Brand resurrections: How past and present narrations impact consumer reactions towards resurrected utilitarian brands

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A B S T R A C T

In the context of brand resurrections, we do not know how past and present narrations influence consumers' reactions towards resurrected brands. Based on the concepts of "there-being" (Dasein) and "becoming" (Zukommen) we conducted two experiments focused on two utilitarian brands and manipulating past and present narrations (three scenarios). Because a resurrected utilitarian brand implicitly refers to both an authentic "there-being" and to the usefulness of the product/service, the results show that the single use of high present narration triggers more positive consumer reactions than the single use of high past narration. In parallel, the mix of past and present narrations generates more positive brand reactions than the single use of high present narration or the single use of high past narration. Moreover, the present research suggests that in order to explain consumers' reactions towards utilitarian brand resurrections, managers should ensure the brand credibility, since it is a stronger lever than brand nostalgia.

1. Introduction

The DS cars were very successful until 1973 when production was stopped. Unexpectedly the brand was relaunched in 2009 and in 2018, *The Guardian*[1] praised DS Automobiles' ability to respect its "Parisian roots," "French savoir-faire," and "luxury know-how", while simultaneously "creating points of difference" with its "large wheels" and the lighting with "four ice-cube LED blocks that swivel and pivot in a choreographed dance when you blip the key to unlock.".

Using a brand that had disappeared, such as DS, to launch new products is a common practice called brand resurrection that we define as the relaunching of brands that had been off the market for many years. The brand resurrection strategy, relating implicitly to a past failure, a temporary death and a return to life, represents one of the marketing strategies referring to the past. Indeed, marketing practices referring to the past come in different forms, such as retro-branding (Brown, Kozinets, & Sherry, 2003), the vintage phenomenon (Sarial-Abi et al., 2017), second-hand purchases (Guiot & Roux, 2010), and through brand heritage (Hudson, 2011; Pecot et al., 2018).

Referring to the past can be particularly sought after by consumers because such marketing practices give consumers a sense of stability and continuity that can help overcome difficult times (Ballantyne, Warren, & Nobbs, 2006; Zhou et al., 2013). Research shows how the utilization of heritage in branding positively affects personal and communal nostalgia

(Han & Newman, 2022), brand credibility, and a product's perceived quality (Rose et al., 2016; Pecot et al., 2018; Pecot, Valette-Florence, & De Barnier, 2019). The brand's iconicity, its ability to mean something to a whole generation (Brown, Kozinets, & Sherry, 2003), and its capacity to constitute a symbolic resource for the collective that induces consumer engagement (Närvänen & Goulding, 2016) all appear to be keys for a successful use of the past.

More specially, in the context of brand resurrections, the literature has identified several brand revival strategies according to the past and present brand references (Brown et al., 2003; Dion & Mazzalovo, 2016; Hallegatte, 2014). Consumers seem to prefer updated brands with nostalgic associations rather than brands that only focus on their past life (Cattaneo & Guerini, 2012). It is acknowledged that the more prominently the brand heritage is featured, the better the consumer's reactions (Rose et al., 2016; Pecot, Valette-Florence, & De Barnier, 2019). We also know that mixing past and present narrations improves consumer behavior towards retro-brands through the mediating role of consumer nostalgia proneness (Hallegatte, Ertz, & Marticotte, 2018).

Despite the importance of these different results, we do not exactly know how temporal anchoring - past and/or present - impacts the consumer's reactions towards resurrected brands. For instance, regarding the temporal anchorage of the DS resurrection, we do not know how emphasizing the brand's consistency with its roots, and focusing on the modern features of the car influence the success of this

brand resurrection. Especially, for utilitarian brands referring to functional features, it is important to better understand how the temporal anchoring can influence the perception of their efficiency, helpfulness and practicality. Indeed, utilitarian brands are expected to prove their competence rather than their warmth, which would suggest an increased importance of the present over the past in the narration blend. Is this really the case? How does the temporal anchorage influence consumer reactions towards utilitarian brand resurrections? What role do credibility and nostalgia play in this process?

In order to answer these questions, we analyze the temporal anchorage through brand advertising, more precisely through the chronology narration (Richardson, 1997) within the brand advertisement presenting its come back. The past narration refers to the past brand features that enhance its consistency overtime (positioning anchored in the past) while the present narration refers to the brand features adapted to current trends (positioning anchored in the present). To better understand how the brand narrations – past and/or present – influence consumer reactions towards resurrected utilitarian brands, this research focuses on Heidegger's theory of being and time (2010). This theoretical framework builds on the notions of Dasein (there-being) and Zukommen (becoming) that help explain how and why various combinations of past and present narrations differently impact consumer reactions towards resurrected utilitarian brands.

We conducted two experiments ($N_1 = 250$, $N_2 = 255$) manipulating past and present narrations of two utilitarian brands (Mammouth retailer brand, Bonux detergent brand). A primary contribution of this present research is to show that, because a resurrected brand implicitly refers to both the authentic "there-being" (from the past) and the usefulness of the product/service, the single use of present narration – highlighting the brand features adaptation to the trends – triggers more positive consumer reactions than the single use of past narration. In parallel, because the mix of past and present narrations transforms the authentic "there-being" (Dasein) into "becoming" (Zukommen), it generates more positive consumer reactions than the single use of high present or high past narration. More importantly, the present research reveals that brand credibility is a higher mediator of past and present narrations than brand nostalgia in explaining consumers' reactions towards resurrected utilitarian brands.

2. Theoretical background

2.1. The brand resurrection strategies

A brand is a living object, since it is born, it lives, reproduces and declines, and it has a personality, an identity, and an image (Aaker, 1990). Like all living things, brands decline and their aging can lead to death (Semans, 2004). Brands face multiple causes of demise from within the firm or the firm's environment (Tellis & Crawford, 1981; Jevons, Ewing, & Khalil, 2007; Lehu, 2004). Companies decide to relaunch certain brands despite these brands disappearing from the market; we will call this practice brand resurrection and define it as launching new products or previous products with an old brand that had stopped selling products during a limited period. This practice of resurrection saves costs compared with creating a brand from scratch (Aaker & Equity, 1991). However, despite a disruption between the resurrected brand and its former markets, choosing to resurrect a brand means capitalizing on the strong relationships between consumers and brands, especially if consumers have known the brand for a long time as a partner following them throughout life, in good and bad times, allowing them to experience continuity and stability. This is confirmed by research showing that consumers prefer retro products to new ones (Hallegatte, Ertz, & Marticotte, 2018). In order to resurrect a brand, several conditions must be met, such as a strong community around the brand (Ewing, Jevons, & Khalil, 2009), high awareness (Thomas & Kohli, 2009), and strong product differentiation (Wansink, 2000).

Since resurrection is a temporal construct that introduces something

from the past into the present, the right blending of past and present features for such brands is also key for successful brand resurrections (Hallegatte, Ertz, & Marticotte, 2018). In this vein, a brand resurrection – as a strategy of relaunching a brand that was dead (i.e. that had disappeared from the market for some time) – induces three temporal anchors (Brown, Kozinets, & Sherry, 2003; Dion & Mazzalovo, 2016; Hallegatte, 2014; Lehu, 2004): (1) emphasis on past features without updating it (vintage, e.g. the Orient Express), (2) emphasis on present features without placing its past at the core of the brand identity (revitalization, e.g. Brandt), or (3) emphasis on both past and present features (retro-branding, e.g. Polaroid). In this research, we distinguish between brand resurrection and retro-branding that do not refer to the same concept. Indeed, retro-branding means, by definition, a mix between the past and the present characteristics of the brand (Brown, Kozinets, & Sherry, 2003), while brand resurrection can use different temporal anchorages. Moreover, retro-branding can concern a brand that has stopped its activities and is being resurrected or it can concern a brand that has never stopped its commercial activities. In our study we focus on brands that have stopped their activities and come back to life, and this is called brand resurrection phenomenon.

