MORE THAN WORDS

LEVERAGING CULTURE

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Hi!
I'm Marcus.

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PERSPECTIVE.

“

We don’t see things as they are.
We see them as we are.

”

- Anais Nin

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PERSPECTIVE.

WHY DO PEOPLE DO WHAT THEY DO?

I’m a marketer.

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BOO!

MARKETING

What my friends think I do

What my mom thinks I do

What society thinks I do

What coworkers think I do

What I think I do

What I really do

AS MARKETERS,
WE'RE IN THE BUSINESS OF
INFLUENCING BEHAVIOR

1900s — Consumer insights via economics

1900s — Consumer insights via economics

1960s — Consumer insights via psychology

1900s — Consumer insights via economics

1960s — Consumer insights via psychology

1980s — Consumer insights via sociology

Culture is the operating system of man

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1900s — Consumer insights via economics

1960s — Consumer insights via psychology

1980s — Consumer insights via sociology

1990s — Consumer insights via culture

NORTH
85
Atlanta
NAME
CULTURE
PARENTAL
ADVISORY
EXPLICIT CONTENT

What is culture?

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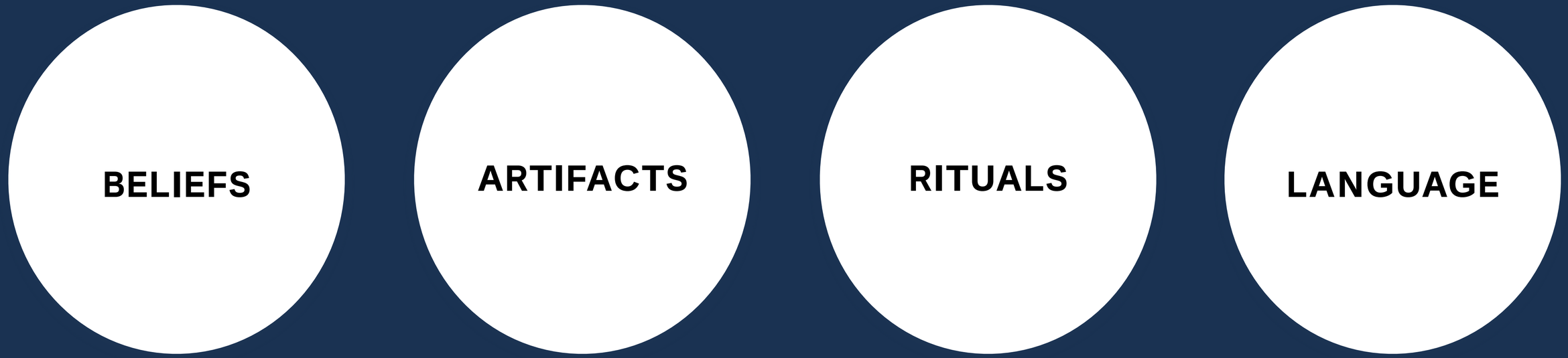
The system of symbols, beliefs, and values from which groups of people, and their corresponding roles and norms, are established.

Durkhiemian Perspective of Culture

CULTURE CONSISTS OF:



PRINCIPLES, VALUES, WAY OF THINKING, ETC.

TOOLS, CLOTHES, DECORATIONS, SYMBOLS, ETC.

TRADITIONS, SOCIAL RULES, CEREMONIES, ETC.

LEXICON, DIALECT, SONG, POETRY, ETC.

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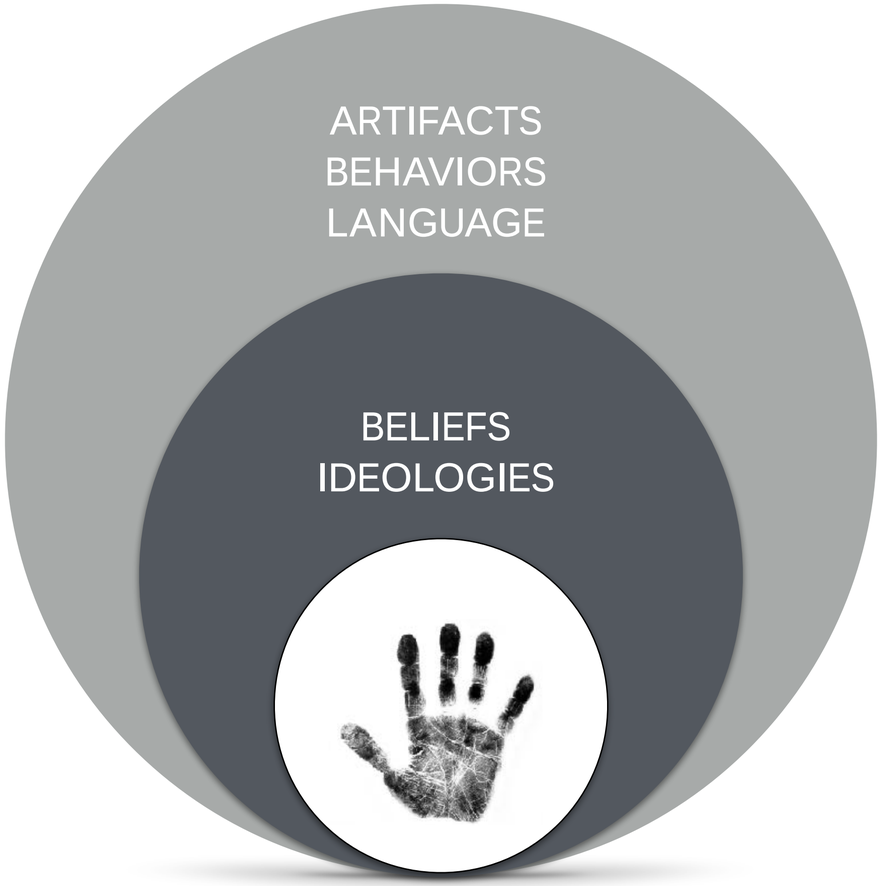
BELIEFS
IDEOLOGIES



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“

Don’t be a suit.

”

