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

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2014

Acknowledgment

It would not have been possible to write this dissertation without the help and support of the kind people around me, to only some of whom it is possible to give particular mention here.

Special appreciation goes to my supervisor, Mr. Kashir Asghar for his supervision, guidance and constant support. His invaluable help of constructive comments and suggestions throughout the thesis works have contributed to the success of this research.

I would like to thank Javeria Nadeem, who as a good friend was always willing to help and give her best suggestions. Many thanks to Areej Fatima, Atisam Raja, Shaista khan, Mahira Tariq and other fellow postgraduate students in Bahria University for helping me collecting the data. Last but not least, my deepest gratitude goes to my beloved parents and also to my two sisters for their endless love, prayers and encouragement. To those who indirectly contributed in this research, your kindness means a lot to me. Thank you very much.

Mariam Munir, 2014

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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