2.2. Temporal anchoring of brand resurrections and narration

Overall, resurrected brands may capitalize on either or both past or present features of their heritage founded in their longevity, core values and their history (Urde, Greyser, & Balmer, 2007) and that could be interpreted as a sign of stability, longevity and adaptability (Pecot, Valette-Florence, & De Barnier, 2019). However, since consumers' perceptions of the brand's history do not always fit the historic elements emphasized by the brand (Rindell, Santos, & de Lima, 2015), resurrecting a brand implies a careful use of these temporal anchorages, and paying particular attention to how historical elements meant as signals of the brand's attributes and benefits (innate heritage) might collide with consumers' projections and result in a slightly different projected heritage (Hudson & Balmer, 2013). In some cases, consumers poorly react towards changes made to original brand products because of decreased perceptions of authenticity (Han, Newman, Smith, & Dhar, 2021). In other cases, brand heritage becomes misaligned with the current cultural, political, and economic environments in which the firm is evolving, which can tarnish its image (Sørensen et al., 2021). Thus, while consumers may usually infer heritage from cues such as date of foundation, omni-temporality and technology, their perception of elements related to people, struggle or place of brand foundation are more ambivalent (Pfannes et al., 2021). Moreover, whereas present anchoring usually continuously derives from the past in the case of regular brands, brand resurrection – as a temporal phenomenon – marks the passage between two eras, brand past and brand present, that was brutally disrupted by its death. For these reasons, the temporal anchoring in the advertising of a resurrected brand is very important.

This temporal anchoring could be defined through the brand narration. The narration may come in the form of a story, which is a "chronology" which refers to a chronological chain of events or a "narrative", which refers to the causal factors of these events (Richardson, 1997), featuring past and/or present elements of the brand's life. Past narration is founded on stability and coherence over time, while present narration highlights the brand's capacity to adapt to current trends. For instance, the Orient Express lay emphasis on their mythic past on their website, by advertising they have been "sublimating the Art of travel" for "140 years",[2] while the John Lewis Partnership chose to emphasize their innovation capacity as part of their heritage (Sammour et al., 2020) or the Best Buy brand, an electronic equipment retailer, was revived by focusing on improving its employee training, customer service, website, delivery and including offering in-home advisers. Whatever the chosen

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[2] https://www.orient-express.com/.

form of the narration, previous research has already shown the positive impact of past and present narrations – or, in a less direct way, heritage – on consumer reactions (Brown, Kozinets, & Sherry, 2003; Rose et al., 2016; Hallegatte, Ertz, & Marticotte, 2018; Pecot et al., 2018; Pecot, Valette-Florence, & De Barnier, 2019). However, these previous articles analyze the impact of brand heritage as a whole. So far, very few articles have investigated how the past and present elements influence consumer reactions towards resurrected brands: for instance, among these few, Baumert and De Obesso (2021) show how brand antiquity influences consumer willingness to pay. Moreover, in contrast with a hedonic brand – referring to exciting, delightful, and enjoyable features with more timeless connotations – a utilitarian brand refers to effective, helpful, and practical features (Voss, Spangenberg, & Grohmann, 2003) regarding its adaptation to the current functional needs. For this reason, we need to better understand how the past and present narrations specifically influence utilitarian brand resurrections. Consequently, we propose to investigate the particular case of resurrected utilitarian brands, to better understand why and how the use of either past, present or both narrations can generate different consumer reactions towards these brands.

2.3. Past and present narrations: Dasein and Zukommen concepts

Brand resurrection implies a comparison between what the brand was before its resurrection, and what it became after its resurrection. For this reason, it appears interesting to analyze the resurrected brand referring to the concepts of Dasein ("there-being") and Zukommen ("becoming"). According to Heidegger (2010) and previous research that has already applied ontology to the brand (Berthon, Pitt, Parent, & Berthon, 2009), these two concepts can either be applied to humans or objects. The concept of "there-being" (Dasein) is what is left of the being when everything around slowly becomes meaningless: it is the authentic part of the self. The "there-being" (Dasein) is unwillingly open to the world and can be carried away from its authentic self by exterior factors (such as trends, for instance). This development of the self – the act of becoming – is called Zukommen ("becoming") as a way of developing or enriching the self. In other words, opportunities of the outside world allow the "there-being" (Dasein) to become (Zukommen) what it really is. As "becoming" (Zukommen) contributes to the enrichment of "there-being" (Dasein) it allows the being to selectively get rid of elements of its past or its authentic self. In the context of resurrected brands, we can consider that brands have a "there-being" (Dasein), which is what is left of their being after going through some tough times, losing meaning and dying.

In the context of brand resurrection, on the one hand, using past narration can appeal to consumers through brand "there-being" (Dasein) and can show a continuous and stable dimension (Rosa, 2010; Morhart et al., 2015). On the other hand, present narration expresses the capacity to adapt to present times, to resist instability and obsolescence and it can build the brand's "becoming" (Zukommen), enriching the brand's "there-being" (Dasein). In this context, a resurrected brand can be carried away by trends, habits, and customs of this new world thus developing an enriched self "becoming" (Zukommen) through an expression of the present narration.

In the case of a brand resurrection, even though consumers might know nothing or little about the resurrected brand's past, they can infer that it has had a previous life just from the fact that it is resurrected. In other words, even if the brand's "becoming" (present narration) is highlighted in the brand resurrection advertising, the concept of resurrection automatically implies a minimal past narrative, because two identities of the same brand exist in two temporally and qualitatively distinct states (Prince, 1973). Indeed, minimal narratives are associated with time change and transformation (Meister, 2005). This corroborates Heidegger's theory of Being and Time that considers the resurrected brand's present narration as an enrichment of its past narration. Therefore, since the resurrected brand's past narration may be inferred

from its present narration, the single use of present narration should trigger positive reactions towards the present elements explicitly developed in the narration, as well as positive reactions towards past elements inferred from the fact that the brand has been resurrected. This should be particularly true in the case of utilitarian brands. Since these brands are connected with efficient and practical features, the single use of present narration highlighting the brand consistency with current expectations should trigger more positive reactions towards the brand than the single use of past narration. Therefore, we hypothesize that:

H1 – In the context of utilitarian brand resurrection, the high present narration only condition generates more positive (a) brand attitude and (b) brand recommendation than the high past narration only condition.

Moreover, since past narration seems to build an authentic being and present narration seems to build an enriched version of the brand's authentic being, the mix of past and present narrations should yield better reactions from consumers than the single use of past or present narration. Indeed, resurrecting brands supposes reconciling the consumer's feeling of nostalgia and his/her expectation of innovation (Merlo & Perugini, 2015). This idea joins the research investigating retro brands that use a blend of past and present narrations. For instance, consumers appear to value updates when it comes to reviving brands from an earlier period (Brown, Kozinets, & Sherry, 2003; Cattaneo & Guerini, 2012), which suggests that blending past and present narrations should be more profitable than only using past narration in terms of consumer reactions. Moreover, in the music industry, retro setlists and lineups seem to yield better consumer reactions than their contemporary counterparts (Hallegatte, Ertz, & Marticotte, 2018). Also, in the context of higher education, research shows that when university heritage is connected to the present, prospective students and especially their parents are more likely to apply than when heritage is not connected to the present (Rose, Rose, & Merchant, 2017). This last research suggests that mixing past and present narrations may be better perceived than only using present narration. While previous research focus on a more or less hedonic product, we suppose that this result could be similar in the context of utilitarian brands. Indeed, a utilitarian brand is expected to prove its competence and the past narration could be a sign of know-how and expertise. We therefore formulate the following hypotheses:

H2 – In the context of utilitarian brand resurrection, the mix of high past and high present narrations generates more positive (a) brand attitude and (b) brand recommendation than i) the high past narration only condition, and ii) the high present narration only condition.

2.4. Brand narrations influence on brand nostalgia and brand credibility

Brand heritage triggers nostalgia and credibility among consumers (Pecot et al., 2018, Pecot, Valette-Florence, & De Barnier, 2019). We propose that, since resurrected brands capitalize on various elements of their heritage during the resurrection process, they should also trigger credibility and nostalgia. However, previous findings do not explain which of the past or present features of brand heritage trigger nostalgia and credibility. This article aims at overcoming this literature gap.

On the one hand, the resurrected brand's link with nostalgia is taken for granted, since nostalgia is known to facilitate brand resurrection movements (Davari, Iyer, & Guzmán, 2017; Gilal et al., 2020) or facilitate brand re-enchantment (Hartmann & Brunk, 2019). Moreover, nostalgia is often linked with brand heritage and the use of retro branding (Brown, Kozinets, & Sherry, 2003, Cattaneo & Guerini, 2012, Merchant & Rose, 2013, Pecot, Valette-Florence, & De Barnier, 2019). Indeed, nostalgia defined as a preference for or a favorable affect towards objects that were more common, i.e. popular, or widely circulated, when the individual was younger (Holbrook & Schindler, 1991) can explain the positive attitude towards resurrected brands. Consumers who feel nostalgic about a particular brand can have a negative reaction to brand changes, which supports the recurrence of past narration in

resurrection strategies (Shields & Johnson, 2016). Therefore, previous research strongly advocates for the use of past narration to trigger nostalgia. However, Heidegger's theory of Being and Time (2010) considering the "becoming" (Zukommen) as an enriched version of the "there-being" (Dasein) and the idea that brand resurrection implicitly induces a minimal narrative (Prince, 1973), both suggest that present narration should also trigger nostalgia. In the context of utilitarian brand resurrections where present narration can highlight the present-day brand competence recalling the brand expertise from the past, we postulate that past and present narrations trigger the same level of nostalgia.