- All the Cool Kids

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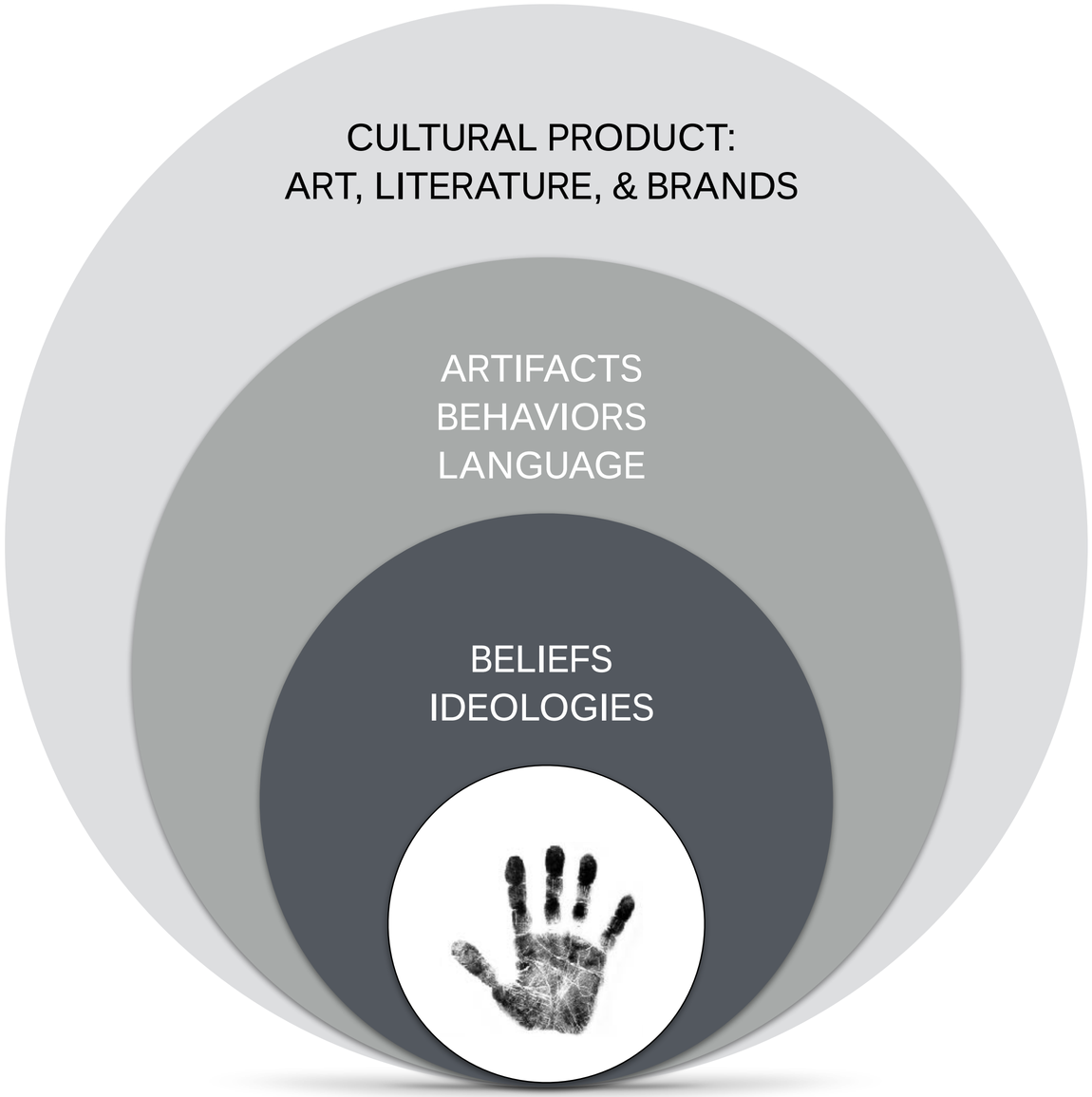
CULTURAL PRODUCT:
ART, LITERATURE, & BRANDS
ARTIFACTS
BEHAVIORS
LANGUAGE
BELIEFS
IDEOLOGIES

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ETHNICITY

NATIONALITY

RELIGION

PASSIONS

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“

Culture is a realized signifying system.

- Raymond Williams

”

“

Culture is a realized meaning-making system.

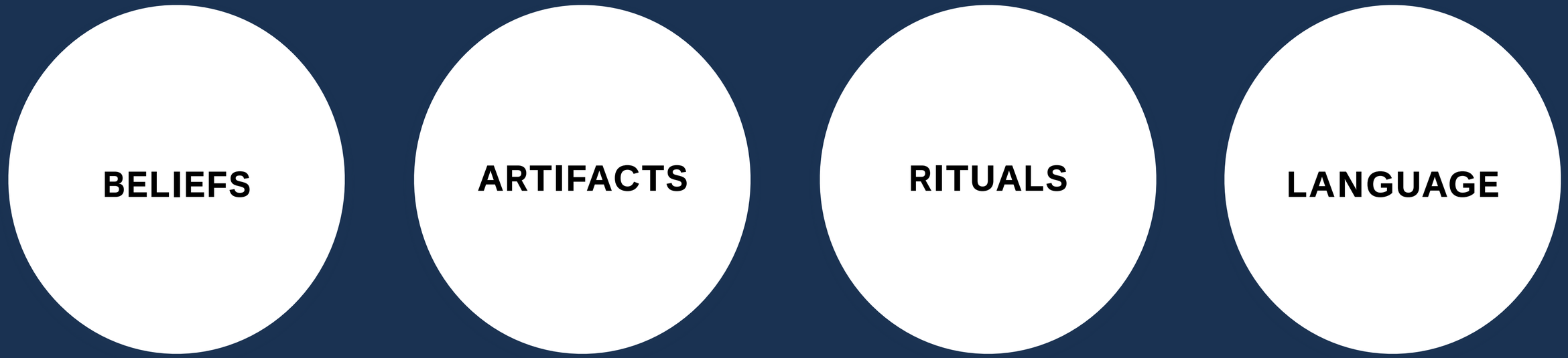
- Raymond Williams & Marcus Collins

”

Why does this matter?

CONSUMPTION IS A CULTURAL ACT

CULTURE CONSISTS OF:



PRINCIPLES, VALUES, WAY OF THINKING, ETC.

TOOLS, CLOTHES, DECORATIONS, SYMBOLS, ETC.

TRADITIONS, SOCIAL RULES, CEREMONIES, ETC.

LEXICON, DIALECT, SONG, POETRY, ETC.

LONGEST STANDING INSTITUTIONS

Religion

Military

Government

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How?

1

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What do you believe?

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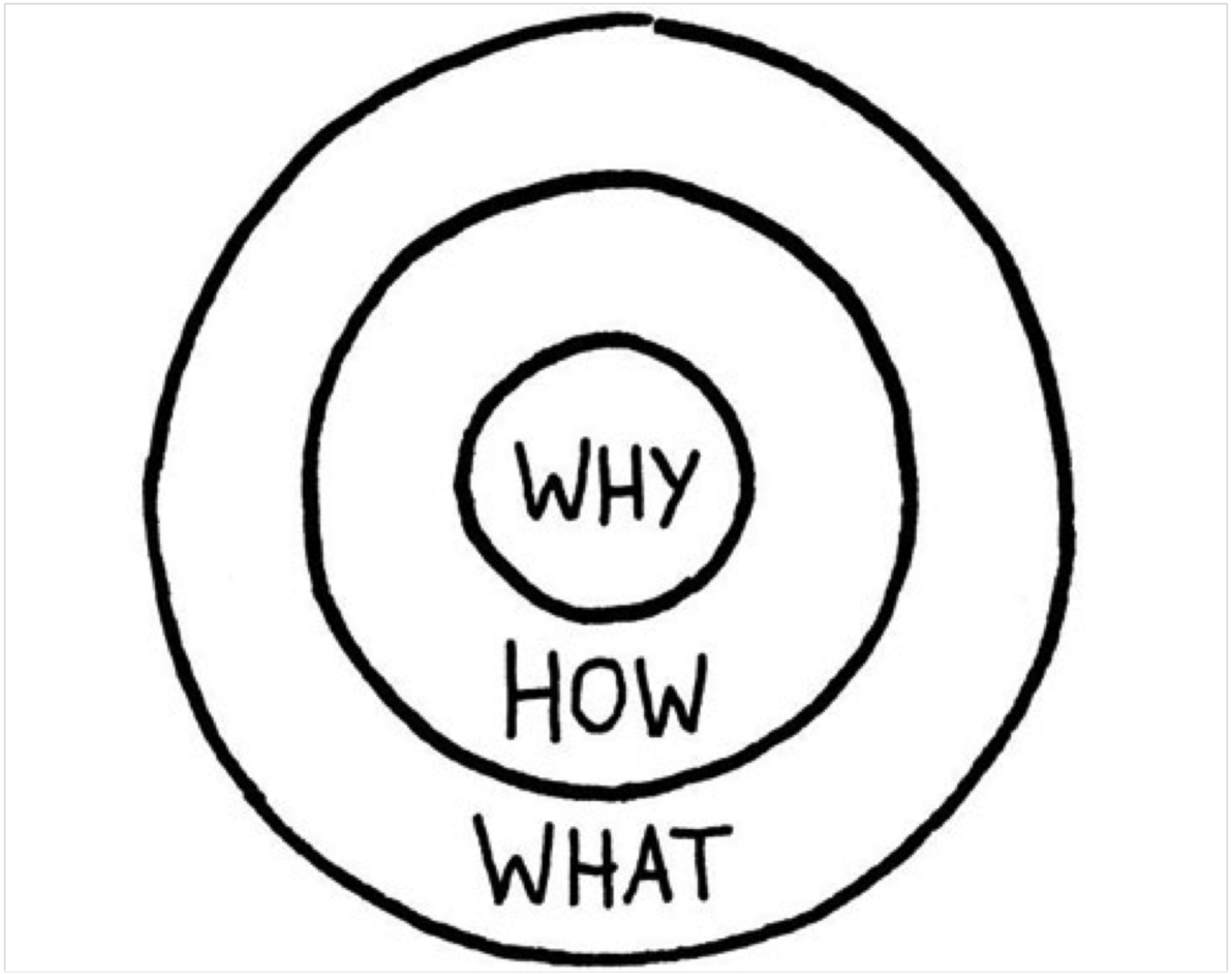
“People don’t buy what you do.
They buy why you do it.”

