

The Viral Effect: A Case Study of Stanley Tumbler on Social Media

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ARTICLE HISTORY

Received: July 11, 2025
Revised: October 20, 2025
Accepted: October 23, 2025

DOI

<https://doi.org/10.52970/grdis.v5i4.1554>

ABSTRACT

This article examines the influence of viral video content on social media in shaping marketing performance, sales growth, and brand awareness, using Stanley Tumbler as a case study. Utilizing a qualitative descriptive methodology, the research draws upon secondary data gathered from digital news outlets, social media interactions, and relevant online sources. The analysis highlights how user-generated content particularly on platforms like TikTok functions as a catalyst for brand revitalization and consumer engagement. The Stanley Tumbler phenomenon illustrates how emotionally driven and socially shared content can transform public perception and consumer behavior. Strategic responses from the brand, including promotional campaigns and limited-edition releases, demonstrate the critical role of real-time adaptability in capitalizing on viral trends. Framed within the Uses and Gratifications Theory and Viral Marketing Theory, the study underscores consumers' participatory role in content circulation and brand amplification. Ultimately, the findings suggest that a combination of emotionally resonant narratives and agile, community-centered marketing strategies contributes significantly to sustained brand equity and competitive advantage in the digital marketplace.

Keywords: Viral Marketing, Social Media, Brand Awareness, Consumer Engagement, Stanley Tumbler.

I. Introduction

The widespread adoption of social media across all age groups has significantly accelerated the flow of information between individuals and communities. Social media has evolved from a mere platform for social interaction into a dominant channel for disseminating digital content, including commercial information, public opinion, and brand representation. According to recent data from Statista (2025), there were approximately 5.56 billion internet users worldwide as of February 2025, of which 5.24 billion were active social media users. This indicates that around 94.1% of global internet users also engage with social media platforms demonstrating its deep integration into everyday life. One of the most prominent outcomes of this digital engagement is the phenomenon of virality. Virality refers to the rapid and widespread dissemination of content across digital networks, often occurring within seconds, minutes, or hours (Denisova, 2020). Sangiorgio et al. (2025) emphasize that virality presents both opportunities and challenges. On one hand, viral content can dramatically extend the reach of information, offering strategic advantages to media producers, marketers, and brands. On the other hand, the unpredictable and unregulated nature of viral dissemination can lead to misinformation, public anxiety, and unintended harm to individuals or organizations.

A compelling example of virality's impact on brand marketing is seen in the case of Stanley, a U.S.-based tumbler manufacturer. A TikTok video posted by a user named Danielle showed her car completely



burned down, with the only surviving item being her Stanley tumbler, which still contained ice. The video quickly gained massive attention, reaching over 80 million views within days (Jones, 2023). Stanley's rapid and empathetic response acknowledging the video and gifting the user a new car exemplifies how real-time engagement with viral content can strengthen brand identity, foster consumer loyalty, and generate widespread positive publicity (Smith & Becker, 2024).



Figure 1. Condition of the Stanley Tumbler in The Burnt Car

Consumer preference for Stanley products extends beyond their utilitarian function and is rooted in the brand's ability to deliver a holistic product experience that combines performance, symbolic value, and lifestyle representation. The brand's emphasis on manufacturing excellence particularly through the use of high-grade, food-safe 18/8 stainless steel ensures that its drinkware is capable of withstanding extreme temperatures and physical stress. This structural integrity contributes to a strong perception of product reliability. As Smith and Lee (2023) suggest, technical quality remains a critical determinant in building consumer trust in durable goods. However, Stanley's appeal is not limited to functionality alone. Over time, the brand has cultivated an identity that aligns with socially and environmentally conscious values. Particularly among younger demographics, eco-consciousness has become a major driver in purchasing decisions, with consumers gravitating toward products that minimize single-use plastic and promote long-term sustainability (Davis & Clark, 2023). Consequently, purchasing Stanley is often seen as an expression of ethical consumption, reflecting personal values rather than mere practicality.

