

RESEARCH ARTICLE

The contribution of viral marketing through tiktok in enhancing brand equity: a case study of 'El Mordjene' chocolate spread in 2024

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Abstract:

This scientific article aims to determine the contribution of viral marketing via TikTok to brand enhance, with reference to the case of Algerian chocolate brand 'El Mordjene' in 2024 as an example. In this research, we relied on a descriptive analytical approach and reached several conclusions, the most important of which are: Viral marketing via TikTok is a powerful tool for brand enhance, through the combination of rapid content dissemination, emotional engagement, and the credibility resulting from user-generated content, which supported the product's position locally and globally. The spread did not rely on famous influencers or paid campaigns, but rather on the interaction of ordinary users who posted spontaneous content, which led to effective digital word-of-mouth recommendations and widespread brand exposure.

We also included a set of recommendations, the most important of which are: Encouraging users to share their experiences with the product enhances the brand's credibility and turns them into natural ambassadors for it, as well as leveraging the purchasing power and interactivity of young people who make up TikTok's most active user base to ensure that campaigns spread naturally.

Keywords: viral marketing; TikTok; brands; chocolate spread 'El Mordjene'.

1. Introduction :

Marketing strategies in the digital age have undergone radical changes due to the technological revolution and changing patterns of consumer interaction with brands, as traditional methods alone are no longer sufficient to reach the target audience and achieve the desired impact. Social media platforms have emerged as key channels for promotion, benefiting from their ability to spread quickly, interact directly, and target specific groups with high precision.

In this context, digital influencers have gained increasing importance as a link between brands and the public, due to their credibility and influence on purchasing decisions. These influencers have become pivotal in building brand image and strengthening consumer loyalty, especially through highly interactive platforms such as TikTok.

1.1 Problem statement:

In light of this rapid digital transformation, viral marketing has emerged as an effective strategy that invests in the rapid spread of content across digital platforms, primarily TikTok, given its enormous potential to influence consumers and strengthen brand

presence. This raises the following question:

How does viral marketing via TikTok contribute to strengthening brands, including the Algerian brand 'El Mordjene'?

2.1 Sub-questions:

The following sub-questions fall under this issue:

- How did creative content (short videos, music, etc.) contribute to attracting consumers' attention to the 'El Mordjene' brand?
- How did TikTok contribute to improving the image of the Algerian brand 'El Mordjene'?
- How did the company succeed in promoting its brand 'El Mordjene' through viral marketing on TikTok?

3.1 Research hypotheses:

- Creative content (short videos, music, etc.) contributed to increasing the appeal of the 'El Mordjene' brand and attracting consumers' attention to its products. etc.) contributed to increasing the appeal of the 'El Mordjene' brand and attracting consumers' attention to its products.
- TikTok played a positive role in improving the image of the Algerian brand 'El Mordjene' among consumers through direct interaction and viral content.
- The company succeeded in promoting its 'El Mordjene' brand through viral marketing on TikTok by contracting with famous influencers who have a large number of followers.

4.1 Research objectives:

The research aims to:

- Analyse the role of viral marketing via TikTok in influencing consumer attitudes towards brands;
- Explain how creative content (short videos, music, etc.) contributes to attracting attention to the 'El Mordjene' brand; etc.) in attracting

attention to the 'El Mordjene' brand;

- Evaluate the success of viral campaigns in building trust and credibility between the 'El Mordjene' brand and the public;
- Propose effective marketing strategies to leverage TikTok as a tool for brand enhance.

5.1 Significance of the research:

The significance of this research lies in highlighting the role of viral marketing via TikTok as an effective tool for promoting brands both domestically and internationally, through a case study of the El Mordjene brand. It adds a scientific dimension to digital marketing on the one hand, and provides practical value to companies on the other by clarifying how to invest in global digital platforms to expand product reach and establish their image in the minds of consumers.

6.1 Research methodology:

In order to answer the main question and sub-questions, we have adopted a descriptive analytical approach in this scientific article to describe and analyse the various dimensions of the topic as a marketing phenomenon related to viral marketing, the TikTok platform and brands.

