interviewee 10:** No, not structure at all! (all laughing)

**Francesco:** I guess who work full-time, right?

**Interviewee 10:** Yeah.

**Francesco:** So that structure is already quite a lot.

**Interviewee 10:** Yeah, that's true.

**Francesco:** Who are the people you like to spend time with? What do they do like? I guess it's kind of a weird [00:04:00] question sometimes but...Which kind of people do you like to have to hang out with ?

**Interviewee 10:** I hang out with my boyfriend a lot and he studies environmental economics. And, yeah something environmental economics and he also works at a bar and I have a best friend that works in a bank, very ordinary life and she has a boyfriend that works as a lawyer and I hang out a lot here in Copenhagen with my colleague Joanna, which, It's a little bit like me quite free spirit.

**Francesco:** Yeah, where's she from ?

**Interviewee 10:** Brasil. (little break, talking of something else, friends in common)

Ok, now, [00:05:00] how do you describe yourself, in terms of personality.

**Interviewee 10:** I would describe myself... (thinking a bit )

**Francesco:** Usually comes out like optimistic, pessimistic, open-minded this kind of stuff you have to go too deep

**Interviewee 10:** Quite, as I said earlier, I'm quite a curious person and I can be very spontaneous. I don't like to plan, I get stressed with too much planning when it's my [00:06:00] private life, then when it's my work life, it's basically opposite then I'm more of I like to structure and I like to create structure. But for my personal self I am a happy person as well, mostly positive towards different things.

**Francesco:** So you have a very strong interest in fashion?

**Interviewee 10:** Yes.

**Francesco:** How is that? Tell me more about it?

**Interviewee 10:** I've always. I've always liked beautiful things, like things that are beautiful, as paintings and arts and movies. ( little break they brought us the coffe ) So I have [00:07:00] always liked beautiful things and it is also been when I was a little child, I was grading (blend colours) , I usually made scrapbooks and cut-outs from newspapers, magazines. My mother was a big inspiration for this interest as well. And she usually also has an interest for fashion and clothes and style and..So Also always had all these magazines that I was always looking at, which of course influenced me as a child and then the whole bloggers and influencers. Thinking when I was a teenager was very different from what it is now, but it started with some big ones (she's talking about fashion influencers and blogger) and some of the first ones were from Scandinavia, some of the big ones and I started following them from quite [00:08:00] early and now it's

**Francesco:** They were on social media or ?

**Interviewee 10:** Blog, very early, very basic blog. Before Instagram or anything else. It was they were writing and putting up pictures and it was very basic pictures as well. Like they probably.. it wasn't very professional as you see as it is today. It's a whole (industry), is another industry in an other way, but it was not at all before, so I found quite early and I think this comes along with also my curiosity. Like if I have an interest I usually find ways to indulge in this in this interest.

**Francesco:** Yep. So you like beautiful things, you know, you're more into figurative arts or architecture or design or

**Interviewee 10:** basically, it could be anything about of course the ones that are more easy to get is when you go to a museum and [00:09:00] it's quite easier than you go around and you see but also

if you're sitting by the Island Brygge (Copenhagen neighborhood by the lakes) , you're looking over the skyline and the sunset that can also catch you in another way that you're not really prepared, but it's still

**Francesco:** you like music?

**Interviewee 10:** Yeah, but I'm I like music. Yes, but it's not in the top. But I love, I enjoy music but in the music, I don't feel as creative as in other ways (sh e meant fields?) but I love music.

**Francesco:** So you're interested in fashion, would you say, it's.. it doesn't have a negative connotation, but more from a passive interest, passive passion or an active passion, you'd like to stress and you buy a lot of clothes and you

**Interviewee 10:** I like to..In an active way. I love to to dress in the [00:10:00] morning, it's not that I am planning, really I'm not planning. My outfit is more like also with the feeling and also with the weather and everything around but, I've never been, like blogging or doing these kind of active stuff. No, not on Instagram either, but I enjoy making.

**Francesco:** Do you have a big wardrobe?

**Interviewee 10:** I do but I feel a little bit... I have a hard time also throwing things away. Yeah, so that's why first of all, I think it's fake. It's not because I don't feel like I'm shopping all the time. I'm quite, I have become quite aware shopper, I would say like ... I know what I want and then I plan and then I I'm not going out shopping all the time. Also, when you work in [00:11:00] fashion with clothes then you feel a little bit full of the whole industry. Sometimes I'm out here, it's usually I don't usually go out and shop so. No, I don't actually shop I shop a lot less now than I did when I was younger.

**Francesco:** all right, really cool. How would you describe your style?

**Interviewee 10:** I would describe it, now you can actually say Scandinavian and people will understand but I would say I'm not fully Scandinavian style. But I'm also, I like the minimalist and I also love colors and I love different shape and silhouette. So it's probably a mix between Italian and Scandinavian.

**Francesco:** Okay. Yeah, exactly Scandinavian is very plain and minimalistic and few colors I would say. So a bit of color.

**Interviewee 10:** Yeah then you have [00:12:00] the flamboyant Italian colors and different fabrics and another more romantic passion in a way.

**Francesco:** Yeah. So you're mix of both

**Interviewee 10:** Yes I would say

**Francesco:** Great. And, I think that's it about you. Are you interested in shoes?

**Interviewee 10:** Yes. Yeah. It's my profession. That's actually what my area is at the moment.

**Francesco:** So, you're merchandiser of footwear

**Interviewee 10:** Yeah for both men and women.

**Francesco:** Good. Yeah. So now we're gonna find out if you if the brand.. the rest of the interview is about the brand. I'm gonna play the game. Yeah, we want you to come up with a brand and we're gonna give few basic hints at the beginning and if you can't come up with it. We gonna give you some more hints

**Interviewee 10:** So you have a band in mind and then I'm gonna guess..

**Francesco:** Yes. Okay. So the brand we're gonna talk about is an English fashion brand in particular to producer of [00:13:00] footwear. it was created in the beginning of the 20th century but its first iconic products were commercialized in 1960 since then the products have appealed to a very wide array of different people, especially young people, and they were particularly embraced in England, but also elsewhere by different subcultures and up until now still now, you know, which brand it is?

**Interviewee 10:** I have one that I thought about instantly, it's Dr Martens?!

**Francesco:** Boom! Good, yes! But was the detailed that (let you found out the brand?)

**Interviewee 10:** was when you said that it was an old brand, but then when it was popping in the 1960s,

**Francesco:** it was like the very beginning.

**Interviewee 10:** Yes.

**Francesco:** It was very very very good. Perfect. Now, another Super quick game [00:14:00] we're gonna show you some pictures, 21 pictures, some of them them contain Dr Martens products and some of them no. they're all very similar. So it's kind of a hard game. so don't worry. and we won't tell which ones are correct and which one are not

**Interviewee 10:** yeah, you won't or you will?

**Francesco:** We won't okay, we were thinking of maybe at the focus group at the next interview expose you again to the the pictures and see if the results are better or worse or yeah. You see it?

**Interviewee 10:** Yep.



**Francesco:** .Okay number one.

**Interviewee 10:** 1 YES

[00:15:00] 2 NO

3 YES

4 YES

5 NO

6 NO

7 YES

8 NO

9 NO

10 NO

11 YES

12 NO

13 NO

14 YES

15 NO

16 NO

17 NO

18 [00:16:00] NO

19 NO

20 YES

21 NO

**Francesco:** okay. It was very good again.

**Interviewee 10:** but he was very hard.

**Francesco:** It was very hard especially with a bit of the sun. Maybe you can't see some details but I think you're the one who perform better. So now we start with the questions. [00:17:00] So, just explain a little bit. Division (questions) by level of abstraction somehow in the beginning is just more simple questions and like and then we ask you to abstract more and more and more. To get deeper in your perception of the brand and what the brand means to you. Right?

**Interviewee 10:** Ok!

**Francesco:** So let's start like do you ever buy a pair of Dr Martens?

**Interviewee 10:** No never

**Francesco:** Never considered to buy one?

**Interviewee 10:** Yes,

**Francesco:** Why was that? recently or in the past ?

**Interviewee 10:** And no quite recently, maybe two years ago or one year ago. Yeah.

**Francesco:** Yeah and which ones?

**Interviewee 10:** And the classics, like the boots

**Francesco:** the boots.

**Interviewee 10:** The high boots, black or with like patent or something

**Francesco:** with what?

**Interviewee 10:** Like a patent material ?

**Francesco:** Patent?

**Interviewee 10:** Like the shiny, oily, you [00:18:00] know? It's called patent? I don't know what it's called

**Simone:** the one that I really shiny.

**Interviewee 10:** Yeah, it looks like this ( showing a piece of her t-shirt )

**Simone:** how is called the material? Can you spell it?

**Interviewee 10:** P A T E N T. So it's very shiny.

**Francesco:** Okay, right so it's not the original one. It's more the

**Interviewee 10:** No..

**Interviewee 10:** Cool! And have you ever tried a pair or ?

**Interviewee 10:** And. Think I tried my friends one's but I haven't really no no, ( tried in a shop ) but yeah, I've tried yeah. Once.

**Francesco:** Have you ever visit their shop or ?

**Interviewee 10:** Yeah.

**Francesco:** Here in Copenhagen or?

**Interviewee 10:** Yeah I think it's their shop. Yeah, I have visited the shop, just went in because I was taking a walk and I went into to look around just to see the different styles.

**Francesco:** Did you remember something about it?

**Interviewee 10:** It was [00:19:00] quite like basic and rough. It wasn't looking like a fancy shop. It was very basic

**Francesco:** very basic, did you remember the colors or something else that capture your attention?

**Interviewee 10:** Dark color and like dark. how is called? the brick. ( inside the store )

**Francesco:** Yeah, and music-wise or the employees or ?

**Interviewee 10:** No don't remember. I was there very quick.

**Francesco:** Did you like it or you find..it was like.

**Interviewee 10:** yeah, it fits the brand like, you can see the personality of the of the shoes also in the store.

**Francesco:** And you came up with the brand very quickly. So I think you were exposed to this brand often.

**Interviewee 10:** Yeah,

**Francesco:** in time, do you remember going back in time? [00:20:00] When was the first time you got exposed to it or...Exposed, when I talk about exposure, it means everything from seeing it on someone, seeing a commercial, talking about it, trying them, touching them. Whatever. Maybe not the first time, one of the first times

**Interviewee 10:** like one of the first times, probably when I saw it, then I didn't know that it was that brand, but it's a quite a famous demonstration in Sweden which was a long time ago. So I saw the picture of the this young guy with like bald head, rocker type. and then he had this boots on and it was a little bit, yeah, it was the demonstration thing. And I remember that when I've seen the picture, in the past that the boots was part of his outfit and his [00:21:00] military feelings and bomber jacket and everything...

**Francesco:** And when was that pretty much?

**Interviewee 10:** Maybe when I was a teenager, I don't remember when..

**Simone:** Okay, so you saw the picture afterwards right? Remember that time?

**Interviewee 10:** Yes.

**Simone:** Okay., and you have been at that demonstration?

**Interviewee 10:** No,

**Simone:** okay, you just saw it

**Interviewee 10:** yeah. But it's very unclear, I don't remember like the first because I have, I haven't had any of my friends who wear the brand or anything. It wasn't a big brand from where I was from at all, when I was younger and now it's more

**Francesco:** since then tell me when up to now some experiences, some times you remember it, do encounter it or it started to becoming more Central and-

**Interviewee 10:** Yeah, I think it was now, maybe for five years ago. [00:22:00] It was more the general public that could pop up in these shoes but not before it was a lot one segment of the the society that was wearing it. Maybe was the some of the people who wants the Army feeling. I know that people from, I don't know if it was surely. Dr. Martens, but the people who are from the right, right, like very right people, politically, of course. Yeah, and that is not something that the general public wants to be associated with this type of ( shoe sor brand )

**Francesco:** okay, you think you're starting being exposed to it? When it got like more appealing to the general public or mainstream, we can call it like that maybe

**Interviewee 10:** yeah, you could see it [00:23:00] on the also teenagers who was like very dark hair, very dark makeup and a lot of tattoos and a lot of piercings. They like the punk- rockers also, it was like young people. They also used to say, even though they are not right right, it was just

**Francesco:** I know you said you don't have many friends, at least back then you didn't have many friends using them or people influential in your life. what about now or?

**Interviewee 10:** More, but not a lot of people. I have one of my best friends has a pair and she was probably the first one of my favorite friends that have it not a lot. No, yeah.

**Francesco:** And did your perception changed when you, how was back then your perception of it when you first saw it? What do you think of this bald guy you saw picture what's about your feelings ? Very very honestly

**Interviewee 10:** It [00:24:00] wasn't very positive, but I don't know if I put the brand in the same bald group as I would put the person was wearing them. I'm not sure but like I don't know. I don't know if I would associate... If I would say that oh you I can't wear a doctor because this person or these people wearing it

**Francesco:** okay, no, it was just like an accessory on him.

**Interviewee 10:** Yeah, pretty much.

**Francesco:** Yeah, but it was not closely related. So he had him so the brand meant like he was appealing just too them..

**Interviewee 10:** mmm yeah

**Francesco:** and after a while did change a bit when you saw them maybe on your friend

**Interviewee 10:** yeah, I think it's a very

**Francesco:** Did you find them cool back then? When..

**Interviewee 10:** mmm yeah... it wasn't really in my style [00:25:00] at all, and has never been but and I haven't had like as I said that my friends were not, didn't have the boots either. so I didn't really have. Yeah, I would be a little bit cool but it's not it was anything special

**Francesco:** You were not so interesting when you saw them you were like, all right.

**Interviewee 10:** Yeah, I wasn't very into it.

**Francesco:** And after you changed a bit, you got more interested into it or it's still marginally?

**Interviewee 10:** I think very.. I think it's a cool brand and they have nice products and I feel like you can now it's more, you can see it on different kinds of people and I enjoy that much more than if it's like a specific type of person always wearing this style. Now. It's like anybody can wear it depending on age and gender or anything

**Francesco:** good,

**Simone:** About that now, maybe ultimately you don't see it so often on the [00:26:00] people, just one of your friend has it, what's about to more online wise? like social media?

**Francesco:** Do you encounter the brand on social media or when you were surfing the web maybe some or maybe you when follow bloggers, I think used to but you're still following some bloggers, right?

**Interviewee 10:** Yeah a little bit, but not in the same way. But yes, and I do but it's mostly because the bloggers that was following before they've stopped blogging because they got like family and they got old. No, but they have gone into other professions and now most bloggers are a bit younger and I don't really, I can't really see myself, in most of them, but of course there are a lot and I can but

**Francesco:** so you wouldn't say you're more influence very much by bloggers [00:27:00] these days ? Blogger or fashion influencers

**Interviewee 10:** Not that much. Like of course, I like Instagram to see, because I'm mostly interested in the pictures and not so much in the text or the stories. So then Instagram it's better than you can also get a little bit of like

**Francesco:** Do you follow of Brands on Instagram?

**Interviewee 10:** Not a lot. I probably should. I mean my colleagues do but I don't usually because I like the mix, I don't like when it's the brand, I'm not inspired If something is only one brand I like the mix of brands and I like mix-up everything..

**Francesco:** So just follow interesting people that dress in a particular way, it could be influencer or may not

**Interviewee 10:** Yeah whatever. So it can basically be someone who has a nice style or take nice pictures [00:28:00] or whatever.

**Francesco:** Yep. Yeah good.

**Simone:** So you didn't see so much about Dr Martens in those person?

**Interviewee 10:** No, I saw, I feel it was apart, I don't remember when, if it was last or one year ago or two years ago they were a lot of Dr Martens around.

**Francesco:** So you think they had the other peak in the last few years.

**Interviewee 10:** Yeah.

**Francesco:** What about now? They're like still popular?

**Interviewee 10:** I think, because I can't see, I don't see it ( Dr Martens ) on influential bloggers or anything that much, but I see it a lot on the general public so. Usually the trends they go the first movers and then the people follow and then it's when the people follow you see it around. So probably it is around there. So it's peaking on the people around, you know, like a normal person.

**Francesco:** Yep. Would you say you encountered a lot, you see them a lot around? they make strong impression on you, [00:29:00] do you notice them compared to other shoes maybe like..?

**Interviewee 10:** yeah I do and because they have the details and also for me before it was very much the lace-up combat boots because that was the ones that I saw the most and now I think it's interesting when I see maybe the sandals or when somebody's wearing another shape or it's when you spot the... They have some identifications in their soles and all of these things. I think it's interesting. But I don't know if it's also like a part of my work. So I I'm aware if I see it on a lot of

people that thinking okay maybe we should have it in Illum maybe we should not, what does it mean, all of these things as well to just be aware

**Francesco:** To be influenced by your job? So you notice a lot of things, a lot of shoes around because you have to..

**Interviewee 10:** Yeah and also to [00:30:00] be aware of..Okay now I see this a lot, why do I see this? Then, can we implement it in some way? What is that is special? So it's more like that line that I see at lot

**Francesco:** What do you think is special about Dr Martens?

**Interviewee 10:** And I think they they seem to be very comfortable and people in Scandinavia likes to be comfortable, like not a lot of people wearing high heels or still lose (??? steel rose? don't know) . So that is one thing and also that they're cool to mix up your style with.

**Francesco:** Give it a Twist?

**Interviewee 10:** To give a Twist to, if you have, I think a lot of people have a summer dress or something and it's cool to mix in something else, that gives the out of it something cool,

**Francesco:** you know, a lot of people think the same.

**Interviewee 10:** Yeah, so I think a lot of people use it also that way, that's what I see when I see people walking around. [00:31:00] It's not like they have the full look. A lot. It's **not** like they have Dr Martens and then they have trashy jeans and like they have this things (punk clothes or something similar, or associated to subcultures. Really different from a flowerish dress that you can mix up with the Dr Martens ) was usual, you know before.

**Francesco:** Yeah the whole thing. it's whole package like it was more identifiable, punks.

**Interviewee 10:** Yeah, like the punks.. Yeah, so then he was more part of a whole package. Now, that's a couple.

**Francesco:** Very good.

**Simone:** yeah, you can come back on what she said, that the shoes are really comfortable, you would like to ask something about that?

**Francesco:** Yeah, let's talk [00:32:00] about it. Like what do you think of the physical attributes of the shoes? Yeah starting from very basic, the shapes, sizes and materials and going to, comfortability, flexibility, height and then going to the look maybe the perceived quality.

**Interviewee 10:** Yeah. I have perceived, the perception that I have about the quality is, I feel it's good quality and also very clean styles, not too much. Of course, you can always buy also the ones with different colors or different fabrics but the classic ones I feel are comfortable and good quality and quite clean in the look.

**Francesco:** Quite clean, don't you think they're associated with some eccentric style and [00:33:00] daring style?

**Interviewee 10:** Yeah, it could yes

**Francesco:** I think they proposed themselves a lot, at least, for the people used to wear them (Dr Martens). It was not very plain and simple, you know, they were just, it was a very strong statements, the way they looked and what do you think about this clash. If it's clash or if it's just...

**Interviewee 10:** No, I think that like some of the people wearing. Dr. Martens also have, you can see they have the more eccentric style. Like they have more colors maybe or they are a little bit... Also in another age group. if I see it on young people it's usually, at the moment, It's usually the young girl interested in fashion and they'll mix it up with a style. But if I see it [00:34:00] on a person who is maybe 40 / 50, then it's a totally different one than it looks more she has been wearing them for all her life and it's a part of her identity, because it's a part of her style and it's a bit more as you say eccentric, maybe she has the red hair or she has something else that you can see that maybe she has a history of maybe being a punk rocker when she was a kid or something like that..

**Francesco:** Totally cool. Yeah, definitely and, what do you think about the price?

**Interviewee 10:** And what is the price?

**Francesco:** No, I like your perception of the price. Of course it vary a lot. Sandals and the top boots with the platform and

**Interviewee 10:** yeah, I would say that, because I think that it's good quality, then I would say the price it's probably... I wouldn't see it [00:35:00] as an expensive shoe and I would see it as maybe not a cheap shoe either like a middle.

**Simone:** So it's like a fair price for what you just told us, about quality, comfortability, is that a fair price or not?

**Interviewee 10:** I'm not sure what they cost but I think, my perception is that it's not very expensive but it's still not popular. Yeah, like it's I don't know. I don't think it's expensive one but I wouldn't



say cheap either definitely not that's good quality. Then you have to pay maybe 2000 or 1000 between

**Simone:** yeah. [00:36:00] Coming back for just one second what you said before that you saw the brand a lot in the general public, lately, do you think that is a brand that make a strong impression on you sense? Or anyway involved senses, the sight, but also maybe, the smell, the touch, since you never had a pair so it's less relevant for you. Anyway would you like to add something on that? Between like seeing the brand or touching the brand and your senses, you see that is a brand that make a strong impression on your sense?

**Interviewee 10:** Visually I think it does, when I see it, I think it makes an impression and also when I see it [00:37:00] when it's new, when I see it in the store the I feel it's not very comfortable from the beginning but you have to, because it's quite stiff. So then I would say that it probably becomes comfortable. But from the beginning I don't think it's very comfortable because the material... Of course you can get different materials as well, but I think it's the the leather seems quite rough

**Francesco:** Good..And I would ask some questions about, would you say this brand is an emotional brand? Emotional in the sense that it evokes feelings or emotions.

**Interviewee 10:** I think it does

**Francesco:** Also into to you or in general to people?

**Interviewee 10:** Yeah. It does also because my first impression of the band was very much punk rocker. Either the punk rocker or far right and that's, [00:38:00] those things evoke feelings if I think about the brand in that way and also the punk rocker thing I've never been a part of that culture, but I think it's very interesting and I think people are very for different from myself. I think it's interesting. So I would say from that point of view I think it's interesting from the other point of view it's a little bit...

**Francesco:** Disturbing?

**Interviewee 10:** Yeah. Not like positive

**Francesco:** Not positive? so interesting and like not so positive. What do you think. You don't have many people wearing them in your close circle of friends or peers or parents or whatever. What do you think when people are wearing them next to you? When [00:39:00] you have a with a group of people and there someone wearing them. Do you have some particular like.. (thoughts) ?.

**Interviewee 10:** I always wonder if it's a political statement or why people are are wearing them because also going back to my first impression of the band then I always think...

**Francesco:** Do you think that this influence you a lot? You take that as point of reference?

**Interviewee 10:** yeah, I think, so because when now when we talk about of emotios and feelings when I think back and when I try to go into when I saw the last time or what thoughts I had or what thoughts I have on the brand, and I think it has influenced me a lot in a way because I I usually if she or he is wearing that I would probably think along, I wonder why this person is wearing them or If the person has always been wearing them. It's [00:40:00] an interesting.

**Francesco:** That's also interesting, so you feel like intellectually stimulated somehow to relfect on their story and their background of the people wearing them.

**Interviewee 10:** Yeah, definitely

**Francesco:** and much more than other brands for example or more or less? Do you always do that? Or it's

**Interviewee 10:** No, I wouldn't say that. It depends of course, but is on a brand level maybe more on like color or style level (for other brands) , how would be another thing but this ( Dr Martens ) is more like because it's connected to the politics a little bit. So it's interesting in another way. But yeah,

**Francesco:** do you think stimulate your creativity also somehow? Maybe you see them in pictures, like a perfect outfit for them?

**Interviewee 10:** Yeah, I have. Yeah, I have done that and because, they make a bit of a statement in different ways. so [00:41:00] yeah, definitely. And I think has a lot to do with the the brand itself. Not only the style because you can see similar Styles around but the brand behind it means also.

**Francesco:** Do you think now people wearing them they do it just for style, if it is for the style and the look of them or do they have some sort of... They are part of their (people) identities and they ( Dr Martens) make a statement somehow

**Interviewee 10:** yeah. Yeah.

**Francesco:** Do you think that it's for a lot of people or it's more blurred compared to the past?

**Interviewee 10:** I think it's quite clear to see you when someone is wearing them if they are making a statement or if they're just making an outfit. Because it depends on, if you go for the style or if you go for the the total look or if you just go for the the fashion part of it.

**Francesco:** Yeah. But since [00:42:00] the style appealing to a wider public...

**Interviewee 10:** Yeah, it's more, it getting more, you see it on more different kinds of people

**Francesco:** so yeah, the association with the typical users and a their typical backgrounds? It's like *think a bit* compare to the past (???)

**Interviewee 10:** . Yeah. Yeah.

**Francesco:** All right! Yeah, now we go, now we approached at the second part of the interview, which is the more metaphorical an abstract one. So we're gonna ask you to do a bit wild and just let flow freely.

