MARKETING TO YOUNG ADULTS IN THE CONTEXT OF A POST-MODERN SOCIETY

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Post-modernism does not prescribe an absolute beginning or end, rather it is a process through which one is able to derive potential solutions.
COLLABORATION: A PRINCIPLE
DIFFERENCE BETWEEN POST-MODERN & MODERN ORIENTATIONS OF MARKETING

- One-way communication flow
- Distinct function of business
- Managed
- Centralisation
- Order
- Multi-directional communication flow (marketer-to-customer, customer-to-marketer & customer-to-customer)
- Embedded cultural practice
  - Collaborative
  - Diffused
  - Complex
FRAGMENTATION : CHAOS, THE DISSOLUTION OF
ESTABLISHED SYSTEMS & THE RELATIONSHIPS BETWEEN
ENTITIES WITHIN A SYSTEM

Post-modernism’s apparent destruction of
domains does not eliminate them, instead, it
deconstructs & then reconstructs them into
multiple sub-domains, as relevant to different
sectors of interest
MARKETS ARE FRAGMENTING INTO MORE NUMEROUS & SMALLER & SMALLER SEGMENTS, BOTH CONSUMER & PRODUCT SEGMENTS

- More categories more variants
- Greater consumer choice
- Unpredictable buying behaviour
- Increased competition
- Proliferation of touchpoints

“Any customer can have a car painted any colour that he wants so long as it is black.” Henry Ford
DE-DIFFERENTIATION: BLURRING OF BOUNDARIES BETWEEN FRAGMENTS

The implosion of boundaries encountered through de-differentiation encompasses both intra-domains & inter-domains. De-differentiation displaces established beliefs between relationships of object & subject.
DE-DIFFERENTIATION

- Consumers/marketer (Relationship marketing)
  - Partner-players
  - Post-consumers
  - Brand asset interaction
- Advertising/editorial/ugc
- Traditional/digital media
  - Internet - a master de-differentiator
  - Mobile media - flexible communication
The hyperreal a form of reality that has been constructed on an imagined plan. Simulacra (a copy of a copy which has no original) where through reproduction of structures & situations humanity occupies “a universe strangely similar to the original” (Baudrillard)
HYPERREALITY

- Media filters
- Consumer entertainment
- Advertising: vague brand associations?
- Authenticity triggered
- Virtual communities
- Online shopping
Advertising references to the past are in part a consequence of hyperreality turning on itself & stimulating a demand for realness. The use of retro and revival of the past evoking nostalgia & the resuscitation of dying brands
CHRONOLOGY

- Technology developments
  - The world functions at a faster pace; but through technology people are equipped to navigate & manage these changes – becoming accustomed to speed & have enhanced processing abilities

- Real time
  - Online postings
  - Content decay
  - Sense & respond

- Nostalgia
  - 2011/12 film *Madagascar, American Pie, Titanic, Lion King, Avengers, Spider Man* . . .
  - Products: *Mini, Beetle, Fiat 500, Old Spice*
PASTICHE: REFERS TO THE CREATIVE LIBERTIES OF POST-MODERNISM

The juxtapositioning of seemingly contextually unrelated content; the possibility for collages of various styles across different domains
PASTICHE

- Personalisation
  - Mashing media content into self-created compositions
  - Individuals’ social pages displays: self-referential, self-affirmation, self-disclosure

- *Txt spk*
  - Abbreviations, phonetics, emoticons etc...

- Parodies
  - Advertisements or aspects of pop culture or current affair topics in their content or copy-lines
ANTI-FOUNDATIONALISM: POST-MODERNISM’S DECONSTRUCTIVE URGE, ITS ANTIPATHY TOWARDS ORTHODOXY, COMPLACENCY, THE ESTABLISHMENT & NOT LEAST, SYSTEMATIC GENERALISATIONS (Brown)

Deconstruction is a process which unravels knowledge of what the construction is, how it came to be formed & how its constituents are related to each other. The knowledge of the process & relationships between parts provide guidance in the reconstruction of alternative assemblies.
ANTI-FOUNDATIONALISM

- Are new media anti-foundational
- Alternative approaches to marketing & communication
- Unconventional communication
- Demand for innovation
FIRST EVER ANIMATED TATTOO

http://www.youtube.com/watch?v=f3qv2dSXQXk
PLURALISM: POST-MODERNISM CONSISTS OF A UNORGANISED ARRANGEMENT OF ANY ONE OR MORE OF THE AFOREMENTIONED MULTIPLE CHARACTERISTICS

Post-modernism tolerates diversity & acceptance of the various relationships between diverse variables; pluralism acknowledges that humans have many objectives, & there is no single universal truth
LEVERAGING POSTMODERN EFFECTS IN MARKETING COMMUNICATION

INSIGHTS

- My phone my life
- My media my space
- Social network connectivity
- Content = currency
- I want my say... &... what do you think
- Decision making navigation
- I expect my brands to be authentic
- I want innovative offerings

TACTICS

- Personalisation (relativism)
- Micro-segmentation
- Blurred boundaries (integrated comms)
- Value creation
- Real-time (sense & respond)
- Interaction (embedded marketing)
- Authenticity
- Innovation
- Unconventional
Post-modernism is an intangible phenomenon; as with any societal or cultural movement, is a culmination of multiple forces interacting within a specific period. Whether or not one chooses to classify different eras, unquestionably the society & culture of today are not what they were yesterday, nor what they will be in the future.