Interview Protocol (Brand Activism)
Autumn-Winter 2021-2022

General questions

What is your name?
What is your age (only 20-25 years old)?
What is your education (highlight background and eventual skills in media studies)?
What is your nationality? Where do you live?
What is your profession?

Do you agree on this representation of Gen Z and why?

It is the most diverse, multicultural generation in all of our history
They are more open-minded than their elder millennials. They accept any sexual orientation
They do not see gender in terms of societal, career, etc. roles.
They are passionate about their beliefs and principles, and demand action, not just words
They are committed to making a difference and will take action to do so
What brands (or company) do you follow on social media?

What about (this brand) makes them interesting to follow?
What are the reasons for following these types of brands?
Which of those brands mentioned have a significant orientation towards social causes?

What is your opinion on brands trying to capitalize on social issues?

Show the campaigns

Nike JUST DO IT: Dream Crazier, Colin Kaepernick
https://www.youtube.com/watch?v=WW2yKSt2C_A

Gilette: We Believe: The Best Men Can Be
https://www.youtube.com/watch?v=koPmuEyP3a0

Gilette: Made of What Matters
https://www.youtube.com/watch?v=GnaChQh5Slo&t=3s

Libresse/Bodyform: Blood Normal
https://youtu.be/lm8vCCBaeQw

Libresse/Bodyform: Viva la Vulva
https://www.youtube.com/watch?v=5EW61f5mYg4

What are your reactions to those commercials?

What stands out from these campaigns that influence your opinion?

How authentic do you think the brands are within the messages they are trying to send?

How do you think the narrative of the social issues fits with the brand image?

Do you consider Nike a socially responsible company? If yes, how do you think the company was able to develop itself into one? If no, what is lacking?

Do you consider Gilette a socially responsible company? If yes, how do you think the company was able to develop itself into one? If no, what is lacking?

Do you consider Libresse a socially responsible company? If yes, how do you think the company was able to develop itself into one? If no, what is lacking?

Overall how much does a brand endorsing a social message affect you buying products from the company?

#SocialCredibility

Do you think there is a right and wrong way to be socially credible? Why not ask 'How do you think a brand can be socially credible'? instead?

Comment on “Brands must prove their social responsibility”

What are some social issues that you believe brand should NOT touch upon?

#BrandActivism

Should companies take a stand on political/social issues?

How important is it for brands to demonstrate their stance on social issues?

When a brand comes out in support of a social/political issue that matters to you, are you glad or annoyed?

Do the actions of a brand spokespeople impact your opinion of a brand?

Should brand share their stance on social/political issues more often?

Would you boycott a brand that offended your values?

Comment on "the public figures who support/use a brand matter to me even if they are controversial"?

In what way would brand activism be different in North America than in Europe and Asia)?

Do you think that companies that engage in brand activism can charge a higher price? If so, why?

Do you think brand activism can lead to more loyal customers?