

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
- Ethnic branding
- Cool hunting
- Situational marketing

“The True Colors of Benetton”

See

<http://adbusters.org/creativereference/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)

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- "Paradessence"
- Coffee, ice cream, muzak . . .

“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)