- Simon Sinek

(Author, *Start With Why*)



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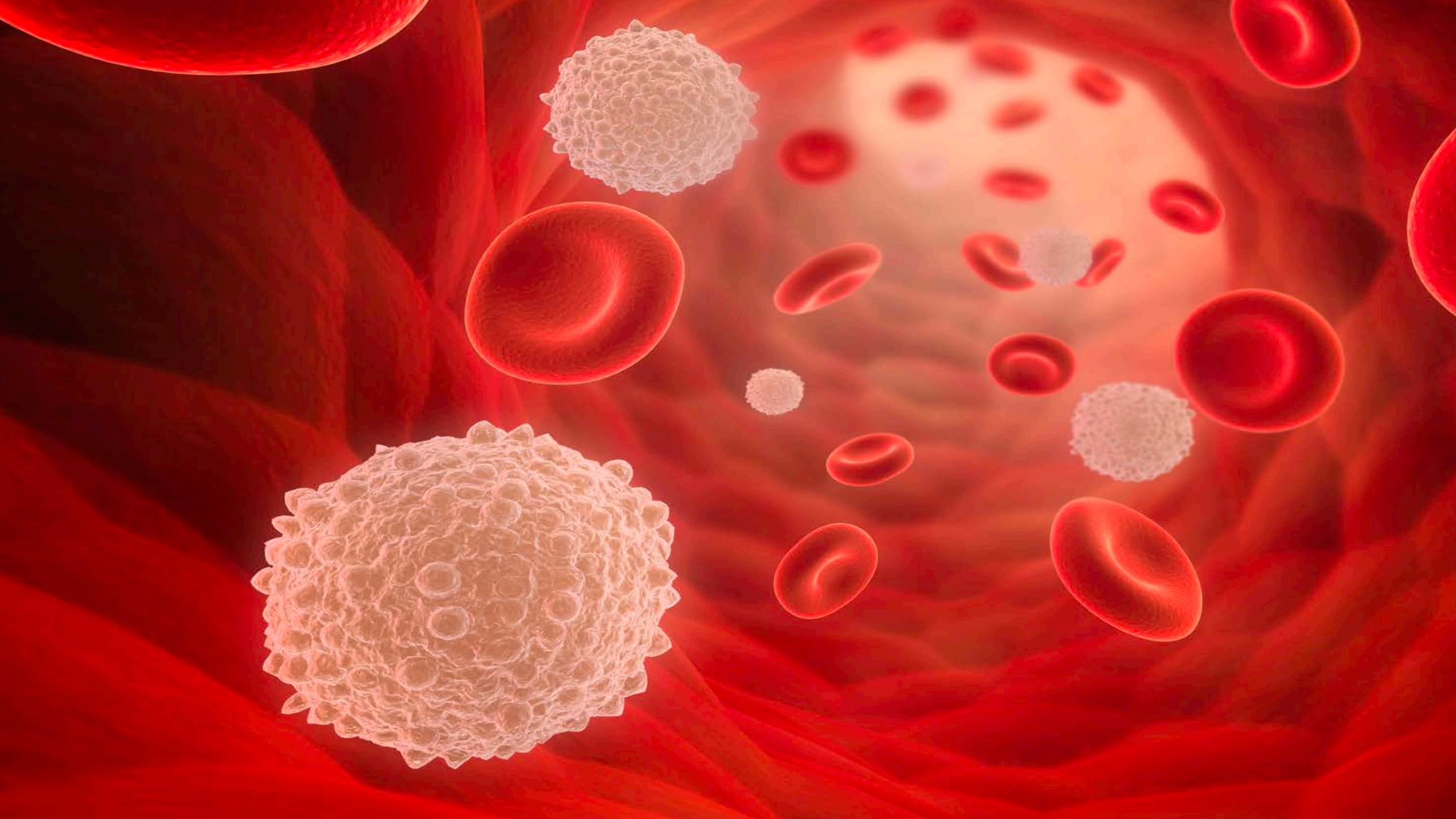

Making white blood cells is not the meaning of life

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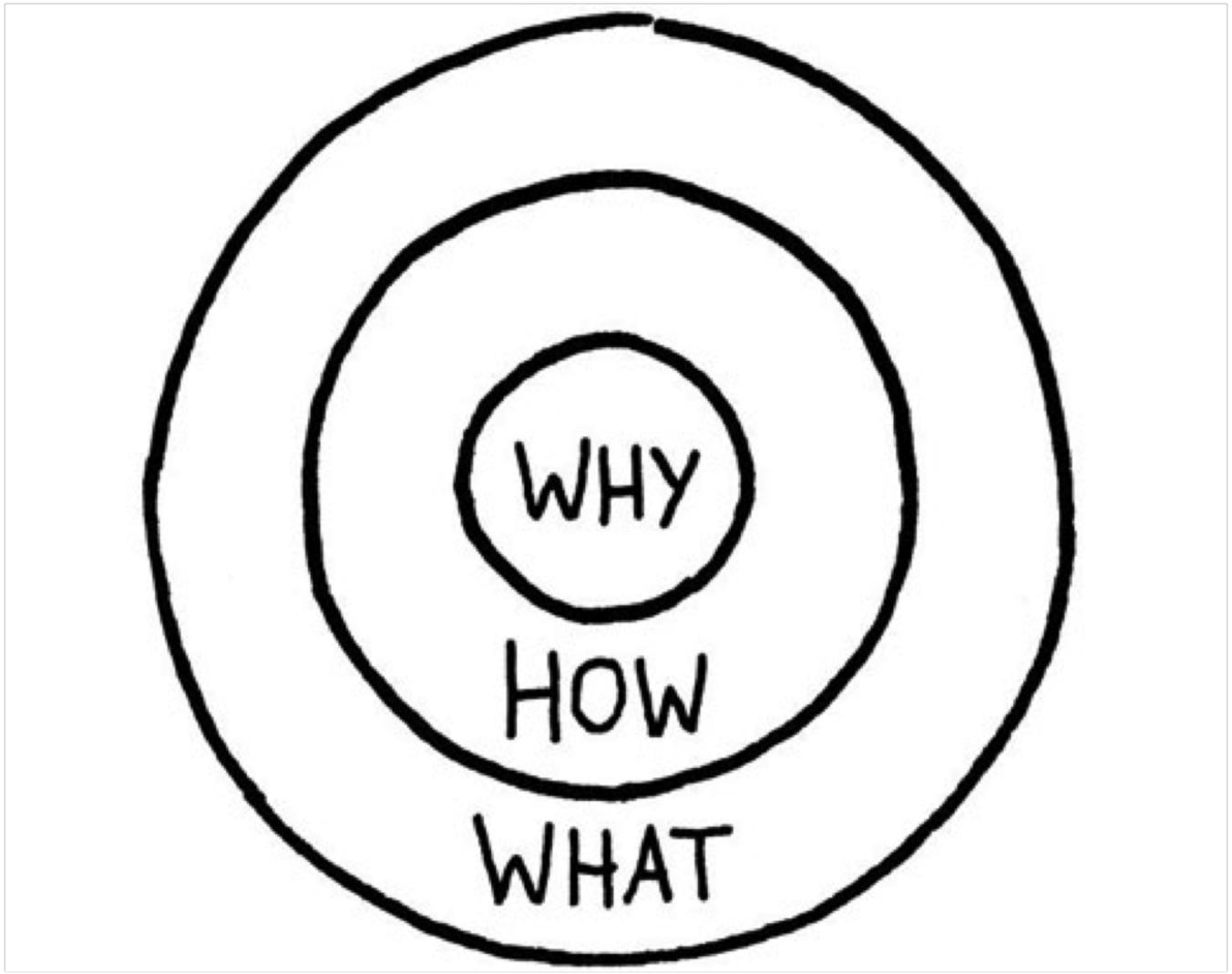

