



Magazine B - Star Wars

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This month, we introduce Star Wars as a brand. The six Star Wars episodes released to date have formed not only the greatest fandom in the world, but they have also become an unprecedented cultural phenomenon, allowing the franchise to establish itself as a globally influential brand. Star Wars wasn't created out of an initiative to launch a commercial brand. From the perspective of branding, however, there is a lot to appreciate about how George Lucas' emphasis on fan relations cultivated the Star Wars brand, and how Disney continues that enthusiasm. While the confrontation between the Rebel Alliance and the Empire might seem cliché, Star Wars enjoys unending love from fans because it has universally appealing characters and stories. Even the villain Darth Vader inspires compassion. Looking into Star Wars as a brand, I was able to think about why my "good" values could end up being regarded as "evil" by others. If we could just switch places for a second and try to look at "the evil" as "the good," our confliction will lead to conversations that help us understand each other and come to a peaceful conclusion. It will allow us to break away from the stereotypes we hold and develop creative thoughts.

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