

🎬 Jiro Dreams of Sushi – CULTure Case Study

Course: Marketing Strategy & Brand Development | University of New Haven
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🧭 Why CULTure in the Classroom?

Marketing is not just about messaging, it is about meaning. I use the CULTure framework to help students explore how brands and individuals **Connect, Understand, Lead, and Transform** through emotional insight, cultural fluency, and strategic storytelling. Through film, students examine how brand value is built not only through product, but through **precision, purpose, and philosophy.**

🌍 The CULTure Framework

Connect	Understand	Lead	Transform
Build trust & identity	Decode context & culture	Set tone & model influence	Uplift systems & legacy

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🍣 Why I Use This Film in Marketing

Jiro Dreams of Sushi is a portrait of obsessive craftsmanship, but it is also a masterclass in **brand positioning, customer experience, and cultural storytelling**. Students analyze how a small 10-seat sushi restaurant in a Tokyo subway station became a global symbol of excellence and tradition.

We use this film to explore:

- How a personal philosophy becomes a **brand ethos**
- The power of **ritual, repetition, and refinement** in delivering customer value
- How **reputation, scarcity, and experience** shape perception

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💡 Teaching Prompts & Discussion

- How does Jiro create brand equity without traditional advertising or social media?
- What emotional drivers fuel customer loyalty and perception of luxury?
- In what ways is marketing inseparable from purpose?

✍️ Student Reflections – Marketing Class

- “This case showed me how passion and purpose can define a brand more than any campaign.”
- “Marketing isn’t about scale — it’s about story, detail, and how you make people feel.”
- “Jiro’s restaurant felt like a luxury brand built on humility.”