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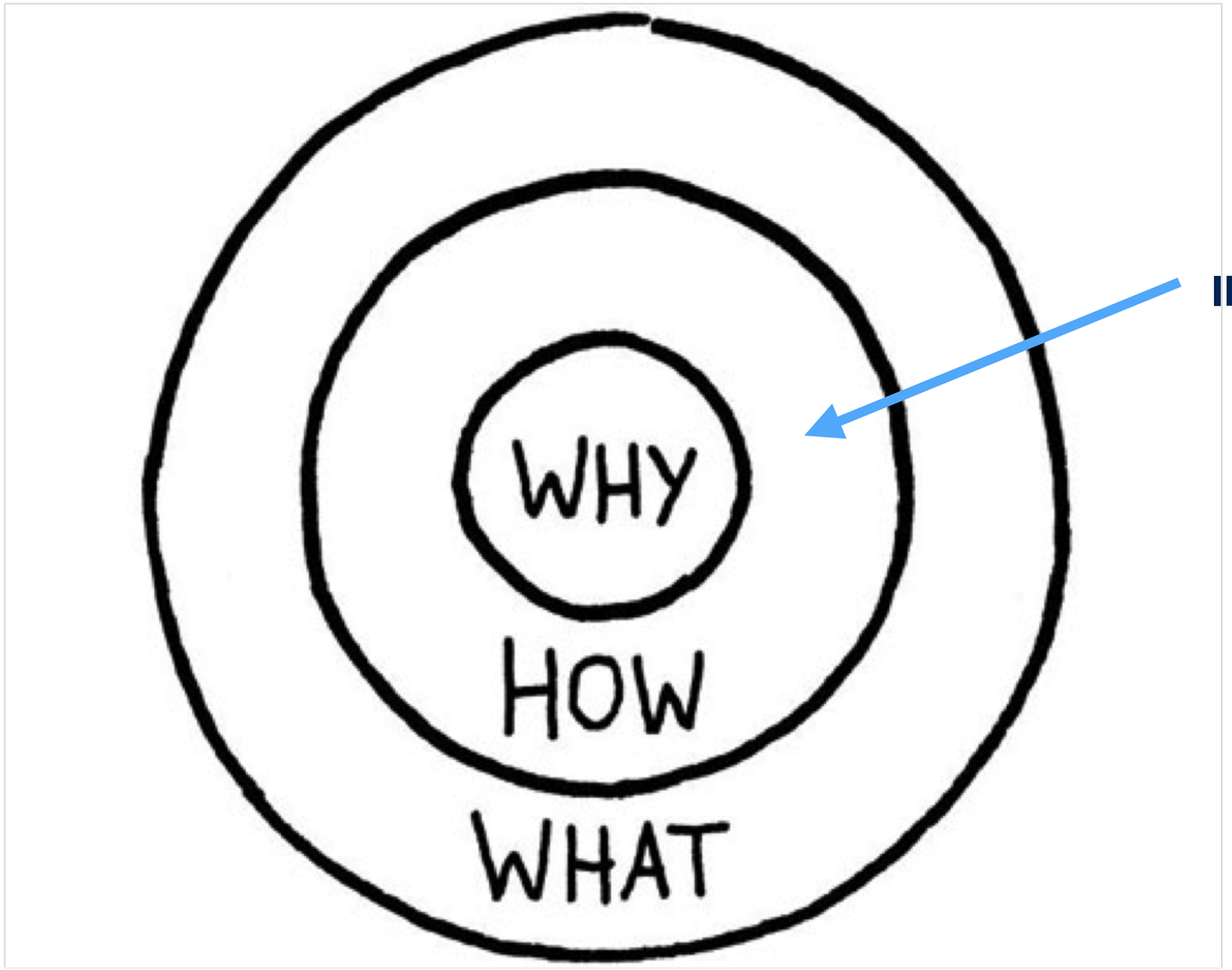

BELIEFS
IDEOLOGY

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The Why.
Conviction.
Ideology.
Driving-belief.

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The Bricklayer Parable

A job

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The Bricklayer Parable

A job

A career

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The Bricklayer Parable

A job

A career

A calling

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“

What do we stand for beyond bits and bytes? Where do we fit in this world? What we’re about isn’t making boxes for people to get their jobs done...though we do that well.

”

- Steve Jobs

2

How do you exercise your beliefs?

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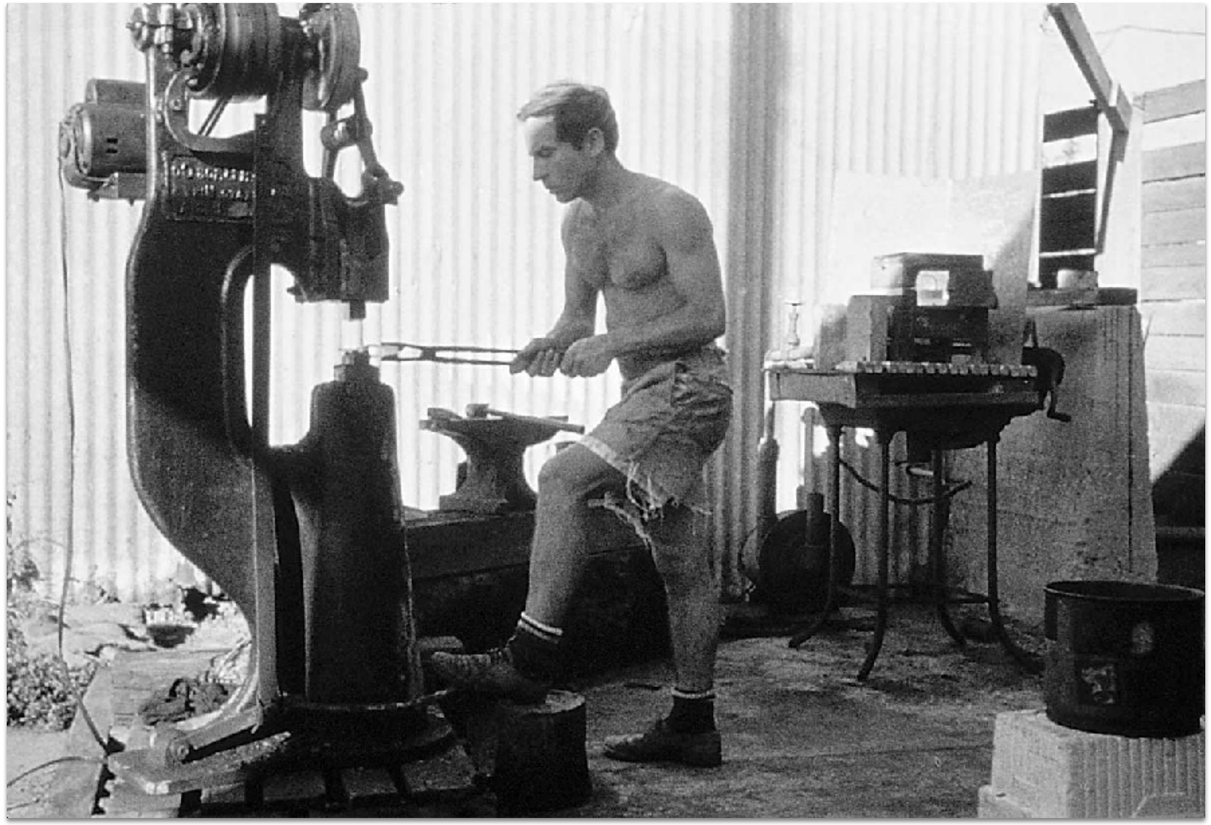
patagonia®



YVON CHOUINARD

“

There is a word for it, and the word is clean. Climbing with only nuts and runners for protection is clean climbing. Clean because the rock is left unaltered by the passing climber. Clean because nothing is hammered into the rock and then hammered back out, leaving the rock scarred and the next climber's experience less natural. Clean because the climber's protection leaves little trace of his ascension. Clean is climbing the rock without changing it; a step closer to organic climbing for the natural man.