7.1 Previous research:

The following is a review of the most important research available related to the research topic:

1/Radia Laaj (2021): Viral marketing techniques and their impact on brands – a study of some global brands, PhD thesis, specialisation: Strategic Management of Institutions, Faculty of Economic, Commercial and Management Sciences, University of Hassi Ben Bouali, Chlef, Algeria.

The study aimed to shed light on the impact of viral marketing on the Algerian consumer's preference for smartphone brands. The practical part of the study was conducted on three globally recognized brands available in the Algerian market: **Samsung, Apple, and Huawei**, in order

to examine the effect of this type of marketing on brand preference.

The results of the study revealed a weak effect of viral marketing on the Algerian consumer's preference for the smartphone brands under investigation. Furthermore, the study found that the most chosen and preferred smartphone brand among Algerian consumers is **Samsung**.

2/Ekansh Agrawal (2023): Going Viral—An Analysis of Advertising of Technology Products on TikTok, Master's Thesis, University of California, Berkeley, United States of America.

The study aimed to analyse the phenomenon of viral advertising of technology products on the TikTok platform, focusing on interaction indicators such as comments, likes and shares, and examining the role of influencers and community activity in promoting purchase intent.

The results of the study showed that viral marketing had a weak impact on Algerian consumers' preference for the smartphone brands under study. The study also found that the most popular and preferred smartphone brand among Algerian consumers was Samsung.

3/Aatu Heikkonen (2024): Viral Video Marketing on TikTok—Effects on Brands Beyond Views, Likes and Shares, Master's Thesis, Department of Marketing, University of Oulu, Finland.

This study examined how companies can leverage viral content produced by brands on TikTok to enhance brand value. In addition, this study provided a comprehensive overview of viral marketing by addressing: the phenomenon itself, the characteristics of viral content, The results showed that TikTok is a highly effective platform for viral marketing, and that viral content produced by companies on TikTok can be used to increase brand value. The study indicated that this increase is mainly attributed to higher brand awareness and enhanced brand image, which is also reflected in brand preference and increased brand loyalty.

The study concluded that marketing managers should leverage viral marketing on TikTok to build brand awareness and enhance brand image.

The general difference between previous research and the current research:

Previous research dealt with either global smartphone brands, technological products, or the general value of brands on TikTok, while the current research focuses on the food sector and a local Algerian brand, which gives it specificity and originality. What distinguishes the current research is that it not only studies the impact of TikTok on the brand locally, but also expands to highlight the enhance of the brand inside and outside the country, a dimension that previous studies have not addressed.

8.1 Research structure:

This scientific article is divided into three main sections as follows: The first section deals with the theoretical framework of viral marketing through TikTok, the second section deals with the theoretical framework of branding, and we conclude this article with the reality of viral marketing through TikTok in promoting the brand, with reference to the Algerian brand 'El Mordjene' in 2024.

2. Viral marketing via TikTok:

Viral marketing is a new term in the world of digital marketing. It is an innovative marketing strategy and art form.

1.2 The concept of viral marketing via TikTok:

1.1.2 Definition of viral marketing:

'Viral marketing is a form of advertising that leverages consumers to spread information about products or services through digital channels, particularly the internet and social media.'(EBSCO, 2024, p1)

2.1.2 Definition of TikTok:

TikTok is a Chinese short video sharing platform owned by Byte Dance. Based in Beijing, the platform is widely used to create, upload and view short visual content, including lip-syncing to songs or acting clips, as well as showcasing talent and comedy sketches. It also provides users

with a range of interactive add-ons, such as filters, stickers, and backgrounds, making it one of the most widespread and popular apps worldwide (Shahrazad and Rafiq, 2023, p. 87).

TikTok defines itself as: 'A leading destination for short videos on mobile devices, (TikTok, 2020, p. 1) whose mission is to inspire, create and bring joy.'

3.1.2 Definition of viral marketing via TikTok:

The following definition can be drawn: 'It is a marketing technique that relies on creating short, engaging content that is quickly and widely shared among users on the platform, taking advantage of its interactive algorithms and the power of collective participation to achieve widespread dissemination of promotional campaigns.'

