

Revisiting Corporate Brand Name Changes:  
The Case of Nabisco in Japan as a Natural Experiment\*

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Abstract

The corporate name is one of the key brand elements, and corporate name changes have attracted attention from various academic fields. This study examines the effect of a corporate brand name change by using, as a natural experiment, the case of Yamazaki Nabisco, which changed its name to Yamazaki Biscuit after losing the right to use the Nabisco brand when its license was terminated. Specifically, it estimates event study models using weekly panel data from scanner data in the Japanese snacks category, which includes both treated and untreated products over pre- and post-treatment periods with product price as outcome. The empirical results suggest that the impact of the corporate brand name change is limited. With a few exceptions, no significant effects were found in the main results. According to the robustness check, overall, the corporate brand name change may have negatively affected Yamazaki Nabisco's relatively new corn-based snacks, but its impact appears limited, at least in this context.

JEL classifications: L11; L66; M16; M21; M31.

Keywords: Brand Equity; Brand Management; Corporate Name Change; Economics of Marketing.

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