MORE THAN WORDS

LEVERAGING CULTURE
Hi!
I’m Marcus.
PERSPECTIVE.
We don’t see things as they are. We see them as we are.

- Anais Nin
AS THE FATHER SEES
AS THE FATHER SEES

AS THE CHILD SEES

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PERSPECTIVE.
WHY DO PEOPLE DO WHAT THEY DO?
I’m a marketer.
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
1900s — Consumer insights via economics
1960s — Consumer insights via psychology
1980s — Consumer insights via sociology
1990s — Consumer insights via culture
What is culture?
The system of symbols, beliefs, and values from which groups of people, and their corresponding roles and norms, are established.
CULTURE CONSISTS OF:

- **BELIEFS**: Principles, values, way of thinking, etc.
- **ARTIFACTS**: Tools, clothes, decorations, symbols, etc.
- **RITUALS**: Traditions, social rules, ceremonies, etc.
- **LANGUAGE**: Lexicon, dialect, song, poetry, etc.
BELIEFS
IDEOLOGIES
Don’t be a suit.

- All the Cool Kids
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:

- **BELIEFS**: PRINCIPLES, VALUES, WAY OF THINKING, ETC.
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- **RITUALS**: TRADITIONS, SOCIAL RULES, CEREMONIES, ETC.
- **LANGUAGE**: LEXICON, DIALECT, SONG, POETRY, ETC.
LONGEST STANDING INSTITUTIONS

Religion

Military

Government
How?
What do you believe?
People don’t buy what you do. They buy why you do it.

- Simon Sinek
(Author, Start With Why)
WHY

HOW

WHAT
Making white blood cells is not the meaning of life
The Why._conviction. ideology. driving-belief.
The Bricklayer Parable

A job
The Bricklayer Parable

A job

A career
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
How do you exercise your beliefs?
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.
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

@Marctothec
DONT BUY THIS JACKET

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 will 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

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Down Sweater

The Good
We use high-quality goose down, an exceptionally efficient insulator.

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.

The down comes from humanely raised geese and is minimally processed. The light shell is made of recycled polyester.
Patagonia refusing to sell vests to some corporate clients that don't 'prioritize the planet'
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."
Lauren Byrd: We love spending with Patagonia!

Scott Nylund: I would eat Ben&Jerry's wearing Patagonia for the rest of my life if I could.

Write a reply...
How Patagonia Grows Every Time It Amplifies Its Social Mission

CE0 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: Flood]

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.
3
Don’t make ads
Preach the gospel
START WITH THE **SOUL**.  
END WITH THE **SALE**.
MY GIRLFRIEND NEEDS TO SELL HER CAR.
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
Apple

Apple causes ‘religious’ reaction in brains of fans, say neuroscientists

By Trevor Mogg | May 18, 2011 7:14PM PST
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: 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
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
Beyonce
*insults Beyoncé once*
#WayBackWednesday: Remember When Kid Rock Shaded Beyonce? The BeyHive Still Won’t Let Up 3 Years Later

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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.)
The function of beliefs is to commit us to action.

- Charles Sanders Peirce
  Author of Fixation of Belief
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Let’s see this in action.
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.
GE imagination at work
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
PEOPLE WHO SHARE THE SAME CONVICTIONS NOT ONLY CONSUME BUT THEY ALSO SHARE IT WITH PEOPLE JUST LIKE THEM...THEIR NETWORK
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.
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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