2.2 Elements of viral marketing:

Viral marketing is based on a set of basic elements that ensure its effectiveness and spread, the most important of which are: (Farahati et al., 2021, pp. 555-557)

- **Target audience:** Identifying the group that the company seeks to reach online, taking into account their interests and digital activities to ensure the rapid spread of the message.
- **Timing:** choosing the right time to launch the campaign or advertisement in line with consumer preferences and circumstances;
- **Opinion leaders (influencers):** relying on influencers who have a wide network of followers, which contributes to increasing the credibility and spread of the campaign;
- **Content:** Design creative, shareable advertising content that evokes emotion and encourages sharing, whether it is a video, image or text;
- **Means of dissemination:** Use appropriate channels such as email, Facebook, YouTube, blogs and others to reach the largest possible audience;

- **Shareability:** Ensure that the content stimulates interaction and discussion among individuals, thereby increasing its spread across social networks.

- **Accessibility:** Choose the most effective means of conveying the message to the audience, taking into account the nature of the product and its viewing rate.

3.2 Benefits of viral marketing on TikTok:

These can be summarised as follows:

- **Fast and wide reach:** the ability to reach a huge audience in a very short time thanks to the TikTok algorithm;
- **High cost efficiency:** It is considered a low-cost form of marketing compared to other marketing methods, with the possibility of achieving significant results with little daily effort;
- **Easy viral spread:** Algorithms facilitate the spread of content and make virality more achievable compared to other platforms;
- **Increased visibility amid advertising noise:** It helps brands stand out amid the large volume of traditional advertising.
- **High user acceptance:** Users are more receptive to content on TikTok, even if it is promotional or branded.
- **Alignment with consumer behaviour:** Short, entertaining video content aligns with current consumption preferences and the audience's short attention span.
- **Easy integration with the natural flow of content:** Companies can appear natural and unpretentious, increasing engagement and acceptance.

3. Branding:

Branding is one of the most important components of success in the contemporary business environment. It represents the company's identity and reflects its image

among consumers. Through branding, a product or service is distinguished from others in the market, giving it a competitive edge and contributing to building trust and loyalty.

1.3 Definition of a brand:

The American Marketing Association defines it as: 'A name, term, symbol, design, or any combination thereof, intended to identify and designate the goods or services of one seller or group of sellers, with the aim of distinguishing them from those of other competitors' (Boulassal and Melouah, 2018, p.

2.3 Types of trademarks:

Trademarks vary according to several criteria, the most important of which are: (Laaj, 2021, pp. 147-148)

1/ According to the nature of the activity: divided into three types:

a- Product brand: placed by the manufacturer on goods to distinguish them, such as Sony, Honda, Adidas

b- Distributor brand: placed by the distributor or retailer on products under their name, such as Carrefour, Wal-Mart

c- Service mark: belongs to service institutions such as hotels, banks and telecommunications companies, such as Hilton, City Bank, Mobilis, and also includes electronic marks such as Yahoo!

2/ By owner:

A. Individual brand: Owned by a single natural or legal person, such as Hamoud Boualam, Ferrero, Ralph Lauren, ORACLE.

b- Collective trademark: Owned by several entities or public bodies to denote common characteristics, such as SOPEXA to support French agricultural products and CPA for certified public accountants for products or services.

3/ By geographical extension:

A. Local/national trademark: Registered and legally protected within the borders of a country, such as some Algerian trademarks, including Soummam, Saidal, and N'Gaous.

B. Global/famous trademark: Its fame transcends national borders and enjoys

worldwide recognition, such as Coca-Cola, Microsoft, Toyota, and LG.

3.3 The relationship between viral marketing and branding:

The relationship between the two can be summarised as follows:

- ❖ **Increased brand awareness:** Viral marketing, through its rapid spread, reaches a wide audience, leading to increased brand awareness and recognition on a larger scale.
- ❖ **Building trust and credibility:** When brand content spreads through viral marketing, it is often accompanied by positive feelings from the audience, which enhances their trust in the brand and improves its image.
- ❖ **Generating customer loyalty:** By building a strong relationship with customers through viral marketing, they can be converted into loyal customers of the brand in the long term.
- ❖ **Improving brand image:** Successful viral marketing reflects a positive image of the brand, presenting it as creative, innovative and adding value to the audience.
- ❖ **Stimulate interaction and engagement:** Viral marketing encourages the audience to interact with the brand and share its content, which increases its reach and strengthens its relationship with the audience.

