

**CHARTING CHATTER: WHAT CONSUMER GENERATED ADVERTISING
SEEMS TO BE SAYING ABOUT BRAND PERSONALITY**

Colin Campbell, Simon Fraser University, Canada
Leyland Pitt, Simon Fraser University, Canada
Pierre Berthon, Bentley College, United States
Deon Nel, Deakin University, Australia

ABSTRACT

Measuring response to consumer generated advertising is, for a variety of reasons, difficult to do using traditional advertising measures. In this paper we present an approach to better understanding response to consumer generated advertising. Using the comments posted about four consumer generated advertisements hosted on YouTube, we demonstrate how content analysis can be conducted on this information so as to reveal the underlying brand personality dimensions contained within the discussion. Of notable value is the ability of this approach to summarize vast sets of textual data. After describing and conducting the analysis, results are provided and interpreted both in terms of future research as well as managerial implications.

References Available on Request.