**Stage 1: WhatsApp 1:1 to my father**

Hey dad, how are you? Did you hear about the new Snickers flavor. What is this fiery thing? It is absolutely horrible. I tried it and I would not even recommend it to my enemy.

**Stage 2: WhatsApp to my group members**

Hey guys, have you tried the new fiery Snickers flavor. It is absolutely horrible. I tried it and I would not even recommend it to my enemy.

**Stage 3: Facebook post to my own social network**

Has anyone in my network tried the new Snickers flavor. What is this fiery thing? It is absolutely horrible. I tried it and I would not even recommend it to my enemy. I am disappointed in my favorite brand, I have been part of your fan base for such a long time, how could you do this?

**Stage 4: Amazon.com Review**

I really hate the new Snickers flavor. What is this fiery thing? It is absolutely horrible. I tried it and I would not even recommend it to my enemy.

**Stage 5: Facebook page of Snickers as a follower (brand community similarity)**

I really hate the new Snickers flavor. What is this fiery thing? It is absolutely horrible. I tried it and I would not even recommend it to my enemy. I am disappointed in my favorite brand, I have been part of your fan base for such a long time, how could you do this?

1. Who here shares brand-related sWOM? Raise hands

2. Video and talk it through

3. Menti poll

[www.menti.com](http://www.menti.com)

code: **44 29 69**

**Results:** <https://www.mentimeter.com/s/b458f08ced75852fe195af00eeb0a924/23c1d953b5f8>

4. discuss results

5. Would your answers be different if the piece of sWOM was positive?

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