The brand's resonance in the digital space has also contributed to its rising popularity. Viral content such as a widely shared video showing a Stanley bottle surviving a car fire has amplified the perception of the brand's toughness. According to HubSpot (2023), emotionally compelling and visually credible user-generated content significantly boosts consumer engagement and purchasing intent. Recent studies have also emphasized the role of emotional connection and symbolic meaning in shaping brand loyalty. Nguyen and Tran (2024) argue that when a brand's image aligns with consumer aspirations, it fosters deeper psychological attachment. In this regard, Stanley's success lies not only in its physical durability but in its capacity to cultivate a brand ecosystem that resonates with consumer identities and lifestyle choices. This study seeks to explore several key issues related to the influence of viral content on brand performance. It aims to identify the underlying factors that contributed to the success of the viral video in capturing consumer attention. Furthermore, the study examines the impact of the video on enhancing brand awareness of Stanley products. It also investigates the implications of the viral content for Stanley's marketing and brand communication strategies. Lastly, the research evaluates potential changes in sales volume following the widespread circulation of the video across social media platforms.

Understanding how viral video content on social media influences brand awareness is central to the investigation of Stanley's market positioning. The research explores how companies can effectively harness the momentum of viral content as a strategic tool to enhance sales performance. In addition to assessing shifts in sales volume and company revenue following the viral exposure, the study delves into consumer decision-making processes, with particular attention to perceptions of product quality, the role of social identity, and the impact of digital community engagement. By adopting this framework, the research offers valuable

insights for developing content-driven marketing strategies and contributes to a broader understanding of consumer behavior within the context of the digital economy.

II. Literature Review and Hypothesis Development

2.1. Definition of Tumbler

A tumbler is a reusable drinking container, typically made from durable materials such as stainless steel, BPA-free plastic, or borosilicate glass, designed to maintain beverage temperature over time. Defined by the Cambridge Dictionary (2024) as a vessel without a handle or stem, its minimalist form supports portability and practical use. In recent years, tumblers have gained popularity as an eco-friendly alternative to single-use plastic bottles, aligning with sustainable consumption practices. Research by Zhao and Chen (2023) highlights that adopting reusable drinkware significantly reduces individual carbon footprints and promotes environmental responsibility.

2.2. Understanding Social Media

Social media refers to a set of internet-based digital platforms that facilitate user interaction, content creation, and information exchange through both desktop and mobile technologies. Rather than serving solely as a tool for personal communication, social media functions as a hybrid space that merges private messaging with public discourse. As noted by Nasrullah (2015), drawing on Setiadi's perspective, social media embodies the convergence of interpersonal exchange and mass communication, allowing information to circulate both individually and collectively. In today's digital era, these platforms have evolved into dynamic ecosystems where individuals form networks, share perspectives, and participate in sociocultural engagement across geographic boundaries. Recent research by Almeida and Correia (2023) emphasizes that social media plays a critical role in shaping digital identity, influencing behavioral trends, and fostering participatory culture in online communities.

2.3. Understanding Viral Videos

According to Sadiman, as cited in Nugraha and Setyaningrum (2021) and Riana et al., (2020), a video is an audiovisual medium that simultaneously presents images and sound. The content of a video can be either factual or fictional and may serve informative, educational, or interactive purposes (Apriansyah et al., 2019). The term "viral," on the other hand, refers to the swift and widespread circulation of a message (Situmorang, 2010). Combining these definitions, a viral video can be described as an audiovisual presentation that conveys a message whether real or fictional, informative, educational, or engaging that spreads rapidly and reaches a broad audience.

2.4. Understanding Brand Awareness

Brand awareness refers to the extent to which consumers can recognize and recall a brand and the products or services it offers (Jubelio, 2024). It reflects how well the brand's identity including elements such as its name, logo, and slogan is embedded in the minds of consumers (Redcomm, 2024). A high level of brand awareness indicates that consumers have a strong understanding and familiarity with the brand, which can significantly influence their purchasing decisions (Kotler & Keller, 2022). For instance, when someone wants to buy bottled water, they are likely to think of a brand that is widely recognized and frequently encountered.

