

# Cultural Zeitgeist & Branding

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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.

The ideas and beliefs of a time

The trends

# Cultural Zeitgeist and branding

- Sociology and Anthropology.
- Link the brand to the cultural values and beliefs of the target market.
- “Skate to where the puck is going, not where it has been” -Wayne Gretzky  
The essence of the zeitgeist is made up of current trends.

# Examples of Past Cultural Zeitgeist

# 40's Cultural Zeitgeist Advertising

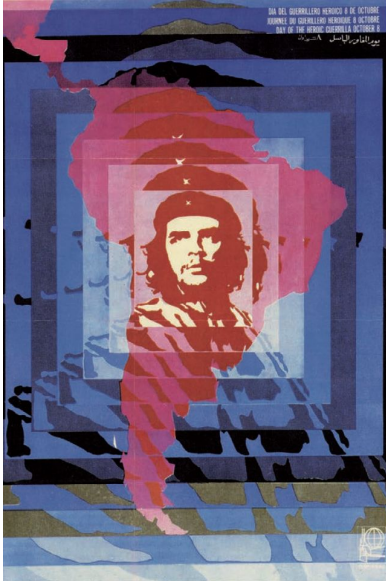


J. Howard Miller  
"We Can Do It!"  
1943

What was happening in the 40s?

- WW2
- Wartime propaganda poster
- Women in the workforce
- This poster relates to the cultural zeitgeist of the 1940s

# 60's Cultural Zeitgeist Advertising



Elena Serrano  
“Day of the Heroic  
Guerrilla”  
1968

What was happening in the 60s?

- Hippie culture
- Rock & roll
- Drugs
- Psychedelic

What is the Cultural Zeitgeist  
of today?

# Discussion- Cultural Zeitgeist

- In groups of 3, determine what the Cultural Zeitgeist of today is.
- Think of : politics, movements, current events, technology, popular materials, social media, etc.
- After **5 minutes**, each group will share their ideas



# Cultural Zeitgeist Today

- Social media
- Technology
- Documenting everything
- Current political events
- Pop culture

# What makes good branding/advertising?

- Relating to our culture today
- Using these areas to relate to your audience
- Shows consumers how the product makes their lives better

Apple Commercial, One Night

- [https://www.youtube.com/watch?v=0QKG4mRH\\_MY](https://www.youtube.com/watch?v=0QKG4mRH_MY)

# Activity 1- Ad using Cultural Zeitgeist

- Create a poster advertisement for the **Florence High Back Chair**
- **Price:** \$159.98
- **Rating:** 5 Stars
- **Sold at:** Walmart
- Use the **cultural zeitgeist** of today in your poster advertisement, and explain how it appeals to your target audience



**15 Minutes**

# Keeping up with the Cultural Zeitgeist

- Even though brands should try to follow the current cultural zeitgeist, there is a danger in following trends too closely.
- Risk of losing market perspective or becoming irrelevant
- Brand's may have to evolve to keep up with the times



FIRST



CURRENT

# Video & Discussion



<https://www.youtube.com/watch?v=bz3wb45FZLM>

# Enhance your Brand

- Customer Relationship Management (CRM)
  - > Connecting with current and future customers through social media
  - > Responding to questions and complaints they have
  - > Posting on social media to keep customer relationship intact
  - > Keeping up to date on social media is essential



# Social Media Marketing

- Marketing on social media is a great way of drawing in customers
  - >Thinking about which social media is best for your audience
  - >More listening and less talking on social media
  - >Publish great content to have your audience share it

# AIDA Model

Social media can be the start of the AIDA Model for your brand

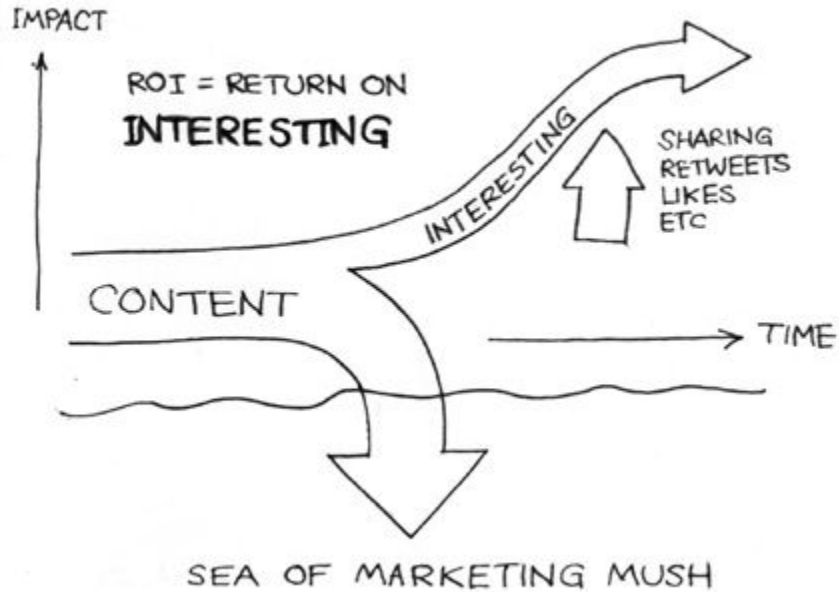
**Attention** – Create attention or awareness of your brand or website

**Interest** – Creating an interest in the buyer for further information about your product or service

**Desire** – Stirring up a desire to buy a product or service

**Action** – Moving the visitor into an interaction with your company.

# AIDA: Creating Interest



**Thanks for listening!**