What do you think like a typical for example, yeah, who are the typical user of Dr Martens, we already talked about it. You said two groups somehow, one that wanna go more with the fashion of it [00:43:00] and they take less on the political stance that it (Dr Martens) used to stand for. Yeah. And some that are more like (wearing Dr Martens for making a strong statement) but in general..? You want elaborate bit of this or you think you said everything?

**Interviewee 10:** I think it's a little bit interesting because the two groups that for me is very clearly connected to dr. Martens are on two different sides of the political spectrum because the punk rocker is a little bit more anarchist and then the right person is like different and

**Francesco:** then there is the people in between which is now the new core new brand users

**Interviewee 10:** . Yeah. Yeah, but those ( new group of fashion people without a strong statement ) I don't think that they are... Maybe some will be continuous users but when the when it's going out of fashion or when the focus is not as hard they [00:44:00] will not be loyal. The loyal customers are probably the ones that are living the brand a little bit more

**Francesco:** than do you think... I think like people that belong to this to the categories like the punk rockers and the far right, xenophobic and whatever. They are influenced by this opening of the brand to different kind of people, to the mainstream let's called it and will they still loyal when it goes out of fashion?

**Interviewee 10:** I think that also, the two groups that I associate with them is that the far right is [00:45:00] not much about the brand itself, it's more about the look. They want to look like military and they have a look and they want to keep they will have that look. And I don't think that they are are influenced of who is wearing and who's not wearing and when it's fashion when it's not so they will probably keep wearing it. And then I think the ones that are punk rockers, I think dr. Martens,

the brand means another thing then it's important for them that if Dr Martens, they don't want to go out and buy the similar one from another brand because, I think they think the brand identity is more important because then it also a part of their identity.

**Francesco:** Why you think is that?

**Interviewee 10:** Why do I think this ?

**Francesco:** I do think the same. You actually right. I've never thought about it. But yeah, definitely it's like different motivations using them, buying them

**Interviewee 10:** for yeah, because and then you have the general people and fashion [00:46:00] now. It's more, I wear this now and then tomorrow I wear something else that is cool. Maybe the Balenciaga sneaker or something which is yeah. (all laughing) I hold other the story. (laughing)

**Francesco:** But why the punk rockers they are more faithful to the brand like in a way? What did they see in it?

**Interviewee 10:** it's probably, of course a part of their look and their style, but why they want to choose Dr Martens, it's also probably because of the quality. I don't know how the financial [00:47:00] situation ( Dr Martens ) is looking like, but if you and the way if you believe in the environment and all of these things, it's maybe more important and then also to buy one pair of shoes that will last a long time and also have the history of your life in the shoes.

I think that it's more of a feeling, an emotional customer (Punkers and Rockers) in a way like also that is aware of other influences also, like maybe it's a little bit on the organic, he likes if something is, if it's durable and all these things, so maybe that's why. I don't know if the far right they care about stuff like that.

**Francesco:** I [00:48:00] think I have a good question now about what do you think is the typical usage? Which occasion are they fit, for which are not and

**Interviewee 10:** for me ?

**Francesco:** What you think about it?

**Interviewee 10:** I think a punk rocker can wear them anywhere and anytime because don't really care I think. I don't think it's a evening type of shoe. More daytime daytime.

**Francesco:** Yeah, so which occasions like in general during the day or..

**Interviewee 10:** Like, I think that during the day you can wear it for anything. Okay, as any shoes like you would a sneaker for everything during the day. But and also maybe if you go out you [00:49:00]

can... If you're going to specific parties you can wear them if you're going to a nightclub and just also because I think it's the quality is good and it's a strong material, if you go out and then if it's gonna be rough then I think it would be perfect for that as well ( night clubs etc ) um,

**Francesco:** but you say it's normal urban brand or also you can wear in the countryside using for different kind of activities.

**Interviewee 10:** Yeah, I wouldn't go hiking with them. I would probably use more the boots in the winter and to wear it as a alternative to any other winter boot as well. And I also think the countryside you can wear.

**Francesco:** You can definitely but like it's more like

**Interviewee 10:** I guess City Urban kind of shoe. I would say

**Francesco:** yeah. [00:50:00] no, IAnd then we go deep, in abstraction so.. if Dr Martens, the brand, was a living person. Can you describe this person as deep as you can go like imagine it was a person having a life, history and having friends, doing things, dressing up in a certain way.

**Simone:** Look how this person looks like, what this person's doing in life, with whom this person is hanging out with, picturing in your mind the brand really, Ms or Mr Martens..!

**Francesco:** Yeah of course can be influenced by your typical user. It's more brand. What the [00:51:00] brand is? Yeah not what is become or what other people made of it. Of course, it influenced by the typical user

**Interviewee 10:** my spontaneous thought is a lot influenced, by the person I think or I see wearing it, but I definitely think that it would be a person that cared about...

**Francesco:** Is a male or.

**Interviewee 10:** It's a man or a woman? (laughing)

**Francesco:** L Let's starts from the basics, man/woman, how he/she looks like, how old is he?

**Interviewee 10:** I think it could be both a man and a woman. But if it was a woman it would probably be a little bit more like a unisex masculine woman if it was a woman, but it still it could be any man or any woman, but I also would think that the person is.. ( little break thinking ) [00:52:00] It's caring about the environments in a way. As I said because of the quality and everything, it's a loyal person and quite in the style, I would say maybe, a little bit funky. Yeah, not only like jeans and I like not a proper, if you say a person who works in a you an office with proper clothes? No, I would probably

say a little bit more free spirit person and [00:53:00] enjoying, may be a vegetarian or vegan or something, like caring about environment and aware of the surroundings.

**Francesco:** With strong believes?

**Interviewee 10:** Yeah, I Would say so,

**Simone:** okay. So strong values as well.

**Interviewee 10:** Yeah. Yeah. Yeah.

**Francesco:** I know you said like it could be both a man and a woman and we can also leave it, genderless, so you can be also...But can you describe him/her/shim/it physically

**Interviewee 10:** like if we would say that it was a woman I would physically describe, the Dr Martens woman as says short hair, maybe red hair, strong color in [00:54:00] the hair and a little bit bigger in size. Not super skinny, a little bit... Not the healthy type, like not super fit, and she likes music. I think it's quite connected with music, a lot connected with music

**Francesco:** that's also because the punk they're more loyal

**Interviewee 10:** Yes definitely a punk music person, but could also be, yeah, not only probably punk music, but could also be old rock and roll. yeah the clothes.

**Francesco:** What are they wearing? Yeah, what is she/he [00:55:00] wearing?

**Interviewee 10:** She's wearing....I don't know if I've seen somebody wearing dr. Martens that I'm describing but I could also see like the Retro. Not the punk punk but also see the Retro looking maybe the 60s. Like a 60s dress or something in that area also when it was most high... Like it when it was high... (???) But also, from the 20s, the pinup, like with the flowery dress, but it's dark and red maybe or with dots or something, not the romantic type. More like a little bit, the silhouette romantic, but the color a little bit more darker and quite feminine in a wa, but it's [00:56:00] feminine but not feminine, maybe with curves. I said a little bit bigger (she talking about the physical aspect of the person right now) , but also with some curves

**Francesco:** and what does she do in life? She's caring about the environment. She's like loyal person. If She had a profession? How is she?

**Interviewee 10:** maybe 35.

**Francesco:** Has she a job job?

**Interviewee 10:** Could be a teacher teacher.

**Francesco:** Where does she live?

**Interviewee 10:** In the suburbs, it's not the typical suburbs but like the urban suburb, like not in the city center, maybe but in like,

**Francesco:** Norrebro?

**Interviewee 10:** Uh, yeah, yeah or maybe somewhere that could also be a little bit further away. .

**Francesco:** Does [00:57:00] she have a boyfriend any if she has a boyfriend...

**Interviewee 10:** maybe a girlfriend, yeah could be

**Francesco:** and which brand she would be?

**Interviewee 10:** What?

**Francesco:** Which brand.. if the girlfriend was a brand

**Interviewee 10:** (laughing) which brand the girlfriend would be...Can I say that she can be or she can't be Dr Martens as well, it has to be another one?

**Francesco:** Yeah, we would have some problems of double personality like (all laughing)

**Interviewee 10:** This is very hard... who's the best girlfriend or boyfriend of dr. Martens? [00:58:00]  
I don't know. This is hard.

**Francesco:** Yeah, I know.. we had this question afterwards.

**Interviewee 10:** So yeah, but it's funny. Maybe it would be, I'm thinking of an old but it's not really a brand brand but in Sweden it was this record store that has... I don't know they still have some shops left. It's called "people and music" and it's where you can go and listen to music and, you can buy also like CDs, but you can also buy records. Yeah, and it's called people and music and, probably [00:59:00] that was a person they would be that

**Francesco:** that's perfect. That's great. He's not even a fashion brand. IT's good!

**Simone:** Sorry. Can I just ask you again, you said the teacher but which kind of teacher, spend one minute more, spend some words about the profession, like a teacher, you imagine, which kind of school for example?

**interviewee 10:** I would say maybe in a high school teacher and because it's, it's a connection with the like it's a little bit useful and it's also a little bit creative and it's , it's an interesting and an important profession that could be fit for for dr. Martens woman like to do a difference in the society to be a teacher to have the [01:00:00] the playfulness. To have maybe

**Francesco:** You said educate people?

**Interviewee 10:** Yeah,

**Simone:** generally bring value.

**Interviewee 10:** Yeah,

**Simone:** Value to the society, that is something that bring added value.

**interviewee 10:** Yeah, which is and you can feel this an important profession.

**Simone:** That's perfect. Just perfect.

**Francesco:** Which aspect do you think this brand matches your personality? The aspects of the personality of this person, the brand as person, so it's easy to imaging her personality.. what do you think like could be friend with her or simpathatize with her, which aspects match your personality? and which don't? Would you probably encounter her in life?

[01:01:00] **Interviewee 10:** I would probably not encounter in my personal life. But if I would, I will probably like the person, because I have feels that's a warm person it's a positive person. if sje was my teacher, I would probably like my teacher if it was dr. Martens and but on a personal level, I don't think we our lives would cross ( wouldn't cross paths ) paths in a natural way.

**Simone:** So do you think that in general the brand match your personality in some ways?

**Interviewee 10:** The brand...

**Francesco:** You said you're curious and you said this person is like.

**Interviewee 10:** [01:02:00] I wouldn't say that this brand is very curious. But the parts with, durability and the quality and.. That is something I feel is important. So in that part, I would definitely... And it's stable brand. It's keeping its identity and it's not someone who's one day it's that way in one day is that.. It's like you have a core, you know what you are and you're like self-confidence and stuff like that. We'll probably match the personality. Yeah. I'm not very flaky. I have my values and I I believe in stuff and then yeah, I think that Dr Martens it's the same.

**Francesco:** great. We are almost at the [01:03:00] end. Yeah, we're very close to the end and I just ask you a couple more questions could be quite interesting. Imagine if that one criticized Dr Martens, It could be with you, you wearing them or just in general criticized Dr Martens, what would this be about and how would you react ? would this person be, after you can also say

**Interviewee 10:** the criticism would probably be, maybe it's not a criticism, but it's a little, but it can be. It depends on how (how the person speak) and then depends on the person but if a person says like "I would never think that I would see you in a pair of Dr Martens". So it's quite a judgmental [01:04:00] comments and I would probably say "I know I know it". Because I don't like when people



are putting me into a box and of course, I don't see that the Dr Martens is like maybe the obvious choice of my Footwear. But if I am wearing it I had found like a way of doing it. And, that would probably be a criticism that they were , "oh, it doesn't match with you or doesn't match with what you are" and then, but it wouldn't be...

**Francesco:** but it's precisely what you think they would think? Why they would not match your personality? I don't know if I explain myself, you said that they will criticize you as [01:05:00] "it doesn't really fit you"," it doesn't really look like you." what do you think they would think of you, what would fit you and what Dr Martens fits over the person? You know where this scary season (???) come from? What is their beliefs?

**Interviewee 10:** I think it is. First of all, it comes from a person that put people in boxes. A person that is judgmental, like say only these kinds of people can do this and only that kind of people can wear this and these things so they probably come from a [01:06:00] narrow-minded and also maybe having a strong feeling of this brand that only belongs on punk rockers maybe and then they would be not able to to see the big picture. Yeah, like narrow-minded person

**Francesco:** but you wouldn't say that's something realistically happen.

**Interviewee 10:** yes, it could if I wear them and somebody could definitely say that to me.

**Francesco:** Yeah so you think that there is a bit of criticism about it?

**Interviewee 10:** Yeah..

**Francesco:** People still have some...You definitely know it's opening up a lot. A lot of people are wearing them. Less judgemental, but still people put, close other people in a category . So, do you think in general there is this perception?

**Interviewee 10:** I still think it's a strong perception of the brand that is in [01:07:00] a different categories. Yeah, I think so.

**Francesco:** I'm asking you because, we have someone who said, I don't think it's really realistic to receive a comment like that because it's a brand that fits everybody. Nobody really cares about you wearing Dr Martens, not this anymore. No, but you have thought the opposite, I think..

**Interviewee 10:** Yeah, because like, I don't know. Because people are, people do have... because I feel like a person who has a lot of different Personalities [01:08:00] within me and different views and it's not always that if I meet someone that they will see all my sides. And, I think definitely that... because I have experienced those kinds of comments before and I always wonder why? Because it

was even when I got together with Leo people said to me, "I never thought you would be together with a guy like him" and I was like, "Okay, that's weird." And it's like some people say to me because they feel like people have a lot of a strong opinion of who I am and then I don't feel like I always fit into what people think about me. So that's why I feel like if I would wear this (Dr Martens) which I feel is not what I normally would wear but I could definitely do it. But then I would say that this could be a [01:09:00] possibility definitely.

**Simone:** What you will answer to that person, you will defend this? I guess sorry, you will probably explain this.

**Interviewee 10:** Yeah, I would probably... first I would ask why they say that and then they could explain why and then I would probably would say that, I have a lot of different....

**Francesco:** You don't want to be close in a box..

**Interviewee 10:** No, I'm not.

**Simone:** Yeah, we are not black and white. Yeah, no one is, right?

**Interviewee 10:** Yeah.

**Francesco:** Yeah, so that's perfect. I have a little question that comes out like after before going to (another section), the last. Do you think, imanging like.. it's brand [01:10:00] that.. ( break.. Francesco don't know the exact word to make the question)

(Francesco opens a discussion about the research can be used for differents aims)

*I noticed what if I mean you are last one that probably we're gonna interview. Yeah, and what I feel after these researches that it's the **meaning** you give to things and to Brands is so much influenced by who you are yeah so much, in the beginning we asked super quick questions. Who you are and what you're doing in life. Then I understood the way you see life, and the way you [01:11:00] see yourself and also the way you think. people think in different ways, associated things in different ways. Yeah, it's it's really critical. Yeah, you can try to give your... Put your meaning as a company in people Minds.*

*Yeah, then like the way the people perceive it so much so subjective. So hard to study the meaning for the brands. Yeah, so every answers is a good answers. There is no good answer and there is no bad answer. There's no good way of thinking of associating or perceiving of course .... Yeah, some people use more their senses, some people are more reflective, some people are more judgemental, and the answers and perception are completely different.*

*Yeah, you and other girl, we interview that like could fit your style in your background and maybe I don't know, political views, whatever. Not saying, I know what you think of politics, and then [01:12:00] the perception of the brand is completely different. Why is that? Yeah, because like you've taken a different patterns of creating meaning. Yeah, so interesting and so hard for us. Yeah. Yeah. Yeah. Yeah to create a pattern or something that could be anything.*

*But I have the question, it's a bit blurry question, it's different.*

**Francesco:** Like do you think it's a brand that creates belonging or it creates Independence in people wearing them?

It's more of that people wear it because they want feel part of something or because they want stick out. What about you?

**Interviewee 10:** I think both, I think if you belong to the specific groups that I've talked about before, (subcultures) I think it's definitely a part of belonging [01:13:00] to be a part of the group and dressing the same which is a very primal thing, thing we have inside. Yeah all people have in some way. We have to belong to somewhere

**Francesco:** and some people do it for Dr Martens.

**Interviewee 10:** Yeah, because if I'm not.. For example, if I'm in a group where nobody is wearing, Dr Martens, and then I could do it as a point of difference to to state, if I wanted to state that....like to enhance something in my personality like a little bit of Rebel or something like this. If you come from a very clean and posh or anything like that, maybe you could wear this (Dr Martens) to show something else. Yeah, but it depends on the person and the lifestyle and the surroundings, a lot

**Francesco:** yeah. And also depends from like [01:14:00] this two groups, people are doing like for belonging to punk rockers and stuff or like to do it for give a twist ( to their style )

like fashion Gadget.

**Interviewee 10:** Yeah. Yeah. Yeah, and for me, I have like I said before, I had been thinking about buying but now I don't think, not at this time. I would not buy a pair of Dr Martens.

**Simone:** But Why?

**Interviewee 10:** I don't know. It's now, I've just decided...Not it's like I have been feeling or I have been thinking about it and this is something that I want. Like is this something I want or would I rather have, and always there is something else that is pulling me away. And then now I feel like I have begin to think the start of getting a [01:15:00] pair of dr. Martens. And now I feel like, now I

have said no so many times..so now if I say no many times. It's a sign that I'm not gonna (buy them) so I probably won't buy a pair. But maybe later life. I don't know.

**Simone:** Yeah, that's fair enough.

**Francesco:** Yeah. Okay, like life is strange. Maybe I don't know you'll fight with friends or break up with Leo..Sorry..

(Chatting and laughing )

Yeah, the last set of questions is really. Really creative as well.You can go super wild. Abstract, expressing your creativity.. Now we're gonna go completely like [01:16:00] abstract Dr Martens to different levels. Yeah, you know, so metaphors. Yeah. So let's start the last question. if Dr Martens was an object, not fashion related. What would it be. And then we're gonna ask you why.

long pauses

[Interviewee 10]: I'm a very visual person so I have something, but it's really weird.

[Simone]: go ahead ! Please

[Interviewee 10]: no but the first thing that I thought of was a ... Jar... like a paint, black paint. You know what you make asphalt with, this thick dark mass.

[Simone]: like kinda oil mass...

[Interviewee 10]: yeah yeah.

[Francesco]: you wanna google it ?

[Interviewee 10]: yeah, cause I know the name in swedish...

[Simone]: catrame..!

[Francesco]: but you were talking about a shape, you gave it a shape.

[Interviewee 10]: I put it into like a pot... mhhh...

[Simone]: we can look for it online.

[Interviewee 10]: now, this doesnt look like what I was thinking about, it's all clean and silver, but it's like a jar of this thing.

[Simone]: it's more metallic. It's called tar in english. So this tar into a metallic container we can say.

[Interviewee 10]: It was just the first thing that I thought about...then I tried to imaging that tar with something else.

[Francesco]: Maybe the first thing you thought, there is a reason why...

[Interviewee 10]: I know that the brand is from England, and I feel like the working class... Like a very good quality shoes, and a little bit rough, that you can use it for a lot of different things, and that material, the tar, it's dark and it's very rough, you use it for rough things and it's quite natural, I don't really know how do you make tar, but it seems so...maybe from petrol.. but yeah it's dark, it's old and it's useful for a lot of things, and it's dark

[Francesco]: cool ! it's interesting that you talked about military in the beginning, but the working culture didn't come up until now, but then the first thing you think of it's english working culture. Then you say dark, when before you associated them with colour and colorfull people somehow.

[Interviewee 10]: yeah yeah... A bit rough, people working in the streets...

[Francesco]: if it was an animal...

[Interviewee 10]: mhhh... I think I'm very influenced by the color, that is dark. But it also has some yellow, so it could be a... But then it's all about the color, not about the meaning or anything. It could be a wasp, cause it's a little bit aggressive, but it also has the colors and its.... I don't know.

[Francesco]: but it's light and flying...

[Interviewee 10]: yeah... But it's...

[Francesco]: you can also describe a wasp without wings for example.

[Interviewee 10]: it's not much about the wings... the colors are important, but it has a bit of a strong personality, it's a bit aggressive.

[Francesco]: if it was a building. you can describe it, but it doesnt have a famous building with a name.

[Interviewee 10]: okay. like a factory building probably, it's a squared building, not many windows, not very pretty with 2 chimneys, some smoke going up.

[Simone]: is it big or?

[Francesco]: how does it look like, is it well curated, new or...

[Interviewee 10]: no it's like a typical factory building.... Not very inspiring.

[Simone]: do you imagine it with bricks or....

[Interviewee 10]: I see it with a grey surface, with something on the side, not bricks.... a plain grey surface.

[Francesco]: if it was a food...

[Interviewee 10]: maybe a sandwich.

[Francesco]: which kind of sandwich, I'm a fan of them and I'm so hungry right now...

[Interviewee 10]: it's more like light bread, but not toasted bread. It's more like a baguette with salad and mustard and ham. Maybe tomatoes as well. it's a little bit crisp, thats why I don't want the toast bread.

[Simone]: a bit crunchy.

[Francesco]: if you have to give it some sentimenents, or adjectives, or words in general...

[Simone]: think of what you just said in this whole interview and try to sum it up in 3 words.

[Interviewee 10]: I feel like it's a bit of breaking free, and strong... I don't have a specific strong feeling but like a passionate strong feeling. Durable and loyal. Punk. Not happy nor sad either. Maybe a bit angry sometimes, but also... Like unity, in a way.

last game

[Interviewee 10]: I would like to find the person that I was talking about when I described Dr Martens as a person. Police, people throwing rocks, guy with a mohawk and leather jacker.

she always think of the boots when it comes to Dr Martens, the sandals are interesting when people are wearing them .

## 10.3 UGB Campaign Guideline

### UGB Campaign Guideline

Hey guys , here we are, back !

First of all, we are sorry for leaving you hanging this long. As you all more or less know, we both like to indulge in the guilty pleasures of the weekends, and this time was no exception (read, we got quite lost in partying/drinking/sunbathing the last few days).

But today is Monday, and we somehow managed to put our shit together and today we are going to explain you in detail what happens next, in particular what we kindly and optimistically expect you to do before our focus group, that will be held on Thursday [Wednesday/...] , June 28th from 6 pm [/June 19th from 6 / July 17th from 6], yet to be decided if at my place or at Simo's. Don't worry, by the end of the week we'll also explain you what a focus group is and what you should expect to do during it :

Sooooo... Let's go !

First of all, let's have a recap of what our study is about.

As you should know by now, we are interested in exploring how a digital marketing campaign impacts on the meaning you attach to a brand. As we have discussed previously with some of you, the construct of brand meaning is of particular interest to contemporary researchers, but it's also incredibly hard to study, as no clear scales exist today to measure it, nor there's agreement among researchers on how meaning is created, modified and communicated. We have thus used a mixed approach, where the way you think, reason, feel and behave in the world influence the way you give meaning to brands and things in general.

But this is not all. The scope of the research is indeed narrowed down to researching the impact that Brand-Related User Generated Content (for a definition of UGC see [https://en.wikipedia.org/wiki/User-generated\\_content](https://en.wikipedia.org/wiki/User-generated_content)) has on brand meaning.

In other words, we are interested in understanding how pieces of content (in this case, mostly pictures) produced and disseminated by the general users of web 2.0 that are related to the brand (for example pictures showcasing products, the use of words and hashtags provided or sponsored by the company, and subsequently used by Dr Martens in various ways for their marketing/branding goals) influence, impact, modify or reinforce what Dr Martens means to you.

As case study we thus selected Dr Martens latest branding campaign, that goes by the name of #WORNDIFFERENT . The campaign started in July 2017 and is still their branding platform as of today. We don't want to influence you in your exploration of the campaign, since we want to mimic as much as possible what would happen in the real world if you found out about this campaign by yourself. We know indeed that you all have different levels of interest and knowledge about fashion, marketing, branding and social medias, so your reaction and level of the exposition to the campaign should resemble what you'd do in real life, if we haven't told you about the existence of this campaign.

However, in order for us to study your brand meaning, you have to expose yourself to this campaign. We thus explain you first what we expect you to do before the focus group (1) and secondly (2) give you only some suggestions on how to do so.

We would like you to collect pictures, videos, comments and other brand related **UGC** that you find on the web using the hashtag #WORNDIFFERENT, accompanied by some personal notes/comments/thoughts about what they made you think or feel. In other words, we would like you to save this content that somehow influence (strengthen, alter, diminish, support, undermine) something you said during our first interview about Dr Martens or in general your view of the brand, and keep some notes on how and why you think this happens.

In order to do so, you have access to whatever source you may think appropriate, but we suggest you focus on the social medias you're more familiar with, in particular Instagram and Facebook (please, have a look at these <3) . Other social medias you may find useful that allow the use of hashtags are: twitter, pinterest, tumblr, youtube for example.

