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
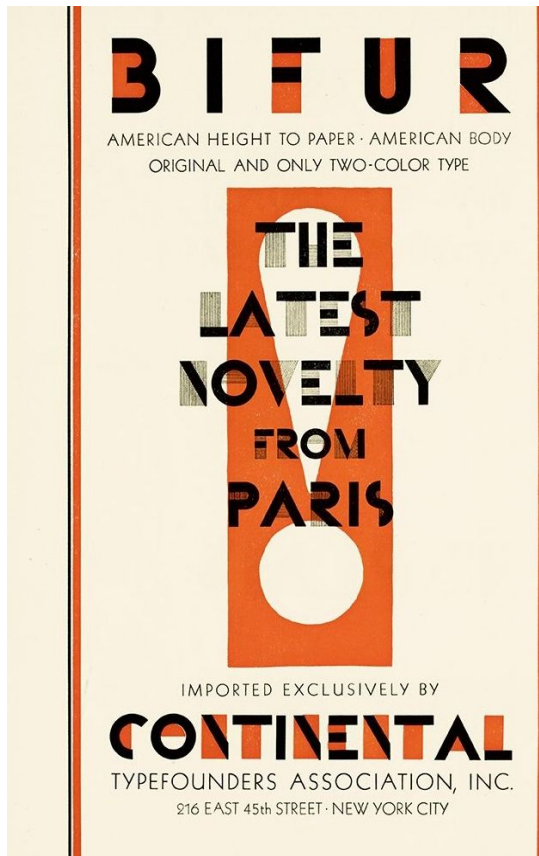
Example of past Zeitgeist

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).

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
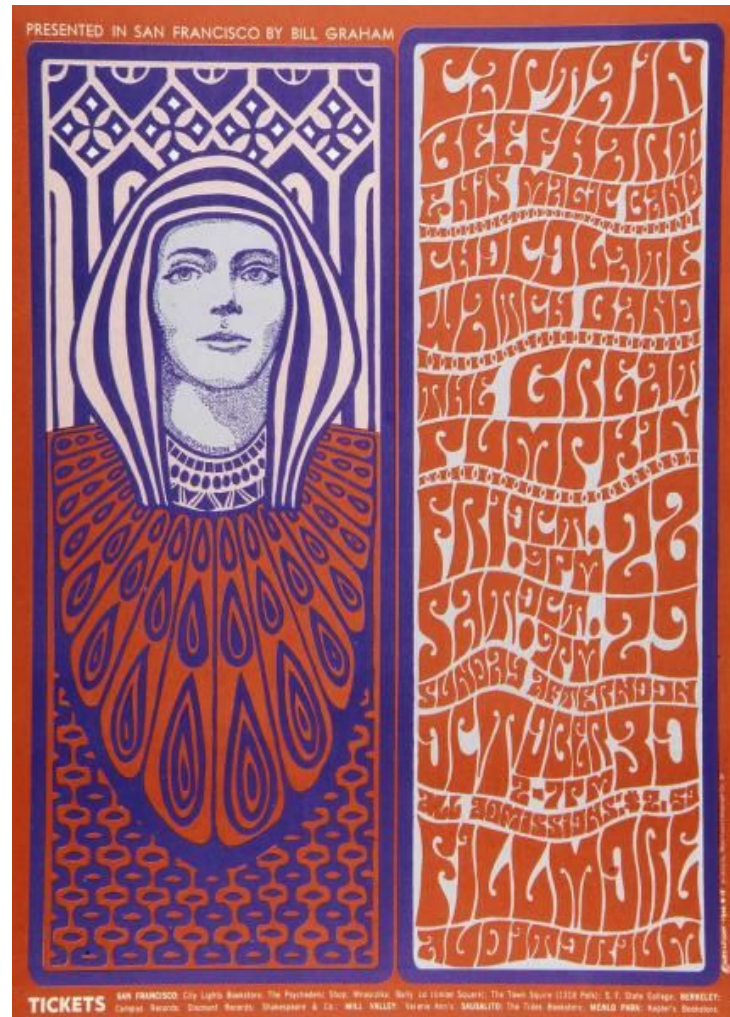
Current Branding Trends

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"
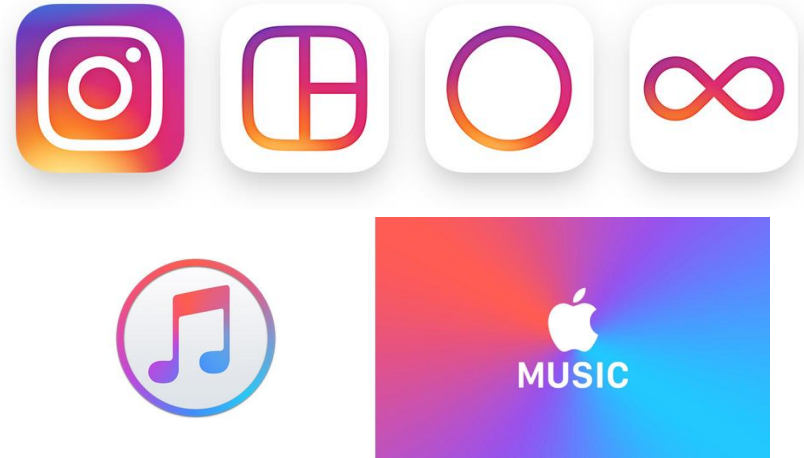
Negative Space Typography

- 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

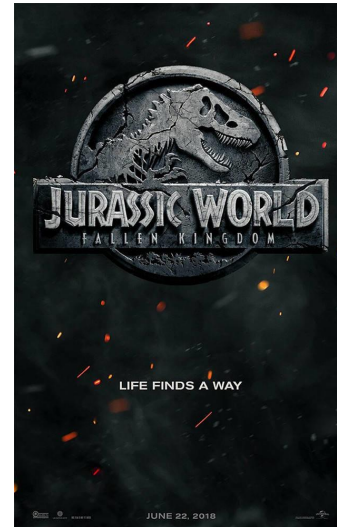- Similar to a gif but less movement
- Some portions are still and some moving
- Often loopable

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?

https://youtu.be/5qEb-aspf84

Feedback

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

References?

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https://visualartsdepartment.wordpress.com/psychedelic-60s/