

Speak to Individuality

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It may be hard to swallow, but not everyone wants what you have. Seek out those who are most likely to love you, speak directly to them, and let go of everyone else. It will pay off. The idea is not to chase your customers, but to create the conditions that will allow your audience to come to you. Invite them to interact, experience, and participate at every imaginable touchpoint.

The interesting thing about consumers today is that they think about things that people didn't care about 5 or 10 years ago, like the brand story, how the product impacts the environment, or the company's philanthropy efforts. Consumers have started to gain serious respect for smaller brands with great vision, companies who stand for something and speak to their customers as individuals.

The shift from mass to niche has also changed the way consumers see themselves. We no longer want to be grouped in with the masses. We're tired of being numbers. We're not satisfied with the status quo. We're becoming more obsessed with brands that help us express our individuality and resonate with who we are or who we want to be. Consumers want to align themselves behind companies who have something to say, instead of something to sell.

Traditional consumer profiles that focus on sex, age, race, income and education are being totally destroyed by individualism. Let's think about this. Male, 35-50, white, 60-90k, college education. What does that really say about what this person is going to buy? Not much. You have to go beyond this and into the realm of individualism and human behavior.

People buy things to improve their social status. We overextend our finances. We buy things we can't afford because we have the option of paying later. A young woman making \$10.50/hour will buy a \$700 Louis Vuitton bag and lease a H3 Hummer. The truth is that income brackets do not define purchasing decisions and age doesn't mean what it used to. 65-year-old grandfathers are rocking their iPods during their morning jog around the block. You can have two young women of the same age - one is still at home with mom and dad, and the other is a successful entrepreneur. So what does this all mean? Consumers are shattering the categories that have tried to define them, and entrepreneurs have to understand these trends in order to communicate with them on deeper levels.

The best brands have the courage to get specific and let go of the concept that a bigger audience means more sales. These brands romance their niche market and don't try to date the people who won't marry them anyway. Remember love equals loyalty. While it takes gusto to do this, you will find that this is where the magic happens and you will be rewarded with cult-like loyalty and brand advocates cheering your every move.

Motto is a brand development and design consultancy that helps people fall in love with the brands we work with. We exist to challenge what is accepted and nurture what is possible. We work with established and entrepreneurial companies on issues of brand development, strategic positioning and creative implementation.



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