In summary: Viral marketing is an effective tool for brand building, as it helps increase brand awareness, build trust, generate loyalty, and improve the brand's image.

4. The reality of viral marketing via TikTok in promoting the brand, with reference to El Mordjene chocolate in 2024:

Viral marketing via the TikTok platform contributed to significantly enhancing the presence of the El Mordjene brand, as it was able to reach a wide audience inside and outside Algeria through creative clips and attractive promotional campaigns. This

rapid spread of content raised brand awareness and increased its appeal to consumers, leading to growth in demand for its products both nationally and internationally.

1.4 Introduction to the 'El Mordjene' brand:

El Mordjene, founded in 1997 as a family business specialising in the production of food ingredients for the food industry and laboratories, is the quality and innovation brand of CEBON.

It offers lovers of authentic flavours a wide range of products that add a unique touch to every recipe:

- Chocolate spread (hazelnut cream);
- Vegetable shortening;
- Honey;
- Chantilly powder;
- Powdered sugar;
- Cocoa;
- Corn starch;
- Vanilla;
- Baking powder;
- Chocolate substitute for decoration;
- Sugar substitute.

All of these products are designed to meet the needs of the confectionery and bakery industry, offering consumers and professionals an exceptional taste experience that reflects the company's slogan: 'El Mordjene... The Secret'(cebon, 2025, p1)

The company began producing chocolate coating for the brand in 2021, entering the world of gourmet sweets with an innovative product that combines the rich taste of hazelnuts with the authentic flavour of chocolate. It quickly

one of the company's most prominent and popular products, thanks to its high quality and appeal to different age groups, securing a special place on Algerian consumers' tables and reflecting Seboun's vision of offering products that combine quality and innovation.

2.4 TikTok platform worldwide:

Extrapolating the average number of TikTok users during the years 2020-2024, we find:

Table (01): Evolution of the average number of TikTok users worldwide during 2020-2024 (in millions)

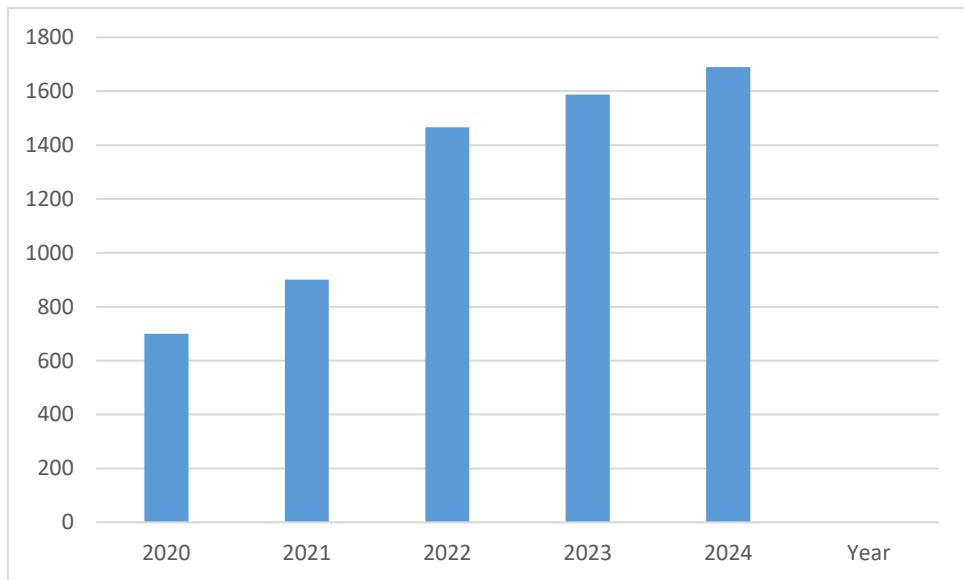
Year	2024	2023	2022	2021	2020
Average	1.690	1.587	1.466	901	700

Source: Prepared by researchers based on:

<https://tridenstechnology.com>(visited: 15/08/2025)

*It should be noted that the age group that uses TikTok the most is 19 to 29 years old, with a percentage of 35%.