#WORNDIFFERENT is a multi channel campaign, meaning it is used across both the digital and real world, and the part of elicitation and management of Brand-related UGC is only a small fraction of the campaign. You will probably thus see that the campaign consists also in sponsored events such as concerts, traditional advertising and storytelling. For this reason we would like you also to keep track of how you enter in contact with the campaign (which websites and content you use) and to differentiate between how campaign material produced by the company and User Generated Content ( that you may see is sometimes being used by the company in form of "reposts" or integration in other parts of the campaign) impact on your brand meaning.



We are sorry for the long explanation, but we want to be as exhaustive as possible and help you a little in this time consuming and impegnative effort we brought you into. We seize on the occasion to again sincerely thank you for helping us, every word you said and will say, every piece of content you'll save will surely mean the world for us and will help us getting a little closer to this seemingly endless pain which is our master thesis.

So THANK YOU, and shall you need any clarification or help in these days before the focus group, please don't hesitate sending us a message, be it in private or in the facebook group.

Have a wonderful week and see you all soon,

Francesco & Simone

## 10.4 Focus Group Guideline

General Focus Group Guideline

### **General Structure of the Focus Group**

#### **(?) Brand Recognition Game.**

Before the focus group starts all the interviewee individually will be exposed to recognize the brand among 21 shoes pictures. This game is going to be exactly the same (same pictures) on which the interviewees have been previously exposed during the single interview session.

**(AIM:** measure the impact of the UGB campaign on the brand awareness )

**Metaphors Game: start.** Asking to write in a paper again 4 metaphors (object, building, animal, food) individually about what for them represents Dr Martens

**(AIM:** no influenced by interaction with the others and directly comparable with previous individual interviews)

#### **Follow up Question Session.**

Session of individual follow up questions related to the central theme/themes or thoughts or meanings that each interviewees has give to the Brand in the previous interviews. Every interviewee has to participate to answer other questions and chip in, giving his/her contribution. The first answer has to be given by the interviewee asked to answer. It will be the task of the researcher compare

the previous answers of each interviewee in the individuals interviews and foster the discussion between them and those questions.

**(AIM:** see how the campaign impact on what they've said before individually and further enhance the interaction between them, setting a social environment where the meaning is not only individual but also social constructed.

Limitations: it will be lost in part the direct impact of the UGB campaign on the personal meaning, adding the physical interaction in loco during the focus group, but again we're interested in the aggregate result, related to the consumer and non consumer group, not the individual. It derives also deep insights for the managerial implications)

### **UGC Campaign Discussion**

The interviewees will show to other the contents they have select or gather that have caught their attention. It's gonna be the task of the researcher foster the discussion about those contents and compare those among the interviewees

(e.g. Questions of the researcher: Findings something similar in any content you chose guys? What do you think guys of those content brought by the Interviewee #3)

### **Metaphors' Game: End**

Every candidate will read the metaphors he/she has written at the beginning of the focus group and saying frankly if they would like to stick to those metaphors or they want to change related on what has just been said in the previous discussion. Each interviewee should add also why they'd like to change the metaphors.

**(AIM:** see how the direct impact of the physical interaction within the focus group have impacted on the brand meaning)

Rules.

Every interviewee when it comes his/her turn to speak should be say out of loud his /her name to facilitate the focus group transcription.

As well as when the interviewee is showing the post should say "in my post 1 I notice that etc" again to have stored and precise contextualization of what they gonna say.

## 10.5 Customer Focus Group Guideline

### Structured Focus Group Guideline (Focus Group #1 19.06.2018)

Question linking interviewees thoughts.

**## Guys all of you**, throughout the first round of interview always come to your mind at the first place the Dr Martens iconic product, the boots. At this stage either during or right after the campaign exposure come / or came any different model that you may consider as Dr Martens iconic product? Can you give an example of which type is it and explain why?

**## Guys**, all of you said that dr martens has become an iconic brand, timeless. Did anything change after the campaign?

#### **## Hanna and Moritz**

While Hanna in her interview explained us how she customized her Boots with the beats to feel different and unique in a group of friends that wear Dr Martens, Moritz told us "If I wear the same shoes of a friend i'd say something like 'man why do we wear the same shoes, it's embarrassing' but if I we are both Dr Martens I am more like 'yo man cool, you wear Dr Martens as well' cause it's more...". Moritz said that "somehow you can see it as a broad community, have a sense of belonging together because you wear the same shoes" of people that talk "his same language".

Can you guys elaborate a bit on that? Mortiz, you didn't really elaborate on what are the elements around which this community works for you.

You feel like your sense of community changed after the exposition to the campaign?

Both of you guys, have you changed your mind about that? :

- Hanna, any UGC that influenced, modified reinforces this feeling of be unique? Any contents that instead reinforce the idea of expressing your creativity through Dr Martens?

- Moritz, instead, some UGC that stress the sense of Dr Martens community and belonging?

**## Hanna, Isabella and Moritz** have been in the Dr Martens flagship store. The three of you has similarly described the store with dark / brown colors, not so bright inside, with good allocation of the shoes , you felt at ease with the shop employee that was really friendly and helpful, all of you recognize the atmosphere as calm with few people inside.

Do you think that the store represents what the Dr Martens are in real life?

And again that the store environment is aligned to what the brand represents or mean for you?

- Any comments or discovers of any contents throughout the #worndifferent campaign about the store environment ?

Do you think that the store environment is aligned on what you observed on the SoMe during the campaign?

### **## Isabella and Hanna**

Isabella you depict Dr Martens as a really masculine shoes but at the same time you like (maybe with a nice feminine dress) twist your feminine fashion style with a masculine touch. So that's interesting mix between masculine and feminine style.

You also said that make you feel stronger, rocky, bossy. As well as Hanna told us that this brand make her feel strong and ready to go and in some way more secure and safe.

Girls, did the campaign influenced anyhow this feeling?

Have you any comments or examples of UGC to show us and discuss about?

### **## Isabella**

Isabella you told us that Docs are timeless, classical and simple". You said they are not so emotional, as opposed to GANNI clothes which you said "each one communicate a different story".

- Maybe you have a different opinion after you saw so many models showcased, you can bring some examples of posts that you feel you can talk a bit about and tell which stories they tell.

**## All of you** have said that one of the strengths of Dr Martens products is its versatility, so a product that adapt itself to a wide array of occasion and situations (some of your examples: business related situations, work, university, music festivals, fancy dinner, techno clubbing, even a walk in the forest, ) during either daytime and night outs.

Do you think that the campaign have influenced you somehow in this perceptions that you had during the previous interviews? If no, why? If yes, how?

Can you please elaborate on that?

**## Peppe and Moritz** has talked a lot in the previous interviews about the strong statements that Dr Martens used to represents or still represents related to the punk or / and neo-nazi subcultures.

**Isabella** you as well encounter the first time, the brand in your gothic phase, black hair and eyebrows and the Dr Martens the shoe to go. Infact, your description of Dr Martens as a living person is very interesting. Your “Mr Dr Martens” is an 18 years old, still punk looking guy tall, piercings and tattoos, pink hair, metallica t-shirt, leather jacket, a chain hanging from his pants but (this the interesting point) still, he’s educated, has many different kinds of friends (footballers, blonde plain girls), he’s not violent, he knows he looks different but he’s fine with it, and he knows his friends accept him for who he is, while not caring too much about others opinion. He’s original, and he stands for it.

**Peppe** as well as, you talked a lot in the beginning of your interview how the first association with Dr Martens was entirely derived from the Punk Music and your past as a skater, even though you were not at 100% punk, namely embraced this culture at 100%. You also said that punk music is listening to a “lifestyle”, gives you emotions, sometimes anger, makes you a rebel and on the other hand also fashion is a way to express yourself to being in a sense a rebel. Yet, Peppe, you also said that Dr Martens is not that much as a statement as it used to be in the past and you added that today you won’t be “afraid” to wear Dr Martens as you would have been instead in the your teenagers period.

You, **Moritz** told us that at the beginning Dr Martens was a brand that just Punks would wear, and later on you recognize neo-nazis wore it or as you said they hijacked this brand for themselves. After you said that thanks to Instagram and cool people that you follow wearing Dr Martens you starting to change your perceptions and you stopped to attributing Dr Martens solely to those subcultures, in a few words you said become more fashionable.

Thus, all in all, you guys said that your brand perceptions driven by thos subcultures statements changed over the time make the brand appealed to you more and more. In parallel you both emphasized the aspect of Dr Martens being a brand that allows your self-expression and freedom, surely brand features deriving from old statements related to those subcultures. Keeping in mind the #worndifferent campaign and the user contents and posts, would you like to elaborate on what nowadays Dr Martens wants to state with its products?

So guys,

-Which in your opinion is the stance took by the brands split among a strong subcultures statements past and maybe the willingness to open up to diverse fashion group target? Any deep thoughts on that, related to the campaign as well?

- Is that true that Dr Martens does not represent anymore those strong statements as it used to be in the past related to punk music?

Yet at the same time do you think still some of those values or expression remains attached to the brand?

- Are the Dr martens still representative of the subcultures as in the past? Still some traces / values / expressions of them? Would you like to add some thoughts after your campaign exposure?

**## You are the consumer Focus Group**, that means as you know.. guess what? You own a pair of Dr Martens. After this two round of interviews and the campaign exposure do you feel to buy another pair of Docs? If no, why? If yes, why?

And in both cases, would you come ups with particular thoughts either at the moment of purchasing a new pair or visiting a Dr Martens store but not buying anything? What would you think in that particular moment? Which thoughts come to your mind?

## 10.6 Prospect Focus Group Guideline

### Structured Focus Group Guideline (Focus Group #1 19.06.2018)

General thoughts about the campaign?

You're the prospect focus group, you're not a Dr Martens customers, and some of you has not so deep knowledge about the brand:

- do you feel that after the campaign exposure you have gained some more knowledge about the brand?

- Or discovered something new in its historical and political roots?

Guys, the theme of Punk and music related to dr martens came up vigorously in all your interviews.

How do you feel about it after the campaign? Do you still feel this strong connection?

Again, this time I'd like to start from you Filip. You in particular have a deep connection with dr martens deriving from your teenage years where you used to hang out with punk rockers kids. So for you is THE punk shoe. What do you think you would think about Dr Martens if you were a kid

today and you entered in contact with it on social medias, in particular with #worndifferent campaign?

From your first interviews it emerged two kind of opposing different views on dr martens and its products. On one side some of you ascribe to the brand a strong meaning where dr martens comes out as a symbol of punk culture, rock music, and so forth. On the other side some of you describe it as a classic but contemporary fashion gadget. Do you want to discuss a bit about this in light of #worndifferent?

-Follow up: Also while Leo said that the customers related to the subcultures still wearing Dr Martens as a statement will be impacted by the new (more mainstream) nature of the brand, Christina think that they will not be influenced since the Dr Martens are already parts of their identity, and means something completely different for them. Do you still think the same? Filip you'd like to add something

Following up on this line of thoughts. Leo has expressed in the first interview, that the new Dr Martens typical user groups are those new fashion people that mainly buy Dr Martens to follow a fashion trends and less for Aesthetics motivations. Christina mainly argued instead, that Dr Martens are cool for them for mixing up their style, to give a twist under a summer dress. Can you all guys elaborate of those new people that wear Dr Martens? just following a fashion trends or for aesthetics reasons? Both? What insights that campaign has give you? Any particular contents you'd like to show?

The #worndifferent campaign has generated in you a sense of Dr Martens community going through all the UGCs (e.g. in Instagram) or instead more a sense of independence and originality, to stand out with your own stye and pair of Dr Martens?

Any examples guys from the UGCs that you've gathered?

Guys, when you have talked about Dr Martens, seemingly in the first interview, the model that pop up was mainly the boots, the Dr Martens iconic product. After the exposure to the campaign, you think that, besides the boots, there is another Dr Martens iconic model out there? If yes which one? If no, why?

- After the focus group would you buy a pair of Dr Martens? if yes which model?

## 10.7 UGCs

UGCs collected by the interviewee.

### Interviewee #1 UGCs in order from the top to the bottom 1 to 7 (1.1 to 1.7)







TOP POSTS  
#worndifferent



[nastyclasty](#) · Follow



193 likes

**nastyclasty** I'm different bc im not those mainstream gals





TOP POSTS  
#worndifferent



**becahfh** · Follow  
Algiers, Algeria





# Winter Palace



For other uses, see [Winter Palace \(disambiguation\)](#).



The Winter Palace, from [Palace Square](#)



The Winter Palace, from [Palace Embankment](#)







Saved



1.526 likes

**earl.black** Sometimes you need to add a bit of colour to your wardrobe [#acdc](#) [#acdcshirt](#) [#bandshirt](#) [#allblack](#) [#blackandred](#) [#docs](#) [#docmartens](#) [#docsoftheday](#) [#worndifferent](#) [#drmartenstyle](#) [#drmartensstyle](#) [#drmartens](#) [#metal](#) [#metalstyle](#) [#metalhead](#) [#black](#) [#red](#) [#cherryred](#)

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TOP POSTS

#worndifferent



jjim\_s\_ · Follow



320 likes

jjim\_s\_ 으앙, 이번에 갓한 닥터마틴 샌들인데  
진짜. 편해요. 미쳤어요 ㅠㅠㅠ 진짜 출근용이다 ㅠㅠㅠ 너무 편  
하자노 ㅠㅠㅠ ❤️ ... more







TOP POSTS  
#worndifferent



**laura.taty** · Follow  
Paris, France



Interviewee #2 UGCs in order from the top to the bottom 1 to 3 (2.1 – 2.3) along with some comments/feeling/thoughts about the UGB campaign.

## UGC

What posts have in common: The shoes are always placed into a different context, photographed from a different perspective, etc.

### 2.1



Looks very arty, quite Asian? 2.2





2.3





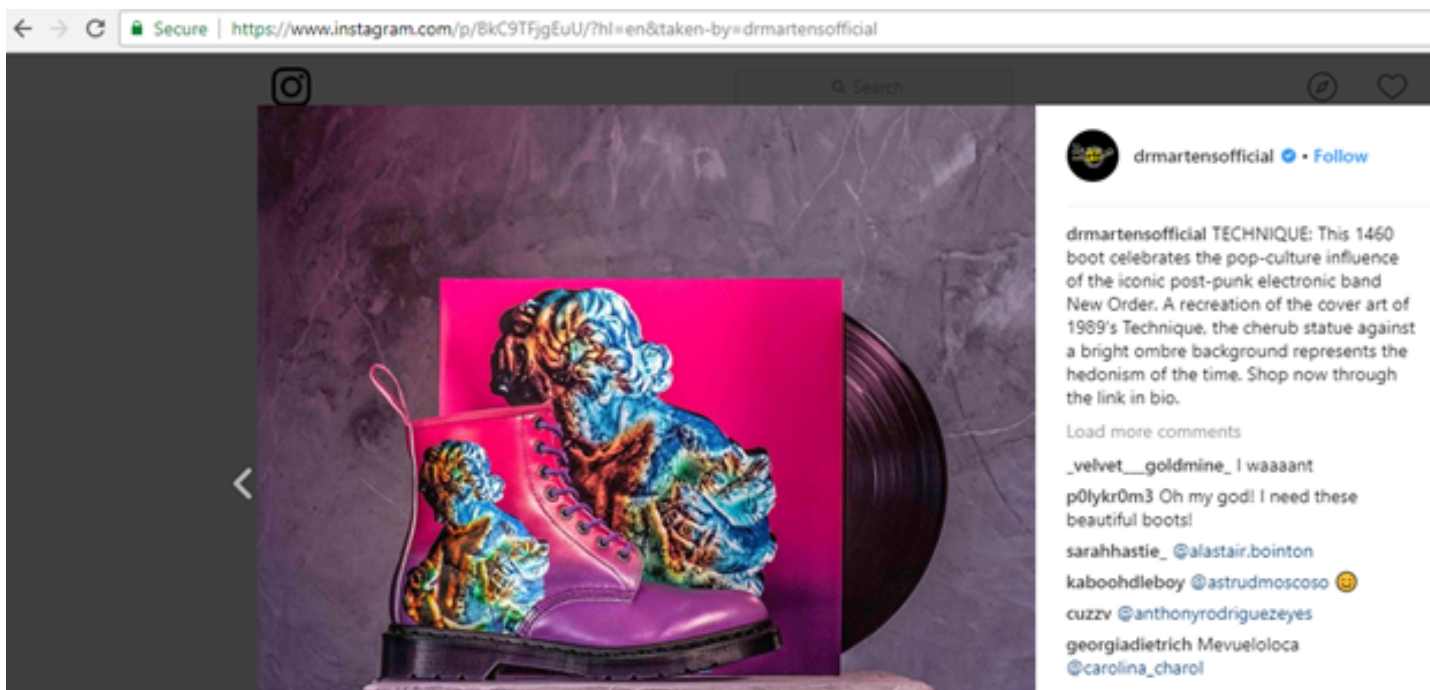
Actually, a lot of diversity in terms of shoe models but also in terms of people wearing/ posting them. All look quite “edgy”.

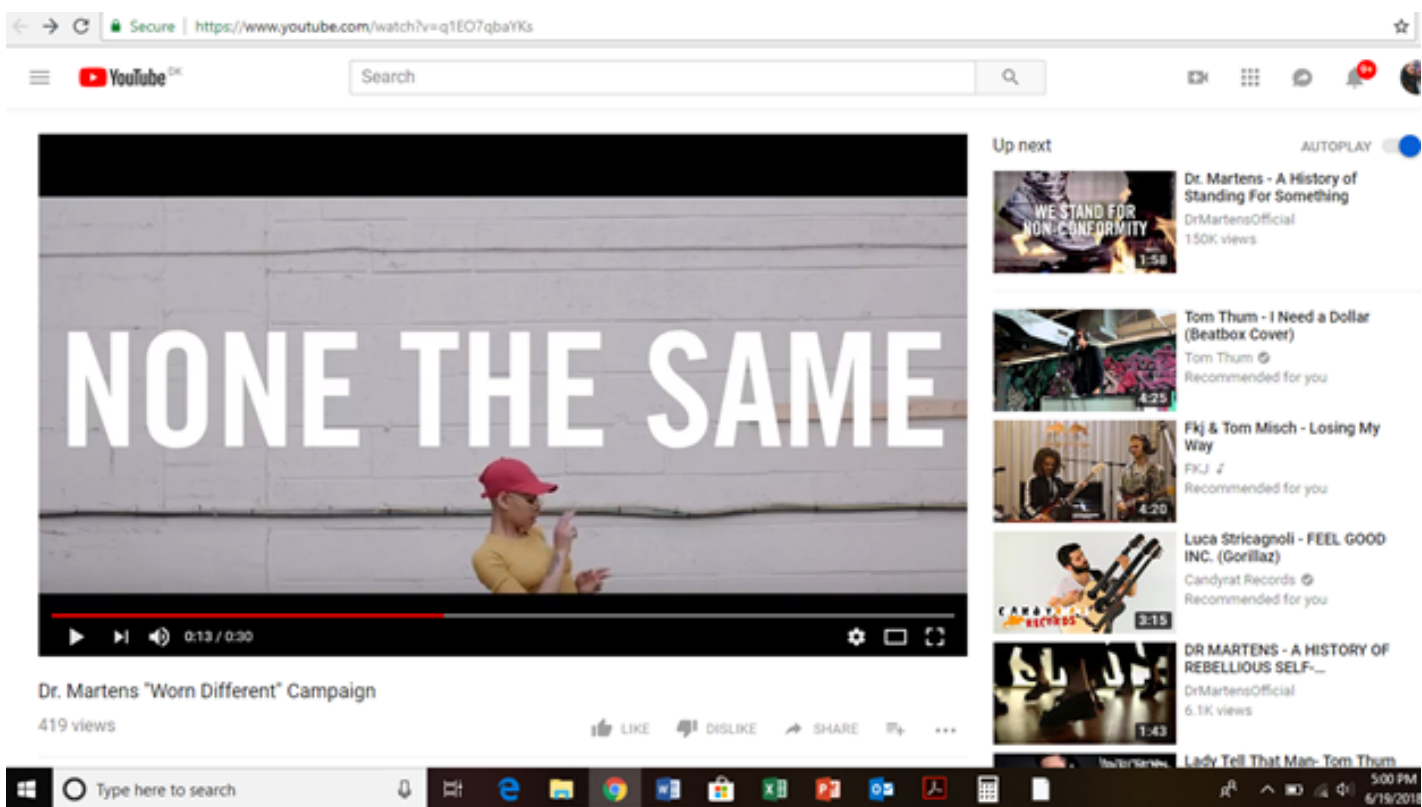
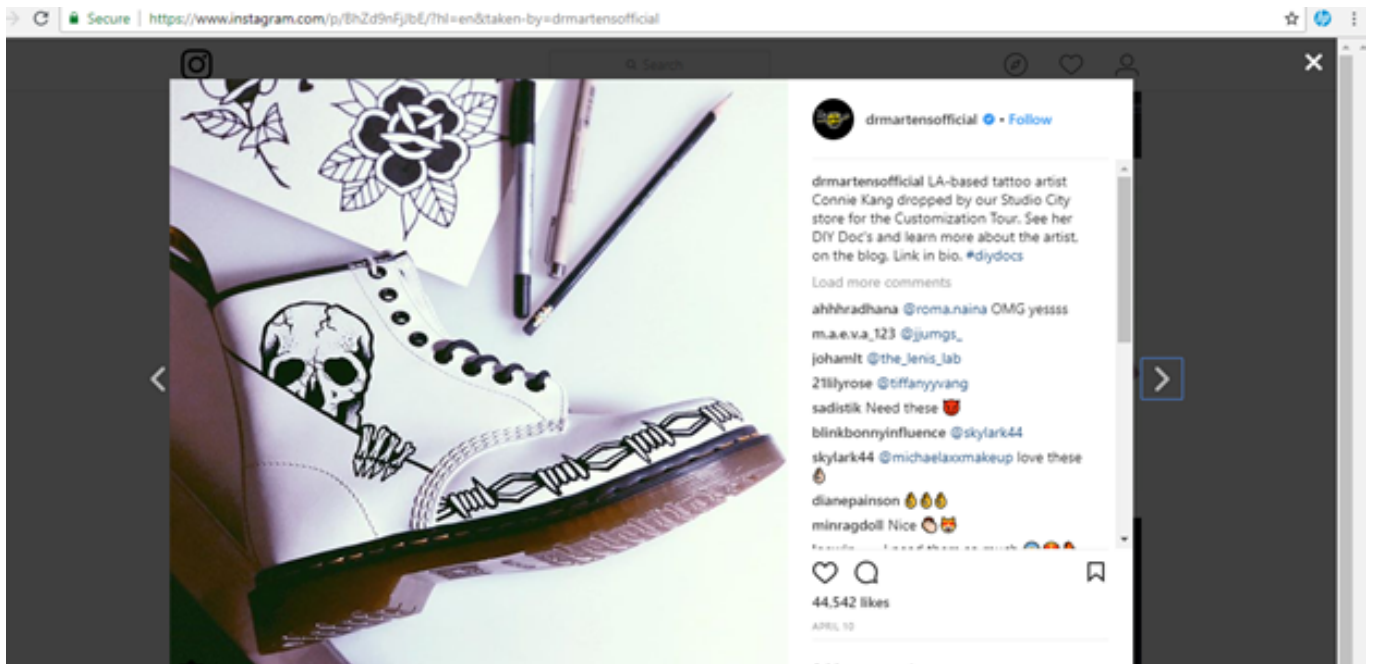
Extreme

Expressionism

→ UGC is very “in line” with what Dr. Martens publishes itself

### Interviewee #3 UGCs in order from the top to the bottom 1 to 3 (1.1 –1.3)





**Interviewee #5 UGCs in order from the top to the bottom 1 to 3 (5.1 – 5.3)**





MESSENGER

now

Simone Favorito an „Focus Group Consumer...  
What you prefer guysz



With Feyi John Majek. See more



Like



Comment



Share



18:13



MESSENGER

now

Simone Favorito an „Focus Group Consumer...  
Di



1.439 likes

mynameisayelen Baby spidersocks 🥰👉 very  
comfy... more

View all 4 comments



Interviewee #6 UGCs in order from the top to the bottom 1 to 5 (6.1 – 6.5)



20.09 ↗

4G 🔋

facebook.com



**Frauke Be**

Every doc martens shoe should be made in england. **#onlyattitudecounts**



on Mon Like Reply More



**Patrick Marble**

My last pair of Docs last me one year, found out they were made in Vietnam. I guess real English workmanship costs more than \$150.