2.5. Stanley's Profile

There are two main factors behind Stanley's viral success. First, a TikTok video posted on November 15, 2023, showed Danielle Marie Lettering's car engulfed in flames, yet her Stanley tumbler remained intact with ice still inside. The video gained over 94 million views and caught the attention of Stanley's Global President, Terence Reilly, a former CMO of Crocs. Seizing the moment, Reilly gifted Danielle a new car and replacement tumblers. This unprecedented gesture significantly boosted Stanley's brand visibility and public perception (Smith, 2024; Novrianto, 2024). Second, Stanley's popularity surged after singer Adele was seen using the tumbler during Carpool Karaoke. Social media posts featuring well-composed shots and lighting contributed to the brand's rapid spread and viral appeal (Cyclopedia Journal, 2024).

2.6. The unique evolution of the Stanley Quencher

According to Hillman (2023), after years of declining sales, Stanley discontinued the Quencher in 2019. However, a collaboration with the mom-blogging community The Buy Guide turned things around. They placed an order for 5,000 pastel-colored tumblers, which astonishingly sold out in just five days. This success became a turning point, leading Stanley to revive the Quencher line and expand its marketing strategy through affiliate programs and influencer partnerships. As a result, the company's revenue surged from approximately \$70 million in 2019 to an estimated \$750 million by 2023 (Busiek, 2024).

2.7 Uses and Gratification Theory

The Uses and Gratifications theory, developed by Katz, Blumler, and Gurevitch, emphasizes that audiences are active agents who select media based on their psychological and social needs (Karunia et al., 2021). Unlike traditional media effects theories that view audiences as passive recipients, this approach highlights individuals' conscious engagement with media. In today's digital landscape, this theory is widely applied to examine social media behavior, particularly in relation to customer engagement and the dynamics of online interaction between users and brands (Zeqiri et al., 2024). Based on a synthesis of Katz et al. (1974), McQuail et al. (1994), Rubin (2002), and Lim & Ting (2012), the Uses and Gratifications theory has the following five main assumptions:

- a. Media users are active and purposeful, selecting media content that aligns with their personal motivations and needs.
- b. Audiences have complete freedom in media choice, determining the channels or platforms they deem most capable of meeting their information, entertainment, or social needs.
- c. Various types of media and information sources compete to attract audiences' attention and fulfill their desires and expectations.
- d. Users are generally aware of their media habits, allowing researchers to obtain meaningful data through self-reports or direct observation.
- e. Assessments of media content can only be fully understood from the perspective of the audiences themselves, as only they know the extent to which the media is able to meet their needs.

2.8. Viral Marketing Theory

Viral marketing is a promotional strategy that relies on the rapid dissemination of messages through consumers' social networks. It integrates elements of word-of-mouth, buzz marketing, and digital media utilization (Rollins, et al., 2014). According to Wilson and Today (2005), six key components define effective viral marketing: free offerings, ease of sharing, message replication systems, consumer behavior insight, leveraging social networks, and third-party support. Recent studies confirm that this strategy can significantly

enhance brand exposure and influence consumer purchase decisions while keeping promotional costs relatively low (Praditya & Purwanto, 2024; Zhang & Li, 2023).

III Research Method

3.1. Research Method

This study uses a descriptive qualitative approach to in-depth examine the impact of content virality on marketing, sales, and brand awareness of Stanley products. Through narrative analysis, this study uncovers social media interaction patterns and consumer behavior that contribute to improved business performance (Creswell & Poth, 2018). According to Haryadi Sarjono (2025), this diverse data provides important insights into how Stanley products have responded to sales uncertainty from the beginning of production to the present.

3.2. Data Type and Source

This research is descriptive with exploratory elements, meaning it not only describes the phenomenon but also identifies possible causal relationships between content virality and brand growth. Data were obtained from secondary sources such as media reports, digital analytics results, scientific publications, and company performance reports (Bryman, 2016). This research seeks to broaden the understanding of viral content as a relevant marketing strategy in the digital age.

