

# Quiet brands

# Invisible brands

a presentation to



**“That is the beauty  
of branding:  
brutalized, used  
like an instrument,  
it turns on its creator.”**

- Pierre d'Huy



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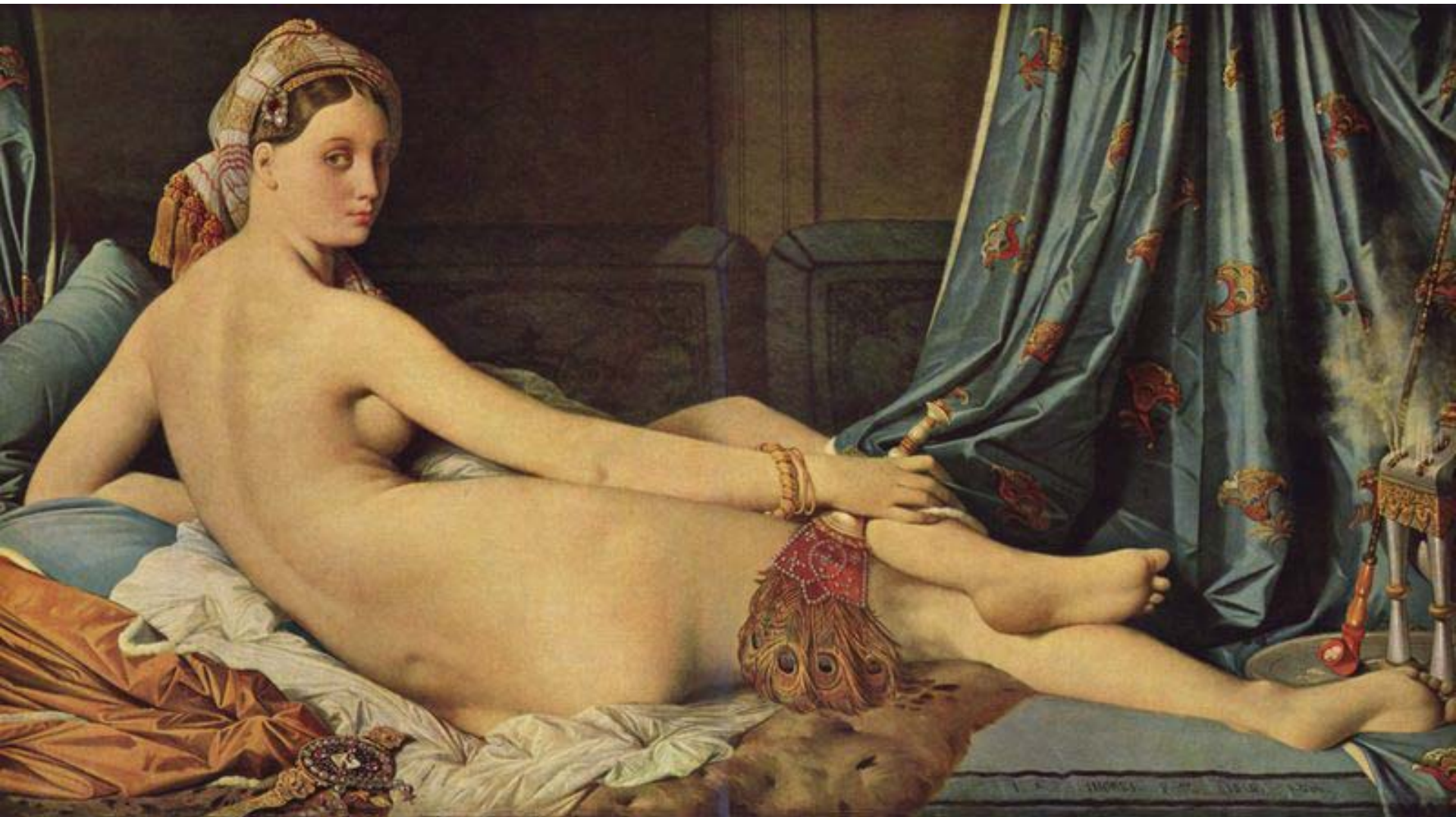
# An epidemic of global brand obesity

# The ideal brand

lives in  
the  
moment

is  
invisible

# transmits



DiGanZi

delivers  
inspiration

is taken  
personally

needs  
to be local,  
small-scale

Yet brands are  
inextricably  
bound to

# the idea of selling



the **most**  
credible brands  
are those  
which look

the least  
marketed



**“... selling Brand Obama to the world...”**

**“... the key to Brand Obama...”**

**“... marketing of the first family...”**

**“... the day-to-day development and execution of the brand...”**

**“... uses words like ‘strategic plan’ and ‘brand’...”**

**“We have the best brand on earth: the Obama brand...”**

**“Like all brands the Obama brand has a crown jewel... the White House...”**

**“Think of it like Unilever’s Dove...”**

**“Brand Obama is a marketer’s dream...”**

- Wall Street Journal, June 2009

**“It is proven that advertising works. What has changed is WHERE it works. The issue is the huge waste that is involved.”**