22 hrs Like Reply More



**Maddie Devoir**

I have the Black, bought at the Camden store and the Oxblood ordered from Dr Martens online, great service the best boots 😊

on Mon Like Reply More



**Alex Erentxun**

The true doc Marten's the ones that I love, not chinese crap



on Mon Like Reply More



**Temo Andrade Canales**

My shoes, after my job. I'm history teacher in México.



17 hrs Like Reply More



**Paul Metcalfe**



20.10

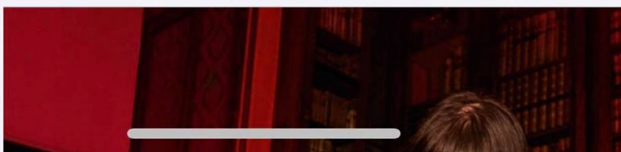
4G

worndifferent.drmartens.com

FASHION

Central Saint Martins graduate Dilara Findikoglu has already made an indelible mark on the fashion world, despite being just 26. Her avant-garde collections have made her a rising star and one to watch.

SHARE





20.11

4G

worndifferent.drmartens.com

TYPOGRAPHY  
DESIGN

# STEPHEN

Sign painter Stephen Kenny creates bold, graphic artwork from his London letterpress 'A Two Pipe Problem'. His love affair with typography and the traditional methods he uses mean he's a man in high demand.



20.11

4G



TOP POSTS  
#worndifferent



mysie · Follow  
Lake Bled



125 likes

mysie Casually chilling in a door way... as you do  
#blackgirlmagic #VSCO #VSCOgood #VSCOcam  
#visualsgang #instadaily #naturalHair #afro... more



## Interviewee #7 UGC: 7.1



**Interviewee #8 UGCs in order from the top to the bottom 1 to 4 (8.1 – 8.4) along with Notes/Comments/Feeling about the campaign.**

“Instagram

To be honest I don't think that I would realise that it was a campaign. I am not a big social media guy. Also, my attention when I look on social media is usually not towards fashion but more towards my friends and extreme sports.



Didn't know that DrM made sandals. Cool style, could maybe buy those.





letter.liner • Följ

letter.liner History always belongs to human. They invent alphabets, so that it can help them to memorize everything about life. We have our own history, and inside always entail our story either tragedy or comedy. In life, we can mean it into something under fortune if you are facing death, poverty, starvation, broken heart, loneliness. In the opposite you can mean it well fortune, if you enjoy your success, find perfect companion, rich, good health, achievement, popularity. But, is it true, life is only about between these two opposite things? #books #bookslover #booksaddict #bookworm #bookstagram #buchstagram #bücher #bootsaddict #boots #drmartens #drmartenstyle #worndifferent #bw



25 gilla-markeringar

FÖR 22 TIMMAR SEDAN

Lägg till kommentar...

...

DrM and the meaning of life.



iam\_ameliarose • Följ

iam\_ameliarose WHO SAID A GIRL CAN'T ROCK A BOY 🙌?

#Motorsports

#custom outfit @sofistafunktheshirtco 📸

@tlopezphotography1

#sock @ayksocks

Shoes @drmartensofficial

#hmu @shydia

#braids#motorsport #YesDrMartens

@browngirlblogs

@blackmomsblog#worndifferent

Visa alla 27 kommentarer

shydia Yesss hunny!! 💋💋

karri\_mack\_the\_actress You wear it well sis! Loving those socks too 🖤❤️💕

redlilmissy Exactly if it's the size and style you want wear it and own it 🤩💕❤️

iam\_ameliarose @askblondietv we love you right 🙌



164 gilla-markeringar

DEN 29 MAJ

Lägg till kommentar...

...

Opposing the normal



417

Interviewee #9 UGCs in order from the top to the bottom 1 to 4 (9.1 – 9.4)







RELEVANTE OPSLAG  
#worndifferent



nicolealyseee · Følg







RELEVANTE OPSLAG  
#worndifferent



valedgard\_ · Følg  
Bogotá, Colombia





RELEVANTE OPSLAG  
#worndifferent



elyshamarie · Følg



105 Synes godt om

elyshamarie Haven't had these bad boys off



**Interviewee #10 UGCs in order from the top to the bottom 1 to 2 (10.1 – 10.2)**



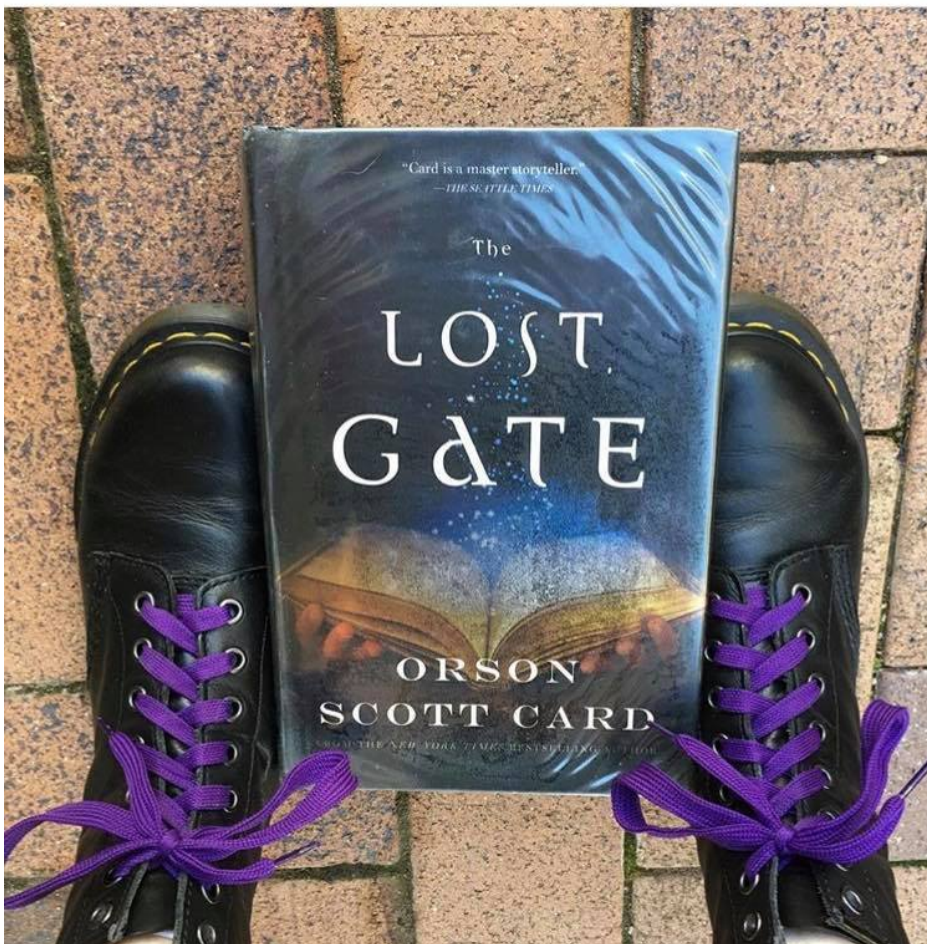




INLÄGGSTOPPEN  
#worndifferent



tokigal · Följ



113 gilla-markeringar

tokigal New book before work 💜 happy Thursday all!  
#book #librarybook #bookstagram  
#bookstagrammer #booksofig... mer



## 10.8 Customer Focus Group Transcript

**Simone:** Okay, let's start! Okay guys, welcome to the first focus group, the focus group is follow-up in this way: there will be follow-up questions picking-up, from what you said during the first round of interview. And it will be of course also that you will show us your contents of [00:02:00] user-generated campaign that you collect or gather during the campaign exposition.

Okay, we will of course ask you a guideline question, but we really would like to foster the discussion among you. So don't be afraid to answer to other interviewees. Let's start. Okay, first question. Guys, all of you, throughout the interviews' first round, it always comes to your mind at the first place the most Dr Martens iconic product. I'm talkin about the...?

**Peppe:** Yes, the boots!

**Simone:** At this stage, so during or right after your Exposition to the UGB campaign #worndifferent, it came up [00:03:00] to your mind any different models that you may consider as iconic as the boots. Can you give any example of which type is this iconic model and explain why?

**Peppe:** I actually didn't know that Dr. Martin had this sandals, mostly for women I think, because they're not the usual look of dr. Martens. I mean they have the leather which is definitely Dr Martens style. But the design is definitely not what I expected from. Dr. Martens, right?

**Moritz:** But I think the question was if there is now a more iconic product... I think..

**Peppe:** there is not!

**Moritz:** I think I think yes there is and there is one is like I [00:04:00] think it's just a small, a variant of the of the high boots, but it's I think it's very popular and iconic as well. Some people wear it with long trousers and so you only see the front of the shoes, so you can't really, sometimes, say if that's the low of the higher ones [Dr Martens]. So i think that you have to consider them as iconic as well [ Dr Martens low shoes].

[Francesco]: Do you think somehow, what you said has been influenced by the campaign or do you had this feeling before as well?

[Moritz]: No, I didn't think so. When I saw the campaign I got so many different expressions of all different models and probably through that, I have been exposed to that models the most [low Dr Martens shoes], if you follow Instagram, hashtag, you probably can see it. That's what I've

experienced, I recall now that I saw those shoes the most, after the big ones [the boots]. And so I came to this conclusion, the campaign has influenced me.

[Francesco]: Isabella would you like to say something about it? If there is, after the campaign exposition, a Dr Martens product that come more to your mind as an iconic product, more than the boots?

[Isabella]: Actually, I kind of disagree. I think the sandal, it's the shoes is coming most in the campaign, because when you look at the sponsored Instagram posts, looking in details it says sponsored, and actually they are posts showing sandals and not the basic boots. So, they're trying to push the sandals out and make it a feminine thing because, almost all the female posts that I found in Instagram are actually with sandals! Most of them says sponsored posts and they're showing different kind of girls: crunch and pin-ups-ish and they were also this basic girls that looks basic copenhagers with the balenciaga bag with this sandals.

[Simone]: So you're saying that the sandals are quite iconic?

[Isabella]: I wouldn't say it's iconic, they're trying to make the sandals as the new iconic Dr Martens

[Peppe]: To be iconic, it needs at least 20 years of history, not just some sponsored post, even if all the world starts posting about it, it doesn't become iconic. So the iconic would always stay the boots, maybe in 20 years the sandals would be iconic.

[Moritz]: Yes, but you have to consider the brand knowledge of the consumers. There are now younger consumers that don't know about the history of the brand, they're expose less about it and in different terms. The consumers so can consider this sandals as an iconic shoe, they have different knowledge about the brand! They can consider that this is an iconic model

[Francesco]: I think, that's true and also Mads came with that a lot, there is less and less diverse exposition to products especially young consumers. Isabella?

[Isabella]: But you need to remember that the fashion isn't the same as it used to be. So, basically, there is a new era for everything. For example Chanel, they used to have the basic caviar skin flip [00:08:00] bag, that it was basic with the golden logo and then came the...basically what I'm saying is they changed the icon bag. For example, if you go in a place that sells vintage second-hand, you can see that there is a different kind of statements, garments that used to be iconic. So basically, since time always changes, they're trying to sponsor the sandals to the new generation. When they will be 40 yo, after 20 years the time changes and the sandals will be iconic, and the boots will be

just a old vintage piece, that is maybe not iconic anymore.

----- in the car towards Monaco ----- Check it out again! –

[Francesco]: Iconic brand usually are linked with a lot of associations as we called them, so in the boots, there is the past of Dr Martens, it's iconic, what do you think? also in term of the campaign?

[Peppe]: I think they are treating every shoe on the same level. They're trying to pushing the sandals but they want to give to every model, so it's worn different. The boots is worn different, and for sure it is, because it's the boots, but also the sandals is worn different because it's their style, it's still Dr Martens sandals, that's why it's different. In a few words, they want to put the same feelings in the next models.

[Isabella]: So, what I think is, we need to remember that the times are changing and the social media is becoming a really big big thing, so basically what's gonna happen in the fashion industry and take it from a girl that has read fashion history, is that at some point we're not gonna have iconic garments anymore, we gonna have iconic brands, but we're not gonna have iconic garments because the fashion is changing fast, so in 20 years, people might not call the Dr Martens boots iconic anymore, they're just gonna be the master piece that is vintage now.

I know so many people who are working in the fashion industry, some friends of mine who works for a big danish brand, they tell me that they hate their jobs because the fashion industry keeps changing all the times: one week you can have some shoes that are super popular and amazing, sold out everywhere, the next week they come out new shoe and all the people keep sending the old ones from the last week because they're niche.. ??? [00:11:24] because they want to keep updated in fashion and so on..

In my opinion you cannot call anything or things iconic, in 20 years you cannot, because 20 years ago when Dr Martens was... actually i don't how it was I wasn't there but anyhow.. it might have been iconic but that's because you saw in the streets but you didn't have social media, so nowadays instead, it's so easy to create something that is iconic, but that's actually, in real life, not iconic anymore, it's just an illusion.

[Moritz]: I think you have just brought away the focus from the question. No offence. The initial question was if there are parts of the brands that stay consistent over time and parts that are probably changing. As like, if you think about what Dr Martens is now, it's still preserving some values from before and they will never change over time, but it has different aspects as the sandals, that are dynamic in that sense. And now it's evolving over time. That's what you should think about a brand like Dr Martens, that's always has this core values and use the same artifacts as the sole etc but it will adapt to fashion and changing image to have a different mix...

[Peppe]: I know that the Dr Martens boots were made for workers, and not as a fashion items so the boots of Dr Martens was fucking authentic, what they want it to make was also an resistant and good quality product, and you see that today any other shoe is just an inspiration from the original boots. The original boots was for workers. There was no branding, nothing like that. Today the products are just a consequences of that, of the branding, those won't be authentic as the boots at 100%.

[Simone]: Is there though any adaptation on the new needs of the market or it's.. what do you think?

[Peppe]: I think the boots was a creation and the new models are the imitation of the original creation which was the boots.

[Simone]: Ok we can proceed with Hanna & Moritz. Hanna in the first interview you explain how you have customised your boots putting beats on the boots, aiming to feeling different and unique in a group of friends or people that were wearing Dr Martens. To feel different from them. While Moritz told us that even if he was wearing the same Dr Martens of one of his friends, even in the same group, he wouldn't be embarrassed. Indeed, even proud to be part of a broad community driven by a sense of belonging.

So Guys, can you discuss about that? Customisation, uniqueness and differentiation vs sense of belonging and community? Moritz for example which are the elements around a community works?

[Francesco]: Since, there is a sense of community now when you use them, and I'd like to understand how does this related to the sense of community that was before in Dr Martens in the subcultures that use the shoes, for example punk and neo-nazis and they shared some values. And those people



were using Dr Martens as a stylistic call to recognise each other among themselves somehow. Now, you say that there is a bit of understatement, but still a sense of community. So if you wear Dr Martens and there's people around wearing them as well, you'll be like "yes we wear the same shoes but we'll rock it and we like them" and it's not the same to wear the same air-max or whatever. And how this is related to a sense of community in the past?

[Moritz]: It's a different kind of belonging. For what the brand stands now in old community, if you consider punk, the shoes are something to sign, to be recognizable in this community: you want to belong to this community.

How I perceive personally, now people are more using them as a fashion item. If you come together with the group of your friends, me and someone else wearing Dr Martens it's not like that you belong to a certain community, instead it's more like I recognize an interest of fashion in that friend of mine. You wear them since you think they're fashionable, so if my friend is wearing them I suppose he has a sense of fashion as well. The difference is more in the boots meaning that has changed. Now in the consumers world, the meaning has changed towards something that's more a fashion item. And just for the special groups / subcultures is niche products.

[Simone]: But for example asking to one of your friends why is wearing Dr Martens, because of knowing history and old, strong statements behind or because it's a fashion items? What would have he answered us? Think about to the campaign?

[Moritz]: Back in the days you see that Dr Martens only belong to these communities. Now I say in the consumer space there are so many different communities or sub-communities that just using them. Most of them probably just with a fashion background, people drown them. I want to show you this content related to what I said. It's the first resource, it's M1. We see that she clearly wearing for fashion purposes, she has the new sandals and she put this special socks underneath. I would say it's totally fashion related. Then we have another subcultures the creative people also interested in fashion. But they drown on them, try to make it individual and creative. And then, just to give the last example, it's with M3. For instance those people, a little a bit more related to the punk and left-wing subcultures. Seeing the pictures, they use the boots, they don't care how they look, It's just

robust. They want that the boots look a bit fucked up. Maybe still a bit with a touch of fashion, with a fashion background but they more addressing the core of the brand [00:20:39].

[Peppe]: I think the cloth doesn't define a lifestyle anymore that much as it used to be in the past, does it?

[Moritz]: Now we have to speak about society terms that want be seen as belonging to some certain subculture. Many people just wanna stay below the line.

[Peppe]: So wearing Dr Martens doesn't necessarily put you as a punk anymore?

[Moritz]: That's is still some more edgy to wear it..

[Peppe]: If I look at my picture P5, I see this girl, that except Dr Martens, she is "nothing" that I would expect from a Dr Martens user. I was really surprise when I saw this picture a couple of days ago. She has Dr Martens sandals. I was like this girl doesn't have any feature that I would identify with Dr Martens because she has nice long hearings, one boob out, this nice dress with this leg out, and... the only Dr Martens feature she has is the Dr Martens, nothing else.

[Simone]: So what does it mean? Is really becoming just a fashion item regardless on the statements that it used to have in the past?

[Peppe]: Yeah. And also, I'm not surprise to find this picture. Because I expected, today, Dr Martens just to be a fashion item. I do agree with Moritz.

[Isabella]: I'm kinda forgot what the original question was, but following the discussion and talking about boots, I would say Dr Martens used to be pictured as punk, rock and when you love Satan and this. For example I found a girl on Instagram, she was a Muslim wearing this hijab and she wearing Dr Martens, and just make it a fashion statement. It's the pictures I1. She is a Muslim girl and she has nothing to do with heavy metal and so. It's a fashion victim.

[Peppe]: It's really interesting.

[Simone]: Moritz showed in M2, people customising their boots. I would like that Hanna contribute to the discussion, because you've customised your boots with beats, right? To differentiate and feel unique. Any UGC you have may encounter in the campaign that have influenced, modified or reinforce this feeling to be unique or creative with your pair of Dr Martens? Why have you customised your Dr Martens ?

[Hanna]: I feel that the whole point of the campaign was to kind of create a group with the brand but also promote individuality. I also came across when I was on Dr Martens Instagram page, they

have an hashtag "DIY Docs" and I click on that and I actually found some really cool photos and post from people that have bought Dr Martens and they have decided to customise them, the way they wanted them to look. I saw in one of the Dr Martens Instagram posts, they did a customisation tour, where it seems they have invited a lot of artist to come, kind of showcase art on designing their own ideas on the shoes. I like Dr Martens but I think if you look at them, just the plain, basic, black boots, you can recognise straight away that is Dr Martens but it's kind of a little bit boring. That's why I decided to put beats on them, to make them my own shoe. Maybe you see other people walking around with beats, but you're not gonna see someone with the exact pattern or colors that I did, no one really has the same boots that I have. Because I wanna make it my own.

[Simone]: Do you feel that is a fashion artefact for you, like a fashion item..

[Hanna]: Yeah. I didn't buy the shoes because I was super into the history of it. The punk history. That's was not what I was thinking when I bought them. I thought I can do something with those boots, that's why I bought them.

[Simone]: Are you referring to a particular UGCs?

[Hanna]: It's Hanna 1. H1.

[Francesco]: Isabella, said pretty much the same thing. Dr Martens are the sort of shoe that are a statement. At least in your look. In general, I got this feeling from you. You wear Dr Martens to make a statement about yourself personally, Isabella, and in general people also are doing that for a statement. What do you think guys?

[Isabella]: You can wear Dr Martens as a statement like because of the history they have. People also related to punk culture, but then again it can be a statement, ok "see me, look how cool I am" but the basic original iconic modern shoes, it's also a statement garment. Since the shoe is a statement itself. It's a massive shoe. Everyone knows what it is. It can be a statement in so many ways. For a personal style but also as what it is.

[Francesco]: What role do you think plays the creativity in it? I remember in the first interview you said I don't wanna plain ones, I wanna white ones. I think there is a kind of connection between this and what she (Hanna) said about having your own garment?

[Simone]: Yes, Isabella, why you wouldn't buy anyway the black plain ones to give a twist to your style?

[Isabella]: It's because, the statement shoes, as I told you a minute ago, you cannot personalise. You can buy the basic black one and like add something creative, flowers etc. But you can also buy the white one and have a statement shoes, your statement shoes. Because it's what I mean about the shoes that they are a statement themselves. Did it make any sense?

[Simone]: Keep going with Hanna and Isabella, in the your first interview you depicted Dr Martens as a masculine brand. Yet at the same time you like the Dr Martens under a nice girly dress, so to give a masculine twist you wore Dr Martens boots.

[Peppe]: Like a contrast!

[Simone]: Yes Peppe. So twist your feminine fashion style with a masculine touch. So it's an interesting mix between masculine and feminine that Dr Martens give, right?

[Isabella]: That's call feminism.

[Francesco]: ok, and do you think that the feminism is embraced in the campaign? Did you see posts about it?

[Isabella]: I said before as a joke, but It does have do something with it. Feminism is on the table at the moment and equal right, if you're a guy you're allowed to wear ballerinas and if you're a girl you're allowed to wear Dr Martens.

[Peppe]: I thought now, Dr Martens models right now, all of them, can be wore by females but not all of them can be wore by males.

[Simone]: Sandals?

[Peppe]: Yes. I recognise boots are unisex and sandals are female.

[Isabella]: Peppe, he said earlier, that Dr Martens used to be working shoes and the world we're living today is everything should be as equal as possible and when you're talking about working shoe of course, i guess everyone thinks about, a working MAN not a working woman.

[Peppe]: To me "Dickies" or "Carhartt", they were brands made for workers so in a way induce me that they are durable. Because they were made for that.

[Hanna]: Yeah but now it's street wear. Carhartt. If you see someone in the street way with Carhartt, Dickies it's you're not really wearing them for durability, you're wearing them for the image of the brand.

[Peppe]: One day, I was in CPH and there was a tour shop. There was a mannequin wearing a Carhartt suit and I thought is it hipster? For sure. It was a tour shop, it was for workers. I got this mental crush, is it hipster or is it for workers? It was Carhartt, woow so it's for workers.

[Simone]: We can change topic. For all of you guys, you said one of the strength of Dr Martens products was the versatility, meaning that the product adapt to many different situations and wide array of occasions. Some examples that you brought were: Dr Martens can be used for business related situation, work, university. Again according to Hanna also for festivals as Roskilde or according to Moritz for fancy dinner or according to Peppe for techno clubbing or even walking in a forest, Moritz again. Either day time or night. Do you think have the campaign influenced you somehow in terms of these perceptions? If yes, how? If no, why?

[Isabella]: Just to rock them. Be like I'm wearing Dr Martens and I rock.

[Hanna]: They already got everything. You cannot make them look bad. You can wear them in any setting and they go for that situation.

[Moritz]: You have just to adapt the model which you wear. I have my black ones, they can be wore with a suit, they're almost a formal shoe. It's fashion in that sense, that allowed yourself to wear as it is.

[Simone]: the campaign reinforce this feeling that you all guys had before or it doesn't? You saw a lot of pictures probably?

[Hanna]: Some videos on youtube I've watched, some selfie on Instagram. Actually I went to a metal show, metal core, punk show 2 days ago. there were actually a lot of people wearing Dr Martens and I was wearing mine. Fuck yes. Fucking perfect show to have this shoes. And there were ton of people wearing them, so I was like yeah I fit in. But also, I'm fucking different because, no else has the beats on them. Everyone had the black, plain boots and them mine with this crazy beats on them. It was nice that I saw that lot of people wearing them but at the same time I was the only at the show with the different ones, and I like that!

I like also that other people wearing them, we got the same shoes we're cool, but at the same time I'm fucking cooler!!

[Peppe]: I'm curious, in a festival I totally understand, if you go to the university and you are the only one how do you feel? Or maybe when you hand up in a fancier party?

[Hanna]: I'm gonna feel more cool still. I'm the only one.

[Peppe]: So, any setting and you're always cool? Either you fit or either you're different and cool right?

[Hanna]: Yeah!

[Isabella]: That's because they're nice boots.

[Moritz]: I have another interesting question here. How do you feel if you wear them to setting where they do not fit?

[Hanna]: I'd never thought that though.

[Moritz]: You never?

[Isabella]: it's really depends on consumer. If Hanna feels cool in Dr Martens..

[Hanna]: I've never fucking feel that cool, OK?? [annoyed!]

[Isabella]: Yeah, it's a matter that people can feel comfortable in whatever they wear.

[Hanna]: I've never worn my Dr Martens and said fuck man, what I'm doing

[Moritz]: nono...didn't meant that.. have you ever..

