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Date: 20 – 09 – 2012

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

EFFECTS OF POST-MODERN SOCIETY

- Economic basis
- Multiculturalism
- Tolerates difference
- Social constructivism
- Poststructuralism
- Pastiche
- Focus on the present

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

HYPERREALITY: BLURS DISTINCTIONS BETWEEN REALITY & FANTASY

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

CHRONOLOGY: A PENCHANT FOR THE PAST (Brown) ... FOLDING-IN OF THE PAST & FUTURE INTO THE BURGEONING HERE-AND-NOW PRESENT (Firat & Dholakia)

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

SOCIAL TRANSFORMATION

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

THANK YOU

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