

## **THE USE OF CHILDHOOD ICONS IN NOSTALGIC APPEALS FOR CHARITY.**

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### **ABSTRACT**

In the current inquiry we add to the emerging research (Ford and Merchant, 2010; Merchant, Ford and Rose, 2011; Zhou, Wildschut, Sedikides, Shi and Feng, 2011) on the influence of nostalgia on charitable donations, by examining the role of childhood icons. We contend that marketers can bank on the value of consumer memories but there are aspects, like icons, that they shouldn't mess with when trying to appeal to the past, such as PBS' move to promoting Cookie Monster as Veggie Monster.

References available upon request.