- Yvon Chouinard ”

Climb clean.

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patagonia
Shop Clothing & Gear
Environmentalism
Video & Music
Blog
My Cart
DON'T BUY THIS JACKET
THIS SEASON, SHARE SOME VALUES
Learn more about our Common Threads Initiative, and take the pledge to reduce consumption
TAKE THE PLEDGE

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COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator

REIMAGINE

TOGETHER we reimagine a world where we take
only what nature can replace

patagonia

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roll over the boxes to view product stories

Down Sweater

View Details Men's | Women's

The Good

We use high-quality goose down, an exceptionally efficient insulator. The down comes from humanely raised geese and is minimally processed. The light shell is made of recycled polyester.

The Bad

We had to increase the weight of the shell fabric when we switched to recycled polyester, and the product is not yet recyclable.

What We Think

We're still looking for ways to recycle down garments.

News
Policy
Opinion
Events
Jobs
HILL.TV
THE HILL
Patagonia refusing to sell vests to some corporate clients that don't 'prioritize the planet'
BY JUSTIN WISE - 04/03/19 01:04 PM EDT
183 COMMENTS
Just In...
16,983 SHARES
SHARE
TWEET

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David Gura
@davidgura

After Jackson Hole Mountain Resort's owner held a fundraiser with Marjorie Taylor Greene, Jim Jordan and Mark Meadows, Patagonia said it wouldn't supply its products to the resort.

It was Patagonia's "largest single customer in the Jackson Hole area."

wyofile.com
Patagonia dumps Jackson Hole ski resort after far-right fundraiser

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02-21-18 | MOST INNOVATIVE COMPANIES

How Patagonia Grows Every Time It Amplifies Its Social Mission

CEO Rose Marcario, who leads the apparel player, a 2018 World's Most Innovative Company, has catalyzed the shifting political tides to Patagonia's benefit.

"Somebody has to stop the madness," says Patagonia CEO **Marcario**, whose business is leading the way in promoting long-term solutions to environmental problems. [Photo: ioulex]

BY JEFF BEER LONG READ

Rose Marcario struggled to sleep. It was November 9, 2016, just hours after Donald Trump had been elected president, and the CEO of Patagonia was worried about how his White House ascent might disrupt not only her company's business but the planet's future.

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3

Don’t make ads

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Preach the gospel

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START WITH THE SOUL.
END WITH THE SALE.

6DDC648

ADFREAK

Ridiculously Nice Ad for a Crappy 1996 Honda Boosts the Asking Price by 300 Times

Homemade spot for "Greenie" goes viral

By Tim Nudd | 1 day ago

The video, posted to YouTube on Thursday, is closing in on 2.4 million views. Perhaps more shockingly, the eBay bidding, which started at $499, has ballooned to $150,000 after 114 bids. There are surely some shenanigans going on there, but it seems likely that Lanman's girlfriend will eventually find a buyer

driving up the California coast on Highway 1 heading to Big Sur to go camping.

"It dawned on me that it would be really funny to film a car commercial for a really crappy car against such a gorgeous backdrop," he tells the BBC. "It is surreal to think that something that I made with my friends, that two days ago sat on my computer, is now being watched around the world. Thank God for the internet."

The best used-car ad ever? We still have to go with Nate Walsh's impressive collage job on Craigslist for his 1999 Toyota Camry.

“

You don’t persuade people through intellect.
You do it through their passions.

- Bill Bernback, *co-founder of DDB*

”

