

THE PURPLE COW.

BY SETH GODIN

PART 1 AND 2 P: 1 - 44

PRESENTED BY :

- DAIFI Meryem
- EL FERZAOUI Najm Echorouk
- MTAHTAH Wissal
- ZOUBAI Douha

SUPERVISED BY :

- Mrs. RGUIG Sara

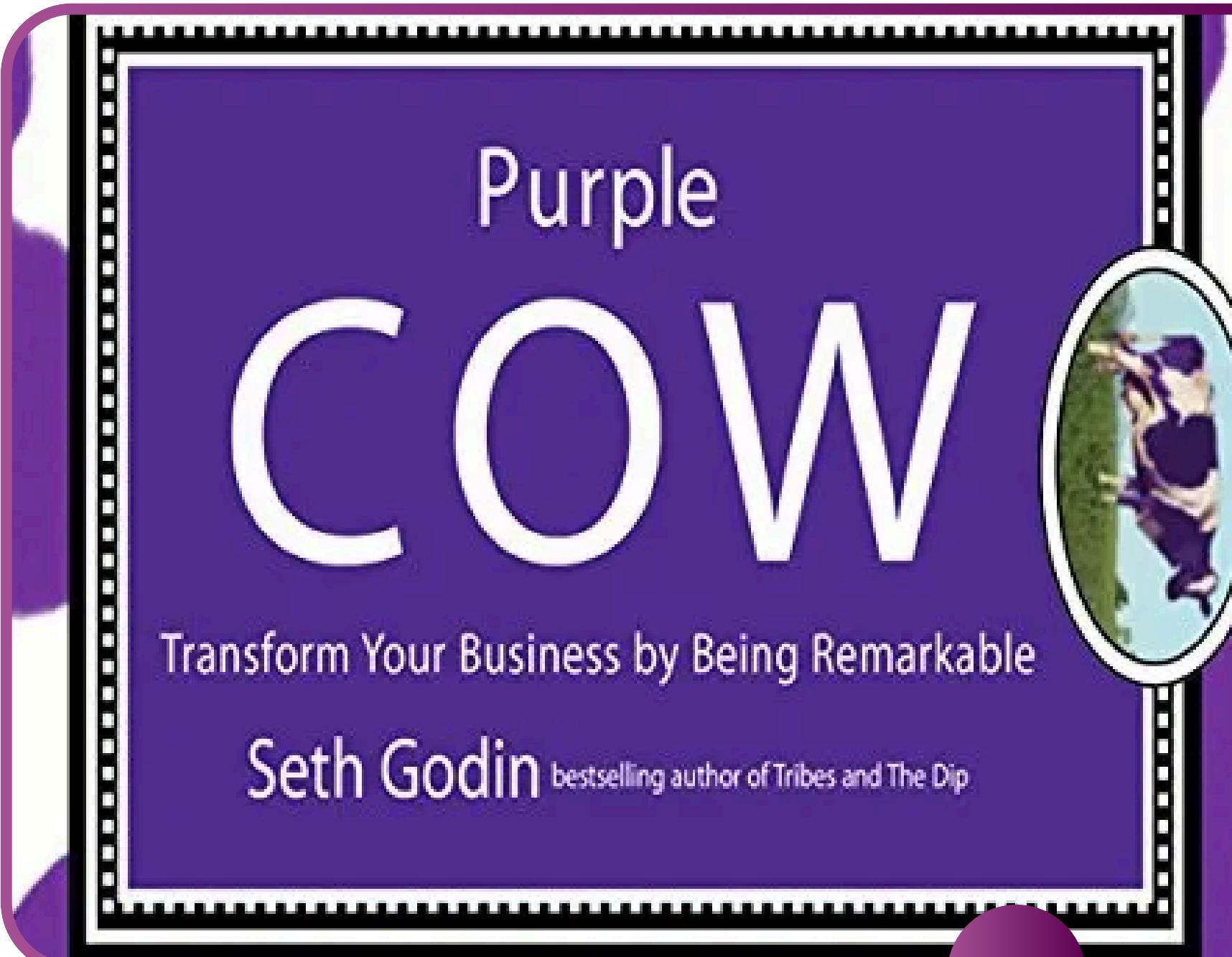


• PLAN :



INTRODUCTION

- Written by Seth Godin (2003)
- Core idea: In a crowded world, being ordinary is invisible — only the remarkable stands out.
- A “Purple Cow” = a product, service, or idea so unique that people notice and talk about it.
- Message: Success today requires remarkable, not just marketing.