Concerning the influence of temporal anchorage on the brand credibility, it has been shown that brand heritage (connected with the past, present and future of the brand) positively impacts perceived credibility (Pecot, Valette-Florence, & De Barnier, 2019; Pecot et al., 2018). Since credibility is the brand's ability to continuously deliver what has been promised (Erdem & Swait, 2004) and present narration reports the capacity of the brand to fulfil consumer needs, we postulate that present narration triggers higher brand credibility than past narration. Moreover, since past and present narrations can more or less trigger a feeling of nostalgia and the perception of credibility for the utilitarian brands, we argue that the mix of past and present narrations could have a more positive impact on these two outputs than the single use of one narration. We hypothesize that:

H3 – In the context of utilitarian brand resurrection, the high present narration only condition generates a) similar brand nostalgia than the high past narration only condition and b) higher brand credibility than high past narration only condition.

H4 – In the context of utilitarian brand resurrection, the mix of high past and high present narrations generates more positive (a) brand nostalgia and (b) brand credibility than i) the high past narration only condition, and ii) the high present narration only condition.

2.5. Brand nostalgia and brand credibility as mediator variables between brand narrations and consumer reactions towards resurrected brands

In the context of brand resurrection, nostalgia and credibility could play a specific role between brand narrations and consumer reactions. Indeed, on the one hand, marketing research has notably shown that the past narration can enchant consumer experience through nostalgia (Hartmann & Brunk, 2019) and in parallel nostalgia is notably known to have positive impacts on brand attitude (Muehling & Sprott, 2004) and brand attachment (Fournier, 1998). Given these results, nostalgia could mediate the link between brand narrations and consumer reactions towards the resurrected brands. On the other hand, credibility is known to have a beneficial impact on several consumer reactions, such as customer loyalty (Sweeney & Swait, 2008), brand choice (Erdem & Swait, 2004), price sensitivity (Erdem, Swait, & Louviere, 2002), consumer attitudes and purchase intent (Goldsmith, Lafferty, & Newell, 2000). In particular, credibility positively mediates the effect of brand heritage on willingness to pay (Pecot et al., 2018). Consequently, credibility can also mediate the link between brand narrations and consumer attitudes towards resurrected brands.

Moreover, credibility is typically part of a heritage brand because it accounts for the brand's track-record and longevity (Urde, Greyser, & Balmer, 2007). Therefore, credibility seems to be a natural outcome of both past and present narrations and can explain how long-lasting brands can maintain and nourish meaningful and important relationships (Moorman, Zaltman, & Deshpande, 1992). In this vein, because credibility is a key dimension of heritage, which is crucially important in brand resurrections and because credibility seems to drive more behavioral variables than nostalgia, we assume that brand credibility plays a stronger mediator role between brand narrations and consumer reactions than brand nostalgia. Put differently, we hypothesize that mediations through credibility will have a greater impact than

mediations through nostalgia, in the relationship between brand narrations and consumer reactions. This should be particularly true in the case of utilitarian brands. Since these brands are sought after because of their competence rather than their warmth, credibility should be a better mediator of resurrected utilitarian brand narrations than nostalgia.

H5 – In the context of utilitarian brand resurrection, brand credibility mediates the impact of past narration on (a) brand attitude and (b) brand recommendation more strongly than brand nostalgia.

H6 – In the context of utilitarian brand resurrection, brand credibility mediates the impact of present narration on (a) brand attitude and (b) brand recommendation more strongly than brand nostalgia.

To test this set of hypotheses, we conducted two experiments manipulating the temporal anchoring (past and/or present narrations) of advertisements of resurrected brands. In order to have a diversity of utilitarian brands, we selected one brand connected to a utilitarian product (detergent) and one brand associated with a utilitarian service (supermarket). Study 1 tests the influence of the temporal anchoring on consumer reactions towards a resurrected utilitarian brand (H1, H2). Study 2 inserts two potential mediators (credibility and nostalgia) in order to better understand how the temporal anchoring of an advertisement influences consumer reactions towards a resurrected utilitarian brand (H3 to H6).

3. Study 1

In study 1, the objective was to test the set of hypotheses H1 to H2 stating that, in the context of brand resurrections, present narration triggers more positive brand reactions than past narration but assuming that the mix of past and present narrations has a stronger positive impact on the consumers' reactions towards resurrected brands than the single use of one narration.

3.1. Procedure

Manipulation. In order to manipulate the temporal anchorages within advertisements and following the methodology of previous research on brand resurrection movements (Gilal et al., 2020) and on the past narration (Merchant & Rose, 2013), we designed fictitious resurrection ads for a famous real brand. Since the experiment took place in France, we chose Mammouth, a French supermarket brand, which was very popular before it died in 2009. The Mammouth brand runs deep in popular memory: Mammouth's slogans and logos are known by many and were even quoted in a famous French skit. The respondents' utilitarian attitude towards Mammouth is higher than their hedonic attitude[3] ($M_{utilitarian}$ = 3.67, $M_{hedonic}$ = 3.19, t = 5.67, $p < .001$). In order to manipulate past and present narrations in the brand resurrection advertisement, we conducted a between-subjects experiment with the

Table 1

The past and present narrations manipulation in studies 1 and 2.

	Low past narration	High past narration
Low present narration	Scenario 1 N_{study1} = 65 N_{study2} = 72	Scenario 3 N_{study1} = 49 N_{study2} = 45
High present narration	Scenario 2 N_{study1} = 66 N_{study2} = 68	Scenario 4 N_{study1} = 70 N_{study2} = 70

N_1 = 250 N_2 = 255.

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[3] Utilitarian and hedonic attitude is measured according to the scale of Voss, Spangenberg, and Grohmann (2003).

following four conditions (see Table 1). Scenario 1 was the control-group presenting the resurrected brand with low past and low present narrations (n = 65). Scenario 2 presented the resurrected brand with low past narration and high present narration (n = 66). Scenario 3 used high past narration and low present narration (n = 49). Lastly, scenario 4 featured high past and high present narrations (n = 70). In order to manipulate the past narration, we emphasized Mammouth's consistency with a number of its iconic features and values: identical slogan, logo, and positioning. In order to manipulate present narration, we added features that showed the resurrected Mammouth supermarket as modern and up to date. After researching trends in the retailing industry, we chose to add a click and collect feature to illustrate present narration. Appendix A shows in detail the texts and the pictures that were used for the four manipulations of study 1. We conducted a pre-test with 99 participants to ensure that the 4 scenarios trigger similar advertisement attitudes using a scale with 6 items[4] (Madden, Allen, & Twible, 1988). The results show a non-significant difference in the attitude towards the ad between the 4 scenarios (scenario 1 = 3.04 ; scenario 2 = 3.39 ; scenario 3 = 3.18 ; scenario 4 = 3.56 ; F = 1.27, p = .287).

Data collection. Insofar as our research is concerned with temporal anchoring, we recruited participants privileging the heterogeneity (education background, gender, etc.) of the sample and specifically in terms of age. Indeed, some studies have shown that both older and younger people are sensitive to the nostalgic argument in ads according to their different dimensions such as persona, and historical and cultural aspects (Gilal et al., 2020). To ensure the sample heterogeneity, we mixed different collection protocols. Some of the participants were recruited on the campuses of two universities among faculty, staff, alumni and students. The students were from both executive and initial training programs. The other part of the sample was recruited among friends and family, who volunteered to distribute questionnaires to their relatives. This collection method allowed us to reach people in different cities and of different ages and education levels. Each participant was randomly assigned one out of the four brand resurrection scenarios. Students received the experimental material in the form of a paper questionnaire (in full color) that they filled out in a dedicated room for about 15 min. This method ensured their full commitment and dedication to completing the questionnaire. Other participants completed the paper questionnaire at home and they sent their responses by mail. Before presenting the different scenarios, we asked the participants about their knowledge of the past existence of the brand (3 items, Table 2). The participants who were unaware of the brand's previous life did not answer the questionnaire. After the manipulation step, the participants were asked several questions about their perception of the resurrection narrations, their brand attitude and their brand recommendation. In total, we collected 269 questionnaires and removed the 19 questionnaires with incomplete responses (N_1 = 250). Most of the panel was highly educated: 57.4% of the participants had completed their master's degree. The participants' ages ranged from 19 to 93, with an average age of 33. There were 142 women (56.8%) and 108 men (43.2%).

