Table 1– Categories of Brand Moral Address

Category	Conceptual Definition	Key Features
Visionary Brand	The *visionary brand* constructs moral authority through a prescriptive, emotionally charged narrative. It positions the brand as a moral leader who sees the world clearly and urges the audience to follow its ethical direction. The viewer is not encouraged to deliberate, but to align. The 'Other' is abstracted and instrumentalized to anchor the brand's certainty and protagonism. In the *visionary brand*, morality is monologic. The brand feels *the* Other but speaks over them, offering the viewer a sense of purpose through alignment rather than reflection. This form of address is rhetorically powerful, affectively efficient, and ideologically stabilizing. It constructs a moral universe that is not open to interpretation—but to affirmation.	- Singular, teleological narrative structure - Brand as moral arbiter and protagonist - Abstract 'Other' as instrumental figure - Prescriptive moral imperative
Sensitive Brand	The *sensitive brand* organizes moral address through affective proximity and curated vulnerability. It invites the viewer to feel *for* the Other rather than act on their behalf. Unlike the visionary brand, it does not offer a prescriptive moral position; instead, it builds recognition and emotional resonance through storytelling, symbolic intimacy, and visual softness. Viewer identification is affective, not political. Action is implied, not commanded. The sensitive brand constructs moral legitimacy through emotional affinity, not ideological clarity. By foregrounding shared humanity and curated vulnerability, it produces a sense of connection without demanding action or resolution. The brand's ethical presence is *felt*, not declared. The Other is rendered proximate but often remains passive—a vessel for viewer empathy, not for political voice. In this model, ethics is relational and affectively charged, but rarely reflexive or confrontational.	- Emotive and personalized storytelling - Viewer interpellated through shared affect - 'Other' rendered proximate but passive - Non-directive moral framing
Reflexive Brand	The *reflexive brand* frames moral address as relational, plural, and situated. Rather than delivering a singular moral imperative or emotional script, it invites the viewer into a distributed field of feeling—one that acknowledges complexity, contextuality, and partial knowledge. This brand mode enables viewers to form their own moral positions through exposure to multiple perspectives and lived experiences. Emotion is present, but not instrumentalized; ethics is co-constructed, not pre-authored.	- Multiperspectival and situational narratives - Empathy embedded in ordinary contexts - Viewer constructed as independent moral

	The reflexive brand fosters moral engagement by decentralizing its authority and foregrounding ordinary, contingent forms of care, struggle, and connection. "Feeling with others" in this model means listening across difference, rather than aligning with a predefined moral claim. The brand may appear muted or indirect in its stance, prioritizing empathy as an open-ended practice over emotional conversion or political urgency. The viewer becomes an *interpretive agent* rather than a moral consumer. The Other is neither symbolic nor abstract but encountered in their specificity, multiplicity, and unpredictability.	subject - No fixed ethical resolution

Table 2 – Sample of campaigns

Brand	Initiative/Campaign Name	Year	Description	Social Issue Addressed
Nike	"Dream Crazy"	2018	A campaign featuring Colin Kaepernick, focusing on racial injustice and standing up for personal beliefs. Platforms: YouTube and Instagram.	Racial Injustice, Social Justice
Nike	"Dream Crazier"	2019	A campaign narrated by Serena Williams that highlights the achievements of female athletes who defy stereotypes and break barriers in sports. The campaign encourages women to pursue their dreams despite societal pressures. Promoted across own media: YouTube, Twitter, and Instagram	Gender Equality, Female Empowerment
Nike	"You Can't Stop Us"	2020	A campaign showcasing athletes and everyday people overcoming obstacles during the COVID-19 pandemic, focusing on unity, resilience, and determination. Owned media: Instagram, Twitter, and YouTube.	Resilience, Unity, Overcoming Adversity
Nike	"Equality"	2017	A campaign encouraging people to take the fairness and respect seen in sports and apply it to everyday life, focusing on issues of racial and gender equality. Owned Media.	Racial and Gender Equality
Patagonia	"The President Stole Your Land"	2017	A campaign opposing the reduction of national monuments, advocating for the protection of public lands. Owned media: website and YouTube	Environmental Protection
Patagonia	"Vote Our Planet"	2018 & 2020	A campaign encouraging people to vote for candidates who support environmental issues. Owned media: website and YouTube	Environmental Advocacy, Civic Engagement
Dove	"Project #ShowUs"	2019	Created the world's largest stock photo library featuring women and non-binary individuals to shatter beauty stereotypes. Owned media.	Gender Representation, Inclusivity