[Isabella]: There are different kind of consumers, some consumer like Hanna, are ok I'm feel cool with my Dr Martens and she can be fucking cool as well with her H&M shoes and then Peppe can be Oh my god I feel so bad because I'm at this little it posh party and I have Dr Martens, and I feel so underdressed. So it's a matter that out there there are different kind of consumers, some just rock them and people don't.

[Francesco]: Guys, I have a question for you... What is this cool for you? Why do you think the Dr Martens are always cool? Why do you think they fit..?

[Hanna]: Because they're boots and they stand out. You don't wanna wear shoes that don't stand out if you don't. When you look at them, you wanna wear this "bald, chunky shoes" because they're catch someone's eye.

[Francesco]: So they're an understatement as Moritz said in the first interview. He said, right now they're bit in understatement. They fit everywhere because

[Hanna]: Because they're just versatile! Not because they're boring, they fit everywhere, they're just versatile! They fit in every situations!

[Moritz]: It depends from the model that you wear...

[Isabella]: And it depends on who you are! Like I told you, can be cool or not cool, confident or not confident, it's depends who you are! If I see a girl that wearing an amazing brash but she has low self-esteem, because she a bit under-heaps or extra-fat and another girl maybe is more than her, but she's really confident and you can see it!

It's depends on who you are! All different kind of people!

[Peppe]: But Moritz, was saying that's not a statement anymore. Is it? Did you change your mind after Hanna and Isabella speech?

[Moritz]: I think how I understand the brand, nowadays, is that people are not using the brand to make a statement or to belong to anything. It has more to do with commercialising the products, so many people are just using it below the line, or understatement. I think that what the brand is going into. Hanna described her model, very extreme, flashy. My model if you put next to the Hanna's model, you'll barely see probably that are both Dr Martens, if you don't know a lot about the brand. They're so different in product line. That's how the consumers nowadays use the brand. it's not making a statement anymore. That's the development of the brand. If you go 5 years ago, it was still acid, but now it's diluted. The brand got diluted over time.

[Simone]: Moritz did you mean the Hanna's boots with the beats on, are making a stronger statement than your black low Dr Martens shoes? Further, you also meant that your low shoes are more prone to be adaptable to more situation that the Hanna's boots?

[Moritz]: I think a bit it was the purpose of the campaign. The purpose of this campaign is that the brand doesn't get diluted anymore. They want to address the consumer and try to bring back to the consumer mind that the brand is not this common product anymore. That it still belong to its subcultures. If we consider the scope of the campaign and the total of people who post on Instagram and on the amount of the people that actually wear there's probably a big gap in between. Because not everyone who wears Dr Martens participate in this brand. I think, that's the meaning, they use this few people maybe use the Dr Martens in terms of subculture, that I still think is small part of the whole consumer group, to remind the rest what really the brand is about.

Because they are now getting consumers that don't know about the brand, that just see it as a shoe and they want to create brand knowledge. They want to remind this consumer.

[Simone]: So, you're saying that the purpose of the campaign was go back in the days to the original brand knowledge and perception of Dr Martens. So saying that Dr Martens is not just a fashion statement, but to remember where Dr Martens is coming from: diverse group of subculture.

[Moritz]: Yes, to address the core essence of the brand. They want remind the people that they're more engage with the brand again. They want to create more brand engagement. So, they want to create brand knowledge in the long term.

[Peppe]: But I think that a fashion victim, is more likely to post a picture on Instagram saying #drmartens #worndifferent than a person embraces the brand in a more original way. So what we actually get from the campaign is a bit more distorted view that goes, shifted more in the new style of people that..Not the original ones. So they would not see the rockers, the punks. They gonna see the fashion victim.

[Moritz]: It's still a commercialised brand. They wanna make money. If they wanna stay true to the core of the brand identity, they wouldn't do it: they will produce the three models as they used to do back in the days, but they wanna grow as the brand, they wanna attract new customers. That's why keep with fashion terms.

[Peppe]: I see that on the website where they had this interviews about people, I could totally see they tried to choose a wide range of people from the fashion one to the ones more modern, doing electronic stuff and also addressing the subcultures. But what they do on the websites is not what they have on Instagram. On Instagram they have more people that want to show off. Instead on the website they tried to address different kinds. For example as my G4 show, there is an old guy. You don't find this on Instagram, it's from the Dr Martens website. Difference between contents from people and content from the brand.

[Simone]: So guys, before you mentioned the core of Dr Martens identity, but for you what's the core of Dr Martens brand?

[Isabella]: That's what I'm confused about. Keep going back to, the beginning and the history, I don't fucking know everything about. The beginning. I don't really know.

[Moritz]: Exactly! That's the core of it. Everyone, every consumer has a different knowledge about the brand. This what I said before. If you have a young customer they don't know about the brand.



If you have old customers they have a way bigger brand knowledge. This campaign, and the new customer remind them what the brand is about. So they get engage with the brand and they read up on it.

[Francesco]: You think this campaign is about to showing what Dr Martens is?

[Hanna]: Diversatility

[Moritz]: Diversatility in meaning, yes!

[Hanna]: Now you can't just wear this shoes at pop-punk concert, whenever. You can wear them anywhere. That's what they're trying to show with this campaign. Anything with them. Anything with any style of the shoes etc. No matter what color or style add with them. They're gonna have always this base, this core. But not everybody really realise that.

[Moritz]: I think, the campaign has a multiple purposes in that sense. On the one side what you just said and on the other side what you said before. So we have to keep this in mind.

[Simone]: Yes you said to create more brand knowledge and go back to the origins. To let understand what the Dr Martens used to mean before for the young consumers. In addition you said that the campaign has another purpose to stand for the diversity right?

[Hanna]: Yeah!

[Moritz]: The diversity. That's show again something about brand knowledge since you said they wanna show diversity, they wanna say they are a diverse brand and that's one point of it of how they are addressing it with the campaign. On the other hand, with the people that have more brand knowledge they think how original the campaign is and so you see that the identity of the brand has develop over time and has one core but has this diversity. You see that the core has different layers around it. And people with less brand knowledge only see the outlier.

[Peppe]: I noticed now, that we are actually not saying how we're influenced by the campaign. We're actually talking about why they do it, why they want to appear like. We are all aware that they are doing that for a reason, that is a campaign. But we are now genuine affected. They want to reach something, we're all aware of that. Nobody say, yeah the campaign it's so original, or it's so different, we're all seeing this as an action from a brand all of us.

[Simone]: What you wanna say with that?

[Peppe]: We don't feel it. All of us.

[Isabella]: I think that in some kind of way, Dr Martens is in a crisis. Dr Martens has this DNA, this core over time, but they knew is make this campaign, called the name they do call it, #worndifferent. They wanna make people notice hey it's for different kind of people even though actually the brand already is. Before used to be punk related, when start this interview, the first think they asked me, which is the first thing you think about when you think about Dr Martens? And in my head popped up a skin, what's called the guy with long hair, there was this guy that listen to heavy metal concerts. Curly hair and the he dated the girl. My first thought when somebody said Dr Martens, hey Skins this guy that go to heavy metal concerts. I think in some kind of way they are trying to get rid of the image that's only for punk people. But then again when I look on Social Media, the diversity of the people, they were just regular base bitches with skirts and blond hair, and blue eyes, wearing a Louis Vuitton bag with Dr Martens. But most of the instagram posts were actually people with pink hair and flowers dress and a girl that was already wearing black and lot of tattoo, piercing on her face. So in my opinion is still on alternative-ish side. I actually do not get the point of the campaign because they actually do already have it's ok to be different and wear Dr Martens.

[Francesco]: So you think, it doesn't really enforced it in a way?

[Isabella]: No, not really.

[Simone]: You said in a way that they open up to a different kind of people? But they stick in a soft-way in that punk culture, right? So to remind the core of the brand, you said they're still alternative-ish, punk-ish. So actually you're completely agree on what Moritz said.

[Isabella]: Do I ?

[Simone]: Yes! Moritz argued before how they wanna reinforce the brand knowledge and the core identity through the campaign. You're aligned in this point.

[Isabella]: Yeah, I actually agree.

[Francesco]: Guys, at the end of the day though, when you pictured Dr Martens, you're saying creativity, originality and "alternativity", are still core, and core now. Those are substituting somehow other Dr Martens attributes as rebellion, such as be anticonformist, such as being anti-establishment etc in many ways. Are you think, this new things are overcoming the former ones? People are reacting somehow to those in the campaign?

[Peppe]: I think, overall we should understand that we're living in extremely branded world, where all the brands are brands. So if we put it in a relative way, Dr Martens compared to other modern brands, it is still the most original.

[Francesco]: Why?

[Peppe]: In my mind of course. But compared to Nike, Adidas etc. I think it's more original, because they still make some shoes in England etc.

[Hanna]: You can always look at a pair of Dr Martens and know they're docs. Details. You really know. Even if they have so many different colours and styles, models. For example with Nike sometimes it's really hard to really identify them without the smudge whatever, but they have different other ones that are not so obvious that are Nike shoes, but with Dr Martens you feel that's really easy to recognise. Other brands sometimes are not as iconic, as identifiable as Dr Martens

[Peppe]: Maybe the design make it...

[Hanna]: They really stick to the original design. They add some derivatives of the original design in the new models, but you can always recognise: that's a fucking doc shoe!

[Peppe]: I agree!

[Hanna]: Maybe they stick to their original design and image, better than other brands. Like Nike, Energy etc.

[Simone]: You're saying that in comparison with the original and recognisable Dr Martens design, Nike and Adidas, instead, have so many different style and design that render them not as recognisable.

[Peppe]: Yeah! There is no 1 model of Nike that I would say It's Nike as much as Dr Martens.

[Isabella]: Yes, exactly!

[Peppe]: There is some iconic Nike, but the Dr Martens is one...!

[Hanna]: Nothing like the original boots! No something as recognisable.

[Peppe]: Yeah!

[Simone]: Another question now. In order to summing up a bit what you said about the link among Dr Martens and subcultures. Pepper and Moritz have talked about a lot, in the first interview, about the strong statements that Dr Martens used to represents or still represent, related to punk and

neo-nazi subcultures. Isabella, encounter for the first time in her gothic phase, you said black hair, black eyebrow and the Dr Martens the shoes to go.

Really interesting is also how Isabella described the Dr Martens as a living person. Since she imagine an 18 years old, still punk looking tall guy, with piercings and tattoos, pink hair, metallica t-shirt, leather jacket, a chain hanging from his pants but still, he's educated, has many different kinds of friends (footballers, blonde plain girls), he's not violent, he actually overall, looks different from a rude punk.

Peppe as well as, you talked a lot in the beginning of your interview how the first association with Dr Martens was entirely derived from the Punk Music and your past as a skater. But Peppe didn't embrace at 100% punk the punk culture, and for this reason you actually didn't the Dr Martens when he was 15 since you didn't feel part of it at 100%. Peppe said that he was kinda "afraid" to wear Dr Martens that time.

You, Moritz told us, at the beginning of the first interview, that Dr Martens was a brand that just Punks would wear, and later on you recognized that neo-nazis wore it or as you said they hijacked this brand for themselves. After you said that thanks to Instagram and cool people that you follow you starting to change your perceptions and you stopped to attributing Dr Martens solely to those subcultures, in a few words you said become more fashionable.

Thus, all in all, the question are: your brand perceptions driven by thos subcultures statements changed over the time and the brand appealed to you more and more, until you guys bought it. In parallel you both emphasized the aspect of Dr Martens being a brand that allows your self-expression and freedom, surely brand features deriving from old statements related to those subcultures.

Thus, Keeping in mind the #worndifferent campaign and the user contents and posts, would you like to elaborate on what nowadays Dr Martens wants to state with its products?

So guys, -Which in your opinion is the stance took by the brands split among a strong subcultures statements past and maybe the willingness to open up to diverse fashion group target? Where is Dr Martens now?

[Peppe]: I would represents my shift in perception of Dr Martens in 2 stages. One is a very long one, from my childhood to today, that is not related to Social Media. Because, before this campaign, I

was not exposed to Dr Martens social media that much. And it was a slow change that went from only see Dr Martens in Punks, then I see it in any kind of person.

And now that I'm exposed to the campaign, my main shift was: "they also do care about marketing". It was not necessarily the content itself but the fact that they have a brand platform now, and I didn't know about that. It gives me the idea that it is a company that have to embrace marketing because of today.

This 2 shifts. The last one is because of the campaign.

[Simone]: Ok, so it's open up to new groups but still embrace the old strong values attached by the subcultures, punk etc.? Since Dr Martens are still recognizable for punk subcultures...

[Moritz]: If we talked about this with Peppe, I think through this campaign overall, Dr Martens is losing a bit its authenticity. That's why they wanna go back as I said before. **They wanna go back to being a brand that's is perceived because it has stable of meaning over time.** And that is now coming **back to my initial argument when I said the brand is getting diluted to much. And they wanna work against this.**

They know long time only a brand survive with stable core, because the brand identity got a bit too dynamic.

[Peppe]: To express myself better. My main take-away is not from what the people are posting, but it's the brand is pushing them to do that. There is no something authentically done by the users. It's not legit. It's not authentic. It's driven. The brand decided the hashtag and the people do it because of the brand.

[Moritz]: Agree. We've talked about UGCs. This contents are not authentic because it's pushed. It's not coming from the consumers because it's the company that foster the consumers to do it. And most of all, the consumer recognise that. So, it's not authentic.

**It used to be used by someone... hijacked I said by the community [01:01:41]** . So the community took it and now the brand wants to give back to the consumers, and say use it. But they're not doing that anymore because **the brand is too diluted and it has so many different meanings.**

[Peppe]: Totally agree. Very important.

[Francesco]: What if you picture Dr Martens according to age again, all of you that have done that has pictured him/her under 30 years old. Someone said at the beginning of his 30, Moritz, but he/she always kinda young people. Do you know there is lots of posts by punks using this hashtag?

[Moritz]: They don't do that!

[Isabella]: No, because they don't feel the arch. The punks don't feel showing "hey look at me, I'm more Dr Martens". It's in their DNA.

[Francesco]: Good! What do you think this campaign is doing to them? How do you think is gonna develop if they keep on this track?

[Isabella]: I think the brand will ruin its image. They're trying to be something they're not. Of course a brand need to be commercial, fashionable but I think they're just going to the point that Dr Martens becomes too much in old fashion and then the original consumer kind of pull off. I told in my interview, if a 14yo girl who has Mum and Dad's card "Oh My God Dr Martens is in fashion now, and it's not gonna be in 2 months, but I don't care, because I need to be cool and I need to be fashion right now!" and they buy just because they want to be like other people.

Fashion comes and go like that.

[Francesco]: Still they are a fashion brand. The original ones instead?

[Isabella]: Dr Martens has been managing to keep their company up for like such a long time. And they still have the core and the DNA, so I don't see any reason why to change the DNA, because in the end they're gonna end up be sponsoring 10 000 instagrammers and basic bitches.

[Francesco]: So you're saying that they're changing their DNA? From what to what though? What do you think guys?

[Isabella]: Why make a change on DNA? I think the only reason they're making a change is make more money.

[Francesco]: What was that before?

[Peppe]: **Before they belonged to the punk stage. To the punk concert with 100 people. And now since, it's a company and we're in a capitalistic society, they have to sell as much as possible and now belong to a medium such Instagram, when on it they're million of people and what matter is reaching many people as possible and engaging many people as possible. So they sell themselves to engage more people.**

Before it was a niche thing and it was self-expression thing, and now it's just a marketing tool.

[Simone]: What about instead of what you told us guys, the brand has so many meanings , it's so diluted, but they do that for elicit the user with hashtag to let them post pictures, so many pictures. Remember it's a UGC campaign. But you also said that this doesn't work to give the authenticity to the brand.

[Peppe]: Hey guys, but Dr Martens belongs to a stage or to Instagram?

[Isabella]: Stage!!

[Simone]: But Instagram lately is a marketing tool really important for companies. Especially fashion brands. What do you think?

[Isabella]: Yeah it really is. Dr Martens is ruining themselves. For example, Stella mcartney, they made this amazing bag but they ruin it for everyone. Now if people have the bag, they are gonna judge for being like a basic bitch that doesn't have their own sense of style. Then we had Isabel Morant sneakers and people over used them. Now if people see other people wear them, they're like "Oh my god what a basic bitch, please get your own sense of style" and in the end, it's fine, I understand that's to make money and need to make Dr Martens available for everyone, but they're also gonna, in some kind of way, ruin their DNA.

[Francesco]: Can you guys specify which is this DNA?

[Peppe]: The DNA is punk! Being different! It's different for real, NOT LIKE AN HASHTAG!

An hashtag is not different. If I put an hashtag on my Instagram to demonstrate that I'm different, I'm just an asshole!! I'm not different because I put an hashtag!

[Isabella]: The problem also is the people that wear Dr Martens, they are generally speaking different. And then we have this people who try to be different, like "Oh my god look at me, I'm so cool because I'm wearing that!".

[Francesco]: I'd like you to think that maybe it's consistent with the idea that people are trying out, but they are not original...

[Peppe]: Of course, but imaging a punk in the '70 posting a picture "I'm different". No. He takes a bio and he's smashing it in his head! That's make him different.

[Francesco]: What are we saying is that Dr Martens is intrinsically connected to this behaviours, breaking a ball etc, giving a fight to a car in a manifestation, which can be...

[Peppe]: I told you in the first interview, It can be Gig Allen, it take shit on the stage he goes on the street and throw on the people's face!

[Simone]: and this is Dr Martens ? You told us previously, this was an extreme!

[Peppe]: Yeah, this was an extremitation, true.

[Simone]: Ok, but you after the campaign you still think that Dr Martens is still that? Is still linked to this extremitation or not?

[Francesco]: Do you think that's not a good idea to move away from this idea? From the punk subcultures?

[Simone]: Don't you say that they have instead to stick to the punk culture? To their DNA, their core?

[Isabella]: Because otherwise they will ruin themselves. Ok, I get that you need to make money.

[Simone]: But you're not punk and you own a Dr Martens, don't you?

[Isabella]: The problem is that they need to be careful to make it too commercial. The wider the consumers could be, the more models they have to conceive. They think that they have to make it even more available for people. Something new all the time, making all the audience happy. They're gonna go far away from their DNA. Because after all they have so many different people and preferences to satisfy. So, going further and away from the DNA and boom we don't have the Dr Martens anymore! Then we have fucking Nike Sneaker!!

[Peppe]: Yeah!! I would save this for later if we'll talk about quality but maybe we are not. In G2, there are comments that are saying "The real Dr Martens are the ones made in England" because they know that to save money, they go to Vietnam and they make cheaper Dr Martens. The people are aware of that, are saying that "this is the only true Dr Martens", "My last Dr Martens lasted less than one month, this is crap, this is Chinese crap"!

People know that you have to go somewhere else to make it cheap and everything.

[Simone]: So they sold the fucking brand to the market?

[Peppe]: It's the society. It's the capitalistic society. The Globalisation for sure.

[Francesco]: Do you have looked for an hashtag, #worndifferent?

[Peppe]: This G2, it was a post on Dr Martens facebook, so G2 is the comment on that post.

[Francesco]: You're saying you have been access to this hashtag?

[Peppe]: Nono It was just facebook, it didn't say #worndifferent. But they were advertising the model made in England. So it's like I felt this model it's the original one. And the probably, it costs more and then they do the other for the mass.

I saw how much they have been selling in the past decade, the revenues went super high.



[Francesco]: I have another question. So you're quite critical and you're really really defending the subcultures. But all of you, personalize the brand in the first interview as a sort of punk look. Either they have mohawk, either pink hair, or bald. They all have either tattoo or piercing. They all have leather jacket, T-shirt, also the chain come out a lot. They have really much punk in their style. But then you described them as acculturated, educated, open-minded, well-seen by society and by their friends when in a group of people. Could you have maybe describe them as the people that you're criticising right now on Instagram somehow, normal people, that they have just the look?

To be precise, imagining me as a punk, pink hair, leather jacket, Metallica t-shirt, skinny jeans, chain but then I am a creative person, he's a person that is doing a creative job, nobody said that he's poor or he's living in a squat and he's going to manifestation, none of you. You didn't say that, when talking about the personality. Common guy, like us. So what guys?

[Peppe]: But the way you're saying this, it might look like, it's a normal guy with punk clothes. NO. I meant that even punks, back in the days, they could be smart, clean and everything. Because punk of yesterday are our parents. And you see they're normal people.

[Francesco]: So, you really think that back in time, it was an official statement? It was a fashion statement if you say so?

[Peppe]: Yeah yeah

[Francesco]: It means that your father not as radical as punk in the UK but he was wearing Dr Martens ?

[Peppe]: In youth, then people grow up and really change. So I would never think a punk is less valuable.

[Francesco]: Nono. I'm not talking about value. When I'm saying it's about the attitude and the way. I personally I don't see a punk a person that could go to the supermarket or to the local bakery and talk with the employee without being looked "oh you're different". You can see people accepted by the society with confidence in institution around him and people who don't. Punk are protesters. You can describe a punk from the look but that kind of person, I think. Then you can have a different idea of a punk person.

[Peppe]: To be honest my punk was a punk. In the sense you just meant.

[Francesco]: All of you guys, you get the point? Many people that feel punk in a way, are not standing for what was really a punk back in the days? what do you think?

[Hanna]: I feel I don't really understand what a punk stood for back then. I don't really understand what that is, because I didn't live in that time. I don't know when the shoes come up, saying 1980. I saw recently put up this new design where they advertise the shoe with this vinile in the background matching the pattern that was on the shoes. I can show HANNA1 that depict what I just said. From this British post punk electronic band New Order. I don't know exactly what people thought about Dr Martens back then. I didn't live there so I don't know what people thought about that. I can't really compare.

[Francesco]: Yes, but anyway is a post-punk band! Of course, that's why they stand for punk, they belong to the stage. But at the same time, you're influenced already from this ideal, you don't really know what a punk was standing for. In that way, the personality of the person you attached to the look: Dr Martens is for punk lookwise but not value-wise because you don't know it very well.

[Simone]: Isabella for example, described Dr Martens as a living person, 18 yo, still punk looking, tall piercing, tattoo, pink hair, Metallica T-shirt, leather jacket, but still educated at university, many different friends as footballer, blond plain girls. So in the conception of Francesco and I, as punk looking guy, he's was totally accepted by the society. He's original etc.

[Isabella]: You cannot judge a book by its cover.

[Simone]: Yeah, but Francesco maybe he meant that you Isabella embrace the new perception of Dr Martens ? New era?

[Hanna]: You know but you can have both! Also, maintain its past, while building a new brand for itself, I don't think it has to have either/or it can have both at the same time. You know still maintaining its integrity and its history and whatever. But also have this new idea, this new image at the same time.

It can have both the past, the present and the future at the same time.

[Simone]: So you're agreeing with Isabella though. Isabella said before that they didn't lost their DNA, that's means the core identity.

[Isabella]: They didn't lost yet!\*

[Hanna]: But do you think that this happen just from this campaign that they're gonna lose the DNA?

[Isabella]: No but I think that could be a start for the brand to go...

[Hanna]: it's not just modern advertising?

[Isabella]: It is. But the modern advertising, for example Instagram, it's just a big deal in the world right now. It's amazing, it's a fast thing.

[Hanna]: They recognise that's an incredible platform to expand. Not that they're trying to change their image. They just recognise this is valuable.

[Isabella]: It is a really good platform, but the problem is that the platform is so good, it can go both ways. Because the platform of Instagram is so amazing.

I'm just thinking if they take to far it's really become a big thing, that they can actually attract, I wouldn't say the wrong customers, but they might attract the customer that weren't their focus group.

So for example, this campaign is sponsoring people as well, and they need to be careful who they sponsor because, if they pick up the wrong people, they may attract some customers that the true Dr Martens customer will be like "I don't wanna be associated with them! I don't wanna be associated with a 17 yo Instagram model" etc. The kind of girls that feel like models just because they put half-naked pictures on Instagram etc...and they have 200K followers, and they're just basic bitches living at their parents house.

I'm taking the things on purpose too far away to depict the two opposite dimensions. In order to get the discussion and get the argument.

[Simone]: Anyway, overall you think that Dr Martens is not doing a good job?

[Isabella]: I mean, maybe they're doing a good job, I just don't get the point why Dr Martens needs a campaign that sends the message that they do now, that "it's ok to be different!" They want the customer to be different, but that's how it used to be. That's what in my opinion Dr Martens are. You're welcome to use them regardless who you are! So that's why I think it's a bit weird that make the campaign.

