



Harry Potterization: A Global Phenomena Tipping Points Explains the Extraordinariness for Ordinary Brandscapes

Mariam Munir, Kashir Asghar

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This book looks at “Harry Potterization” through the lens of Malcolm Gladwell’s Tipping Point: How Little Things Make a Big Difference. The implications of Tipping points are highlighted to develop the brands within their wider brandscape in order to be a sustainable relationship brand. Harry Potter brand is tipped through its influential and yet delivers memorable message while interfering the situations and context impending. Malcolm Gladwell’s Tipping Points finest applied on Potterization which can act as a model for Pakistani film brands to consider while performing in an entertainment industry which is already in its infant form. This book contributes to the development of a film brand theory, from the exemplary archetype of potterization phenomena.

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