3.2. Measures

To measure past and present narrations, we referred to the brand-heritage measure scale (Pecot, Valette-Florence, & De Barnier, 2019). Past narration measures the resurrected brand's consistency with its roots and identity (five items). Present narration measures the brand's ability to match current needs on the market and to project the brand into the future (five items). To measure the brand attitude, we used three items (Smith et al., 2007), and the brand recommendation measure is based on two items (Grappi, Romani, & Bagozzi, 2013). Table 2 shows the full measures of each variable and their validity. The measures were

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[4] Unpleasant/pleasant, likeable/unlikeable, interesting/boring, good/bad, tasteful/tasteless, artless/artful.

Table 2
Detailed Measures (Studies 1 and 2).

Variables	Items (7 points scale)	Validity
Past narration (adapted from Pecot et al., 2019)	This ad makes me believe…. …this brand is continuous. …this brand exudes a sense of tradition. …this brand is consistent with its roots. …this brand has a strong link to the past.	*Study 1 α = 0.93* *Study 2 α = 0.93*
Present narration (adapted from Pecot et al., 2019)	This ad makes me believe… …this brand knows how to reinvent itself. …this brand will never go out of fashion. …this brand knows how to renew itself. …this brand is timeless. …this brand won't disappear tomorrow.	*Study 1 α = 0.89* *Study 2 α = 0.88*
Brand attitude (adapted from Smith et al. 2007)	After seeing this ad … …I have a good opinion of this brand. …I think this brand is a good brand. …I have a favorable impression of this brand.	*Study 1 α = 0.94* *Study 2 α = 0.94*
Brand recommendation (adapted from Grappi, Romani, & Bagozzi, 2013)	After seeing this ad … …Should I recommend a detergent/supermarket, I would recommend this brand. …Should someone seek my advice on a detergent/supermarket, I would recommend this brand.	*Study 1 α = 0.93* *Study 2 α = 0.95*
Nostalgia (adapted from Hartmann et al., 2016)	In this ad… …this brand makes me recall my past. …this brand makes me recall the good old days. …this brand makes me recall pleasurable memories. …this brand makes me recall my youth. …this brand makes me recall the past.	*Study 2 α = 0.94*
Credibility (adapted from Erdem & Swait, 2004)	In this ad… …this brand makes me feel safe. …this brand appears to be trustworthy. …this brand appears to be a guarantee of quality. …this brand appears to be sincere towards consumers. …this brand appears to be honest towards consumers. …this brand appears to be interested in its consumers.	*Study 2 α = 0.92*
Knowledge of the past existence of the brand	Have you ever heard of the brand [X]? Yes/No Have you ever used the brand [X]? Yes/No Do you remember any of your relatives using the brand [X] in the past? Yes/No	

7 points scale: 1 = strongly disagree and 7 = strongly agree.

all found to meet acceptable levels of reliability: past narration α = 0.94, present narration α = 0.89, brand attitude α = 0.94 and brand recommendation α = 0.93.

Manipulation check: The results confirmed that there was a significant average difference regarding the perceived past narration ($p < .001$) between individuals who were assigned a low past narration scenario (M = 2.50) and individuals who were assigned a high past narration scenario (M = 5.06). The findings reciprocally confirmed that there was a significant average difference regarding the perceived present narration ($p < .001$) between individuals who were assigned a low present narration scenario (M = 2.33) and individuals who were assigned a high present scenario (M = 4.50). The means comparison was conducted with two separate ANOVAs.

3.3. Results

In order to test the H1 set of hypotheses we compared the group which was assigned the high past narration only condition (N = 49) with the group which was assigned the high present narration only condition (N = 66). The results show that brand attitude ($M_{highpast}$ = 2.76; $M_{highpresent}$ = 3.58; F = 8.17; p < .005; ETA^2 = 0.059), and brand recommendation ($M_{highpast}$ = 2.23; $M_{highpresent}$ = 3.33; F = 16.30; p < .001; ETA^2 = 0.118) were significantly higher in the group which was assigned the high present narration only condition than in the group which were assigned the high past narration only condition. The findings support hypotheses H1 (Fig. 1). We also tested these hypotheses conducting ANCOVA with three covariates, i.e. product experience, age, and gender. The inclusion of these covariates does not change any of the results.

Finally, we tested the H2 set of hypotheses comparing the group which was assigned both the high past and the high present narrations (N = 70) with groups which were assigned the high past only condition (N = 49) or the high present only condition (N = 66). The findings show that brand attitude was significantly higher in the group which was assigned both the high past and high present narrations ($M_{highpastpresent}$ = 4.60) than in the group which was assigned the high past narration only condition ($M_{highpast}$ = 2.76; F = 71.70; p < .001; ETA^2 = 0.375) and in the group which was assigned the high present narration only condition ($M_{highpresent}$ = 3.58; F = 18.52; p < .001; ETA^2 = 0.115). In the same vein, brand recommendation was significantly higher in the group which was assigned both the high past and high present narrations ($M_{highpastpresent}$ = 3.92) than in the group which was assigned the high past narration only condition ($M_{highpast}$ = 2.23; F = 46.71; p < .001; ETA^2 = 0.279) and in the group which was assigned the high present narration only condition ($M_{highpresent}$ = 3.33; F = 5.99; p < .005; ETA^2 = 0.036). These findings support the H2 set of hypotheses (Fig. 1).

Discussion: As expected, the findings demonstrated that the single use of present narration generates better consumer reactions towards a utilitarian resurrected brand than the single use of past narration. On the other hand, we showed that the mix of past and present narrations yields better consumer reactions that the single use of past or present narration.

4. Study 2

In study 2, the first objective was to replicate the findings from study 1 to enlarge the results to another product category. The second objective was to test hypotheses H3 to H6 showing that brand nostalgia and brand credibility mediate differently the impacts of past and present narrations on the brand reactions towards the resurrected brand.

4.1. Procedure

Manipulation. As in study 1, we designed a fictitious resurrection scenario of a famous real brand in the consumer-goods product category in order to test the mediation of two variables and to verify the external validity of study 1. Since the experiment took place in France, we chose Bonux, a French laundry powder brand, which was very popular before it died in 2009. The Bonux brand also runs deep in French popular memory: it brings back many fond memories since it promised white clothes and there used to be a gift for children inside each Bonux pack. The respondents' utilitarian attitude towards Bonux is higher than their hedonic attitude[5] ($M_{utilitarian}$ = 3.50, $M_{hedonic}$ = 3.33, t = 2.35, *p < .05*). In order to manipulate past and present narrations in the brand resurrection advertisement, we conducted a between-subjects experiment with the following four conditions (see Table 1): Scenario 1 was the

control-group scenario presenting the old brand with low past and present narrations (n = 72). Scenario 2 presented the resurrected brand with a low past narration and high present narration (n = 68). Scenario 3 included high past narration and low present narration (n = 45). Lastly, scenario 4 included high past and present narrations (n = 70). In order to manipulate past narration, we emphasized Bonux's consistency with a number of its iconic features: its identical slogan, its positioning, and the presence of the famous Bonux gift. In order to manipulate present narration, we added features showing that the resurrected Bonux detergent was up to date. After researching trends in the detergent industry, we chose to add an eco-friendly feature to illustrate future narration. Appendix B shows in detail the texts and pictures used in the four manipulations of study 2. We conducted a pre-test with 99 participants to ensure that the 4 scenarios trigger similar advertisement attitudes using a scale with 6 items[6] (Madden, Allen, & Twible, 1988). The results show a non-significant difference of the attitude toward the ad between the 4 scenarios (scenario 1 = 3.54 ; scenario 2 = 3.22 ; scenario 3 = 3.06 ; scenario 4 = 3.62 ; F = 1.60, p = .193).