[Hanna]: Do you think that just a normal person that's not participating in a project like this, that we're doing now, that we're talking specifically like this, do you think that they will think the same thing? Because I think about my friends back in Seattle. None of them go to metal shows, or rock festival or whatever, I still think that none of them would ever buy Dr Martens. It's just because I've

been expose to this conversation and project and I'm thinking about more. But do you think that a normal person who is not in this type of project, they would think the same?

I mean a normal person is seeing an ads on Instagram some fucking 23 yo, from California, promoting Dr Martens, they see that paid ads on Instagram, they're gonna think the same thing? Like "ah fuck man, Dr Martens is really going down the drain! Picking this fucking chick!" to advertise for them. Do you think they're gonna think the same thing?

[Isabella]: I think the problem is because I hate Social Media. I use them yeah, but for me it's so stupid: why would they want to sponsor garments ! Ok you need to be different but why would you like ok it's if you're an influencer and Dr Martens said "who wanna sponsor this pair of shoes? But just as long as you do like this!".

That's what worry me about this campaign. Because if you like Dr Martens and you wanna be different, and you think you're different it's ok, but the way they're approaching the consumers, it seems the wrong picture, that you sponsor the shoes to different type of people, instead people can be like "ok I'm just participating in this campaign because I actually feel for this, I'm not getting paid, this is actually what my hear tells me to do"

[01:24:52] Do you get the picture now why I'm so hungry?

[NB COMMENTO a caldo: Quindi lei supporta le UGC ma non gli sponsored post delle hot chicks fashion blogger che non fanno un cavolo delle scarpe. Ma al contrario anche post di fahsion victims, magari giovani che non fanno nulla del brand ma che almeno lo sentono veramente. Quindi No agli sponsored posts Si agli UGC. Possiamo utilizzarlo secondo te, perchè sono andate un pò off topic...Sembra anche che a Isabella gli è sfuggito che è in realtà una UGC!]

[Simone]: So even if everyone has its individuality, and he really feel that can be a fit in the style with Dr Martens, enhancing its individual style and individual as a person. And even if he's not punk etc, he's a good publisher on Instagram for the company. Good advertising for the company. Not the hot chicks right?

[Isabella]: I don't care if they're hot chicks. It's the idea behind it. I don't care who use the Dr Martens, it's just the way on SoMe with sponsored post and kind of stuff, how they put shoe out!

[Simone]: Is it means for you? Is it the SoMe the problem?

[Isabella]: Yeah, I think It's not genuine used like that. I think the Dr Martens is really strong and genuine brand. And I think not the campaign but the WAY they're doing the campaign with

sponsoring the shoes, then they're kinda of like every other brands. I can just imagine that millions of people would love to participate in the campaign. Should be like: "post a picture of Dr Martens and put this hashtag" and then Dr Martens will pick 200 winners from all over the world and you can win a pair. I think that would be more genuine way to advertise the campaign then like just paying people who don't necessary stand fro the brand.

[NB ok confermato, gli è sfuggito che #worndifferent è una UGC campaign.]

[Hanna]: Did you see a lot of instagram models promoting for them? Like, paid? I didn't look that much around Instagram, photo tags and everything and didn't really notice so many sponsored posts. You know other brands, the small boutiques also, they pay girls to have from 30K to 50K followers on Instagram, then the companies tell them we'll send you the products and you promote. But I don't really feel I saw that many of those types of ads where really the companies send them a pair of shoes and you promote in the way the you want. In the way that your followers want to buy them. I didn't really feel I saw many of those with Dr Martens.

[Isabella]: I didn't see so many actually. I did see some. But I think it's just the point that they do that. I can understand if you are a new upcoming brand or you're completely change your DNA. Instead of making Dr Martens, you make actual sandals with diamonds. Ok the Dr Martens Sandals are a bit different but not like that. Sandals with diamonds like Havana-ish and call them Dr Martens. In that case I'd understand that I have to sponsor. I think that just the moral it's strong because you're paying people to support your campaign that it is ok to be different. In danish we say that you have the double morals. That you say something and after you do something else.

[Peppe]: hypocrisy!

[Isabella]: Yeah. I get that vibe and I don't know if it is just me and my brain?

[Hanna]: I Just think the Dr Martens it's such a popular and iconic brand, that they already have such a strong image through their name. I don't know even ruin it because you asking almost anyone, how do you picture someone wearing Dr Martens? Almost everyone I feel would say: it's someone at the concert or it's someone wearing a lot of black, with a lot of alternative stuff. I think most of the people would say the same thing and I don't know...I think it will take a lot with SoMe advertising to really ruin that image, because I think it's just a strong brand!

[Francesco]: What about that this campaign is a top up? An adds on? It adds the creativity part.

[Hanna]: I think it adds but it doesn't ruin to me! I think the campaign opens the audience that wanna buy the shoes wherever, but I think not necessarily yet ruins. I don't know maybe it will, in a year, 2 years... it will ruin it, but now I think right know it's just opening to other people!

[Francesco]: In which direction Dr Martens is going today, at the end of the day? What is Dr Martens going to be perceived in the future?

[Peppe]: We have to think in a relative way, the way in which the world is going today. Iper-branded and constructed world, non authentic. They would try to stick with the original roots in a modern key which embrace SoMe and UGC in a pushed way, everything like that. As I said earlier if we compare to other modern brands, they're still keeping more original than others at the end of the day.

[Simone]: What do you think instead Moritz, is that good the direction that is taking Dr Martens with the #worndifferent campaign?

[Moritz]: I already expressed my opinion that it's not gonna help the brand. For the campaign, I think this campaign is the wrong way. For the reasons I said earlier.

[Peppe]: As a person I think it's wrong, as a marketer I think they're doing the right thing.

[Moritz]: I think as a marketer, it's the only thing you can do!

[Peppe]: And they're doing good actually, still thinking as a marketer!

[Moritz]: You can't create... It's difficult to preserve those meanings over time.

[Peppe]: Yes, super difficult!

[Simone]: Guys the last little game, you have to read the metaphors out of loud.

## 10.9 Prospect Focus Group Transcript

[Francesco]: so welcome everybody, let's cut on the bullshit, everybody agrees to us recording right ?

[Everybody]: yes !

[Francesco]: so Leo, you wanna start you said ?

[Leo]: yeah sure. In general about the campaign then?

[Francesco]: yeah.

[Leo]: in general I mainly looked on instagram, I didn't realize it was a campaign. I thought it was normal fashion bloggers or yeah someone that posted pictures of their shoes, the only thing that they had in common was that you could somehow see that it was probably Dr Martens. But not in all pictures you could...

[Francesco]: no?

[Leo]: mh no, not me because I don't know the brand like when you're playing around with the pictures that we have here, I cannot see directly if they are or not Dr Martens, especially their new models.

[Francesco]: so basically your procedure was, you looked for the hashtag on instagram.

[Leo]: yeah.

[Francesco]: and if I didn't tell you it was a campaign started from Dr Martens, the hashtag was started from Dr Martens...

[Leo]: I would have not know that it was a Dr Martens campaign, so to speak. No. I would have probably known that it was an hashtag about wearing clothes, or shoes, that have a specific style and wear it differently. And that I got it mainly from the hashtag #worndifferent.

[Francesco]: But not from the pictures.

[Leo]: well I would say, many of the pictures I would not say that they are worn different.

[Francesco]: they're worn the same?

[Leo]: A lot of them I think the shoe was worn the same, and a lot of them of course differently as well. But that's my general opinion... It could also be me that I'm not so attentive when I'm looking on instagram for fashion and stuff like that. I mainly look at my friends or maybe some go pro or like these more cool extreme sports videos.

[Francesco]: ok. and the shoes were not at the center.

[Leo]: the shoes were at the center, I could see... But if I didn't know at first that it was Dr Martens, I don't think I would have been like: wow, this is a Dr Martens campaign.

[Francesco]: okay, this is very important.

[Simone]: what do you guys think about this?

[Christina]: I also thought it wasn't very clear, I would most likely have thought that the hashtag was belonging to something else, like maybe a movement and then the pictures happen to be, or maybe the people joining were wearing Dr Martens... But when you look through the pictures, you can see that it was Dr Martens. Some of the pictures, actually a lot of them, was only the shoes, that made it quite clear that it was Dr Martens. But I wouldn't have guessed it was a campaign they started.

[Francesco]: what's your thought about it, like is it positive or negative... Has it some valence or is only a general consideration. I mean, how would you feel instead if it was clear that It was from Dr Martens ?

[Leo]: maybe for it being User Generated Content, is it how is it called? Then I would say it's negative, for Dr Martens to use a campaign like this, if people don't really understand that it's a campaign.

[Filip]: it's especially bad to see this hobo movement of people.

[Francesco]: can you explain what do you mean by hobo?

[Filip]: homeless.

[Francesco]: homeless...

[Christina]: it's a stylish homeless.

[Francesco]: hobo basically means homeless person who lives in the streets, like literally. But even now scrolling through I don't know, 2, 300 photos with the hashtag... It's actually not really an advantage for Dr Martens because the photos are mainly bad and it's basically as well some crappy teenagers wannabe bloggers, also in the photos... And also the photos of the shoes are ok: these are your shoes but I don't give a plain fuck, the photo was bad, your leg is terrible and definitely I wouldn't stop on this photo for their visual ...

[Leo]: but that's your personal opinion since you're a professional photographer.

[Francesco]: I was not looking at them as a photographer, I was looking as something visual. And since they're photos I need something to connect with them..

[Christina]: they were kinda dark also...

[Filip]: they were dark, they were crappy, they were bad...

[Francesco]: they were dark?

[Christina]: I think in general a lot of pictures were dark. Like the background was dark...

[Filip]: just crappy photos, crappy photos, and absolutely no attachment, no link with Dr Martens at any point. Like worn different, maybe some LGBT movement "i'm gonna wear my armpits covered in fur, because I can".

[Simone]: so you didn't find a link ....

[Filip]: not at all...

[Simone]: in the hashtag maybe, #drmartensstyle associated with #worndifferent?

[Leo]: I saw the other hashtag...

[Christina]: yeah.



[Leo]: ... when I saw at the hashtags Dr Martens was hashtagged as well... But if you don't look at the hashtags when you scroll through instagram, you don't see them, you see the pictures. And when you don't realize directly that something pops out - of course there were some pictures that I save where it pops out : "this is Dr Martens", but thart was just a picture of a shoe, which for me has nothing to do with the actual campaign...

[Simone]: why?

[Leo]: it could be a photo uploaded by Dr Martens themselves.

[Christina]: because worndifferently if it's not worn it's just a shoe on the floor.

[Leo]: exactly, if you don't see the whole style, of maybe a fashionista wearing a pair of punk shoes, then it's not worndifferently, if you only see a picture of the shoe. It's just a shoe.

[Simone]: so you see a lot of pictures of that, just solely the shoe and not as you said a person dressed up...

[Filip]: yeah yeah plenty but the thing is that they're mainly bad, and obviously it's a great idea to involve people outside of Dr Martens but you have to get to select specific people or some specific bloggers or photographers as to get photos that actually look good, that actually you know... Inviting people to the Dr Martens world and work in advantage for Dr Martens, not these bullshit of annoying teenagers wannabe fashion bloggers..

[Francesco]: but you are referring also not to them... You probably noticed, maybe you didn't... Dr Martens what they do is they first send the communication outside to everybody with the hashtag, then they select someone they lack for some reason unknown to us and they repost them on their profile. Did you notice that?

[Christina]: yeah

[Leo]: ok.

[Christina]: I saw later on facebook that many pictures that I saw on instagram that were later posted on facebook.

[Francesco]: so it's twosided, on the one side they have brand ambassadors, people they chose for the campaign who get paid and they feature their stories because they're artists... On the website they have an adhoc page where they say he's a musician... on the other side they choose random people, not random but people that post content on...

[Simone]: users

[Francesco]: general users, like me or you...

yeah.

[Francesco]: so you would say the same thing also for the people that they selected or ... they were bad pictures, not representing Dr Martens...

[Filip]: they are just crappy, you look at the photos and ...

[Leo]: I got the same, you didn't feel this professionalism...

[Filip]: and you need that.

[Leo]: I think yes

[Christina]: mh mh \*nodding yes\*

[Leo]: and I think thats the problem when you have a UGC on a platform like instagram, because everybody can post... They don't own the hashtag, they don't have the right to remove that picture.

[Simone]: so you're saying that it's risky for the brand.

[Christina]: very risky.

[Filip]: it was a great idea but in the end it just got floaded with crap because...

[Leo]: there was like 18k pictures with the hashtag, and ofcourse 18k pictures cant have an high quality.

[Francesco]: okay.

[Christina]: but I also saw that a lot of people used the hashtag cause a lot of them I saw , or noticed that people were taking pictures of the shoes for example next to a book, or writing a long text and trying to connect the book with something... They wanted to give another message, they would write their little political text and then they had the shoe....

[Leo]: without anything to do with the campaign.

[Christina]: I don't know if the persons who did that wanted to get a word out of what he was writing or if he wanted to connect the text with the brand or... I didnt really understand but a lot of people did this thing with the book next to the shoes.

[Leo]: especially with this book, the homo sapiens...

[Christina]: yeah yeah yeah...

[Simone]: what is it ?

[Leo]: it's a book about history of the human being.

[Francesco]: did you save any content regarding it ?

[Leo]: [Christina]: no, but I thought about it and can easily find it.

[Leo]: I actually saved it. This is photo "Leo n2". It's very dark you can almost only see the book.

[Simone]: cool guys.

[Francesco]: so what you're trying to say right now is that they use the hashtag...

[Christina]: for...

[Francesco]: for reach, maybe ? To get to more people... That would look for the hashtag but are not really maybe on point with the message Dr Martens wants to ...

[Christina]: yeah.

[Leo]: maybe...

[Christina]: or maybe they connect Dr Martens with they were writing.

[Leo]: but this picture for example has 25 likes, it counts nothing for Dr Martens, what reach ? The picture with more likes has 200 likes... Is no reach...

[Simone]: but maybe you know it's not the right book but you also told me before Dr Martens and a book may be connected by a statement (personal interpretation of what you say cause it's hard to understand) for something. I don't understand why that kind of book.

[Christina]: it's an intellectual book, not like a romantic comedy, about the beginning of human race, so of course it makes more meaning having it next to Dr Martens rather than a stiletto or a general fancy shoe...

[Francesco]: I have a question now... Now we talked in general about the campaign but what about the people ... wearing it. What are your thoughts about it. Who are these people that are using the hashtag, do they fall in some categories, could you describe them somehow...

[Leo]: I'm on the same way as Filip before, it's mainly teenage instagrammers...

[Christina]: [Filip]: YEAH.

[Leo]: Filip n3 (picture), this is like the typical annoying fucking wannabe blogger or whatever, and there is no shoe in it... This is from bogota'.

[Simone]: but there's the hashtag as well ?

[Filip]: yeah, #worndifferent !

[Christina]: I was like... Cause before I looked at the hashtag I was very closed like "ok I have in mind this sort of people wearing Dr Martens", but when I looked at the hashtag I opened my eyes a bit and realized theres a lot of different.... Okay it's a lot of different people but a lot of them were this supposedly fashion bloggers... This I didnt think about before, I didnt know, but now I do....

[Francesco]: let's dig a bit more into this, this is really interesting. what were you thinking before ? Can you sum up a bit ?

[Christina]: yeah, before I had two different kinds of people in mind \*wearing docs\*, very stereotypical... The punkrockers, wearing them like a part of their identity, within their subculture, but also people from the very right side of political spectrum, wearing army jackets, army boots...

[Filip]: skinheads.

[Christina]: yeah skinheads, exactly skineheads. Those were the 2 kinds of people wearing Dr Martens in my head. Of course I saw it in the streets on the general public but not a lot of the "bloggers" or the people I follow on instagram, so the... the more fashion part of it I didn't really see it. But now through the hashtag I've seen a lot of them... as you say... being fashion bloggers...

[Filip]: I think they were more popular 1 or 2 years ago, like a lot of girls wearing the boots or those short boots.

[Leo]: I noticed there were a lot of young asian girls in many of the pictures... Maybe because...

[Francesco]: they are many...

[Leo]: because young asians are over represented in social medias....

[Christina]: yeah in any case it was totally different from what I had in my mind before, and its.... For me this is more and more watering out the brand...

[Simone]: diluted....

\*inaudible jokes about asians wearing Dr Martens and brand appropriation\*

[Simone]: we got your point..

[Christina]: yeah I just saw all of these cute young asian girls in their fancy dresses with a light blue wall as a background and it didnt really match with what I had in head. So for me was a bit like a sellout a little bit.

[Francesco]: what about you guys... is it watered out this image...

[Filip]: I think it was actually a great idea, but... it was kind of doomed from the beginning... they foresaw that it was gonna be diluted by a fucking wave of chickheads with absolutely no aesthetic sense....

\*everybody laughs\*

[Filip]: at least people are talking about it, we're talking about it... You know, people get pissed at it, still Dr Martens it's in whatever context on people's tongues.

\*everybody nodding and silently agreeing\*

[Filip]: is this a plus, but not like.... kind of a bit timid , shy ...

[Leo]: I think I was... into this, when we had the first interview, about diluting the brand... Cause since Dr Martens has this quite strong subculture around them... If other people that do not belong at all to the subculture, start wearing this brand, then I think the subculture of Dr Martens will die out and these persons will probably find another brand or style to connect to...

[Filip]: but that's temporary, it's just fashion, fashion goes everywhere... imagine that tiny skinny pimpilimpy girl wearing the boots... because it's fashion.

[Christina]: yeah fashion is fashion but the core of the brand...

[Leo]: but do you think the subculture will come back, if they diluted the brand... they probably had these subcultures for 50 years , since the begining of Dr Martens.

[Filip]: subculture will stay...

[Leo]: but do you think they will go back to Dr Martens if they see 5 years from now that...

[Filip]: no.

[Leo]: no, exactly. So they would probably destroy...

[Simone]: they destroy the what ?

[Leo]: the core clientele. if they diluted....

dcbasijdwqfwd

[Francesco]: wait a second... I don't think it's so extreme, if you go on this same path for the next 15 years... In 15 years from now it will be 15 years of young people being exposed to this message, and punk will start dying, because they were punks in the 70s and they will start die, assume... So they will be now substituted, but what do you think are they replacing them with. are they replacing it with something or?

[Christina]: the punkrockers... because they want to be different.

[Francesco]: no wait, what I mean Dr Martens, they are getting rid, maybe... you're saying them, I agree to a certain leve, but it's you guys saying that they are... somehow... alienating their core... we don't know if it's core, we don't have data for that, but we have this perception of it... their core clientele. But are they substituting it with something meaningful or... not... what do they stand for now.

[Leo]: in my opinion, after seing this campaign, I would say nothing. Following fashion trends, and it is fashionable now to wear big clumpy shoes, right?

[Christina]: yeah yeah yeah.

[Leo]: which Dr Martens is. And they have probably seen this, so if it's fashion now, let's try to get Dr Martens out during this boom. 5 years from now, this boom has gone away cause fashion moves on, and Dr Martens will be left alone, without this clientele.

[Francesco]: the clientele and what it stands for.

[Leo]: they migh even be they lost their core clientele...

[Filip]: the subculture may be just so distatest.... Displeased? Something it is repulsive. You sold our small, safe niche of clothing made for us ... and now you just sell it to everyone.

[Christina]: yeah cause I think it's more than just a pair of shoes, I think it means a lot...

[Filip]: and then we, after the fashion goes on, then we ... still wearing those shoes, will look like as well just like another wannabe that just can't afford other shoes, but want to be wearing those shoes so we're not gonna look like punks but like out of fashion bitches. In the end... So in the longterm that might even work. Because it destroys it's identity in a way...

[Francesco]: mh...

[Simone]: in the first interview you said that... Because right now, for example, I have a pair of Dr Martens but without a punk past, a punk rocker past. But I actually feel very comfortable wearing Dr Martens when I'm going for an interview for a job, when I'm going to cbs that's pretty fancy, a business school, together with a fancy pants and a nice shirt ... But in that way, I want to feel... when I go to clubs I wear anyway Dr Martens... So , my point is that I feel, Simone Favorito feels a bit alternative with that.

[Christina]: yes you want to make a statement.

[Simone]: a bit alternative, but I'm not making as a strong statement as punk did in the past. But neither like these asian fashion victims that do it for aesthetic or just for following a trend... So my point is that, I'm the kind of guy in the middle. I'm the one who, You said don't want to venture so much in a subculture, because I'm not like that, but still don't do it for following the trends. Because I'm not a fashion victim, I'm not always on instagram... what do you think of that.

[Filip]: I think it's a point in your favour, you're having an healthy approach to this...

[Francesco]: good point...

[Simone]: but maybe this is the aim of Dr Martens or not... Is not maybe that they are diluting the brand so much, maybe there's a middle solution.

[Christina]: but when did you buy the shoes?

[Simone]: I bought them in december.

[Leo]: but then even if you say you're not a victim of fashion, you bought them this december, when big shoes has been fashionable for a couple of years, you would probably don't buy them if the shoes were not fashionable.

[Filip]: how old is this campaign...

[Francesco]: 1 year, it started the 17th of July 2017... And it still their main branding platform.

[Filip]: in the end, it doesnt matter if you bought the shoes 5 years ago, 10 years ago or .... you're still wearing Dr Martens, and in the end about diluting the brand, I mean you don't post yourself with the shoes on instagram, but still... It would be that english boys would be displeased with you wearing them, because they saw one person wearing them and they would be like oh cool maybe he's someone who left our crew but used to have this attitude in life and he made it, so he looks pleasantly, he doesn't look like a punk but he still wears Dr Martens. ..

[Simone]: ...but?

[Filip]: but now when there's such a magnitude of people wearing them and posting their photos on instagram, it's a too big of a flood. You're like flooded with everyone wearing it, and the identity of the shoe get diluted cause everybody wears it, it's just a fashion item now...

[Christina]: yeah... So it doesn't make a strong statement anymore. you think that after this exposure to the campaign you feel like you lost completely this attachment to the core punk, rock...

[Francesco]: guys, apart from him (Philip), none of you were punks. You were not customers.

[Christina]: no, no...

[Francesco]: so I don't see why you embrace it this much.

[Leo]: no but... for me, I don't care about Dr Martens diluting their style... But I see that they do it.

[Filip]: but you're talking about yourself...

[Simone]: what is your point.

[Filip]: not a point but Leo is...

[Leo]: it is diluted for me. But I don't care, because it's a brand I don't buy, and ever bought, so I don't have this strong attachment for it .

[Christina]: I would not buy it either, but I still would not buy it when I see this campaign..,

[Simone]: even more?

[Christina]: even more, yes. I don't have a personal connection but I still appreciate a brand that has an identity and has had an identity for a long time... I think it's cool and I respect Dr Martens. But when I see it connected to things that I don't respect as much, then I find it a bit like it's selling itself out.

[Leo]: a sellout. If you asked me the question now that you asked in the first interview, how do I identify, what's your perception of Dr Martens... Now I would probably say, they were a brand of punk subculture, now, they are sellouts. Riding on the wave of this fashion...

[Filip]: it's a pity.

[Leo]: it's a pity yes but...

[Simone]: they gave themselves just to the sales?

[Leo]: yeah. To get high sales for a couple of years...

[Christina]: did they have to?

[Leo]: I would say this is a short term campaign for the company...

[Christina]: yeah.

[Leo]: and it can go very wrong, it can maybe increase sales for a couple of years... But then lose them all.

[Francesco]: and it's really bad if you think that because it's a global campaign, it probably costed a lot of money it's multichannel...

[Filip]: they should have planned it for a longer term, not just for now... To keep the brand with it's own identity after the heat cools down. You know, when sales decrease because fashion changes then it would be better to still have Dr Martens as Dr Martens, not another shoe brand you know...

[Leo]: yeah.

[Simone]: so you think that sales were dropping already before and they wanted to make this campaign to open up to more people and sell more.

[Filip]: of course, that is what marketing is today, it's super aggressive, you need an army of people to be actually noticed globally... But maybe better planning or less directed in some specific way like " Worn different", that's a pretty much, very bold statement, you know.

[Francesco]: I have two questions, I don't know which one to ask first so I'll drop them both. One if you agree I would try to re-do the question where I asked you to build Dr Martens as a living person, now, with the campaign in mind. The second one is about something I find interesting... It didn't come out one critical point about this campaign, which I thought it would come out, but it didn't in either of the focus groups... I'm talking about the fact that they are trying to substitute some values that were not really nice- like violence and aggressiveness and very right or very left political stances, autonomy, going against the system - With a sense of creativity, daring self expression, and these should be the values at the core of the campaign. But you didn't talk at all about it, you didn't say creative once, you didn't say self expression...

[Christina]: no... I wouldn't say that...

