Brands and the Power of Marketing

“Consumer Whore”

See

http://www(illegal-art.org/print/index.html#consumer

Who controls whom?

Week 7: October 28, 2003
our course

• What is globalization
• Cross-cultural hip-hop
• Corporate vs. consumer power
• Media worlds
• Individual projects
"Advertising doesn't affect me."

- Global branding
  “The True Colors of Benetton”
- Ethnic branding
- Cool hunting
- Situational marketing

See
http://adbusters.org/creative resistance/spoofads/fashion/benetton/
Gladwell (1997) "The Coolhunt"

• The rules of cool
  – The quicker the chase, the quicker the flight
  – You cannot manufacture cool (even with celebrities)
  – You have to be one to know one.

• The key to coolhunting:
  – look for cool people first and cool things later

See Look-Look.com
Latinidad

• diversity of populations into one "Hispanic market"
• creatives are authentic (language and ethnicity)
• little mkt research, so cultural authenticity reigns
• think about examples
Alex Shakar, *The Savage Girl*

- Chas: You need contradictions to make an ideal. (58)
- "Paradessence"
- Coffee, ice cream, muzak . . .

“Consumer Whore”

See

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“Fences of Enclosure, Windows of Possibility”
- see nologo.org

- Corporate branding is new transnational product
- Visibility is both strength and weakness
- "Control" of culture is tenuous (marketing vs. jamming)