Figure (01): Evolution of the average number of TikTok users worldwide during 2020-2024 (in millions)



Source: Prepared by researchers based on data from Table (01)

From the figure, we can see a noticeable increase in the average number of TikTok users worldwide between 2020 and 2024. The number of users rose from around 700 million in 2020 to approximately 1.690 billion in 2024, representing a growth rate of over 140% in just five years. This rapid upward trend reflects the platform's appeal and widespread popularity in record time compared to traditional social media.

It is also noted that the largest increase was recorded between 2021 and 2022, with the number of users jumping from 901 million to 1.466 billion, highlighting the real boom in global interest in the app as a result of its short video-based features and the rapid viral spread of content.

In addition, studies show that the age group that uses the platform the most is 19–29

Table (02): Average daily time spent by users on TikTok worldwide during 2020-2024

Year	2024	2023	2022	2021	2020
Time average	58 min 24 sec	55 min 48 sec	52 min	45 min 18 sec	38 min 36 sec

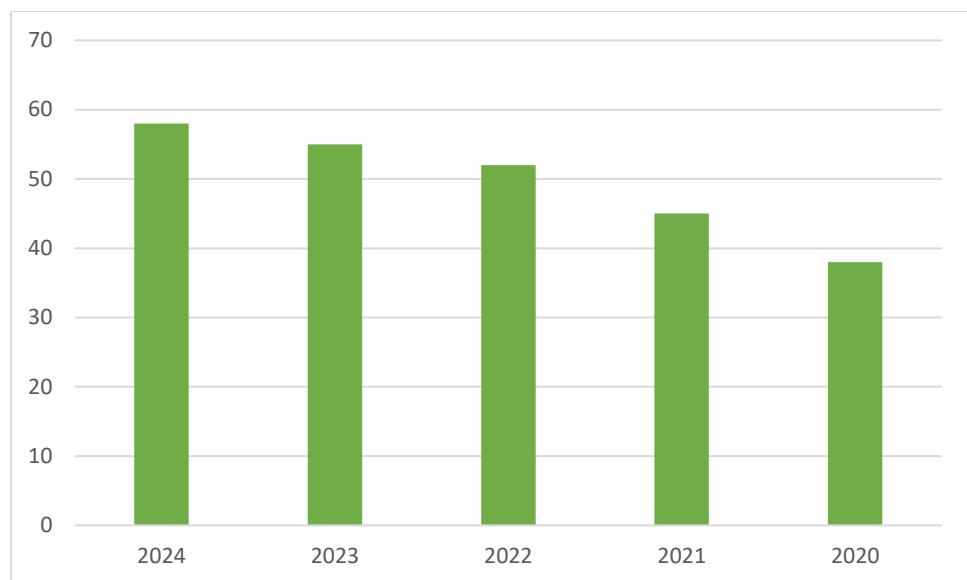
Source: Prepared by researchers based on: <https://www.demandsage.com/tiktok-user-statistics>
(visited: 15/08/2025)

years old, accounting for 35% of users, a segment of young people who are considered the most influential in purchasing decisions and shaping consumer trends. Therefore, the concentration of brands on TikTok is a strategic choice that allows access to an active, interactive audience that is more receptive to non-traditional marketing messages.

It can therefore be said that TikTok has transcended its status as a mere entertainment platform to become a strategic marketing space, offering brands greater opportunities to influence consumers and enhance their presence in a more dynamic way than traditional advertising.

Extrapolating further: Average daily time spent by users on TikTok during 2020-2024

**Figure (02) : Average daily time spent by users on TikTok worldwide during 2020-2024
(by minute)**



Source: Prepared by researchers based on data from Table (02)

From the table, we can see that the average daily time spent by users on the TikTok platform globally shows a clear upward trend between 2020 and 2024. This average rose from approximately 38 minutes and 36 seconds in 2020 to approximately 58 minutes and 24 seconds in 2024, an increase of more than 19 minutes per day in just five years. This development highlights the increasing immersion of users in the platform, as they spend more time consuming and interacting with content.

We also note that the biggest jump was recorded between 2020 and 2021, with the average rising from 38 minutes and 36 seconds to 45 minutes and 18 seconds, reflecting the beginning of a phase of 'intense demand' for the platform, followed by gradual increases until 2024. These indicators not only reflect the growth in the number of users, but also highlight the increase in their level of interaction, which makes TikTok a rich marketing space that offers great opportunities for brands to increase their presence, especially through viral campaigns that take advantage of the

length of time consumers are exposed to content.