4. Result and Discussion

4.1. Factors That Make a Video Attract Consumer Attention

The virality of social media content is closely tied to users' emotional engagement and personal relevance. Scholz et al. (2016) argue that individuals are more inclined to engage with and share content that resonates with their own experiences. This is evident in the case of the viral Stanley product video, where a user named Danielle recounted a personal incident in which her car caught fire, and remarkably, the only surviving item was her Stanley-branded tumbler. Sharing this story via TikTok, Danielle captured massive public attention by highlighting both the emotional and symbolic durability of the product. Beyond emotional resonance, the uniqueness and element of surprise embedded in content are critical drivers of virality. Kazee (2020) emphasizes that content which deviates from typical narratives and offers novel perspectives tends to spread more widely. Danielle's story stood out due to the highly unusual scenario of a water bottle surviving a car fire, offering a surprising and compelling narrative that breaks away from everyday content.

Supporting this, Berger and Milkman (2012) and Chae (2023) found that surprising, emotionally charged, and narratively coherent content is more likely to be shared widely online. Lou and Yuan (2019) further highlight that authentic user-generated content enhances message credibility and significantly influences consumer trust and purchase intentions. In this case, Danielle's story, which was not produced as a formal marketing campaign, strengthened its perceived authenticity and contributed to its viral spread. Recent research by Yilmaz and Yücel (2022) and Heath and Bell (2021) also supports the notion that content perceived as personally relevant and emotionally striking particularly when containing elements of surprise is more likely to elicit strong emotional responses and drive social sharing behavior. Thus, the convergence of real-life experience, emotional relatability, and narrative novelty plays a pivotal role in shaping the dynamics of viral content and its influence on brand perception and marketing potential in the digital era.

4.2 The Influence of Viral Videos on Stanley's Brand Awareness

The widespread attention generated by the viral video had a notable impact on Stanley's brand visibility and public image. One measurable outcome of this surge in attention is the increased engagement with Stanley's official social media accounts. In this study, the growth in follower count is utilized as a key indicator of enhanced brand awareness. The following table presents the significant rise in follower numbers on both TikTok and Instagram, reflecting heightened audience interest and digital exposure resulting from the viral content.

Table 1. Monthly Gained Followers (Instagram) for Stanley

Year	Month	Increase in Followers	Percentage
2023	August	54,598	-
	September	19,189	-64.85%
	October	17,783	-7.33%
	November	95,962	439.63%
	December	55,803	-41.85%
2024	January	105,045	88.24%
	February	34,126	-67.51%
	March	48,432	41.92%
	April	137,713	184.34%
	May	48,440	-64.83%
	June	32,623	-32.65%
	July	81,696	150.42%
	August	106,868	30.81%
	September	75,900	-28.98%
	October	46,104	-39.26%
	November	61,463	33.31%
	December	31,356	-48.98%

Table 2. Monthly Gained Followers (TikTok) for Stanley

Year	Month	Increase in Followers	Percentage
2023	August	22,700	-
	September	23,700	4.41%
	October	13,100	-44.73%
	November	429,500	3178.63%
	December	170,100	-60.40%
2024	January	180,100	5.88%
	February	13,600	-92.45%
	March	100,000	635.29%

An analysis of the two tables reveals a substantial increase in Stanley's social media following on both Instagram and TikTok. This surge occurred in November 2023, following the circulation of a widely shared video depicting a car accident, which captured significant public and media attention. On Instagram, the brand experienced a 439.63% increase in followers, equivalent to approximately 95,962 new users. In parallel, the TikTok account saw an even more dramatic growth of 3,178.63%, with around 429,500 new followers during the same month. These figures suggest that the viral nature of the content had a profoundly positive impact on Stanley's digital presence and brand visibility. The video marked a pivotal moment in the brand's viral trajectory. This phenomenon aligns with Viral Marketing Theory, which posits that user-driven content dissemination can function as a powerful alternative to traditional advertising methods. The emotional resonance of the video particularly due to its authenticity prompted audiences not only to consume the

content, but also to engage further by following the brand's social media accounts and seeking additional information about its products.

After the viral spike in November 2023, the percentage growth of Stanley's social media followers began to show variability over the following months. For example, in January 2024, Stanley's Instagram account gained an additional 105,045 followers, followed by another notable increase of 137,713 new followers in April 2024. This pattern suggests that the viral impact was not short-lived; rather, it continued to generate traction over time, especially when complemented by follow-up marketing efforts such as end-of-year promotions or the launch of limited-edition products. One marketing approach that contributed to this sustained interest is the application of the Scarcity Principle. By offering exclusive items such as the Stanley x Valentine's Day Edition the brand effectively created a perception of limited supply, encouraging urgency among consumers. This scarcity-driven tactic activates psychological responses like FOMO (fear of missing out), prompting individuals to act quickly out of concern that they might miss the opportunity. The success of this strategy demonstrates that viral content, when strategically leveraged, can extend beyond increasing visibility to influence consumer behavior and drive purchase decisions.

