

Branding & the Cultural Zeitgeist

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What is Cultural Zeitgeist?

- The spirit of the time; general trend of thought or feeling characteristic of a particular period of time.
- Dominant ideals and beliefs
- Trends

Zeitgeist & Branding

- Building a relationship
- making a brand stand out by using current trends
- Link the brand to cultural values and beliefs of the target market
- What are people interested in? What are they talking about? What's capturing their collective imagination?
- "It's about making a contribution that adds value to a current conversation" (www.launchsquad.com)

Successful brands & zeitgeist

<https://youtu.be/Sx7MF5cfTiw?t=8s>

Example of past Zeitgeist

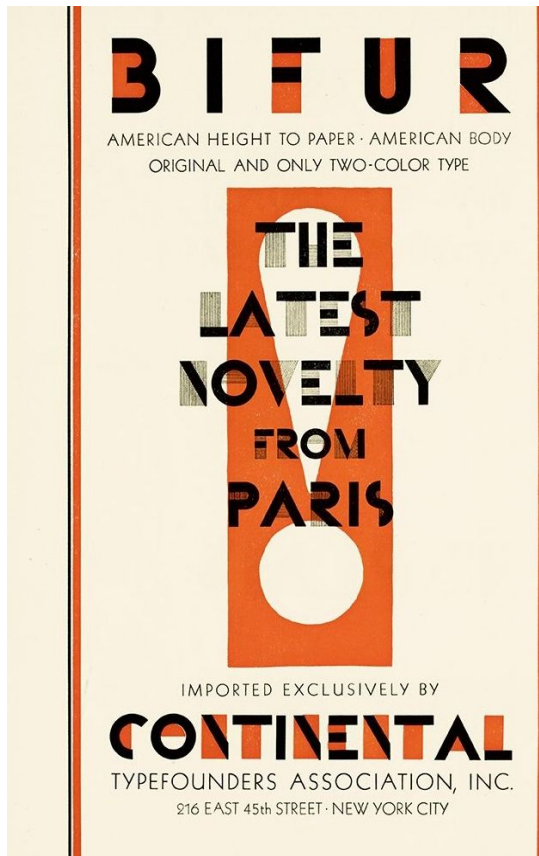
Art Deco

- Originated in Paris around the 1920's
- Influenced architecture and culture as a whole
- a modern art style that attempts to infuse functional objects with artistic touches
- repetitive use of linear and geometric shapes including triangular, zigzagged, trapezoidal, and chevron-patterned forms



AM Cassandre

- Advertising art
- Typefounder
- Created iconic Art Deco typefaces
- Bifur (1928), Acier (1930-34) and Peignot (1937).



BIFUR
AMERICAN HEIGHT TO PAPER · AMERICAN BODY
ORIGINAL AND ONLY TWO-COLOR TYPE

**THE
LATEST
NOVELTY
FROM
PARIS**

IMPORTED EXCLUSIVELY BY
CONTINENTAL
TYPEFOUNDERS ASSOCIATION, INC.
216 EAST 45th STREET · NEW YORK CITY

This advertisement for the Bifur typeface features a minimalist design with a cream background and thin red vertical lines on the sides. The word 'BIFUR' is at the top in a bold, black, sans-serif font with red accents on the 'I' and 'U'. Below it, the text 'AMERICAN HEIGHT TO PAPER · AMERICAN BODY ORIGINAL AND ONLY TWO-COLOR TYPE' is in a smaller, black, sans-serif font. The central focus is a large, orange, stylized letter 'A' with a white circle at its base. Inside the 'A', the words 'THE LATEST NOVELTY FROM PARIS' are written in a bold, black, sans-serif font. At the bottom, the text 'IMPORTED EXCLUSIVELY BY CONTINENTAL TYPEFOUNDERS ASSOCIATION, INC. 216 EAST 45th STREET · NEW YORK CITY' is displayed in a black, sans-serif font.



NORMANDIE
C^{IE} G^{IE} TRANSATLANTIQUE
French Line
60 VOYAGES
400.000 MILES - 115.000 PASSAGERS
AU 1^{ER} JANVIER 1939

This advertisement for the Normandie ship features a dramatic, high-contrast illustration of the ship's bow, viewed from a low angle looking up. The ship is black and white with a red stripe along the top edge. The background is a dark blue sky. The text 'NORMANDIE' is in a large, bold, white, sans-serif font. Below it, 'C^{IE} G^{IE} TRANSATLANTIQUE' is in a smaller, white, sans-serif font. The text 'French Line' is in a smaller, white, sans-serif font. Below that, '60 VOYAGES' is in a bold, white, sans-serif font. At the bottom, '400.000 MILES - 115.000 PASSAGERS' is in a bold, white, sans-serif font, and 'AU 1^{ER} JANVIER 1939' is in a smaller, white, sans-serif font. The name 'A.M. CASSANDRE' is visible in the top right corner of the illustration.

