breaking down the walls of:

predictability

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SOT 3
3.10.07
reaching audiences via non traditional methods of design::
the innovative articulation of communication
communication:

“...the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs.”

dictionary.com 2007
brand + message = 
where are we going?
relevant ideas:
appealing to all the senses
experience design approach
design diversity/cultural diversity
blended thinking approach [IA & interactive design/360°]
creative thinking that reaches multiple medias
dramatically & intellectually connect to audience
patterns—not trends
strategic approach
how can a brand infuse culture?

what does it sound like?
responsive:

+ multi-platform: cell phones/PDA’s/MP3 devices
+ podcasts
+ product placement: film, television, music videos
+ strategic partnerships:
  - music, retail and food/beverage, gaming
+ viral/grassroots promotions/user gen websites
+ segmented advertising
= adaptation
the twist

+ breaking barriers
+ problem solvers
+ creative engineers
submediaworld tunnel “movie” advertising:

**92%** Recalled the ad and what it was for (compared to 13% for TV)

**87%** Look forward to seeing the next Submediaworld advertisement

**60%** Said the ad made their ride more enjoyable
influence and evangelize
Atypical is water that walks upstream. You can’t enroll in the university of atypical. It’s something you have to live.

Step one. Break old habits. Make new ones. Then break them too.

Can you dance? When music moves you it’s atypical pushing the predictable to the side of the road, page, brain, room, river or mountain. That’s where the typical belongs on the side, out of the way, creativity is calling — answer it with your heart.

Start looking for the atypical right now. Tattoo your imagination with it, you’ll sleep better.