Data collection. We followed the same procedure for data collection as in study 1. Some of the participants were recruited on the campuses of two universities among faculty, staff, and students. The other part of the sample was recruited from friends and family, who volunteered to distribute questionnaires to their relatives. Each participant was randomly assigned one out of the four brand resurrections scenarios. Before presenting the different scenarios, we asked the participants about their knowledge of the past existence of the brand (3 items, Table 2). The participants who were unaware of the brand's previous life did not answer the questionnaire. After the manipulation step, the participants were asked several questions about their perception of the resurrection narration, brand nostalgia, brand credibility, brand attitude, and brand recommendation. In total, we collected 278 questionnaires and removed the 23 questionnaires with incomplete responses (N_2 = 255). Most of the panel was highly educated: 70% had completed their master's degree. The participants' ages ranged from 20 to 92, with an average age of 40. There were 123 women (48.2%) and 132 men (51.8%).

4.2. Measures

In order to replicate study 1, we used identical scales to measure past narration, present narration, brand attitude and brand recommendation. Study 2 included two new variables, credibility and nostalgia, to test the new hypotheses. The measures for brand credibility were adapted from brand signaling research (Erdem, Swait, & Louviere, 2002; Erdem & Swait, 2004) including six items. We measured brand nostalgia, which refers to the personal nostalgia linked to past personal experiences, based on a joyful-nostalgia scale (Hartmann, Apaolaza, & Eisend, 2016). The measures all proved to meet acceptable levels of reliability: past narration α = 0.93, present narration α = 0.88, credibility α = 0.92, nostalgia α = 0.94, brand attitude α = 0.94 and brand recommendation α = 0.95.

Manipulation check: The means comparison was conducted with two separate ANOVAs. The results confirmed that there was a significant average difference regarding the perceived past narration (*p* < .001) between individuals who were assigned a low past narration scenario (M = 2.78) and individuals who were assigned a high past narration scenario (M = 5.55). A pre-test reciprocally confirmed that there was a significant average difference regarding the perceived present narration (*p* < .001) between individuals who were assigned a low present narration scenario (M = 2.60) and a high present narration scenario (M = 4.80).

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[5] Utilitarian and hedonic attitude is measured according to the scale of Voss, Spangenberg, and Grohmann (2003).

[6] Unpleasant/pleasant, likeable/unlikeable, interesting/boring, good/bad, tasteful/tasteless, artless/artful.
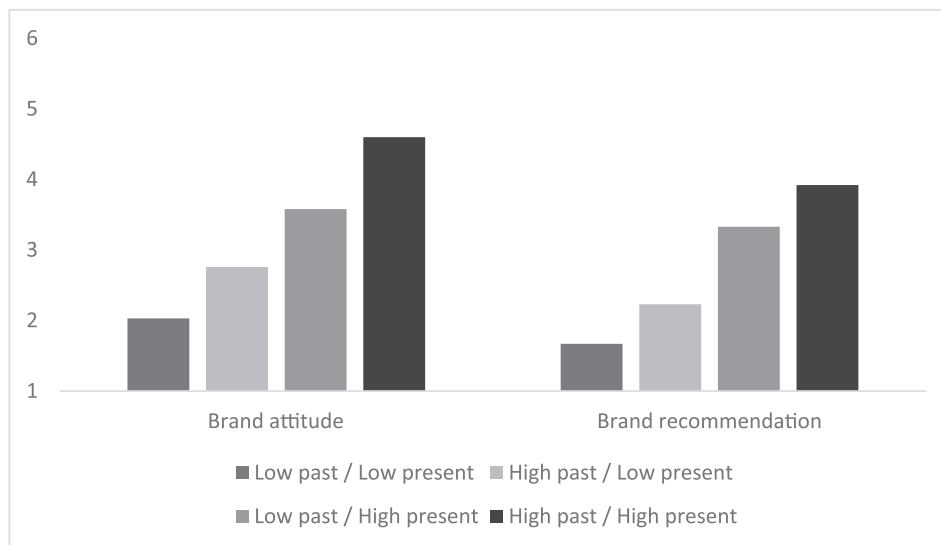
Fig. 1. The influence of present and past narrations on reactions to resurrected brands (Study 1).

4.3. Results

We tested hypotheses H1 and H2 with another brand and in another product category (Bonux brand in detergent product category). To test H1, we compared the group assigned the high past narration only condition (n = 45) with the group assigned the high present narration only condition (n = 68). The results show that brand attitude ($M_{highpast}$ = 2.80; $M_{highpresent}$ = 3.65; F = 10.20; $p < .005$; ETA^2 = 0.076), and brand recommendation ($M_{highpast}$ = 1.86; $M_{highpresent}$ = 2.94; F = 16.53; $p < .001$; ETA^2 = 0.122) were significantly higher in the group which was assigned the high present narration only condition than in the group which was assigned the high past narration only condition (Fig. 2).

To test hypotheses H2, we compared the group assigned both the high past and the high present narrations (n = 70) with groups assigned the high past only condition (n = 45) or the high present only condition (n = 68). The findings show that brand attitude ($M_{highpast}$ = 2.88; $M_{highpastpresent}$ = 5.00; F = 90.86; $p < .001$; ETA^2 = 0.441), and brand recommendation ($M_{highpast}$ = 1.86; $M_{highpastpresent}$ = 4.34; F = 95.38; $p < .001$; ETA^2 = 0.453) were significantly higher in the group which was assigned both the high past and high present narrations than in the group which was assigned the high past narration only condition. In the

same vein, the results show that brand attitude ($M_{highpresent}$ = 3.65; $M_{highpastpresent}$ = 5.00; F = 40.46; $p < .001$; ETA^2 = 0.224), and brand recommendation ($M_{highpresent}$ = 2.94; $M_{highpastpresent}$ = 4.34; F = 32.64; $p < .001$; ETA^2 = 0.188) were significantly higher in the group which was assigned both high past and high present narrations than in the group which was assigned the high present narration only condition. These findings support the H2 set of hypotheses in the same way as study 1 (Fig. 2).

In order to test hypothesis H3, we compared the high past narration only condition (n = 45) with the high present narration only condition (n = 68) using ANOVAs. The results show that perceived credibility was significantly higher ($p < .05$; F = 6.38; ETA^2 = 0.046) in the group which was assigned the high present narration only condition ($M_{highpresent}$ = 3.93) than in the group which was assigned the high past narration only condition ($M_{highpast}$ = 3.33). The findings show that nostalgia did not significantly differ from one group to the other ($M_{highpast}$ = 3.01; $M_{highpresent}$ = 3.07; p = .85). These results support hypotheses H3 (Fig. 3).

We tested the set of H4 hypotheses comparing the group assigned both the high past and the high present narrations (n = 70) with groups assigned the high past only condition (n = 45) or the high present only

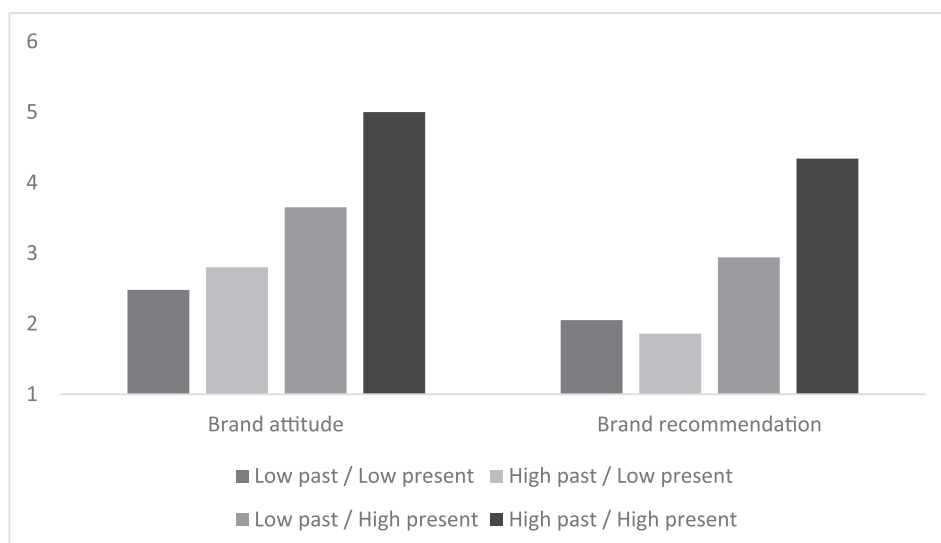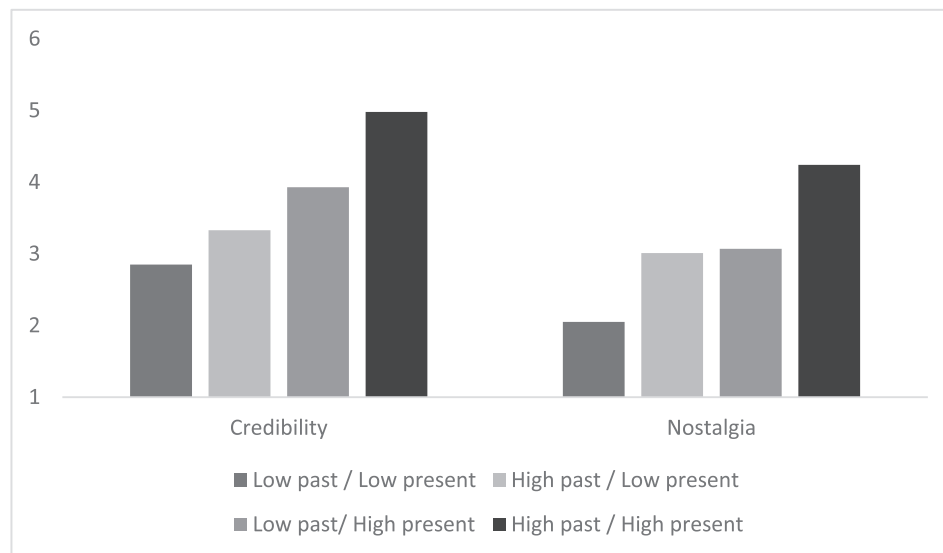**Fig. 2.** The influence of present and past narrations on reactions to resurrected brand (Study 2).