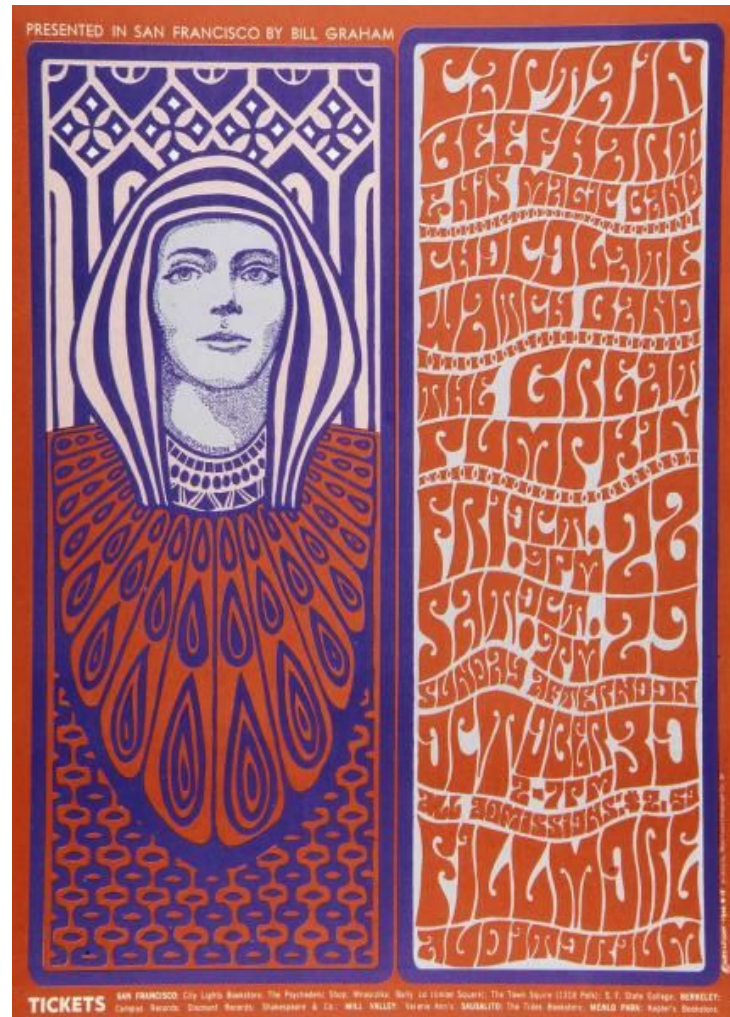
60's Psychedelic

- Began in the mid-1960s
- style of dress, language and the way people spoke, art, literature and philosophy
- Art Nouveau-inspired curvilinear shapes, illegible hand-drawn type, and intense optical color vibration



Wes Wilson

- Single-handedly pioneered what is now known as the psychedelic poster
- “selected colors through visual experiences with LSD”



<https://www.youtube.com/watch?v=TCI8IPvr6SM>

Current Branding Trends

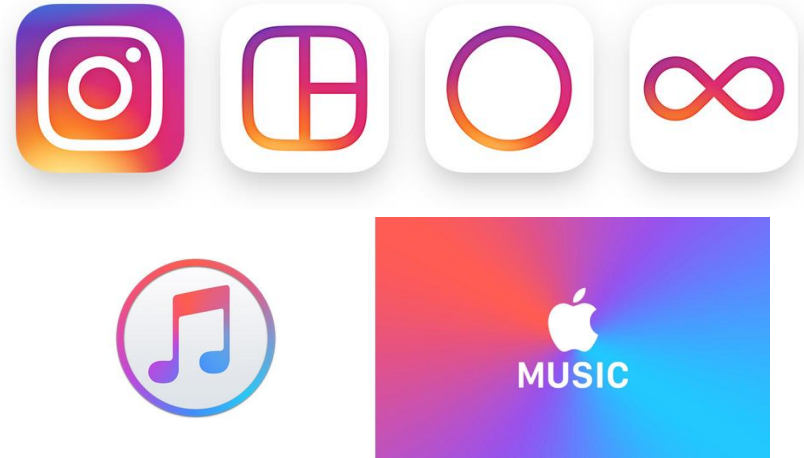
Responsive Logos

- Creating multiple versions of a logo so it works on multiple platforms



Colour Gradients/Contrasting Colours

- Bright eye popping colours
- Duotones are no longer “current”



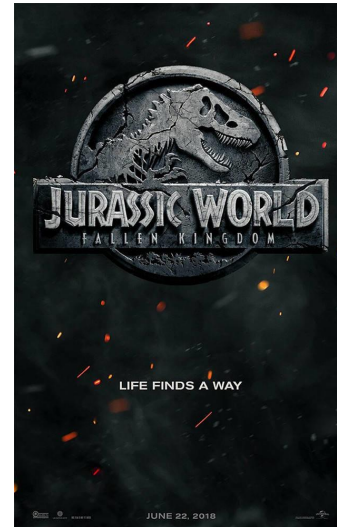
Negative Space Typography

- Image is inside the letters
- Playing with negative space
- Bold typefaces



Negative Space/Minimalism

- Negative space draws attention
- The world is busy, negative space creates the opposite effect
- Big trend recently for movie posters



Cinemagraphs

- Similar to a gif but less movement
- Some portions are still and some moving
- Often loopable



Social Media

- Brands interacting with consumers and other brands
- Sponsored Instagram & Snapchat Filters
- Brands working with influencers
- Trying to get people talking about them on social media



Tide at the Super Bowl

- “Make every ad a Tide ad”
- Over \$15mill
- 90 seconds of airtime
- 163,800 mentions during the game and engagement went up 74x



<https://youtu.be/doP7xKdGOKs>

Discussion

- What do you think of the new McDonald's Big Mac X Bacon Advertising/Branding?



Feedback

<https://goo.gl/forms/5a6w7LWMXnWcflsG2>

References?

<http://www.launchsquad.com/blog/cultural-marketing-contributing-zeitgeist-builds-brand-loyalty/>

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