Dove	"Courage Is Beautiful"	2020	A campaign honoring healthcare workers during the COVID-19 pandemic by showcasing images of them with marks from protective gear. Delivered across owned media.	Public Health, Appreciation of Frontline Workers
Dove	"Reverse Selfie"	2021	A campaign highlighting the negative effects of social media on young girls' self-esteem, urging them to embrace their natural beauty. Owned Media.	Self-Esteem, Social Media Impact
Dove	"Beauty Bias"	2021	A campaign addressing the bias and discrimination faced by people based on their appearance, with a call to challenge beauty standards. Owned media.	Anti-Discrimination, Inclusivity
Gillette	"The Best Men Can Be"	2019	A campaign challenging toxic masculinity and encouraging men to be their best selves. SuperBowl and owned media.	Toxic Masculinity, Gender Equality
Gillette	"Made of What Matters"	2020	A campaign highlighting stories of men standing up for what they believe in, encouraging responsible masculinity. Owned media	Responsible Masculinity
Ben & Jerry's	“Pecan Resist”	2018	Launched with a video on YouTube, this campaign promoted activism against the Trump administration's policies on climate change, racial justice, and LGBTQ rights. The campaign also included limited-edition ice cream flavors. Owned media: Instagram, Twitter, Website.	Climate Change, LGBTQ+ Rights, Racial Justice
Ben & Jerry's	"Justice ReMix’d"	2019	A campaign in collaboration with Color of Change, focusing on criminal justice reform. The campaign was primarily shared on social media platforms. Owned media: Instagram, Twitter, Website.	Criminal Justice Reform
Ben & Jerry's	"End Qualified Immunity"	2020	In the wake of the George Floyd protests, this campaign advocated for an end to qualified immunity for police officers. Videos shared on social media platforms featured powerful calls to action for police accountability. Owned media: Instagram, Twitter, Website.	Police Accountability, Racial Justice
Ben & Jerry's	"Unfudge Our Future"	2020	A campaign addressing climate change and advocating for bold climate action. Delivered primarily via social media and Ben & Jerry’s digital platforms. Owned media: Instagram, Twitter, Website.	Climate Change, Environmental Justice
Airbnb	"We Accept"	2017	A campaign promoting diversity and inclusivity by featuring stories of acceptance from various Airbnb hosts and guests. Delivered through SuperBowl and then YouTube and other owned media channels.	Diversity, Inclusivity

Airbnb	"Open Homes"	2017	A campaign offering free temporary housing to displaced people and refugees. Promoted through Airbnb's platform and digital media channels.	Refugee Assistance, Housing Crisis
Airbnb	"Help Ukraine"	2022	A campaign encouraging users to donate or offer temporary housing to Ukrainian refugees. Promoted via owned media and the Airbnb platform, with an initiative to house 100,000 refugees.	Refugee Crisis, Ukrainian War Relief
Airbnb	"Frontline Stays Program"	2020	A campaign providing free and subsidized housing to healthcare workers during the COVID-19 pandemic. Promoted through Airbnb's platform and owned media.	Public Health, Humanitarian Aid

Table 3- Coding Book – Brand Moral Address Analysis

Code Name	Description	Indicators	Examples from Campaigns	Analytical Notes
Visionary Brand (Feeling *for* the Other)	Constructs moral authority through prescriptive address, projecting moral clarity as institutional certainty. Viewer agency is reduced to alignment or rejection of the brand's stance.	- Singular, teleological narrative structure - Brand positioned as moral arbiter and protagonist - Abstract 'Other' used instrumentally - Prescriptive moral imperative	*Nike's "Dream Crazy" (2018)* Features Colin Kaepernick advocating for racial justice, presenting a clear moral stance that viewers are invited to support or oppose. *Patagonia's "The President Stole Your Land" (2017)* Opposes reduction of national monuments, positioning the brand as a defender of public lands with a direct call to action.	This approach often simplifies complex social issues into binary choices, emphasizing the brand's role as a leader in moral discourse. While it can mobilize support, it may also limit nuanced understanding and critical engagement from the audience. The 'Other' is often abstracted, serving more as a backdrop to the brand's moral positioning rather than as active participants in the narrative.