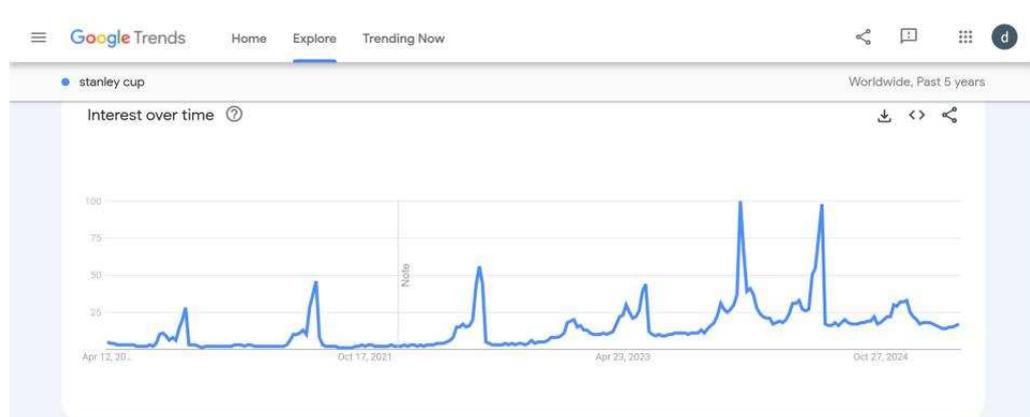


Figure 1. Stanley Trend Chart on Google Trends

Beyond the notable increases in follower count and product sales, the viral impact of the content was also reflected in a dramatic spike in Google searches for the keyword "Stanley," which peaked in November 2023 the same month the viral video circulated. According to Google Trends, this surge illustrates heightened public interest and indicates that audiences were not merely passive recipients but were actively seeking further information about the brand. This phenomenon underscores the omnichannel effect of viral content, in which engagement on one platform (e.g., TikTok) stimulates reactive behaviors on others (e.g., search engines and retail websites). In this context, the convergence of Uses and Gratifications Theory and Viral Marketing Theory offers a compelling interpretive framework. Consumers engage with media not only to absorb information but also to fulfill personal needs such as entertainment, emotional connection, or social identity (Whiting & Williams, 2013; Sunder et al., 2021). Danielle's video addressed all of these psychological gratifications by combining authenticity, novelty, and emotional resonance which positioned the content not merely as a viral artifact, but as a catalyst for widespread consumer interaction. Consequently, the video significantly enhanced Stanley's brand image and expanded its market potential across digital ecosystems.

4.3 Stanley Marketing and Theory Integration

a. Stanley Marketing After Viral Video

Following the virality of Danielle's video documenting her car fire where only her Stanley tumbler survived Stanley responded by gifting her a brand-new car. This public gesture served not only as a form of appreciation but also strategically strengthened the company's brand image, portraying Stanley as a responsive and customer-oriented brand (Fullstop, 2024). Acts of goodwill like this are increasingly recognized

as impactful strategies for building consumer trust and enhancing brand reputation in the digital age (Nadeem et al., 2023).

Stanley also recognizes the growing influence of social media creators in shaping consumer preferences. In response, the brand has embraced influencer collaboration on platforms like TikTok, tapping into trending formats such as "What's in My Bag?" and "How I Style My Stanley." Unlike traditional advertising, influencers are perceived as relatable figures whose lifestyles resonate with followers. This sense of authenticity often translates into higher engagement and stronger purchase intent (Sky Society, 2025; De Veirman, Hudders, & Nelson, 2023). By leveraging influencer partnerships, Stanley has managed to expand its brand reach and convert social media impressions into measurable consumer action. Another effective tactic employed by Stanley is their use of controlled product scarcity. The company is known for releasing limited-edition items, including one of its most in-demand collections: the Stanley x Valentine's Day bottle released in January 2024. These limited drops create urgency among consumers, prompting competitive behavior and driving rapid sales. This aligns with the Scarcity Principle, which suggests that when availability decreases and demand remains high, perceived value increases (Cialdini, 2009; Kang et al., 2022). By carefully managing supply and capitalizing on consumer psychology, Stanley has successfully transformed scarcity into a key driver of desirability and loyalty.

