

A match made in cyber-heaven: Combining user-generated images and text for brand positioning analysis

User-generated content is a unique data source, but also comes with significant challenges for marketing applications such as brand positioning analysis. On the one side, marketers can assess brand-specific associations and derive market structure in great detail. On the other side, its sheer volume, multi-modality, and publication on various platforms pose a challenge. This study demonstrates the added value of integrating text and image data for brand positioning analysis. Leveraging deep learning techniques, a new framework enables jointly modeling both data types. Looking at the market of running shoes and motorcycles, empirical evidence supports that user-shared texts and images on brands do convey different aspects. Specifically, text is frequently used to communicate functional brand associations while images typically capture symbolic brand associations. Various quantitative and qualitative evaluation techniques consistently support the added value of considering different data types from different platforms. Relying on such an approach can increase both the completeness and precision of two key tasks in brand positioning analysis.