

**Harry Potterization - A global Phenomena Tipping Points Explains
the extraordinariness for ordinary brandscapes**



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Abstract:

Purpose: This study looks at “Harry Potterization” through the lens of Malcolm Gladwell’s *Tipping Point: How Little Things Make a Big Difference*. Harry Potter illustrates this theory through its transformation into the brand that it is today. This paper aims to contribute to the development of a film brand theory, in doing so it explores local film brands responsiveness toward local audience and how to *Tip* local brands from the exemplary archetype of potterization phenomena.

Methodology: Considering the basis of this research and its objectives, nature of the study is to explore the elements of Harry Potter brand phenomena that can be replicated to build the local film brandscape, qualitative method and inductive research approach is applied. Multimethod data collection technique is used; hence conjoint analysis technique is best suitable for this exploratory research paper.

Findings: Harry Potter brand is tipped through its influential and yet delivers memorable message while interfering the situations and context impending. Potterbrand is proving to be an exemplary of extraordinariness brand that has gratified in firmament. Malcolm Gladwell’s Tipping Points finest applied on Potterization which can act as a model for local film brands to consider while performing in an entertainment industry which is already in its infant form.

Research Limitations and implications: this research presents theory of film branding through Gladwell’s epidemic theories which can be consider for mainstream commercial films at local level. The implications of Tipping points are highlighted to develop the brands within their wider brandscape in order to be a sustainable relationship brand. The limitation is the consideration how to keep Harry Potter express phenomena in long run because there is a potential risk of harry potter to become a fad.

Keywords: Film Brands, Brandscape, Potterization, Tipping points, local film brands.

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