[Leo]: me neither...

[Filip]: nonono...

[Francesco]: so this is the big failure...

[Leo]: no I didn't see this at all.

[Filip]: no because all we saw were crappy photos with no direction, it's teenage girls ... This is Filip 1, this is a photo I liked because it actually looks good, but you know, at least.... This is eye pleasing, there's no story behind the brand but at least it looks juicy, there's something to the story.

[Francesco]: and here we see the creativity ?

[Filip]: yeah, there's a bit of thought in it, the architecture, the colour of the room, you have this slimes here, it narrows down to the guy and in the middle you have this black dude on white walls...



[Christina]: but this doesn't speak Dr Martens to me, at all... It's just another nice picture...

[Filip]: this photo goes a bit on the shoe but that's not the point, it's not exclusively the shoe, it's worn differently, but he looks like the typical ska-rooted kind of boy , kind of outfit.

[Francesco]: so you see a bit of connection with the background Dr Martens... you wouldn't say theres a connection between Dr Martens, this guy, this picture and creativity or self expression...

[Filip]: he looks like a graphic designer, thats creative alright but it tells me about his creative job, not about creativity as a virtue.

[Francesco]: ok, what I meant is, I think they are trying really hard to push Dr Martens as the shoe brand of creative people, and people that dare to self express in a different way...

[Filip]: yeah

[Leo]: yeah.

[Francesco]: but it doesnt come out from you.

[Filip]: not on instagram, not at all.

[Leo]: no...

[Filip]: and not even on their official video, it's like the lyfestyle is kind of rock, kind of punk rock, love, sitting on the curb, drinking a beer, going to a concert, making out having sex at the gate... Ok, but it still doesnt speak, I don't get what they are trying to say... Its a cool video... But...

[Francesco]: in the official press statement of the agency that did the campaign, and they clearly state which are the goals of the campaign, the values they want to promote and the core brand identifiers they try to magnify. And they didn't come out, so bad i'd say.

[Leo]: yeah they did not come out and yes, bad for them.

[Francesco]: can we do the person now?

[Christina]: that was so hard

[Leo]: yeah that was a tricky one...

[Francesco]: there's a small variance in your answers. At the end of the day, the picture was clear and very similar among all of you. At the end of the day, there was always a chaing hanging from the pants, tattoos, drinking beers, smoking cigarettes, rocker, punk hair, the job was always something related to crafts or a worker. It was really related to your knowledge of punks and subcultures. What about now.

[Christina]: I just want to show the picture that to me spoke much more about Dr Martens, than all the others. Its this one, number 4. Cristina n4. This is a very bad picture, you can see it's just an ordinary person taking this picture. It's a group of people, everybody is wearing a different pair...

[Filip]: and you can see that every pair of shoe is different and Dr Martens made 15 different people and everybody found something for themselves.

[Christina]: different !

[Filip]: ... differen, in Dr Martens! And this is great, it's fucking cool.

[Christina]: it's a good thing.

[Simone]: but now guys sorry you say it's a good thing...

[Filip]: I don't like the fact that the majority of photos are crap.

[Leo]: yeah, I think the majority of pictures should be like this one in order for the campaign to work, not the other way round.

[Francesco]: so it's a fashion gadget now, it doesn't make a statement anymore.

[Christina]: yeah.

[Francesco]: it doesn't stand for anything anymore.

[Christina]: the only thing you believe when you see this picture, then you believe that they have a core.

[Francesco]: does it have to do with the kind of shoes in the picture? Cause there are no sandals for example...

[Christina]: there are sandals. They have all different kinds, and colors.

[Filip]: every person in this photo finds something for themselves.

[Francesco]: ok.

[Filip]: something edgy, something for themselves, and they are wearing it...

[Francesco]: so this picture somehow actually communicates the word different thing.

[Filip]: there's plenty of messages in this pic, it's eye pleasing in a way, you can see that a random person affiliated to Dr Martens took this photo.

[Christina]: yeah... cause the people who took this photo wear Dr Martens, it fits them... But the people who just stay home and post don't, to me.

[Filip]: like the photo I showed you of this girl, dressed up with sunglasses like you would punch a person like that right in the face you know for posting this shit. And then, #wordifferent...

[Simone]: but maybe she didn't know either what was the hashtag for, what was his meaning.

[Leo]: that's the thing! I don't think people know it's a campaign...

[Filip]: for sure she doesn't know, for her it's probably an LGBT kind of a statement... Seems like they didn't predict the behaviour of the internet at all.

[Christina]: yeah, no.

[Leo]: funny the thing you say about the lgbt thing, cause I actually have a picture, Leo n3, which is this one.... And the caption is "who said a girl can't rock a boy?".

\*everybody laughs sort of hysterically\*

[Leo]: so she uses the hashtag in a whole other way than to promote Dr Martens and its message.

[Christina]: yeah, that what I meant with the book picture before. Adding a long political text in the description...

[Filip]: and I would say confidently that none of us would have stumbled upon #worndifferent unless you told us about it, and if I did I would stumble upon 15k photos of a number of wannabes, I would be repulsed and I would 180 on my heels and go in the opposite direction.

[Francesco]: so just to conclude, you agree on a scale from 1-10 maybe is that, at least from the part of the UGC, it does not communicate a coherent message.

[Filip]: no...

[Leo]: 1-10...

[Francesco]: 1 is completely disagree 10 is completely agree.

[Christina]: 1,2...

[Francesco]: so completely agree with the fact that it DOESNT...

[Christina]: yes, not at all....

[Francesco]: you wanna do the person?

[Simone]: you can do this person together among all of you.

[Leo]: I had a punk rocker in london wearing a leather jacket or.

[Christina]: I could have also gone for something like that. I made up a girl who was wearing Dr Martens, she was a teacher and she was wearing a 50, like pin up girl dress.

[Filip]: you kinky person... A pin up teacher wearing Dr Martens..

[Christina]: eheh, yeah.

[Filip]: slap me with a ruler...

\*laughs\*

[Francesco]: yo chill out, we're trying to work here.

[Filip]: I pictured a guy who had been doing shoes for 25/30 years in it's own workshop in it's store, but where he manages 10 to 15 people...

[Francesco]: he was making shoes there right.

[Filip]: he was making shoes himself but more like directing others, he designs his shoes. A cool 35 40 years old dude with a lot of tattoos sailors style. Never empties his ashtray, empty beers on his table, not wearing his own shoes himself.

[Francesco]: you didnt say he wss not wearing them to be a rebel but ...

[Filip]: not to be cocky wearing his own stuff. The drugdealer doesn't do his own stuff... Upper class rock and roll...

[Christina]: I can totally see this, I think it's interesting I chose a girl and you both chose boys.

[Francesco]: Also I seem to remember that they were all sort of educated people...

[Christina]: yeah.

[Filip]: yeah but just cool...

[Francesco]: cool but not like ignorant or... they had values...

[Leo]: I didnt point thst out.

[Christina]: not that she was cool but she had her own distinctive life.

[Leo]: not educated, for me maybe a bartender or...

[Christina]: nooo, for me yes.

[Filip]: I would see him educated at least from the fact he had his shoe for 30 years and hes still there ...

[Christina]: but not pretentious people.

[Francesco]: what I found interesting is that I wouldnt see a punk or a skinhead back in the days that wanted to show is proletarian origins as a very educated and acknowledged person, but whatever... It came out a lot they were educated, interested in society and culture and arts.

[Christina]: yeah yeahyeah, and music.

[Francesco]: that was interesting. He`s a person whos interested in fashion, he uses Dr Martens.... He knows what he's doing, he's critical about it, he knows what he's wearing and he knows the story behind it.

[Christina]: but I wouldnt say fashion, I would never connect Dr Martens to fashion.

[Filip]: it is fashion.

[Christina]: yeah but it's not a word I would use.

[Simone]: why.

[Christina]: I don't think it's fashion, I think it's something else. It's its own fashion.

[Filip]: it's it's own thing.

[Simone]: cause guys you related it so strongly to the subculture. it wss something outside of the society...

[Filip]: fuck the system.

[Francesco]: let's go back to the picture...

[Leo]: it would be a young chinese girl...

[Christina]: ahah noo.

[Filip]: maybe the same person after this campaign.

[Francesco]: you can do that person modified after the campaign or a new person...

[Filip]: I would say the same person, he understood back his friends and he did what he had to do to survive... He got head washed by semi affiliated or not affiliated people. His closest friends remain because they get where it all started what has been and that it was just necessity...

[Francesco]: what about you guys.

[Leo]: I agree with your first person, it's quite similar to mine...

[Filip]: except for the education...

[Leo]: except for the education... so... Now I would add that... because when I looked at this person before I looked at a person who only cared about the shoes being nice, having a value or a meaning for people. Now, after talking so much about diluting this meaning, I see more of a sellout who cares more about money...

[Christina]: yeah, yeah, no. (agreeing with everything)

[Leo]: that I never saw this guy caring about money before. He only cared about the design of the shoe, the quality of it, the meaning for other people. But now he does care about money..

[Filip]: maybe he had to care about money because if he was focused only on design and not on selling he could have designed his shoes while living under a bridge.

[Leo]: yeah but if Its design doesnt sell...

[Filip]: then kill yourself?

[Leo]: no but.

[Filip]: sell yourself a bit.

[Leo]: many people never make money out of the stuff they make, they make it because they love it.

[Filip]: it hurts a bit when your outfit goes to the bottom...

[Leo]: yeah true, of course. but is it then worth to dilute your baily?

.... inaudible joke.

[Simone]: so this person , how do you imagine this person. let's make a new one together.

[Filip]: disappointed.

[Leo]: someone that you see in one way... Like this is a true, real person.

[Christina]: yeah.

[Leo]: and then you find out something else about him and you're like: no.

[Simone]: it's not the friend that you expected.

[Filip]: maybe we have different starting points but my person just had to do it because otherwise he would have lost his company. I don't think Dr Martens would score a goal in their own net for the sake of increasing sales. Suddenly theres been this spread of fotografers, designers, graphic designers ... Everyone is doing everything today, so you have to be aggressive to survive, not to increase, to survive.

[Leo]: but is it worth to survive to use all the means necessary?

[Christina]: I don't think ...

[Filip]: thats the point, that's not the level we're at. It's not like they started selling shoes for 5 pounds of pairs or adding a pair of Dr Martens to every pair of chips you buy. It's just a failed campaign, not thought off well enough...

[Francesco]: I have another question, I think it's maybe the last one from me... Do you have things to add at this point you didnt have the chance to? Ok let's start from this ...

[Filip]: I could had that eventhough I don't have a pair of Dr Martens I have shoes alike, but thats for comfort reasons, but I'm kind of let down since you enlightned me with this campaign. I'm let down not by the intentions but purely by how they implemented it, how poorly thought of it is, how poorly they could simulate how the internet and people would act with the hashtag.

[Leo]: yeah.

[Francesco]: related to this, maybe one of the goals of Dr Martens is to create some sort of community, affiliation, among the people that post, maybe more than among thr people that see the post, what do you think about it?

[Filip]: yeah. As I said before and talked with leo, and christina agreed that if not for you, we would have never stumbled upon worndifferent. Right?

[Leo]: no.

[Christina]: no. But we're not even the target group as we don't have a pair...

[Filip]: we are buyers, we are people with instagram accnts.

[Francesco]: potentially we chose you because you could be reached by the campaign I think, more than my mum, for example.

[Christina]: yeah.

[Filip]: we try to be trendy, we're young we are flexible.

[Francesco]: true, I mean. You work in fashion, you are a merchandiser for footwear, if you can't be reached by this campaign who campaign. I'm not saying that If you think you couldnt be reached is not judgemental. Leo maybe you less, you are not a heavy consumer of instagram.

[Leo]: you christina should be the first person to see it.

[Christina]: but the people I follow on instagram are not the kind of fashionistas wearing Dr Martens. That's what I mean.

[Leo]: which is a problem of their campaign as well, because to be #worndifferent those people you follow should be reachable.

[Filip]: maybe it's not original enough. (unsure of transcribing)

[Francesco]: it may be hard for big fishes to participate to this campaign.

[Christina]: one and half year ago or 2 years ago I saw more Dr Martens on instagram than I see today.

[Francesco]: the interesting part is that this is not a direction they started today or one year ago, it's something that started probably around 2013. They also did another campaign, still active called #drmartensstyle only for instagram, while this one is a multichannel, bigger campaign.

[Christina]: I think they have a bit of a problem because their core group is not the typical people on instagram, who are like "oh look at me, look at me". They are punk rockers, they don't care, they are not like that superficial. I think the group that I connect with Dr Martens are not superficial people that want to be like "oh I have Dr Martens look at me". So this kind of campaigns, of course you have to be on social medias and have a part in all of this, but I don't think this kind of campaign suits them.

[Francesco]: but do punks still exist?

[Christina]: yeah.

[Filip]: sure, even in copenhagen.

[Christina]: not in instagram though.

[Leo]: I don't think this campaign is directed towards punk rockers anyway.

[Filip]: no exactly.

[Leo]: it's directed towards other people, other possible clients.

[Filip]: is for people that want to stay in their comfort zone but get some edge.

[Francesco]: but do the shoes give this edge?

[Filip]: they do cause they are bold shoes.

[Christina]: not anymore, now they chose mainstream.

[Francesco]: exactly that's what I'm interested into. I didnt get that, is it in the item that lies rebelliousness ?

[Filip]: yeah

[Leo]: yeah

[Filip]: it's been decades there.

[Francesco]: personally I think all this attributes feelings that Dr Martens has, where punk stands for what? Rebellious...

[Christina]: anarchy...

[Filip]: fuck the system...

[Francesco]: yes, this kind of stuff. But I don't think it was inherent in the shoes, they were shoes for postmen.

[Filip]: people would protest for workers and wear them in riots because you could actually kick a person and harm them with the metal tip.

[Simone]: I think the point was though...

[Christina]: I think it comes also with the person, it's not only the shoe it's the whole person.

[Francesco]: exactly. So... your points is that these attributes which are not... I don't buy a pair of shoes because they give me a sense of rebelliousness, I mean, you do, but it does only marginally come from some specific attributes of the product. For me these punk attributes come from previous users and what the company try to communicate and what other people try to communicate while using them.

Everybody: YEAH.

[Francesco]: and you say...

[Filip]: it's mainly that actually because they made a fashion out of it, because lot of people loved sex pistols and they wanted to be like them, and they started to wear them because they had to



be like workers and Dr Martens saw a market and made a fashion out of it. Come on, birkenstock my grandma use to wear them and now it's a fashion.

[Simone]: there's another version from a guy in the other focus group saying that they were used by the workers and they were hijacked by the subculture, they started using them and giving them meaning.

[Filip]: ... at the end of the day, I don't think they are making a fashion out of it, they are following a trend...

[Francesco]: I read quite a lot about it. Punks and subcultures in general started dying out in the late 90s and in 2003 they stopped producing in England and offshored, and then they came back to England when they started selling again and they moved more towards fashion. But they had this problem, subcultures died out and they didn't buy the shoes anymore, so now they are trying to become as big as possible to secure a share in the market for the years to come...

[Filip]: better decisions, better campaigns please.

[Leo]: they need to be very very clear on the message they are trying to communicate.

[Christina]: but someone who's doing this UGB thing well I would say it's GoPro, I follow them on Instagram, but they control the content, they have their own website and they post things from users, but is GoPro uploading the photo.

[Francesco]: but at the same time there is a lot of people that buy GoPro, makes shitty videos and upload them on YouTube...

[Filip]: GoPro is the tool with which you generate the content, it's not content that you wear and it's already made for you...

[Francesco]: but imagine the same campaign where they select the pictures sent by users and post it as picture of the day saying word differently.

[Simone]: but guys Dr Martens is already posting selected content on their Instagram page.

[Filip]: it doesn't matter, it's one user among 18 thousand.

[Simone]: what would you do.

[Filip]: offer people a 10% discount to send photo to them instead of posting them themselves, cause you don't reach anything this way, you just get your brand raped by users with 50 followers on Instagram.

[Simone]: another interesting question... maybe the last. to sum up, after the exposition to the campaign and seeing many different models, would you dare to put some other iconic models next to the boot?

[Christina]: this was interesting, I saw many models I was not aware of before.

[Leo]: for me the iconic model is still the boot, however I havent seen the boot so much in the campaign.

[Filip]: the boot or the low shoe.

[Leo]: yeah those are iconic.

[Christina]: but the low shoe I havent seen it at all.

[Filip]: I saw many sandals, they are dope !

[Christina]: yeah many sandals...

[Leo]: absolutely.

[Filip]: if I was a woman I would buy them.

[Leo]: yeah they are cool, but christina told me I'm not allowed to buy them.

[Christina]: I would love to see you in them.

[Francesco]: but guys, the boot was THE product, and now?

[Filip]: it's everything.

[Francesco]: and this does not have a negative valence.

[Filip]: I mean if a model is disgusting is disgusting...

[Leo]: but if they aim to reach other users groups then they have to other styles as well.

[Christina]: yeah.

[Filip]: and the ugly shoes are designed for the people that are very bonded with the brand but they want to stick out, so they know it's an horrible shoe but I'm gonna buy it to stick out.

[Christina]: but these ones are very cool. (n5) I think this is very creative and very nice picture and I would love to see this on a person.

[Filip]: it's better than the 95% of shit we saw with #worndifferent

[Christina]: this is very special.

[Simone]: but this creativeness is one of the aim of the campaign, there should be no wrong way....

[Simone]: what else guys. So after that you wouldnt buy a pair of Dr Martens ?

[Filip]: I would, I would, I just... As we talked before they are just heavy, at least the last time I tried them when I was 12 and I was this big I couldnt move my feet, fucking concrete shoes. But now who knows, maybe the low shoes.

[Simone]: what about you guys?

[Leo]: still no.

[Francesco]: I think we are done. Do you have other content you'd like to show us?

[Leo]: I have another boring picture but nothing to add on it that we didnt say before.

[Filip]: (Filip 2) I cant see that well but good body, should be followed by a good face but... Dr Martens...

[Leo]: but is not worn differently, which is annoying, I don't think striped socks is punk.

[Francesco]: but guys, what does worn different mean to you? In general Dr Martens have been worn in so many different ways.

[Filip]: subcultures were different then the mainstream...

[Leo]: for me worn different is when the shoe doesn't fit with the rest of the style.

[Christina]: but then all the asian bloggers are yours.

[Leo]: they are worn different.

[Filip]: the thing with these shoes is that you can wear them with whatever.

[Leo]: [Christina]: yeah yeah.

[Leo]: but it wasn't like this before and this is why the campaign.

[Francesco]: it wasnt like this before?

[Leo]: before the punk wore them with their specific style, and now they did this campaign to open up, to tell people you don't need to be a punk to wear Dr Martens.

[Simone]: what is wrong in that?

[Filip]: worndifferent is totally detached term from Dr Martens and nowadays is too sex-subculture related kind of a term... Different, different different.....

[Simone]: so they want to emphasize the subculture just in a way because the punk was different someway different before, but now they want to open up to people that are not punk and say: you can still be different.

[Filip]: but I think 40 years ago "different" would be the right term, it would be the bomb, but not today.

[Leo]: I don't see it that way.

[Filip]: what do you think.

[Leo]: about what simone said, I don't think that if you wear a pair of Dr Martens you're different. I see that if you wear a pair of Dr Martens with another style people don't really see it fit, then your style is different.

[Christina]: but now all the styles fit to Dr Martens, cause all kinds of people are wearing them.

[Leo]: but because campaigns similar to this have been in place for a longer time, but before it wasn't like this.

[Francesco]: can I recap one second? Cause we already touched this topic. On the one side it came out very often that they are very versatile shoes, in the sense they can be worn in many different ways with different clothes, and occasions and still feel good. It came out they give a sense of masculinity to feminine outfits, a masculine, strong, powerful, edgy twist. Then the last side is that while being versatile it's always the item that gives you the punch in the eye, it's the item that communicates the rebel part of you. Do you agree?

everybody: yeah

[Francesco]: and what about this after the campaign?

[Filip]: I have mixed feelings because on one side I'm absolutely repulsed by the whole thing, on the other side I get the point because there are 18k different people wearing them, the thing is that it's against the subcultures and the movement that the brand stood for.

[Francesco]: any aspects in particular?

[Filip]: the rebellious, fuck the system soul. I get it but either you go full on and you show quality and how versatile the shoes are and how stylish they can be and how versatile they can be, that you can literally wear them with whatever and the shoes will still be their own story and still work with the outfit... But either you go full on and you totally disconnect with the past or you go with the past, not in the middle way, and I think this is the middle way. They try to make everybody happy... None will be entirely happy. Either they go with the current of nowadays in fashion or you go with the subcultures, with the past.

[Francesco]: but just using them as a normal item, as a normal pair of shoes? Doesn't work...

[Filip]: the thing is those shoes are really fucking heavy sometimes...

[Simone]: what about you guys... About these things came up with.

[Francesco]: versatility, the ability to add edginess to a plain outfit, twist...

[Christina]: for me this is just another pair of Dr Martens... It doesn't make a statement as it used to before. Is just another 10, 20, 100 people that wear it. Like before it could make a statement... But now...

[Leo]: but you don't think it has the edge ?

[Christina]: it's close to losing it.

[Leo]: because it's becoming....

[Christina]: it's becoming too mainstream, the majority of people don't wear them with edge. So for me even if someone wore it with a very romantic summer dress I would still be "oh, how original".

[Leo]: n a couple of years it won't be original.]

[Christina]: it won't be original.

[Leo]: and if you wanna wear a pair of shoes because of the edge, you'll go to another brand...

[Christina]: yeah.

[Leo]: maybe even a pair of similar shoes.

[Filip]: yeah because you choose those shoes because they're trendy, not because you know about those shoes.

[Simone]: good point, so you would choose just a similar brand, a fake Dr Martens, just because it's nice the style but not because it's Dr Martens.

[Christina]: no, no.

[Simone]: because you can give a twist also with similar shoes..

[Christina]: yeah

[Filip]: yeah. Exactly.

[Simone]: because it's for everyone...

[Christina]: yeah exactly, it's for everybody, so everyone is copying each other as we saw in the pictures so we can even see...

[Simone]: so that's why you think Dr Martens is wrong with this campaign, and you don't agree to open up the brand so much almost to the point to loose the edge that it had before when it was more paired with subcultures, right?

[Christina]: yeah, yeah.

[Simone]: okay. I think guys it's enough but we have the last game. Metaphors game, you have to say if you wanna stick with those metaphors after this discussion or you wanna change something.

[Leo]: well my animal was a snake, specifically a black mamba... For the building I had a building, I don't know the name but is a big black building in chicago. For food I had spaghetti neri.. So you can see the common thread is clearly "black". And as a object I had a stage, a concert stage. A rock stage.

[Simone]: cool. Would you like to change something after the discussion?

[Filip]: the stage would be even longer...

\*laughs\*

[Simone]: well maybe now the stage could be the stage for a mainstream concert... Justin Bieber stage...

[Filip]: oh no come on...

[Christina]: like coachella, it would definitely be Coachella.

[Filip]: oh no for fuck sake stop this.

[Simone]: coachella?

[Filip]: the festival where all the models go...

[Christina]: yeah were people go only to look cool...

[Leo]: now it's your turn christina.

[Christina]: yeah, the animal I had was a wasp because it was black and yellow, and because it's a bit edgy. And then the building is a factory. As a food or drink I said liquirice, because it looks kind of like Dr Martens you know, the consistency of it. The last one was a paint jar, or a wire. I could change... Maybe, the objects... I need to think about it cause I forgot about it.

[Simone]: ok let's hear Filip then now.

[Filip]: as a place I thought of an old school famous vintage concert bodega. Object was maybe an old sewing machine. Food is a shrimp.

[Simone]: why?

[Filip]: because it's an animal, it eats and drinks and does the think of other animals. It actually looks pretty. Animal is again an honey badger...

[Simone]: what would you change if anything?

[Filip]: I would say the building, still the same but maybe after nickelback played at a concert. Not justin bieber but still.... Object maybe as well, maybe now I'd change the vintage sewing machine with a 'thread terminator 3000" and it's great, but it's not the same.... The same shoe if made in a different way, just to produce more, faster. The shoe wouldn't have the same art...

[Christina]: I thought of a dollar bill....

Managerial implication: there's a lack of clarity on instagram about the storytelling of the overall campaign, people don't have a global view of the whole campaign and the sole hashtag does not convey the themes of creativity, self expression and daring rebellion. --> suggestions for the manager to develop methods for conveying and replicated the core brand identifiers across the whole spectrum of digital channels (tighter integration).

## 10.10 Mix Focus Group Transcript

3rd Focus Group EVA and CAROL.