Fig. 3. The influence of present and past narrations on credibility and nostalgia of the resurrected brands (Study 2).

condition (n = 68). The findings show that brand nostalgia ($M_{highpast}$ = 3.01; $M_{highpastpresent}$ = 4.24; F = 12.10; $p < .001$; ETA^2 = 0.09) and brand credibility ($M_{highpast}$ = 3.33; $M_{highpastpresent}$ = 4.98; F = 67.98; $p < .001$; ETA^2 = 0.37) were significantly higher in the group which was assigned both the high past and the high present narrations than in the group which was assigned the high past narration only condition. In the same vein, the results show that brand nostalgia ($M_{highpresent}$ = 3.07; $M_{highpastpresent}$ = 4.24; F = 15.83; p < .001; ETA^2 = 0.10) and brand credibility ($M_{highpresent}$ = 3.93; $M_{highpastpresent}$ = 4.98; F = 33.24; p < .001; ETA^2 = 0.19) were significantly higher in the group which was assigned both the high past and high present narrations than in the group which was assigned the high present narration only condition. These findings support the set of H4 hypotheses (Fig. 3).

Concerning the mediation test of past narration through brand credibility and through brand nostalgia (H5), we used Hayes process mediation model n° 4 comprising 10,000 bootstrapped samples and a 95% level of confidence (N_2 = 255). The results show significant indirect effects of past narration via brand credibility on brand attitude (Index = 0.79; CI = [0.52;1.08]), and brand recommendation (Index = 0.64; CI = [0.39;0.91]). In parallel, the results show significant indirect effects of past narration via brand nostalgia on brand recommendation (Index = 0.16; CI = [0.07;0.33]). However, the mediation tests of past narration through brand nostalgia on brand attitude (Index = 0.06; CI = [-0.05;0.19]) is not significant. We compared indirect effects of brand nostalgia and brand credibility for each dependent variable, using the pairwise contrast in the Hayes process mediation model n° 4. Overall, mediations of the past narration through brand credibility are higher than through brand nostalgia (see Table 3). These results support the H5set of hypotheses.

Concerning the mediation test of present narration through brand credibility and through brand nostalgia (H6), we used Hayes process mediation model n° 4 comprising 10,000 bootstrapped samples and a 95% level of confidence (N_2 = 255). The results show significant indirect effects of present narration via brand credibility on brand attitude (Index = 1.06; CI = [0.80;1.36]), and brand recommendation (Index = 0.80; CI = [0.54;1.09]). In parallel, the mediation tests of present narration through brand nostalgia on brand attitude (Index = 0.06; CI = [-0.06;0.18]), and brand recommendation (Index = 0.14; CI = [-0.01;0.30]) are not significant. We compared indirect effects of brand nostalgia and brand credibility for each dependent variable, using the pairwise contrast in the Hayes process mediation model n° 4. Overall, mediations of the present narration through brand credibility are higher than through brand nostalgia (see Table 3). These results support the H6

Table 3
Brand nostalgia and brand credibility mediations (study 2).

N_2 = 255	X-M	M-Y	X-Y	X-M × M-Y
Past narration → brand attitude through credibility	0.96**	0.83**	0.23	0.79
	1.21**	0.05	0.23	[0.52;1.08]
Past narration → brand attitude through nostalgia				0.06
				[-0.05;0.19]
Comparison indirect effects				-;73 [-1.06;-0.41]
Past narration → recommend. through credibility	0.96**	0.67**	0.08	0.64
	1.21**	0.13**	0.08	[0.39;0.91]
Past narration → recommend. through nostalgia				0.16
				[0.07;0.33]
Comparison indirect effects				-0.49 [-0.83;-0.17]
Present narration → brand attitude through credibility	1.40**	0.76**	0.57**	1.06
	1.27**	0.05	0.57**	[0.80;1.36]
Present narration → brand attitude through nostalgia				0.06
				[-0.06;0.18]
Comparison indirect effects				−1.00 [-1.34;-0.70]
Present narration → recommend. through credibility	1.40**	0.57**	0.72**	0.80
	1.27**	0.11*	0.72**	[0.54;1.09]
Present narration → recommend. through nostalgia				0.14
				[-0.01;0.30]
Comparison indirect effects				-0.66 [-1.03;-0.33]

X = Past narration or Present narration; M = brand credibility or brand nostalgia; Y = dependent variable.
p* < 0.05 , p** < 0.001.

set of hypotheses.

Discussion: Study 2 confirms the results gained from study 1. Both studies support hypotheses H1, H2. The findings showed that using the present narration only triggers more positive reactions towards resurrected brands than the single use of the past narration. Moreover, mixing both past and present narrations yields better reactions from consumers than using a single brand narration. Study 2, including brand credibility and brand nostalgia, supports hypotheses H3 to H6. The results prove that brand credibility is higher in the present narration only condition than in the past narration only condition, while brand nostalgia does not differ from one condition to the other (H3). Moreover, we show that the mix of both brand narrations triggers higher brand nostalgia and higher brand credibility than the single use of one brand narration. More importantly, the findings reveal that brand credibility shows a higher positive mediation between the influence of brand narrations (past and

present) and consumer reactions (brand attitude, brand recommendation) than brand nostalgia (H5 and H6). These findings advocate for the use of a mix of present and past narrations to boost consumer reactions through both credibility and nostalgia of utilitarian resurrected brand.

5. General Discussion

5.1. Contributions to the brand resurrection literature

The present research studies, for the first time, consumer reactions towards brand resurrection strategies in line with the utilization of past and present narrations. Compared with the previous literature that focused more on the analysis of the brand resurrection practices (Brown, Kozinets, & Sherry, 2003; Lehu, 2004; Ewing, Jevons, & Khalil, 2009; Dion & Mazzalovo, 2016), our results suggest that consumers have more or less positive reactions towards resurrected utilitarian brands in line with the use of the past and/or present narrations. We complement the previous literature explaining that since the resurrected brand's past narration referring to "there-being" (Dasein) may be inferred from its present narration referring to its "becoming" (Zukommen), the single use of present narration should trigger higher positive reactions towards the resurrected brand than the single use of past narration. Moreover, while research shows how retro brands create nostalgia thanks to allegory (brand story), aura (brand essence), arcadia (idealized community), and antinomy (brand paradox) (Brown, Kozinets, & Sherry, 2003) or that a sleeping beauty's orientation toward the past can be manipulated to better resonate with collective memory (Dion & Mazzalovo, 2016), or while a previous piece of research shows that the university's past linked to its present triggers a more positive brand attitude (Rose, Rose, & Merchant, 2017) than no reference to the brand heritage, our results support the idea that the mix of past and present narrations should yield better reactions towards a resurrected brand than the single use of past or present narration. Indeed, since past narration seems to reinforce the authentic brand "there-being" (Dasein) and present narration seems to build an enriched version of the brand's authentic being through its "becoming" (Zukommen), the mix of past and present narrations triggers more positive attitudes than the single use of past or present narration. This result is especially true for utilitarian brands which need to highlight their present-day competences referring to their past know-how.

