

Id Stake My Reputation On It

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CORPORATE BRANDS AND CORPORATE MARKETING: EMERGING TRENDS IN THE BIG FIVE ECO-SYSTEM

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NB: This is a pre-publication version of an article to be published in the Journal of Brand Management (2016). Kindly refer to the published article in the journal for full reference purposes. Thank you.

Abstract

Drawing on the final reflections made at the 17th International Corporate Identity Group (ICIG) Symposium (2014) at Cape Town Business School, six trends emerged from the diverse papers delivered at the symposium: assimilation, bifurcation, contextualisation definitions trends and ethics. These trends reflect the richness as well as the complexity of the broad corporate marketing and corporate brand fields. This commentary also provides short overviews of the six articles comprising this special edition of the Journal of Brand Management.

INTRODUCTION

Held in Cape Town Business School, Cape Town, South Africa On the 27-29th

August, 2014 the seventeenth International Corporate Identity Group (ICIG) Symposium had the theme: "The Big Five: Corporate Identity, Corporate Branding, Corporate Reputation, Corporate Communication and Corporate Marketing. Whilst a wide range of perspectives were covered over the three days of the symposium, with a mix of theoretical, instrumental and practice-based papers, an analysis of the symposium revealed the emergence of six, core, themes: *assimilation, bifurcation, contextualisation definitions trends and ethics*. This analysis and subsequent discussion, brought the most successful ICIG symposium to a close and we begin this commentary by briefly reflecting on these six themes before providing a resume of the six articles selected for inclusion in this special edition.

SYMPOSIUM THEME: THE NEW BIG FIVE

Drawing from African inspiration, the theme of the seventeenth International Corporate was "The Big Five". Elephant, buffalo, lion, leopard and the ever-dwindling African rhino population were supplanted with a focus on the scholarly domains of corporate identity, branding, marketing, communication and reputation.

Just as the original big five each take their place proudly as a species but co-habit in a complex eco-system, presentations and robust discussions focused not only on the

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