Sensitive Brand (Feeling *with* the Other)	Organizes affect through curated vulnerability, using emotional aesthetics to produce recognition without demanding specific action. Viewer identification is modulated affectively, not politically.	- Emotive and personalized storytelling - Viewer interpellated through shared affect - 'Other' rendered proximate but passive - Non-directive moral framing	*Dove's "Courage Is Beautiful" (2020)* Showcases healthcare workers during the COVID-19 pandemic, evoking empathy and admiration without prescribing specific viewer actions. *Airbnb's "We Accept" (2017)* Highlights stories of acceptance from hosts and guests, fostering feelings of inclusivity and diversity without a direct call to action.	By focusing on shared emotional experiences, this approach fosters a sense of connection and empathy between the brand and the audience. However, the lack of explicit calls to action or political engagement can result in passive acknowledgment rather than active participation in addressing the highlighted issues. The 'Other' is humanized but remains a passive figure within the narrative, with the brand facilitating emotional connection rather than advocating for specific change.
Reflexive Brand (Feeling *the* Other)	Frames moral engagement as situated and distributed, allowing the brand to recede as the central moral agent. Enables viewer autonomy through pluralized and contingent narration, encouraging independent moral reasoning.	- Multiperspectival and situational narratives - Empathy embedded in ordinary contexts - Viewer constructed as independent moral subject - No fixed ethical resolution	*Nike's "You Can't Stop Us" (2020)* Interweaves stories of diverse athletes overcoming challenges, presenting multiple perspectives and inviting viewers to draw their own conclusions about unity and resilience. *Airbnb's "Open Homes" (2017):*Offers free temporary housing to displaced individuals, providing a platform for action without prescribing specific moral judgments,	This approach promotes a more nuanced understanding of social issues by presenting multiple viewpoints and encouraging critical engagement. The brand acts as a facilitator rather than a director of moral action, supporting viewer autonomy. However, the absence of a clear moral directive may lead to ambiguity, potentially resulting in less immediate mobilization compared to more prescriptive approaches. The 'Other' is presented as an active participant in the narrative, with their perspectives and experiences central

	allowing hosts to engage based on their own convictions.	to the storytelling, fostering a deeper sense of empathy and understanding.

Table 4 -Process Codes (for analyzing narrative construction)

Code Name	Description	Markers in Text or Visuals
Framing Device	The way the problem is introduced—who defines what's wrong.	Declarative statements; strong opening frames; use of sound/music to introduce gravity or drama.
Moral Resolution Device	How the solution is framed as achievable, and by whom.	Use of hopeful visuals or anthemic tone; brand's name/logo linked with "change" or "truth"; resolution through consumption or symbolic action (buying, sharing, aligning).
Voice of Authority	Who speaks, who narrates, whose voice guides the story.	Corporate spokesperson, celebrity activist, or omniscient narrator. Other voices subordinated or appear visually only.
Call to Alignment	Invitation to the audience—what they are asked to do (explicitly or implicitly).	Slogans, campaign hashtags, limited-range behaviors (e.g. sign a petition, buy a product, share the message).
Visual Heroism	How moral action is represented visually.	Iconic imagery (raised fists, running athletes, pristine landscapes); spotlighting individuals as symbolic heroes.

Table 5 Visionary Brand: Primary Codes and Definitions

Code	Definition	Indicators	Representative Examples
Prescriptive Moral Clarity	The campaign presents a fixed ethical position, often binary, with clear heroes and antagonists.	Imperative slogans; declarative statements; no space for ambiguity.	Nike's *"Dream Crazy"* ("Believe in something…"); Ben & Jerry's *"End Qualified Immunity"*.
Brand as Moral Protagonist	The brand centers itself as the primary ethical agent, directing the narrative arc from problem to resolution.	Brand appears as leader, narrator, or liberator; solutions are offered through brand-led action.	Patagonia's *"The President Stole Your Land"*.
Instrumentalized Other	Marginalized subjects are symbolized to evoke emotion but denied narrative agency.	'Other' shown in distress or perseverance, but rarely speaks or sets agenda.	Kaepernick in *Dream Crazy*; Indigenous land presented as universalist "public good" in Patagonia campaign.
Singular Ethical Timeline	The campaign compresses time into a linear arc—urgency is prioritized, and complexity is minimized.	Crisis-as-now; lack of historical depth or context; calls to act immediately.	"Resist now," "Act now" framings in political campaigns from Ben & Jerry's.
Emotion as Command	Emotion (e.g. pride, outrage, empathy) is mobilized to direct moral behavior, not to open reflexive space.	High-arousal affects; swelling music; symbolic visuals; emotionally uplifting calls to act or align.	Equality campaign by Nike using stylized visuals and emotionally charged music.

Table 6 -Visionary Brand - Platform-Specific Adaptations

Platform	Dominant Features of Visionary Brand	Formal Strategies
YouTube	Long-form moral narrative; allows for cinematic heroism and compressed storytelling.	Voiceovers, narrative arcs, swelling music, testimonial vignettes, dramatic resolution.
Instagram	Highly stylized moral positioning; slogans and emotional resonance in visual format.	Carousel posts, posters with slogans, short videos with text overlays, stylized iconography.
Twitter/X	Moral clarity and urgency condensed into slogan-like statements. Ideal for binary framing and alignment performances.	Hashtags (#TakeAKnee, #VoteOurPlanet), polarizing quote tweets, brand accounts making activist claims.