b. Integration of Phenomena with Uses and Gratification Theory

The virality of Stanley's video can be better understood by examining the active role of the audience in shaping digital communication flows. Rather than being passive recipients, users engage with content that satisfies their internal motives whether emotional, cognitive, or social. This notion is central to the Uses and Gratifications Theory, which suggests that individuals selectively interact with media that aligns with their specific psychological needs (Lim & Ting, 2012; Sundar et al., 2021).

In Danielle's case, the video's impact stemmed not merely from its content, but from how effectively it addressed multiple layers of audience intention. The unexpected survival of a tumbler in a burned vehicle provided a sense of wonder and entertainment; meanwhile, Danielle's candid storytelling allowed audiences to empathize and feel personally connected to her experience. Moreover, viewers who shared the video were often engaging in social signaling communicating identity, taste, and alignment with certain lifestyle values associated with the Stanley brand (De Veirman et al., 2023). This behavior illustrates that viral content thrives when it aligns with intrinsic audience motivations such as the desire to be emotionally moved, to belong to a digital community, or to project a curated image to others (Whiting & Williams, 2013; Chae, 2023). Hence, virality is not purely a product of creativity or novelty, but of strategic resonance with the audience's needs and the gratification they expect to derive from sharing it.

c. Integration of Viral Marketing Theory

Stanley's ability to capitalize on a spontaneous viral moment illustrates a sophisticated application of consumer-centered marketing principles. Rather than relying on traditional promotional methods, the brand demonstrated agility by turning public attention into a relational opportunity. The decision to reward Danielle with a new car after her video gained massive traction served not just as a symbolic gesture but as a calculated brand reinforcement tactic. This type of action fits within the framework of viral marketing strategies, where engaging with consumer sentiment and behavior plays a central role in message amplification (Kapoor & Dwivedi, 2021; Nadeem et al., 2023). In parallel, Stanley's deliberate efforts to release limited-edition products and work with popular influencers demonstrate a clear use of psychological leverage, particularly scarcity. The launch of exclusive items, such as themed collections tied to specific cultural moments, taps into the urgency effect where products perceived as rare become more desirable. This not only accelerates purchase intent but also transforms casual attention into transactional behavior (Kang et al., 2022; Cialdini, 2009). Rather than depending solely on viral exposure, Stanley strategically extended the lifespan of audience interest by integrating scarcity-driven campaigns and influencer credibility to sustain engagement and stimulate sales.