I
FEEL
LIKE

ON BRAND

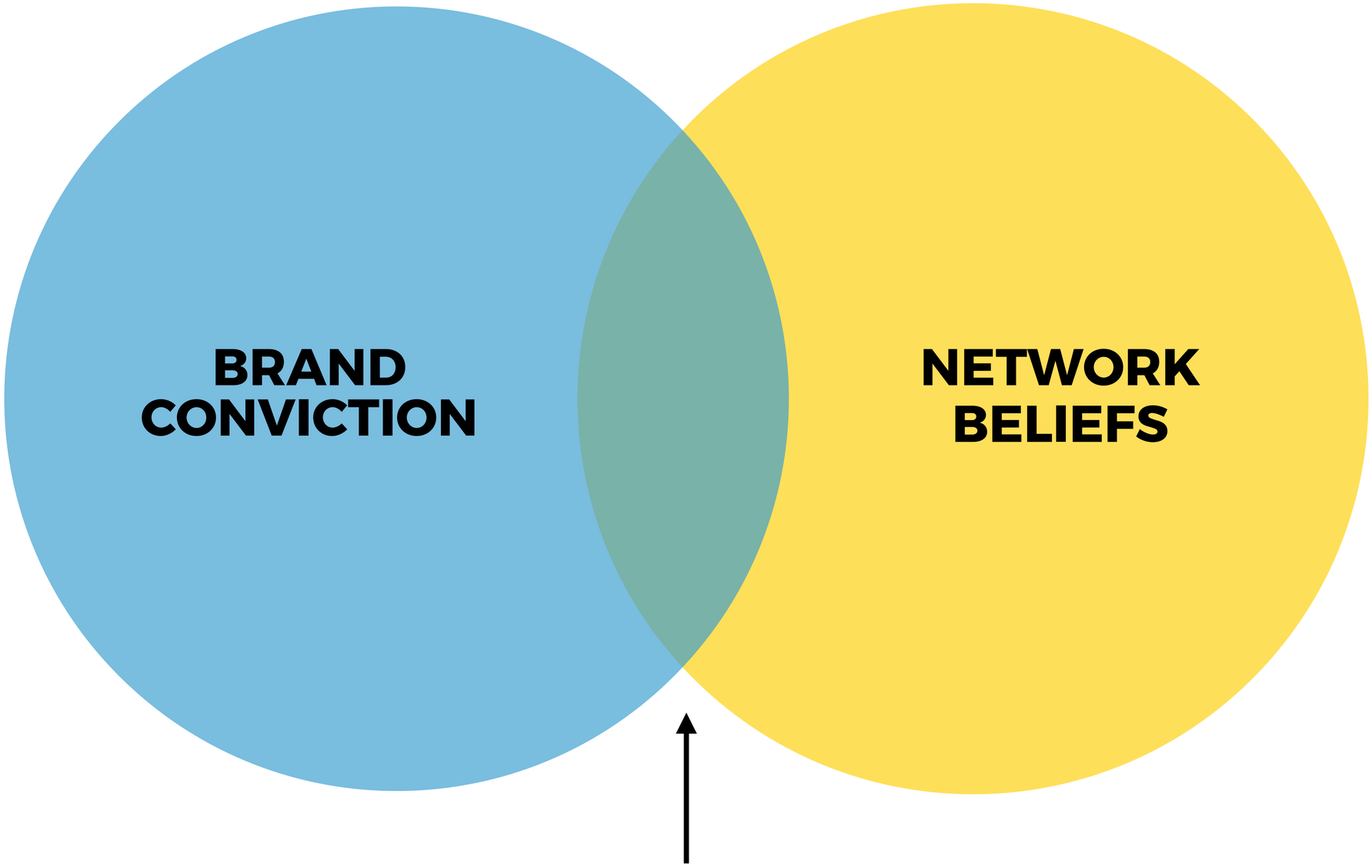
ON MESSAGE

ON STRATEGY

ON BELIEF

ON VALUE

ON CONVICTION


BRAND
CONVICTION
NETWORK
BELIEFS
OPPORTUNITY

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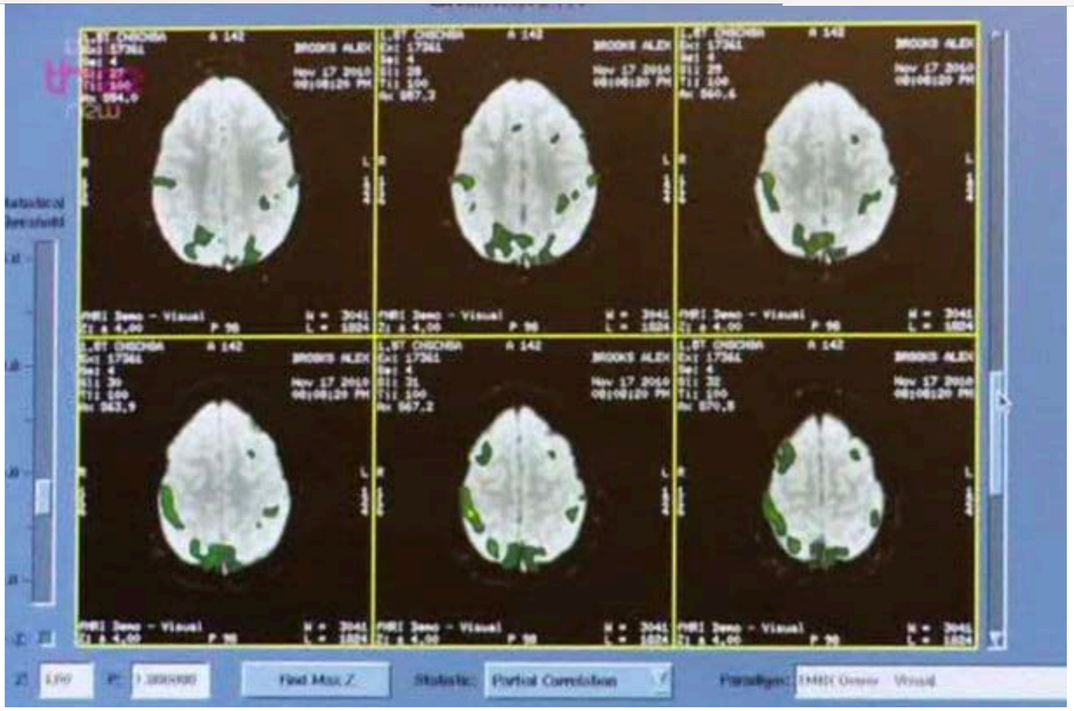
Apple

Apple causes 'religious' reaction in brains of fans, say neuroscientists

By Trevor Mogg May 18, 2011 7:14PM PST



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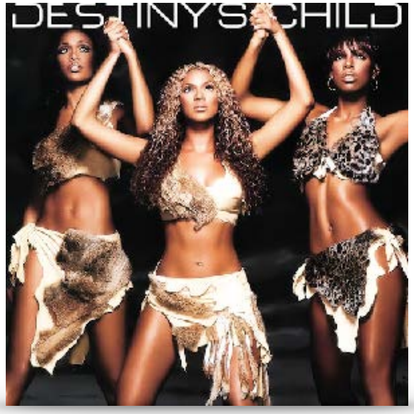
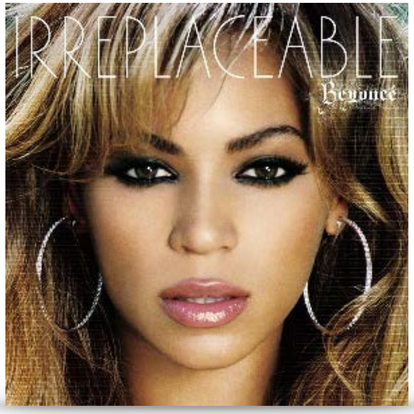
BEYONCÉ

DESTINY'S CHILD
INDEPENDENT WOMEN PART I


DESTINY'S CHILD


IRREPLACEABLE
Beyoncé

BEYONCÉ
RUN THE WORLD (GIRLS)

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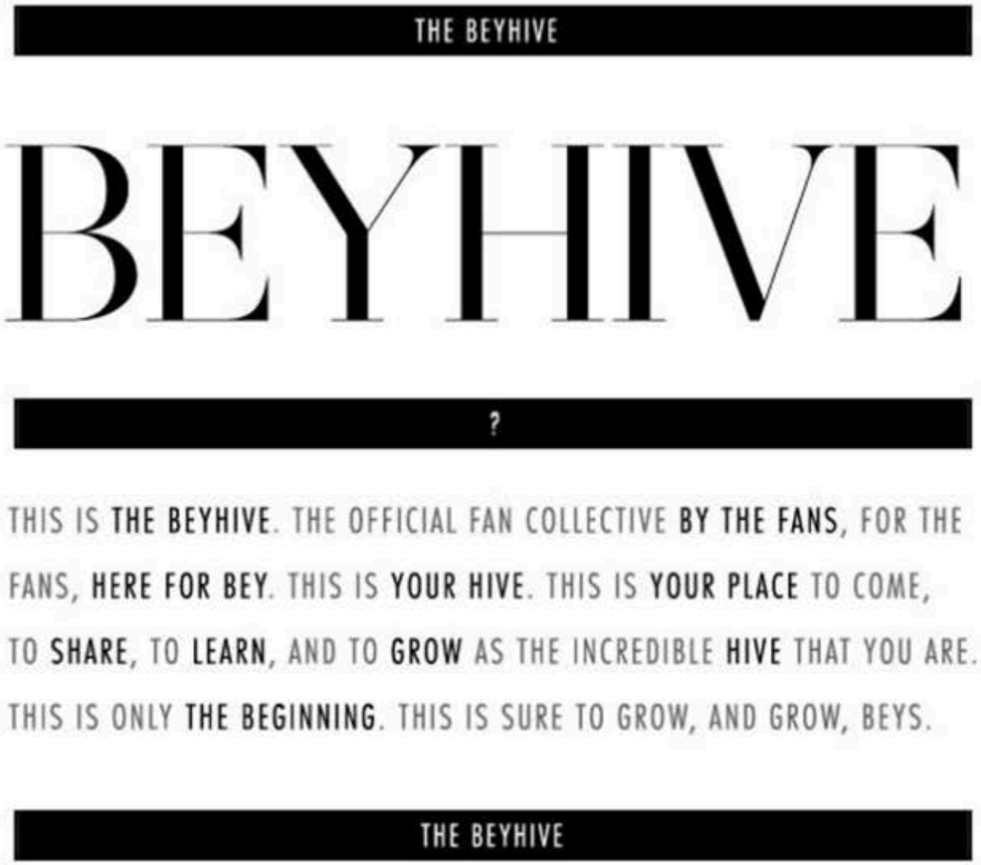
HIVE

BROOKLYN
8
HOUSTON
YONCÉ
AWW

The Beyontourage


THE BEYHIVE
BEYHIVE
?
THIS IS THE BEYHIVE. THE OFFICIAL FAN COLLECTIVE BY THE FANS, FOR THE FANS, HERE FOR BEY. THIS IS YOUR HIVE. THIS IS YOUR PLACE TO COME, TO SHARE, TO LEARN, AND TO GROW AS THE INCREDIBLE HIVE THAT YOU ARE. THIS IS ONLY THE BEGINNING. THIS IS SURE TO GROW, AND GROW, BEYS.
THE BEYHIVE

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VOCABULARY

BEYHIVE LESSON 1

BEYHIVE: BEYONCÉ FAN/STAN BASE (GROUPING)

BEYS: BEYONCÉ FANS/STANS

BUZZ #1: TO STAN FOR

BUZZ #2: TO STIR UP SOMETHING

POLLEN: INFORMATION (NEWS, PICTURES, FACTS)

QUEEN BEY: BEYONCÉ

STING #1: DRAG (TO DEFEND)

STING #2: DRAG (TO HATE ON)

WASPS: HATERS

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OUR GOLDEN RULE

WE PROTECT OUR OWN.