In addition, even though previous research mainly emphasizes the role of nostalgia in brand resurrection movements (Davari, Iyer, & Guzmán, 2017), brand resurrection strategies (Brown, Kozinets, & Sherry, 2003; Cattaneo & Guerini, 2012) and re-enchantment (Hartmann & Brunk, 2019), the present study confirms the role of nostalgia but also highlights the role of credibility as a key driver of consumer behavior toward resurrected utilitarian brands. Because utilitarian brands refer to effective, helpful, and practical features (Voss, Spangenberg, & Grohmann, 2003), this research allows a better understanding of how utilitarian brand resurrection can trigger both brand nostalgia and brand credibility. Indeed, on the one hand, our results support the idea that, in the case of a resurrected utilitarian brand, brand credibility is higher when the present narration emphasizes the adaptation of the brand's characteristics to the current trend thus highlighting its "becoming" (Zukommen) than when the past narration merely reinforces the "there being" (Dasein) of the resurrected brand's. On the other hand, our research suggests that, because the utilitarian brand coming back to life refers to its past know-how, communication using only the present narration will trigger the same level of brand nostalgia as the past narration.

While the literature shows that brand heritage triggers positive consumer responses (Rose et al., 2016, Pecot, Valette-Florence, & De Barnier, 2019) specially due to nostalgia or nostalgic associations (Brown, Kozinets, & Sherry, 2003; Cattaneo & Guerini, 2012; Merchant & Rose, 2013), this research suggests that resurrected utilitarian brands generate positive reactions according to the temporal anchoring (past

and/or present narrations) and the credibility and nostalgia perceptions that both positively mediate the brand narrations' effects on consumer reactions. Moreover, this present research enriches the existing literature on brand resurrection (Merlo & Perugini, 2015; Davari, Iyer, & Guzmán, 2017) explaining how three temporal narrations trigger consumer reactions towards resurrected utilitarian brands.

More broadly, based on Heidegger's concepts of "Dasein" and "Zukommen", we show that past and present narrations are key factors of resurrection strategies for utilitarian brands which need to prove their usefulness today anchored in their past know-how. The findings notably stem from the assumption that past narration describes the brand's "Dasein" (what it is in essence, its "there-being"), while present narration reports about the brand's "Zukommen" (what it becomes when it is thrown into today's world, its "becoming"). Heidegger's theory of Being and Time helps understand how present narration (Zukommen) builds on and enriches past narration (Dasein), which explains why present narration should always be featured in a resurrection strategy for utilitarian brands, and it acts even more efficiently on consumer reactions when mixed with past narration. Overall, this research suggests that the brand identity could be built around a central system (Dasein) and a peripheral system (Zukommen). The central system integrates the brand essence which is stable over time while the peripheral system integrates updated elements evolving over time. This approach enriches the literature by defining the brand identity as dynamic (Da Silveira, Lages, & Simões, 2013) and highlighting that stability and change can co-exist in the brand identity (Gioia, Schultz, & Corley, 2000; Da Silveira, Lages, & Simões, 2013). Indeed, this research in the context of brand resurrection reveals that the brand can adapt to a new period through its "becoming" (Zukommen) in the peripheral system while preserving consistency over time through its "there-being" (Dasein) in the central system of its identity.

5.2. Contribution to the literature about the consumption of the past

The literature concerning how the past is consumed highlights that the past has become an important lever to explain the consumption of various products, services, and experiences. Generally, the past exploited in consumption is associated with the notions of authenticity (Newman & Dhar, 2014), continuity and consistency (Morhart et al., 2015) and can elevate the brand to the rank of myth (Kniazeva & Belk, 2007). Our research focusing on utilitarian resurrected brands shows that credibility is also an important lever to explain the consumers' reactions towards brands brought back to life. And this brand credibility could be built from its past roots.

The literature of the consumption of the past also highlights that past narration is a means for brands to show that they are stable enough for consumers to rely on them when times are hard or disruptive (Ballantyne, Warren, & Nobbs, 2006) and present narration is a means for brands to show that they are adaptable enough to survive hypermodernity (Rosa, 2010). Although previous research seems to advocate for the use of different temporal anchorages depending on the resurrection context, our results explain why and how the different temporal anchorages influence the reactions towards utilitarian brand resurrections. Indeed, based on Heidegger's theory of Being and Time, we show that, as an enriched version of the "there-being" (Dasein), present narration should be prominently featured in resurrection strategies because, in the context of utilitarian brands, it fills in the gap between the past failure and the brand's future life. As Lowenthal (1998) shows, sometimes history is meant to be enchanted, revisited, or even forgotten because history is not only composed of hard facts but also perceived from the viewpoint of contemporary individuals today. In this vein, the results revealing that the mix of past and present narrations, especially in the context of utilitarian brands, triggers more positive reactions concur with the idea that the longevity of resurrected brands brings strong symbols of identification throughout the lives of individuals because they can appeal to both past and present moments of their

consumers' lives. In this continuum, our research also enriches the literature of the message framing strategy (Buda & Zhang, 2000; Tsai, 2007) showing that the frame of the past-present mix is more persuasive than the past or the present frame for the brand resurrection advertising. Indeed, while the message framing strategy focuses on the positive or the negative frames in advertising (Tsai, 2007), our research shows that past, present and past-present could be considered as frames in the persuasive communication for utilitarian brand resurrections.

5.3. Managerial implications

This present research provides guidance for managers wishing to relaunch dead or nearly dead utilitarian brands according to the use of past and present narrations. The results suggest that present narration should be featured in a resurrection strategy for a utilitarian brand, since present narration allows the gap between the past failure and the future life of the brand to be filled and it triggers more positive consumer reactions. Present narration appears to be about proving how the brand's competence is relevant in today's world and as such, it triggers both nostalgia and credibility. For instance, in 2016 the Renault group relaunched the Alpine car highlighting its motorization performance and its sporty design in the luxury sports car segment. These updated characteristics are in line with the Alpine know-how and its successful history in Formula 1 rallies during the 70′s which trigger credibility perception and feelings of nostalgia. More particularly, this research suggests that brand managers identify the central and peripheral systems of their brand's identity. The identification of the brand core elements will help them define the past narration to ensure the brand stability in the communication of the resurrected brand. On the other hand, the identification of the brand peripheral elements will be helpful in defining the present narration to ensure the communication around the brand updating according to the evolution of consumer demand. For instance, on the electronic market, the Schneider brand resurrection focused its past narration on its central characteristics, based around the electronic performance and modern design and it defined its present narration through peripheral elements connected with the world of computers and gaming.

Overall, for utilitarian brands, our research considers that the present narration only condition generates stronger brand reactions than the past narration only condition, and finally past narration seems to be the proverbial icing on the cake when the brand resurrection utilizes present narration. For that, the utmost importance of present narration in resurrection strategies explains why the resurrection of the DS car was so successful despite the lack of consistency with its previous design and roots (low past narration). Indeed, the DS relaunching focused on an updated model highlighting the modern design, the performance and the premium characteristics, while the brand name recalls French president Charles De Gaulle's car. The past narration does not appear to be helpful in the communication to increase the nostalgia feeling. In the case of DS automobiles, simply using the present narration is sufficient to trigger credibility and remind consumers of its aura and prestige from the past. On the other hand, our research suggests to managers that nostalgia is not enough for a successful utilitarian brand resurrection. For instance, until the early 1980 s, the British retail chain Woolworths was a safe bet, with 807 stores. However, in the 2000's, its strategy of offering a wide range of products for everyone (from CDs to the famous "pic'n'mix" candy), failed to adapt to the changing world of retailing. Consequently, in 2008, the company had to close all its stores. In 2009, convinced of the immense public goodwill towards Woolworths, the brand was bought back and relaunched as an online store. However, the attempt failed and Woolworths.co.uk was closed in 2015. The failure of Woolworths reveals that nostalgia alone is not enough to revive a utilitarian brand, the new offer must be in line with new consumer habits. Indeed, by offering a wide range of products for everyone Woolworths had failed to add value in both online and offline distribution.

This research also encourages brand managers to use past and present narrations. Past and present narrations should be utilized in line with the brand's status, history, and iconicity. Polaroid's resurrection is a clever mix of past narration, in the form of nostalgic associations with a period, a golden age of photography as well as personal memories, and present narration in the form of customer relationship, services and technology. Also, after over a decade of silence in the market, the Nokia mobile phones comeback is not only driven by the brand nostalgia but also by innovation. Indeed, in 2017 the brand re-introduced its famous 3310 model robust, simple and enduring with 22 h of phone conversation (ten times more than the original phone) and the brand also launched a new offer including connected devices in health and well-being.