[Simone]: Here we are girls, welcome again.

[Simone]: Okay, here we are girls. Welcome again. So let's go straight to the point. General tools about the #worndifferent campaign. What do you feel? you Carol are customer and you Eva are Prospect customer or non-customer, can you explain a bit like your thoughts about this company? What do you feel about? What did you discovered about? Did you discover something about it? Maybe you now had improved your knowledge about Dr Martens then before? Have you changed a bit your mind seeing the campaign or what about you have you learned something more?

[Eva]: I'll start. When I saw the campaign as a non-customer, the UGC campaign I felt it was very diverse in terms of posts. So what I noticed it was most of the time Dr Martens placed in different kind of context. So sometimes it was very in nature with a lot of flowers, other times it was very rough. Sometimes the pictures were in a place or kinda far away, sometime very near, instead. I actually about the brand, I discovered that it has such a big product variety. I didn't know before because before I thought there was more like the classic boot and some other shoes. So it opened up the some insights for me. Yeah, I'm talking about solely of the user generated content and I think there were also some non Dr Martens shoes under the hashtag #worndifferent from what I could see.

[Carol]: For me as a customer, I didn't learn anything more than I already know. I noticed that they are trying to spread their the brand for a new customer targets with more colors and different styles that we don't use to see before. I think there's still a big connection with the music, rock and Punk World. Yeah still.

Even if they're also trying to have another kind of customer beside those

[Eva]: I thought it's that not only the music aspects but also other kind of arts, graffiti or architecture, that's what I also notice.

[Simone]: Did you see any post from the UGB campaign, that associated, what you already said in the first interview, namely associations of Dr Martens with creativity? Or something arty? Do you have some example, any content of that? Any creative style that they show through Dr Martens ?

[Eva]: Yeah, for me I save a picture that I called EVA2. The picture show a flower, a yellow rose place into the Dr Martens boots. On the photo itself there is also artificial painting draw. Actually the photo looks quite romantic but then it's in contrast with thick sole of the boots, the plain Dr Martens style. That's could be an example that's intentionally very arty.

[Carol]: I actually, instead, found a picture that more connected to political movements and it's about the gay pride. It's CARO1. It's totally colourful, she's dressed with different colours. In the background we see yellow wall, it's not really connected to the art but more with politics. The connection between Dr Martens and politics is something that I've already stated in the first interview.

[Eva]: I saw, also, a post where someone posted sitting with a friend in Dr Martens sandals. Of course with the hashtag #worndifferent.

[Simone]: So girls, so you're saying to me that Dr Martens still represents a statement right? Both new models, so sandals no boots right?

[Eva]: Yes, correct.

[Carol]: Yes

[Simone]: It's quite interesting. So, still the new models, for you, have a statement inside right? Of course what used to be a lot before with boots. Political and deep cultura meaning.

[Carol]: According to me, actually, as consumer after the exposure to the campaign nothing really change, in comparison with the traditional models. Still they have a strong statement. Overall, brand is still valuable for the statements in art, music, politics and "environment" and so on.

[Simone]: So, don't you feel that the identity of the brand is loosing up a bit? Of course Dr Martens can have more product variety and reach more different customers but don't you in this way lost the traditional customer such punkers, rockers etc? Let's name it actually subcultures.

[Carol]: I am a traditional customer. I don't think they are loosing anything. They, for sure, spread the brand for new targets and clients but they still follow their values. I don't think they're loosing their traditional statement. They're a re doing something different from the past, that's for sure, they're not contradicting themselves.



[Simone]: What do you think, instead, Eva? Again the brand connection between traditional subcultures and new customer target?

[Eva]: I think, as not customer, before knowing the brand or getting into it, so being exposed to the campaign, I wasn't really feeling involved so much, because I don't associated myself to punk or rock. I don't. I don't think that my style fit to it. Normally, my style is in a different direction, also clothes wise. After this campaign, I actually I saw so many different people, like whatever they look like, whatever hair colors, whatever nationality, everyone wears them in a different way. I think that's why is called #worndifferent. So, I think after the campaign I could have imaged myself more one of those situation rather than before. Before I had just one image of the brand, without knowing it so much. I think that's another kind of brand identity. One characteristics is that they're very open now.

[NB Please we have to notice how in the customer, actually the statements is still strong, and the shoes still are representing the traditional statement and old values. While for non-customer, even if they encounter the brand as rock and punk, they feel the possiblity to fit into it more than before. Thanks to the campaign, they feel involve and engage to buy Dr Martens even if they're not punker or rockers or their style is quite far away from the traditional subcultures' ones]

[Simone]: Sorry, have you said that's new brand identity? What's you said? Different maybe?

[Eva]: Yeah, just think that what I know from before was, that Dr Martens was really in the subcultures segment. I still think it's characterisd by a strong value related to subcultures. Those customer that still want to express or state something whatever it might be. But actually from what I know from the campaign, it could be anything. If you wear Dr Martens going to a party, going an exhibition, go to just to have a pizza. I think that's more opening up the brand.

[Simone]: So, this brand opening up, it's for selling more pair of shoes? In the last focus group, people told us that Dr Martens is opening up the brand just for business reasons and thus, sales and profit. Up to the '90 when the punk and the mainstream rock culture explode they were selling a lot. But after they were selling a little bit less, surely. So don't they reinvented themselves a bit with sandals and those new models? But even if the new models don't represents a strong statement as before , what do you think still going to have pizza with Dr Martens is a statement? Or it is just to

give a twist onto "wanna-be-blogger" style or not? Wearing summer flowerish dress and Dr Martens? So, selling Dr Martens for "fashion victims"?

[Eva]: I don't know, maybe it's difficult to say.

[Carol]: I think since we're in 2018 and lot of things are changing, and especially in the social community a lot of things are changing. This is about be gay or not, be black or not, like everything is try to make you different among people, now. Before it used to be a bad thing, not anymore. If you were different, you were kinda excluded from society. Now, instead, the more you're different, the more you're special, and in a good way. I think they're trying to connect these things. The brand always had the masculine boots. Now the brand is trying to change putting more colours and do something more feminine. A lot of different people with different backgrounds can associated themselves with this brand. Even if they don't anything about punk music or whatever is supposed to be the brand values, they still find themselves connected to the brand for some reasons. Before, Dr Martens was: "ok you're punk, punk music, rock, you are different and you want to be different." Especially, you want to be yourself, even if people don't believe in you. But now, it's like you're different, everyone is different, it's a cool thing and you should push to be different. Because it's fine to be different, nowadays.

[Eva]: That's also maybe why there are so many different models to catch all those people that wanna be different. But also to match their level of difference.

[Carol]: And not excluding anymore people who doesn't listen punk music etc. They're not excluded anymore. They still can be part of that community and being accepted in everything include Dr Martens.

[Simone]: It's a really good point. Can you just sum up a bit also together what you just said. What this campaign represent for you and according to you what's the aim of Dr Martens with this #worndifferent campaign? In a couple of points!

[Eva]: Be strong for whatever reason..

[Simone]: Be strong?

[Eva]: of your style!

[Carol]: Yeah don't be afraid to be different! And accept differences from other people.

[Eva]: And maybe also Embrace the difference! Use Dr Martens as a tool to be different. As I would maybe do if would be #worndifferent and have a pair of Dr Martens.

[Carol]: Yeah, good point!

[Simone]: Amazing good! Ok. You would like maybe to show some posts about this? Be different and embrace the difference? Don't be afraid to be different?

[Eva]: Yes, I can start! In EVA3. I actually took a screenshot of 6 posts in combination, to emphasise that all 6 are very very different from each other. One of them even hasn't even to do with the shoes at all. But for the other 5 they're related to Dr Martens. And for example one picture is taken in front of a white wall and it's really minimalistic style. Dr Martens are worn by a dark skin color person, the style is with neutral tones. Instead, in the picture next to it, some girl wears a super colorful jumpsuit. Completely different colors jacket on top and pink Dr Martens whereas in the previous picture they're black ones. Both are posing, but they're illustrating completely different styles. None of them seems actually that is listening to punk, rock or whatever. And that's the same for the other 3 ones.

[Simone]: Where did you find? Through Instagram and the hashtag #worndifferent right? Even the first one without the shoes?

[Eva]: Yes, exactly, even the first one. But I think this the risk that Dr Martens has taken not mentioning the name on the hashtag that other people also, without having the association to Dr Martens, post pictures with that hashtag. But overall, primarily there were the shoes from brand on the posts.

[Simone]: Ok, cool! Yes, Carol?

[Carol]: I have 3 different pictures. This one is CARO2. It seems apparently a normal Asian girl. This girl is blonde, very simple person. She doesn't seem to listen to punk music or any connection with the traditional Dr Martens. Very solar girl. The second one that I wanna to show you: CARO3, she is an African girl, very stylish. I would say artistic as well, also because for the wall behind in the background.

[Simone]: Yeah, really nice suit. The shirt and the trousers are really stylish honestly.

[Carol]: And the picture 4, CARO4. This is an happy girl, that has anything to do with Dr Martens, but she can also use this shoes as representing some aspects of her personality in some way.

[Eva]: actually making up the outfit really more interesting!

[Simone]: Yes, actually to give a twist to her style through Dr Martens, right?

[Carol]: Yes. I have the last one, the picture 5, CARO5. This asian girl with the hello kitty on her skirt and this very colourful Dr Martens that's totally represents her, actually her style. Overall it has anything to do with the punk and to the rock culture.

[Simone]: Once again, girls, as far as I understand of what you've told me: "embrace the difference" "don't be afraid to be different" "express yourself etc". A that's not a bad thing be different but again stick anyway to the brand values. There is still a statement though. The statement now can be associated to what Dr Martens was before. What I meant?

While before it was make a statement to be different as an anticonformism, namely be excluded by the society because I'm different. I'm punk, I have pink mohawk. I'm fucking different and I wear Dr Martens. Generally speaking, I'm out, I'm not socially accepted.

Now, they're making with Dr Martens the statement of saying YES it's a good thing, I'm different and I'm wearing Dr Martens in my own style. Ok cool, it's what you told me before with embracing the difference etc.

What's about if I see Dr Martens worn by a the wanna-be-fashion-blogger? Wearing, though, just to give a twist on my style, without anything else.

Are they making a statement as well with the Dr Martens? How do you know, instead, if they are making a statement for expressing the diversity, in contrast with others?

I don't know why, but me, Simone Favorito I feel more instead, the brand is really water down and lot of people use it to just give a twist to their own style without knowing a little or at all about the brand. Not to make a statement for expressing the diversity.

[Carol]: It's actually true but, as we saw before, there are people that have nothing to do with Dr Martens, even they don't have a piece of Dr Martens in the picture. But they gonna use this hashtag to have more likes but there's nothing you can do about it!

Even if she doesn't know so much about Dr Martens, she's not a consumer, but she goes on the website, she kinda understands what they wanna represents. Of course, if you go on Instagram and see also other posts not from the brand page or account [ndr UGC], people that have nothing to do with Dr Martens, but they just posting and using hashtag for get more likes, it's nothing that you can control and nothing to do about it.

[Eva]: I actually agree, that people use to add something to their own style, obviously though losing a bit the very strong punk, rock statements or stand for something or the political thing whatever, but on the other hand those bloggers they don't use just because they're nice boots but also to add something to their blog or character that they have online or offline, or whatever the reason might be. If it's for music taste or... for..maybe actually being different, but you don't still buy a Dr Martens like that: you buy the brand specifically, you don't just go to a whatever boots store and pick any boot you see. But you go still for that brand even though it's not as strong anymore but it opens up for those that are able to buy the brand.

[Carol]: When at the beginning of Dr Martens traditional values, so: punk, rock music, subcultures and so on, being different was listed as listening to this kind of music, have this kind of style and people may not accept you for this. Now it's not like this anymore, everything is changing. In 2018 it's not true that you can't be accepted because you're punk, or because you have a tattoo or piercing, or because you're weird, or because you simply have a weird hair.

Today we have this problem about having a particular, better different sexual orientation, this is to be different today.

I think the brand is trying to be different in this way. **We** [Carol used to listening to punk music and be a punker, am I right FRA?] used to have this brand to be accepted, to be part of some community, sense of belonging, for us punk was having Dr Martens. So have this deep association with this brand.

Now being different, it's still being not accepted, but for your color, for your sexual orientation, for your country where you were born or whatever. So, not being associated to something or not belonging to something: it's Dr Martens. It's still the same thing but in a different way.

[Simone]: So girls it seems is coming up from what you're saying that the statement is changing. There is still a statement, Dr Martens are still there, having a statement. Can you confirm, that from both of you, actually also for the wanna-be-blogger, he/she is anyway embracing a statement to be different from the others? Is still fine that they wore Dr Martens right?

[Carol]: But this is a different thing, because fashion blogger, it's a job actually. I mean, it's a work for them, fashion bloggers, in fashion are always the first one, even if we do not accept the kind of job, generally speaking: they are very sensitive on what is changing. They use fashion of course to

have more likes, more followers, more clients. It's their jobs, are different reasons. This has nothing to do with the statement that we're talking about.

I think that anyway it's good in a way: they're spreading the brand, they have lot of followers, even if it's the wrong way, they're contributing to spread this statement that Dr Martens want to communicate.

[Simone]: So it's not a bad thing that the brand become mainstream? Even way more than before?

[Carol]: I think that what they want to communicate, it's more important.

[Eva]: The nice thing about it, it's that you can take it and do whatever you want. This is also what the campaign says. You can buy the shoes and like be completely punk or you can buy the shoes and be the super-average girl that we saw in your last pictures Caro. Skirt and white top. I mean nothing special, but then you have the shoes and then extra adds. It is towards the individual person for what reasons they buy the shoes, wear the shoes, how they wear them and what the wanna express with them. So it can still be used for those traditional customer but also by those.

[Simone]: So in this way you open up the brand but sometimes, you leave completely the control of the brand to the customer. You just said that "you can take it and do whatever you want" with that brand. Especially for you Eva, that you're a master student of Branding, what do you think, frankly, to put the brand at the stake in an UGC campaign? To put the brand identity at the stake through SoMe, the let interpret the brand by the user as they like? Think about the an UGC, what do you think?

[Eva]: Ok, of course this means open up the brand by saying we have this hashtag and whatever you wear the shoes with, take a picture and put it online. This give a lot of control to people. But I think also the hashtag itself and the campaign itself, #worndifferent it's already counting on what Dr Martens actually want to express: be different, be whatever. It's risky to put it out there like that, since you can see no Dr Martens related contents. Or simply contents not representing what the brand stands for. But in a traditional sense of #worndifferent, people post pictures where they are actually feeling different. Or they feel that they can make the difference in something. So it's a risky business in that way but also, you give people a voice, that is also appreciated by customer and also not customer. I really like that when you put #worndifferent you don't only see what the company puts there, or some models, but everyone. Everyone can use the hashtag, and Dr Martens wants to do that of course, and that is nice.

[Simone]: Do you feel this contents more true then the ones from the official accounts of the company?

[Eva]: yeah yeah. But I also looked at the official account. Of course pictures that were posted by the users were not as qualitative as the company's ones and also not at 100% in line with the posts on the official website but still I feel that those users contents are going toward what the brand is instead of use for different purposes of that those contents are going in a completely different direction than the company's ones.

[Simone]: So that was quite successful for you right?

[Eva]: Yeah, I think so! But agree with you that they put it out there and it's risky and you have to rely on the customer base.

[Carol]: Even if I don't study branding, I can see the Dr Martens is a brand who always take a risky decisions since the beginning. When you produce those shoes for limited customer target, you already take a risk. All this kind of communication that they always adapt it's always being a risk. Now this is another risk that they're taking, but I think that's a good thing. I think it's part of them, of Dr Martens culture to risk.

[Simone]: Which kind or risks they took at the beginning, in your opinion?

[Carol]: They started to produce this kind of boots just for punk people, or this subculture that was limited target. it was a risk, because it's easier to produce something that everyone would like to buy. Instead, as they did, they made the shoes just for the subcultures or for people that wanna express those statements. This is a risk.

[Simone]: Ok, so now you think that they're risking again, putting the brand "at the stake" on the SoMe. But they can do it. because they're tough and they're used to the risk.

[Carol]: I strongly think anyway that they're really good in selling more statements than the product itself. That's their strength.

[Simone]: Even in 2018, still?

[Carol]: Yeah, especially now!

[Simone]: Why do you say especially now?

[Carol]: You see all of those things that are going on in the world? About politics, wars, Trump, racisms.

[Simone]: ok cool! Let's change. Did you remember the question in the 1st interview that was describing Dr Martens as a living person? Now, I'm supposing you don't remember exactly, the person that you've described. Now together [in order to explore the interaction together], after the exposure to the campaign, image again, picturing in your mind, Miss or Mr Dr Martens, in light of what you've just told me minutes ago!

[Eva]: So how do you think, he or she is?

[Carol]: I think the sex, doesn't matter. It could be she or he. Doesn't matter. Can be a transgender as well. Uncertain?

[Eva]: Can be undecided?

[Simone]: Yes, perfect.

[Eva]: I don't have a specific age in mind either. What do you think? 20ish ?

[Carol]: Maybe over 20..

[Simone]: You can say between 20 and...?

[Carol]: 30?

[Eva]: 40, even..? Don't know.

[Carol]: I would say more millennials generation.

[Eva]: Maybe also due to the opening up of the brand a bit.

[Simone]: Millennials generation you mean? Like us? '90 or 2000?

[Carol]: '90 yeah!

[Eva]: I think what I thought before was that it's the kind of person really engage in some certain aspects of society. But I think now, can be either this kind of person or someone that want just to pop up his style a bit. Now i think that can be someone that as long as they use the shoes to express something, that's it. So it could be anything.

[Carol]: I would say is a person that has a really strong personality and doesn't care about what people think about him/her.

[Eva]: Quite independent?

[Carol]: yeah. He's always ready to fight for his own values.

[Simone]: Can i ask you to describe him a bit physically? And his/her style?

[Carol]: I still see a rock person! I think I imagined it like that in the first interview.



[Eva]: I think me too. I remember I described 2 people, one as a rock person, the other one... do you know, Chiara Ferragni? Yes, like her! She also has them, that's I noticed the shoes also. She's super normal, very mainstream.

I still think the shoes fit to her in a way. Because in some way she makes her style more rocky through wearing the shoes.

[Carol]: She also was the model for Levis'

[Eva]: And she also has a really strong personality. She must be.

[Carol]: That's true.

[Simone]: We're going towards a person like Chiara Ferragni, isn't?

[All laughing] How is this person? You should agree!

I'd like one result from you both!

[Carol]: I don't know why I have this image in my mind, like a very weird person but in a good way.

[Eva]: Intersting?

[Carol]: Yeah, interesting. You can see this person in the street and you can't just pass by without stopping and look at him.

[Simone]: What's about his cloths and style? Still rocky or ...dress up with a low Dr Martens shoes?

[Carol]: I still see a rock person. Not very different from myself. I'm still recognising this in me. But if we have to take this decision together we can...

[Eva]: I mean, as you said for example Chiara Ferragni is also associated with Levis'. So probably another very girly.. don't know. Maybe Celina Gomez? No, she wouldn't be the one. She should be someone more rough, lots of leather...

[Carol]: Avril Lavigne?

[Eva]: Yeah, for example.

[Simone]: you're saying thought that this person is still rock in the style, even if could be associated a fashion blogger? Or a person that not a punker, but still has a rock style, right?

[Eva]: Yeah, towards.

[Carol]: Can be totally Miley Cyrus! We're describing Miley Cyrus right now. A bit crazy, but pop. But can connect different people, different target young and old.

[Simone]: Ok perfect, what is the profession of Miss Dr Martens?

[Eva]: Something creative. She's not a business or traditional person. Not a banker at all.

[Carol]: Could be also a business person, but more in the sense as Chiara Ferragni is. Surely in a fashion way, very strong personality. Very smart. With her own style.

[Eva]: Yeah, and creative thinking in the job! Not doing the same everyday.

[Carol]: Yeah, creative for sure.

[Simone]: So an entrepreneur?

[Carol]: Art director?

[Simone]: Ok, cool, art director can fit?

[Eva]: Yeah!

[Simone]: What's about the her approach to the life? You said strong personality, being an independent person..

[Eva]: Risk taking. Going all in in a way even you can be insecure. As I also image for an entrepreneur for example.

[Simone]: I suppose that, at least before the campaign exposure, the Dr Martens iconic product was the boots, for you, right? The one that you always have in mind, when you describe Dr Martens, when you think about Dr Martens. Always the boots. After the campaign exposure, did it change this iconic product that you have in mind? Or still is the boots?

[Carol]: I actually remember that in the first interview, I didn't talk just about the boots but also I talked about the low shoes [the one that Francesco has]. I still have these 2 things in my mind. But it's because they are the products that I really like from the brand. But now, it's true, I can see other things, other colors, other shoes. But they're not iconic.

[Eva]: Even me, not owning any Dr Martens shoes, even after the campaign and see all the different versions of sandals open and close, with heel or without. I still have the typical boots or the low-cut Dr Martens solid shoe in mind.

[Simone]: Ok so still the boots or the low-cut shoes. OK! Eva would you buy a pair of Dr Martens after all of those interview and campaign exposure?

[all laughing]

[Carol]: ahah she said she wants!

[Eva]: Yeah, I think so.

[Simone]: Why?

[Eva]: As I said in the first interview, i thought about before. And I also said I was a bit influenced by friends I have, that I think they have a really good style. They are a really good friends and distinct characters.

Actually I was in Berlin this weekend and I tried my first pair. I just tried, I didn't buy anything!

[Simone]: ahah and what you felt? how was?

[Eva]: It wasn't my size!

[Simone]: Which kind you tried?

[Eva]: I tried the boots. The black normal one. But if I would buy one, I would buy the total black one without the yellow sue. I don't know if they would be a traditional Dr Martens shoes anymore but..!

[Simone]: So still the boots and not the low Dr Martens shoes?

[Eva]: Not the first pair. But if I will buy two, in some years maybe, I will take the other one, the lower ones.

[Simone]: But first choice the boots?

[Eva]: Yeah!

[Simone]: But why you didn't buy it? You just tried it?

[Eva]: Actually because it wasn't that exact size, they have 37 and 39 and I'm 38 so...!

[Simone]: Ok yeah, you had a problem with the size

[Eva]: Yeah and also in the store they were super expensive, If I can get online a little bit cheaper!

[Simone]: How do you felt in the store? How was?

[Eva]: I wasn't in the original store, but I was in a very nice concept store. They had a lot of frequencies, some clothes, vintage clothes and some Dr Martens actually.

[Simone]: To what extent you think that you decided to go in the store due to the campaign exposition? It could be relevant that the campaign put at the top of your mind the Dr Martens products or anyway it was already in your mind? So, to what extent you think the campaign has influenced you?

[Eva]: I think it influenced me, in productive way. But I don't think the campaign can be the only source that can trigger my purchase. But I think, definitely, contributed towards me being more..

that can be something for me too. I feel I'm strong enough for the brand now. I don't feel that the boot can run me over!

[Simone]: ok girls thank you so much! You have something to add? Or some other contents to show?

[Carol]: I have to add something. I was thinking to buy the open shoes, the one for summer.

[Simone]: Actually that's a good point, you're a customer but I should have asked you if you'd like to buy a new pair?

[Carol]: Because I bought the boots 10 years ago, and I need something new and now we have summer and probably I'm gonna take the open one, black or maybe white.

[Simone]: Yellow sue or not?

[Carol]: Yeah! It's the brand signature.

[Simone]: To what extent the campaign has influenced you in the decision of purchasing? Why the open shoes and not the closed ones?

[Carol]: Because it's summer actually.

[Simone]: But you'll go completely with the new models, why?

[Carol]: Because they can be conceived as the lower-cut closed shoes, with the only difference that they're open and it's nice to have them in the summer.

[Simone]: You think that the campaign has influenced you a bit in that choice?

[Carol]: Mmm i don't think so. I saw in the store, one week ago and I like it. But not campaign are involved.

[Simone]: Did you try them?

[Carol]: No, I didn't it was close.

[Simone]: Are you going to buy it?

[Carol]: Yeah, when I have money I will do it, definitely.

[Eva]: Can I ask you something Caro? The fact that you see this campaign, and you see people that you wouldn't expect to wear the brand, wouldn't be original or didn't wearing for true reasons, would that bit a reason for you to like the brand a bit less?

[Carol]: No, not really. Not at all actually. I stil have my strong opinion about this brand and it's gonna be difficult to take it off.

[Simone]: Actually the last thing, girls, I'd like that you read what the metaphors that you wrote and if after the discussion that we just had you would like to change one of them or slightly change or say yes, I confirm that.

[..... methaphors comments and explanation]