WE ARE ALL BEAUTIFUL.

ONE BEY SHOULD NEVER TURN ON ANOTHER.

WE DEFEND EACH OTHER.

LET LOVE & RESPECT GUIDE YOU AND ALWAYS BE GOOD TO EACH OTHER

FOLLOW THE GOLDEN RULE BEYS!

Love
Beyoncé

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insults Beyoncé once

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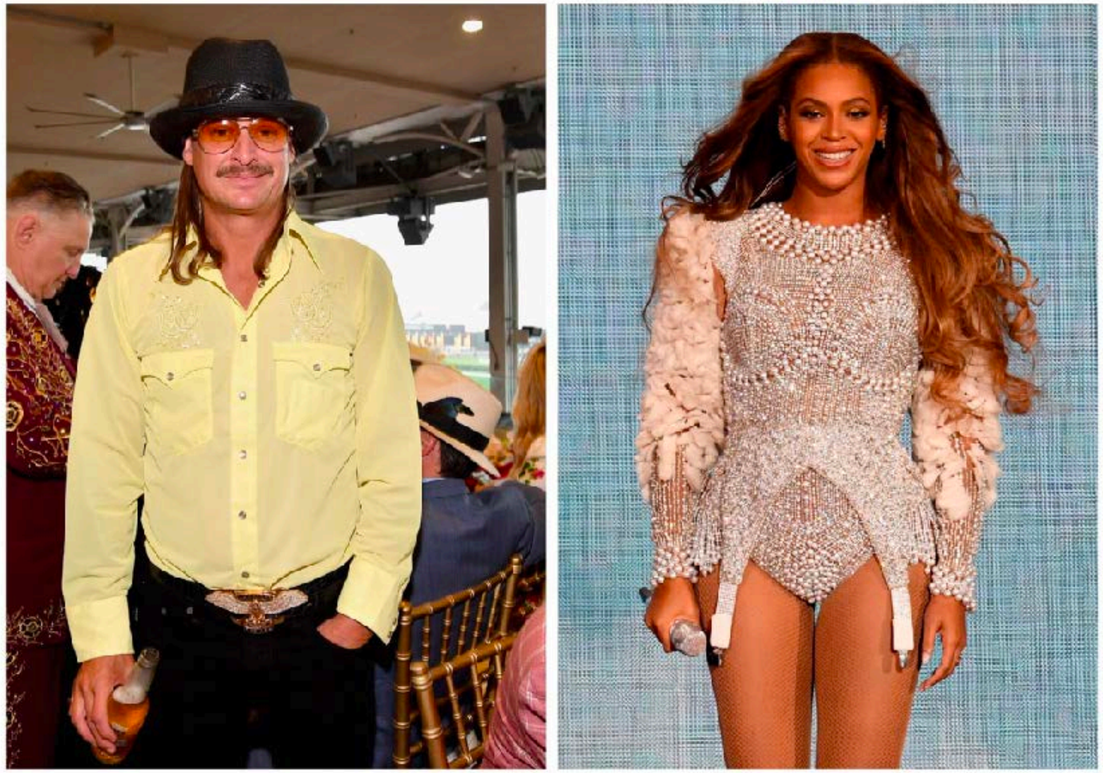
#WayBackWednesday: Remember When Kid Rock Shaded Beyonce? The BeyHive Still Won't Let Up 3 Years Later



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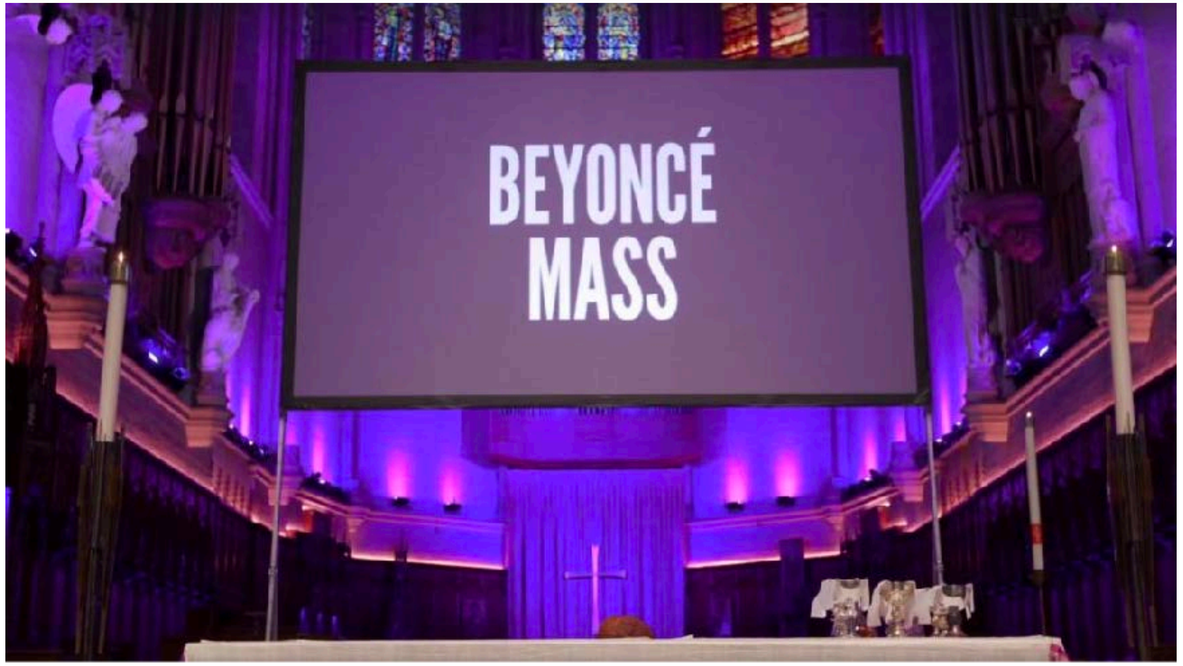
The New York Times

A Church Service Inspired by Beyoncé, No Halo Required

The Beyoncé Mass explores how issues of race and gender impact the lives, voices and bodies of black women. (It's not, however, about worshiping Beyoncé.)