Thus, it can be said that the increase in the average daily time users spend on TikTok reinforces the platform's position compared to traditional media, where attention spans are often limited. This explains why many brands are investing heavily in this digital environment to achieve wider reach and greater impact.

3.4 Viral marketing via TikTok for El Mordjene chocolate in 2024:

The Algerian brand El Mordjene's experience with its chocolate spread product was remarkable, as the company did not rely on traditional marketing campaigns or famous influencers with official advertising contracts. Instead, the spread came about spontaneously via the TikTok platform. The spark was ignited by short videos posted by Algerian expatriates in France expressing their admiration for the product and comparing it to the finest international brands. These videos quickly went viral, shared by a wide audience of users inside and outside Algeria. This type

of promotion based on ‘digital word-of-mouth marketing’ proved effective in building a strong positive image for the brand, as it embodied greater credibility among consumers compared to paid advertisements, contributed to strengthening public confidence in the product, and helped the brand break into new markets such as the French market. Thus, it can be said that the strength of ‘El Mordjene’ in this experience was not in employing TikTok celebrities, but in turning ordinary users themselves into brand ambassadors through their natural interaction and spontaneous content, which led to long queues in front of stores, forcing some of them to limit the quantity to only two boxes per customer.

This media buzz, which came without any direct advertising costs, made ‘El Mordjene’ a strong competitor to the famous “Nutella” brand, with surveys showing that 75% of French people prefer it, and many considering its taste similar to ‘Kinder Bueno,’ bringing back childhood memories. Sales rose to record levels, with some stores going from selling 50 jars a month to 5,000 jars in three months, prompting the manufacturer, CEBON, to increase production to meet the growing demand.”

The demand was not limited to the Algerian community, but also included a wide range of French people, and the search for the product became a trending topic on social media. Although it was sold at a higher price than Nutella, consumers considered it to be of better quality and tastier, which reinforced its position as an Algerian product capable of competing in international markets.

<https://www.alquds.uk> 11/08/2025

Mr. Amine Ouzli, spokesperson for the company ‘Seboun,’ confirmed that the product’s success was not the result of a paid advertising campaign or organised promotion, but rather an initiative by social media platforms and users themselves. He said, ‘We are very happy about all this, but the truth is that we were not behind it.’

<https://www.arabnews.com> (visited: 08/08/2025)

Company executives have described this success as being based on popular support and national solidarity, rather than investment in advertising. According to them, no money was spent on advertising, but support came from citizens, influencers and the popular media.

<https://www.algerie-eco.com> (visited : 08/08/2025)

4.4 TikTok's contribution to promoting the El Mordjene chocolate brand:

TikTok contributed to promoting the El Mordjene chocolate brand in several interrelated ways:

- **Viral Reach:** TikTok’s algorithmic nature, which relies on an AI-based recommendation system, allows content to be displayed to users even if they do not follow the account owner. This means that any short video about El Mordjene can reach hundreds of thousands of views in just a few hours. This rapid spread leads to the brand name being repeated to a wide audience, which anchors it in consumers’ minds (brand recall).
- **Emotional interaction with consumers:** Creative content, whether comedic, innovative, or full of micro-stories, evokes positive emotions in viewers, such as joy or fascination. In marketing, emotional engagement is one of the most powerful factors influencing purchase intent; consumers tend to support brands that they associate with enjoyable experiences. In the case of El Mordjene, the fun and creative videos helped create an emotional connection between consumers and the product.
- **User-generated content** When consumers themselves created and posted videos about ‘coral,’ it gave the brand greater credibility compared to official advertisements, because the public tends to trust the

opinions and experiences of their peers. This type of content also created a sense of belonging to the community surrounding the brand, which promotes long-term loyalty.

