BRANDS WHO STALK

A quick riff on brands who become obsessed with being like their target.
There are funny glitches in society that make normally unacceptable things acceptable.
I can **punch you in the face** and **ignore you when you talk to me.**

while boxing

on instant messenger
Our morals, behaviors and norms don’t always travel intact between environments.

We have some weird standards in marketing
Dear consumer,

I can **stalk your online profiles** and **talk to you when you want to be ignored**.

Brand, xoxo
Why do brands think it’s so acceptable to stalk people?
Hey man!

We’re **collecting data** not stalking. We’re a data driven company who wants to **add value** to our customer’s lives.

Brand, xoxo
But, why do you need to know how I eat my breakfast?
Dude,

Insights allow us to design things you like.

Brand, xoxo
You mean, like Xzibit?
YO DAWG I HERD YOU LIKE CARS SO WE PUT A CAR IN YO CAR SO YOU CAN DRIVE WHILE U DRIVE
Participant,

Thank you for registering your interest in cars and music artist Xzibit.

Brand, xoxo
Man, that’s so creepy.
It’s very easy to become sycophantic, opportunistic, and disingenuous with our campaigns.
Remember, consumers don’t judge authenticity based on actual behavior but, rather, the intention behind it.
For example, most people think stealing is moral if it’s to feed a starving family.
Typically, a brand’s intention is to be like their customers. But, that’s invasive.

Stop saying what you think your customers want to hear.

Let’s create a new standard
OUR NEW IMPERATIVE

A brand should try their best to occupy the same world as their target and interpret that world in a unique, useful way.

BUT

It’s acceptable to disagree with your target. It’s ok to have an intrinsically defined identity and to create things you like.
OUR NEW OUTLOOK

Knowing everything about a target doesn’t mean you’ll resonate with them.

You can only know so much about someone
One of the great unsettling revelations of the digital age may be that we are not snowflakes, that humanity comes in just a few hundred models.
A CHALLENGE

What portion of our budget can we take away from stalking and devote to self discovery?
It’s about becoming a brand that people want to stalk instead of the other way around.
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Thanks!