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“

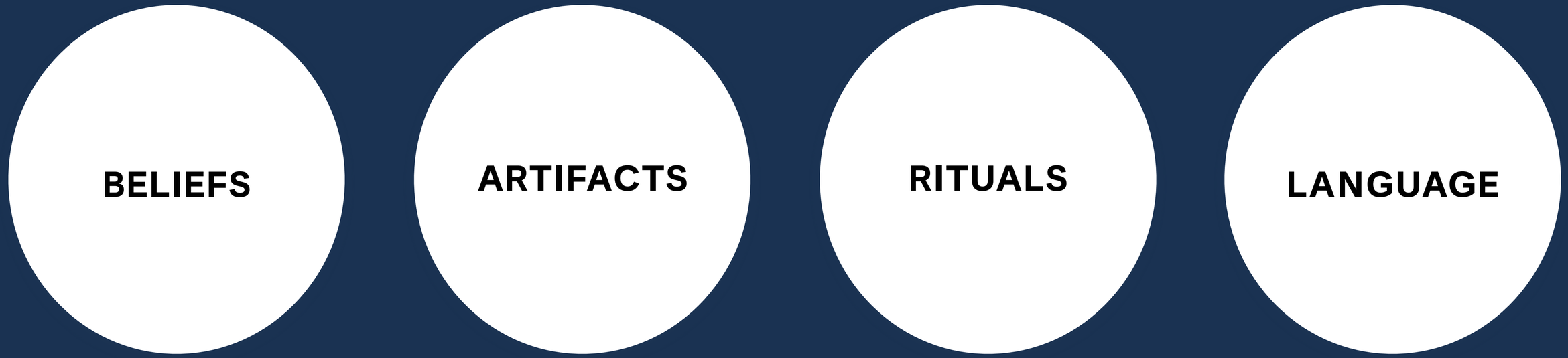
The function of beliefs is to commit us to action.

”

- Charles Sanders Peirce

Author of *Fixation of Belief*

CULTURE CONSISTS OF:



PRINCIPLES, VALUES, WAY OF THINKING, ETC.

TOOLS, CLOTHES, DECORATIONS, SYMBOLS, ETC.

TRADITIONS, SOCIAL RULES, CEREMONIES, ETC.

LEXICON, DIALECT, SONG, POETRY, ETC.

Let’s see this in action.

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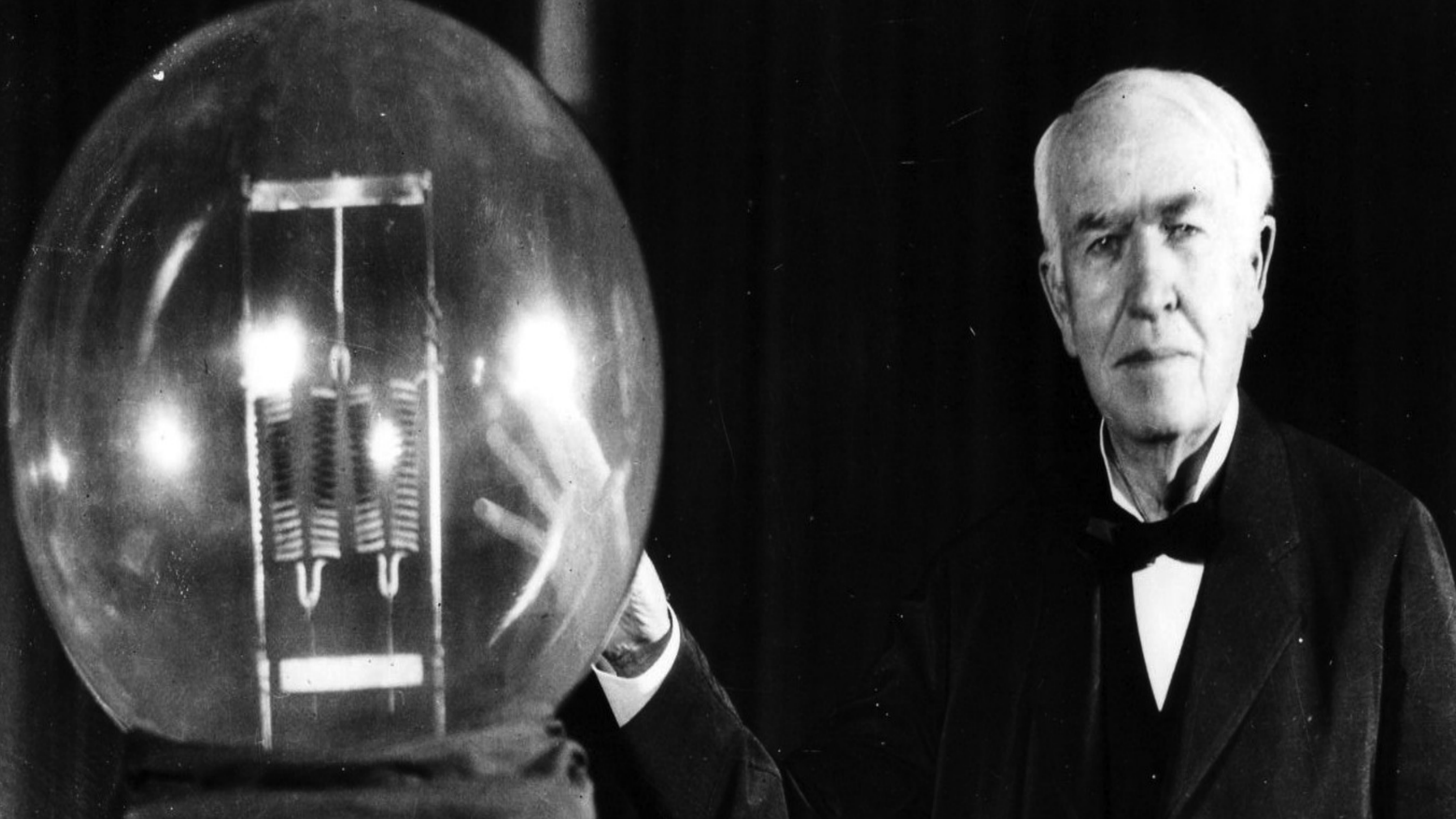
129 Y/O



“

I find out what the world needs.
Then, I go ahead and invent it.

”

- Thomas Edison

Build the future.

We bring good things to life.

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The
King of
SWING
PATRICK
RUNCO

800%

IN EMPLOYMENT APPLICATIONS

SOURCE: LINDA BOFF, CMO OF GE

So what does this mean?

1. **What do you believe?**
2. **Find your congregation.**
3. **Preach the gospel.**

And they'll spread the word for you

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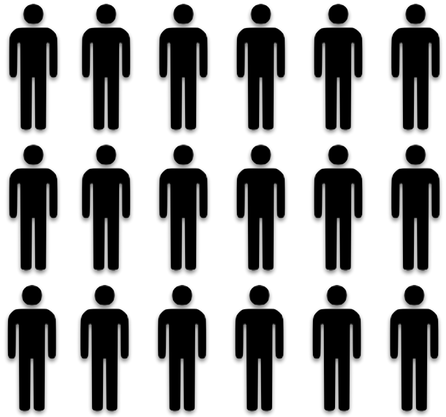
PEOPLE WHO SHARE THE SAME CONVICTIONS NOT ONLY CONSUME

BUT THEY ALSO SHARE IT WITH PEOPLE JUST LIKE THEM…THEIR NETWORK

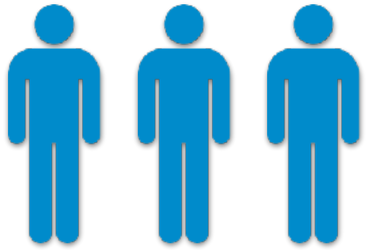
BRANDS

MARCOMM



TARGET AUDIENCE

TAP INTO



NETWORKED TRIBE

SHARE

“When a small group of people begin acting in concert — displaying similar visible symptoms — the epidemic can spread along social networks ties via emotion contagion and large groups can become quickly emotionally synchronized.”

- Christakis & Fowler

(Authors of *Connected*)

This is the network effect.

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WHEN PEOPLE ARE INVESTED FINANCIALLY THEY WANT A RETURN. WHEN PEOPLE ARE EMOTIONALLY INVESTED, THEY WANT TO CONTRIBUTE.

SIMON SINEK

IF YOU WANT PEOPLE TO FUND OPEN SOURCE SERVICES...

START WITH THE SOUL.
END WITH THE SALE.

I hope...

MANY THANKS!

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