Table 7 - Visionary Brand - Primary Codes and Definitions

Code	Definition	Indicators	Examples
Affective Intimacy	The campaign constructs emotional closeness through personal or vulnerable imagery and stories.	Soft visuals, close-ups, narrative minimalism, music designed to evoke warmth or sadness.	*Dove's "Courage Is Beautiful"*– close-up portraits of exhausted healthcare workers during COVID.
Shared Vulnerability	Viewers are invited to feel a common emotional experience with the Other, creating horizontal identification rather than hierarchical sympathy.	Use of collective language ("we," "our"), ambient tone, understated narration, stories of everyday struggle or care.	*Airbnb's "We Accept"* – presents acceptance as a shared human need rather than an institutional stance.
Non-Directive Moral Framing	Campaigns avoid giving viewers specific actions or ideological alignments. Instead, the focus is on awareness or emotional resonance.	No clear call to action; framing that centers "raising awareness" or "recognizing" others; ambiguous ethical resolutions.	*Dove's "Project #ShowUs"* – shows diverse women but asks little beyond recognition and visibility.
Passive or Symbolic Other	The Other is shown to evoke feeling, but not to speak or act. Their representation invites empathy but not engagement with their complexity.	Absence of direct speech, voiceover replacing personal testimony, visual symbolism without political specificity.	*Patagonia's environmental ads*— images of damaged land or nature, often unnamed, anthropomorphized, passive.
Soft Aesthetic Composition	The visual and narrative design is soft, emotive, and slowed—encouraging feeling over action.	Pastel tones, slow motion, piano scores, voiceovers with gentle cadence, subtle visual metaphors.	*Dove's "Reverse Selfie"* – uses animation, soft music, and unfolding narrative to build emotional pull.

Table 8 – Sensitive Bramd - Platform-Specific Adaptations

Platform	Dominant Features of the Sensitive Brand	Formal Strategies
YouTube	Emotive longform storytelling; ideal for evoking sustained empathy through cinematic slow-builds.	Documentary aesthetics, ambient soundtracks, testimonial structure.
Instagram	Visual intimacy through curated vulnerability and aspirational affect.	Portrait photography, inspirational captions, slow-paced reels with music overlays.
Twitter/X	Affirmational messaging; relies on sharing emotional resonance in concise, quotable forms.	Visual cards, emotional hashtags (#ShowUs, #CareIsBeautiful), quotes or poetic statements.
TikTok	Participatory vulnerability; viewers recreate, duet, or emote in solidarity with the brand's themes.	Voiceover templates, beauty transition videos, use of filters and slow motion to enhance intimacy.

Table 9 - Reflexive Brand – Feeling *with* Others : Primary Codes and Definitions

Code	Definition	Indicators	Examples
Distributed Moral Voice	The brand does not speak alone. Moral meaning emerges through multiple subjectivities rather than a central narrator or spokesperson.	Multiple voices or testimonials; dialogic structure; absence of brand spokesperson or monologue.	*Nike – "You Can't Stop Us"*: split-screen narration by ordinary people and athletes; decentralized story arc.
Situated Empathy	Emotions are grounded in specific contexts, not universalized. Viewer is encouraged to empathize across difference rather than identify through sameness.	Use of location, community references, or specific life-worlds; no generalizations about "us" or "them."	*Airbnb – "Open Homes*: real people offering housing in specific geopolitical contexts; framed without grand narrative.
Viewer as Moral Subject	The campaign invites the viewer to reflect, interpret, and make meaning independently.	Ambiguous moral framing; invitations to think rather than act; lack of imperative language.	*Gillette – "The Best Men Can Be"*(2019): moral problem is shown, not solved; viewer asked to consider their role in changing norms.
Ethical Inconclusiveness	Campaigns resist closure or moral resolution. They gesture toward complexity, contradiction, or ongoing struggle.	No fixed call to action; unresolved endings; acknowledgment of social difficulty or tension.	*Gillette – "The Best Men Can Be*: explores tensions around masculinity and culture without offering a singular "solution."
Everyday Moral Labor	Ethical value is shown not in dramatic heroism but in ordinary actions and sustained commitments.	Depiction of small-scale care, community acts, daily resistance, or ongoing relational effort.	*Nike – "You Can't Stop Us*: highlights resilience in training, parenting, and teamwork—not just star athletes.

Table 10 - Platform-Specific Adaptations

Platform	Dominant Features of the Reflexive Brand	Formal Strategies
YouTube	Ideal for longform, multi-voice storytelling. Enables nonlinear structure and reflective pace.	Documentary mini-films, vlogs, interviews, or multi-location video diaries.
Instagram	Used for low-intensity witnessing: shared user stories, community spotlights, and subtle visual storytelling.	Takeovers by local activists or creators; “Story Highlights” with multi-perspective testimony; unfiltered visuals.
Twitter/X	Less prescriptive discourse—platform may feature threads or dialogue rather than slogans.	Retweeting local actors, acknowledging complexity, sharing multiple responses to an issue.