

Occupy wall street

[Business](#), [Marketing](#)



Occupy Wall Street Here s Here Occupy Wall Street The Occupy Wall Street movement has become a cultural phenomenon over the past few weeks, spreading to many other cities and countries under a mix of Occupy related titles. We will need to wait in order to see whether or not the movement will sustain momentum, but the alteration of a brand strategy in line with this international event may have immediate positive effects upon a business. Guided by concepts from Douglas Holt (Holt & Cameron, 2010) we will discuss potential options that Apple could enact in order to capitalize upon the Occupy phenomenon.

The cultural orthodoxy of wealth distribution inequality (the 99% vs. the 1%) has been challenged by the widespread Occupy movement, causing a social disruption. This presents a climate of tension that serves as an opportunity for Apple to capitalize on the dissenting market by altering their brand strategy to gain an appropriate association with the new ideology. The current electronic rebel/technologically superior image of the company is almost ideal for the current climate, but the company will need to identify directly with the movement or face being placed in the unpopular “ big business” category.

Apple’s offerings are already linked with the youth/pop culture through their current strategy, so they may promote their part in contributing to the development by making communication more accessible. This approach would be utilizing a media myth (that electronic devices make communication easier to use and obtain) as well brand assets. The Apple brand is also well connected to the notion of deviance by way of another myth. Using Apple’s products was once considered a very rare occurrence,

and they have managed to continue this rebel image throughout their immense success. Identifying the brand with rebellion offers the company another direct path to connecting with the Occupy movement by building from a myth and already established company resources.

In the end, the Occupy movement may prove to be less impacting than originally assessed, and companies may be faced with the consequences of any major changes to brand strategies that took place solely because of the event. Since they theoretically do not have to change a lot, Apple's current brand strategies have the company well positioned to capitalize on the popularity of the movement while absorbing little to no loss should the Occupy phenomenon fizzle in popularity.

Reference

Holt, D. B., & Cameron, D. (2010). *Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands*. Oxford: Oxford University Press.