In the brand resurrection communication context, managers can define the message framing strategy according to the past, present and mix past-present frames. For instance, using the past frame means referring to history (ex: Golden Age), to brand history (founding date, founding place, founder's history), also using the neo-retro style (Celhay, Magnier, & Schoormans, 2020) with organic, natural, rough texture, drab colors, know-how and finally using the typical brand signs are important to refer to the past (ex: emblematic product, packaging, logo, jingle, slogan, design, mascot, graphic chart). For instance, the past narration resurrecting the Orient Express train could be "*The Orient Express is one of the oldest trains in the world. It will take you back in time. With its antique furniture, this train embodies the glamour and elegance of the golden age of travel.*" Concerning the present frame, brand managers can refer to the product innovation (ex: brand extension, additional services), to the implementation of modern norms, regulations, standards, and because today consumers need meaning in their consumption the brand resurrection can highlight their commitment to current social issues. For instance, the present narration resurrecting the Orient Express train could be: "*The Orient Express is one of the most famous trains in the world. It will take you on a journey through Europe. With its advanced technology, this train embodies the love of travel and meets the current expectations of slow life*". Finally, if managers want to mix past and present narration for the Orient Express resurrection, the frame could be: "*The Orient Express is one of the oldest trains in the world. It will take you back in time. With its advanced technology and antique furniture, this train embodies the glamour and elegance of the golden age of travel and meets the current expectations of slow life*".

5.4. Limitations and future research

This research highlights the mediator role of brand credibility and brand nostalgia between the temporal anchoring and the reactions towards resurrected utilitarian brands. To have a further understanding of consumers' reactions towards utilitarian brand resurrections, it could also be interesting to integrate other mediators in future research. For instance, since brand authenticity is related to the past narration (Morhart et al., 2015) it seems relevant to analyze it as a mediator of the temporal anchorages on consumer reactions towards resurrected brands. In the same vein, because the temporal anchorages can influence the perception of the brand's ability to adapt or the capacity to honor its know-how, it would be interesting to integrate perceived consistency and adaptability as mediators of the relationship between narrations and consumer reactions towards a resurrected utilitarian brand. Moreover, since brand narration can be temporally oriented, future research could analyze the brand resurrection strategies taking into account the consumers' temporal orientation as a moderator variable. If birds of a feather flock together, past-oriented people could prefer the brand resurrection with past-oriented strategies, while present-oriented and future-oriented individuals could prefer the brand resurrection with present-oriented strategies.

Our results should be confirmed among product categories other than utilitarian products. It would be important to study how our findings could be applied to hedonic products that refer to delightful, and enjoyable features with maybe weaker expectations in terms of

adaptability. For instance, it would be relevant to study how the present and past narrations of a perfume brand influence the consumers' reactions towards its resurrection. The results could also be extended to the study of resurrected products and not brands, in particular in the case of items that were given a second life instead of being discarded, along the lines of recycled products (Kamleitner, Thürridl, & Martin, 2019).

Even if our research focuses on the utilitarian brands, our findings open interesting further research in the context of building reconstruction that can be considered as a resurrection. For instance, the rebuilding of Notre Dame in Paris, after the fire at the cathedral in 2019, prompted much debate about the style in which it should be reconstructed. While supporters of a past-oriented reconstruction pleaded for an identical rebuilding, arguing that it was the only way to preserve the cathedral's heritage, defendants of a future-oriented rebuilding pleaded for a contemporary design, arguing that reconstruction was a part of the cathedral's history that should not be forgotten. This debate echoes our analysis and calls for more research concerning the balance between the "there-being" (Dasein) or the "becoming" (Zukommen) in different domains beyond the case of resurrected utilitarian brands.

On the other hand, while previous research focused on how consumers engage in a brand resurrection movement (Davari et al., 2017; Gilal et al., 2020) and explained the role of nostalgia in such engagements, we investigate how consumers react to utilitarian brand resurrections. With this objective, we found the important role of credibility. However, credibility could also be a key driver of resurrection movements. It would be interesting to analyze how brand credibility could be a lever of a brand resurrection movement. For example, the Tang drink suffered from a rumor about the poor quality of its powdered beverages and had to stop its commercialization in the late 1990s. However, in 2017, the products were reintroduced to the market, and in an attempt to counter this past bad reputation the recipe was changed. The product is now popular with consumers and this new credibility is a big part of its current success.

We hope that our research will kindle renewed interest in brand resurrection strategies and in the literature about temporal anchorage in consumption.

CRediT authorship contribution statement

Johanna Volpert: Visualization, Validation, Software, Resources, Methodology, Investigation, Formal analysis, Data curation, Conceptualization, Writing – original draft, Writing – review & editing. **Géraldine Michel:** Visualization, Validation, Supervision, Software, Resources, Methodology, Investigation, Formal analysis, Data curation, Conceptualization, Writing – original draft, Writing – review & editing.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Appendix A. Texts and pictures for the study 1 manipulation

Scenario n°1—Control group (low past narration / low present narration).

In 2019, Mammouth stages its come-back!

Like many brands today, Mammouth wishes to target consumers seeking a quality guarantee. However, leaving their roots behind, Mammouth hypermarkets are mid-range stores and offer fewer products in all departments. An analysis of consumer behavior in the retail market helped plan these changes.

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Mammouth, the brick and mortar hypermarket in the city.

Scenario n°2—Revitalization strategy (low past narration / high present narration).

In 2019, Mammouth stages its come-back!

Mammouth reclaims cities and adapts to current consumer behavior. It provides consumers with new services, such as drive-through as well as home delivery at nights and on weekends, to better match consumers' needs. However, leaving their roots behind, Mammouth hypermarkets are mid-range stores and offer fewer products in all departments.

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Mammouth, the brick and mortar and online hypermarket.

Scenario n°3—Copying strategy (high past narration / low present narration).

In 2019, Mammouth stages its come-back!

Like many brands today, Mammouth wishes to target consumers seeking a quality guarantee. Mammouth reclaims cities! The brand stays true to its roots: A wide variety of products awaits consumers, especially in the food department! Better watch out for knock-out prices!

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Mammouth, the brick and mortar hypermarket in the city with knock-out prices.

Scenario n°4—Retro-resurrection (high past narration / high present narration).

In 2019, Mammouth stages its come-back!

Mammouth reclaims cities and adapts to current consumer behavior. It provides consumers with new services, such as drive-through as well as home delivery at nights and on weekends, to better match consumers' needs. The brand stays true to its roots: A wide variety of products awaits consumers, especially in the food department! Better watch out for knock-out prices!

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Mammouth, the brick and mortar and online hypermarket in the city with knock out prices.

Appendix B. Texts and pictures for the study 2 manipulation

Scenario n°1—Control group (low past narration / low present narration).

In 2019, Bonux stages its come-back!

Like many brands today, Bonux wishes to target consumers seeking a quality guarantee. However, leaving its roots behind, Bonux returns without its iconic gift and advertises brighter colors instead of whiter white. An analysis of consumer behavior in the detergent market helped plan these changes.

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Bonux, THE detergent.

Scenario n°2—Revitalization strategy (low past narration / high present narration).

In 2019, Bonux stages its come-back!

Bonux wishes to become the most popular eco-friendly detergent brand and provide households with a carbon-free product and recyclable packaging. Leaving its roots behind, Bonux returns without its iconic gift, which is consistent with its new waste-free philosophy, and advertises brighter colors instead of whiter white.

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Bonux, THE eco-friendly detergent.

Scenario n°3—Copying strategy (high past narration / low present narration).

In 2019, Bonux stages its come-back!

Like many brands today, Bonux wishes to target consumers seeking a quality guarantee. Bonux stays true to its roots: The brand revives its iconic surprise gift for children and still promises whiter white, like its original formula! Never change a winning team!

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Bonux, THE detergent and its gift.

Scenario n°4—Retro-resurrection (high past narration / high present narration).

In 2019, Bonux stages its come-back!

Bonux wishes to become the most popular eco-friendly detergent brand and provide households with a carbon-free product and recyclable packaging. Moreover, Bonux stays true to its roots: The brand revives its iconic surprise gift for children and still promises a whiter white, like its original formula!

Bonux, LA lessive éco-responsable et son cadeau

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Bonux, THE eco-friendly detergent and its gift.

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