4.4. Revenue Volume After Viral Video

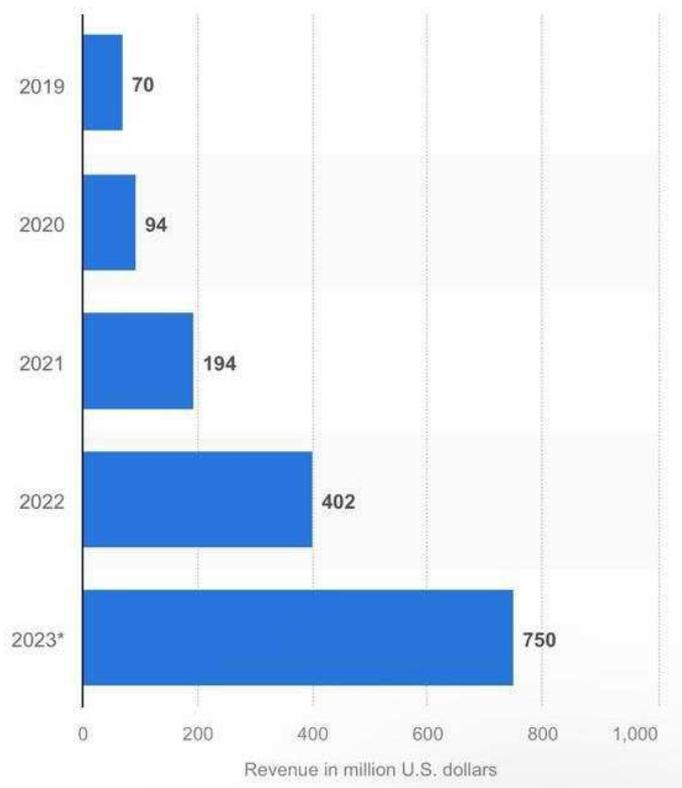


Figure 2. Stanley's Earnings from 2019-2023 (in US dollars)

Beyond the rise in social media followers and brand visibility, Stanley experienced a remarkable improvement in its financial performance, particularly in terms of annual revenue growth. As illustrated in the referenced chart, the company witnessed consistent revenue expansion from 2019 to 2023, with the most dramatic increases occurring after the brand gained viral attention. In 2019, Stanley reported revenue of approximately \$70 million, which climbed to \$94 million in 2020. The figure nearly doubled in 2021, reaching \$194 million, coinciding with a broader consumer shift toward sustainable and health-conscious lifestyles. However, the most substantial growth occurred in 2022 and 2023, where revenues surged to \$402 million and \$750 million respectively (Statista, 2023). This exponential growth is largely attributed to a user-generated TikTok video that captured public interest showing a Stanley tumbler remaining intact inside a fire-damaged vehicle. Though the content was not part of an official marketing campaign, it organically reinforced the product's durability and quality, enhancing consumer trust and igniting widespread positive word-of-mouth.

This outcome aligns with Leskovec et al.'s (2007) assertion in *The Dynamics of Viral Marketing*, which emphasizes that peer-to-peer content sharing plays a significant role in shaping purchasing behavior. Complementing this, recent studies underscore the power of authentic video content in fostering brand trust. Research by Javed et al. (2023) in the *International Journal of Internet Marketing and Advertising* shows that emotionally engaging, user-generated content on platforms like TikTok is highly effective in influencing buying decisions, often surpassing traditional advertising in impact. From the perspective of Uses and Gratifications Theory, audiences turn to social media not only for leisure but also to seek credible information and to express their identity through the brands they associate with (Whiting & Williams, 2013; Chae, 2023). Meanwhile, the Stanley case offers a clear illustration of how organically created viral content devoid of commercial cues can yield long-term commercial benefits, consistent with the foundational premises of Viral Marketing Theory. Taken together, the dramatic rise in Stanley's revenue following the viral episode

underscores how authenticity, emotional storytelling, and platform-specific user dynamics can transform a brand into a cultural icon while simultaneously driving extraordinary business growth.

5. Conclusion

The findings of this study indicate that the virality of social media content plays a strategic role in shaping brand perception, increasing consumer engagement, and driving business performance growth. The case study of Stanley demonstrates that authentic content with strong emotional appeal can generate widespread public interaction and significantly influence purchasing decisions, even in the absence of formal advertising campaigns. The substantial increase in social media followers and the remarkable surge in annual revenue suggest a strong correlation between viral exposure and consumer behavior. Theoretically, the results reinforce the relevance of the Uses and Gratification Theory, which emphasizes the active role of audiences in selecting and disseminating content based on emotional, social, and identity-related needs. The company's responsive strategies, such as collaborations with influencers and the launch of limited-edition products also reflect the effective application of viral marketing principles. Beyond short-term commercial impact, viral content also creates opportunities for structural brand repositioning, as evidenced by Stanley's transformation from a utilitarian product to a modern lifestyle symbol.

In this context, the study offers theoretical contributions by integrating the Uses and Gratification Theory and Viral Marketing Principles to understand the behavior of digital audiences and their influence on brand perception and positioning. This research expands current understanding of how consumer-generated, experience-based content can serve as a powerful and credible communication tool in the digital era. The findings suggest that brand managers should adopt adaptive, community-based marketing strategies focused on authenticity, storytelling, and consumer engagement. Prompt responses to viral content and the strengthening of emotional brand value have proven effective in enhancing customer loyalty and driving sustainable business growth without the need for large-scale conventional campaigns.

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