- Ian Ryder

# invisible consequences

wasted time,  
resources,  
money

“only” money  
for web, tv,  
broadcast

physical waste  
for print,  
published  
media

draws resources  
away from  
product quality

# intrusion into the naturalistic universe

# visual and audial pollution



**vodafone**

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they would do if no one won a direc-

The details could be changed, per-

the chief financial correspondent of The New York Times. [norris.blogs.nytimes.com](http://norris.blogs.nytimes.com)

Source: Reuters  
Graphics: Custom Flow Solutions

HTT Jul 17, 09

# 'Open Happiness' is a stealth ad campaign with a

NEW YORK

## A catchy song is really a pitch for a product that it never mentions

BY BRIAN STELTER

Commercials for Coca-Cola are sometimes so completely shrouded by storytelling that viewers can make a game of brand-spotting. The game — call it “Spot the Coke Can” — takes a particularly long time during the cinematic spots in movie theaters.

In the global advertising campaign called “Open Happiness,” introduced in January, Coke takes the game to a logical last step by omitting any reference to the brand in a catchy song it created and sold last winter.

With the title “Open Happiness,” the song is an advertisement by association. Coke signed a crew of band members and performers from around the world to record the single, which Coca-Cola said was the top download at Baidu.com, a leading Chinese Web site. It also produced versions in several different languages for export from the United States.

The song was taking another promotional step forward this week, with MTV

expected to show the premiere of the music video for “Open Happiness.” Coca-Cola said it had not paid MTV to show it.

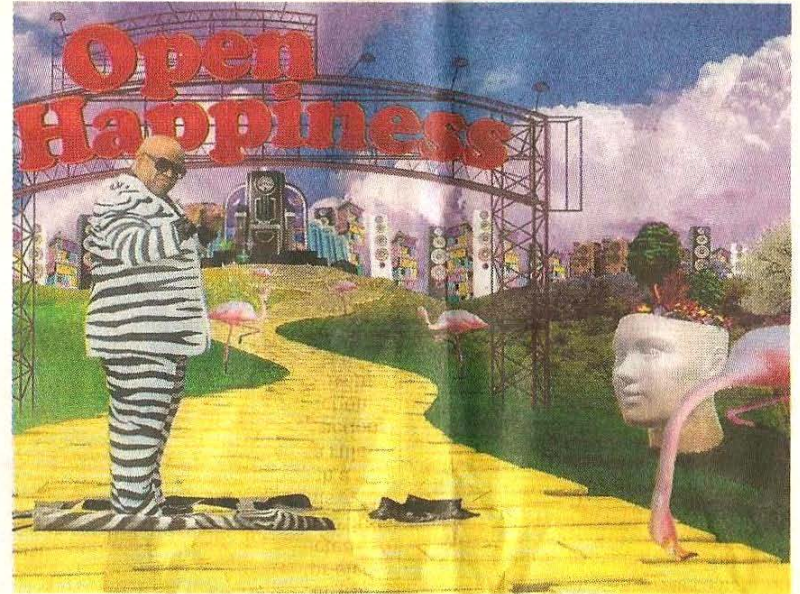
As was the case with the song, viewers of the video would be hard-pressed to spot the Coca-Cola brand. “I studied the video like the Zapruder film,” said a Coke spokesman, Petro Kacur, referring to the famous amateur footage of the assassination of President John F. Kennedy. The Coke reference, he said, “is so super-fast that you really have to be looking for it.”

Umut Ozaydinli, the global music marketing manager for Coca-Cola, said the upbeat song pulled consumers into the Open Happiness campaign rather than pushing it on them like traditional advertising.

“Coca-Cola is such a strong and magical brand that we can come out with something with no branding or very little branding,” he said Wednesday by telephone from Turkey, where the company plans to release a Turkish-language version of the song. “All the communications we are doing around the song enable consumers to connect the song with the brand.”

A half-French, half-English version of the tune is to be released in time for the Winter Olympics in Vancouver next year.

While Coca-Cola has produced songs



The music video for the Coca-Cola song “Open Happiness” barely makes reference to the product. The same five-note melody from the song ties the video to other commercials.

in the past — before the Summer Olympics in Beijing last year, the company released eight song remixes by D.J.’s — “Open Happiness” stands out because the company is charging for the

single on iTunes and Amazon.com. The musical strategy may remind some of “I’d Like to Teach the World to Sing,” the jingle-turned-pop-hit that was first featured as a part of Coca-Cola’s classic



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self-regulation  
beautification

# overbranding

unbranding  
debranding  
quiet branding

Thank you!