- **Precise targeting of young people:** Statistics show that TikTok has a large user base in the 19–29 age group, which is the most open to experimentation and discovery. This segment usually interacts strongly with digital trends and likes to share its opinions, which increases the likelihood of adopting the product and spreading it spontaneously among their peers. For El Mordjene, targeting this segment has allowed young consumers to become unofficial ambassadors for the brand.
- **Strengthening brand loyalty:** Through continuous interaction via comments, replies, and participation in TikTok challenges, the El Mordjene brand has demonstrated an active presence and closeness to consumers. This digital proximity has created a sense that the brand ‘listens to its audience and values their interaction,’ strengthening emotional bonds and increasing the likelihood of repeat purchases. In a competitive environment, this type of continuous communication can be the difference that maintains a customer base.

Faced with this unprecedented success for an Algerian product in the heartland of the food industry giants, Algerians have called for the need to quickly support the Seboun company behind the Al-Morghan brand, which is originally a family business, and enable it to expand its investments and grant it export facilities, especially since its product still reaches Europe via ‘suitcases’ carried by Algerian immigrants.

This success has not been without impact on the local Algerian market, where the company's products have seen price increases, which the company attributed to

intermediaries who exploited the demand for its products to make their own profits, while it completely denied having raised prices.

5. Conclusion:

The viral marketing clips for the El Mordjene brand's chocolate spread on TikTok achieved remarkable success, thanks to the combination of local character and innovation in content presentation. Content creators and influencers relied on capturing real moments related to the use of the product in everyday life, giving the brand an emotional dimension that resonated with Algerian consumers. In addition, TikTok's algorithm, which prioritises the spread of highly engaging clips, helped marketing messages reach a wide audience at record speed, without the need for significant advertising investment. The result was a noticeable increase in brand awareness and a boost to its image as a beloved national product associated with fun and social engagement.

1.5 Testing the hypotheses:

- Creative content (short videos, music, etc.) contributed to increasing the appeal of the El Mordjene brand and attracting consumers' attention to its products, as it embodied greater credibility among consumers compared to paid advertisements, thus proving the first hypothesis correct.
- TikTok played a positive role in improving the image of the Algerian brand ‘El Mordjene’ among consumers through direct interaction and viral content, contributing to strengthening public confidence in the product. It also helped the brand break into new markets such as the French market, thus proving the second hypothesis correct.
- The company did not rely on traditional marketing campaigns or famous influencers with official advertising contracts. Instead, the spread came spontaneously through

the TikTok platform, thus turning ordinary users themselves into ambassadors for the brand through their natural interaction and spontaneous content, thereby refuting the third hypothesis.

2.5 Research findings:

The research findings showed the following:

- Thanks to the rapid spread of creative content on TikTok, the brand was able to reach a wide audience inside and outside Algeria, which increased product awareness and interest.
- Viral content helped build a positive brand image and increase consumer confidence compared to traditional advertising.
- Short, creative videos and spontaneous content engaged the audience and generated emotional engagement, which strengthened customer loyalty and created a sense of belonging to the brand community.
- Viral campaigns helped increase demand for El Mordjene brand products, both in the Algerian market and internationally, achieving record sales without the need for significant advertising investment.
- The experience showed that the spread did not rely on famous influencers or paid campaigns, but rather on
- the interaction of ordinary users who spontaneously shared content, leading to effective digital word-of-mouth recommendations and widespread brand exposure;
- The study showed that viral marketing via TikTok is a powerful tool for brand enhancement, combining rapid content dissemination, emotional engagement, and the credibility generated by user-generated content, which supports

the product's position locally and globally.

3.5 Recommendations:

- Companies should focus on producing short, creative, and engaging videos that reflect the brand identity and evoke emotional engagement from the audience.
- Encouraging users to share their experiences with the product enhances the brand's credibility and turns them into natural brand ambassadors.
- Design content in a way that is consistent with the platform's rapid dissemination mechanisms to ensure that the brand reaches a wider audience in a short time;
- Leverage the purchasing power and interactivity of young people, who constitute TikTok's most active user base, to ensure that campaigns spread naturally;
- Responding to comments and participating in digital challenges enhances brand loyalty and belonging;
- TikTok can be used as a tool to enter new markets by supporting viral content that resonates with expatriates or new audiences, while studying the culture of each market to adapt marketing messages;
- Despite the effectiveness of viral marketing, it is recommended to combine it with other traditional or digital promotional campaigns to maximise the impact on the brand.

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