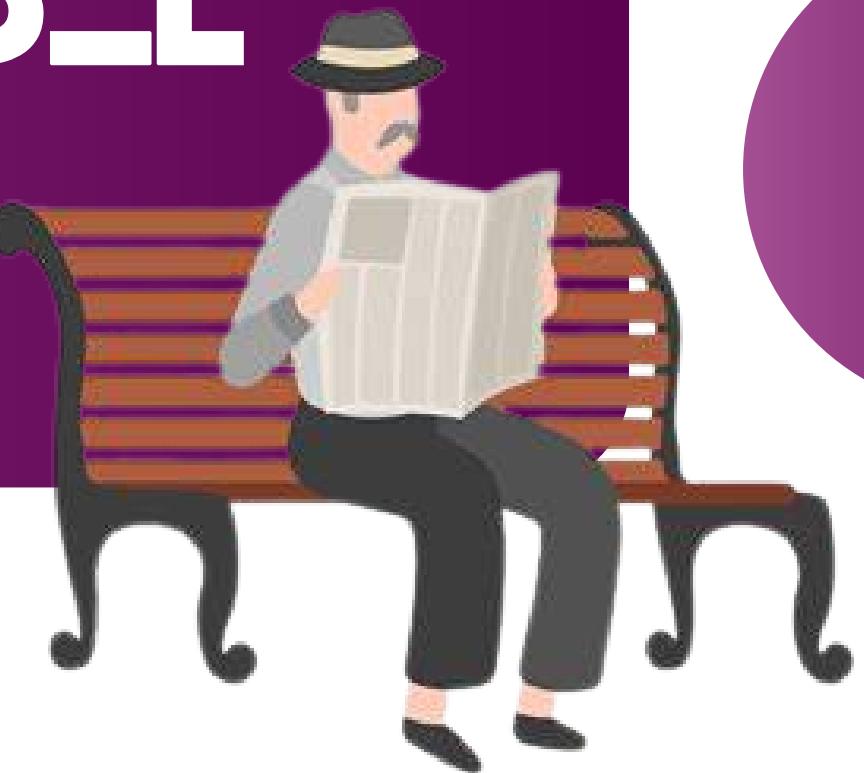
ABOUT THE AUTHOR



SETH GODIN

- Author, entrepreneur and marketing expert.
- Born in 1960, USA.
- Famous books: Purple Cow, Tribes.
- Worked at Yahoo.
- Founder of altMBA online program.
- Inspires people to be creative, different, and remarkable.

BEFORE REMARKABLE ADVERTISING



THE PURPLE COW OF THE ERA BEFORE ADVERTISING: THE FIVE PS

- Marketers didn't use novel ideas to market a product
- They used the Ps as a guaranteed sucess formula like a check list to marketing
- Back then, the success was almost garenteed (it was the purple cow of that era)
- *puréed meals/babyfood*

MARKETING AND PERCEPTION

- innovation alone doesn't sell
- there should be a story behind the product that build the perception of customers
- 1912 *Otto Frederick Slice bread/packaging/hook*

ADVERTISING IS IT CHEATING?

- Adding a differentiator unique to the company itself in advertising attributed to a durable success back then
- sturbucks/

THE TRANSFORMATION OF MARKETING



EVOLUTION

- marketing is in constant evolution , from **word of mouth** to **masse advertising** to spreading **remarkable** ideas tru the **huge network** asheived using advertising
- *ad agencies and financiers =success*



OLD FASHIONED ADVERTISING

- Spending huge amounts on traditional ads doesn't guarantee attention or success
- advertising should aim to be remarkable and memorable
- *Wall street journal*

NEW P

- Advertising alone can't create desire
- the product itself must be remarkable to succeed.
- *customers busy/product invisible*

Clinging to old advertising

- Marketing has changed but many companies are clinging ton old methods that no longer work
- merketers Believe in new techniques/ideas but don't use it

NEW TECHNOLOGIES

- Tom Peters – The Pursuit of Wow
(passion=success)
- Peppers & Rogers – The One to One Future
(cheaper to keep old customers/Loyal customers
spend more and spread the word)

CLINGING TO OLD ADVERTISING

- Seth Godin – Permission Marketing
→ Attention is scarce. You earn attention by building trust, not by forcing ads.
- consumers ignore ads and rely on trust, networks, and remarkable products.



NEW REMARKABILITY

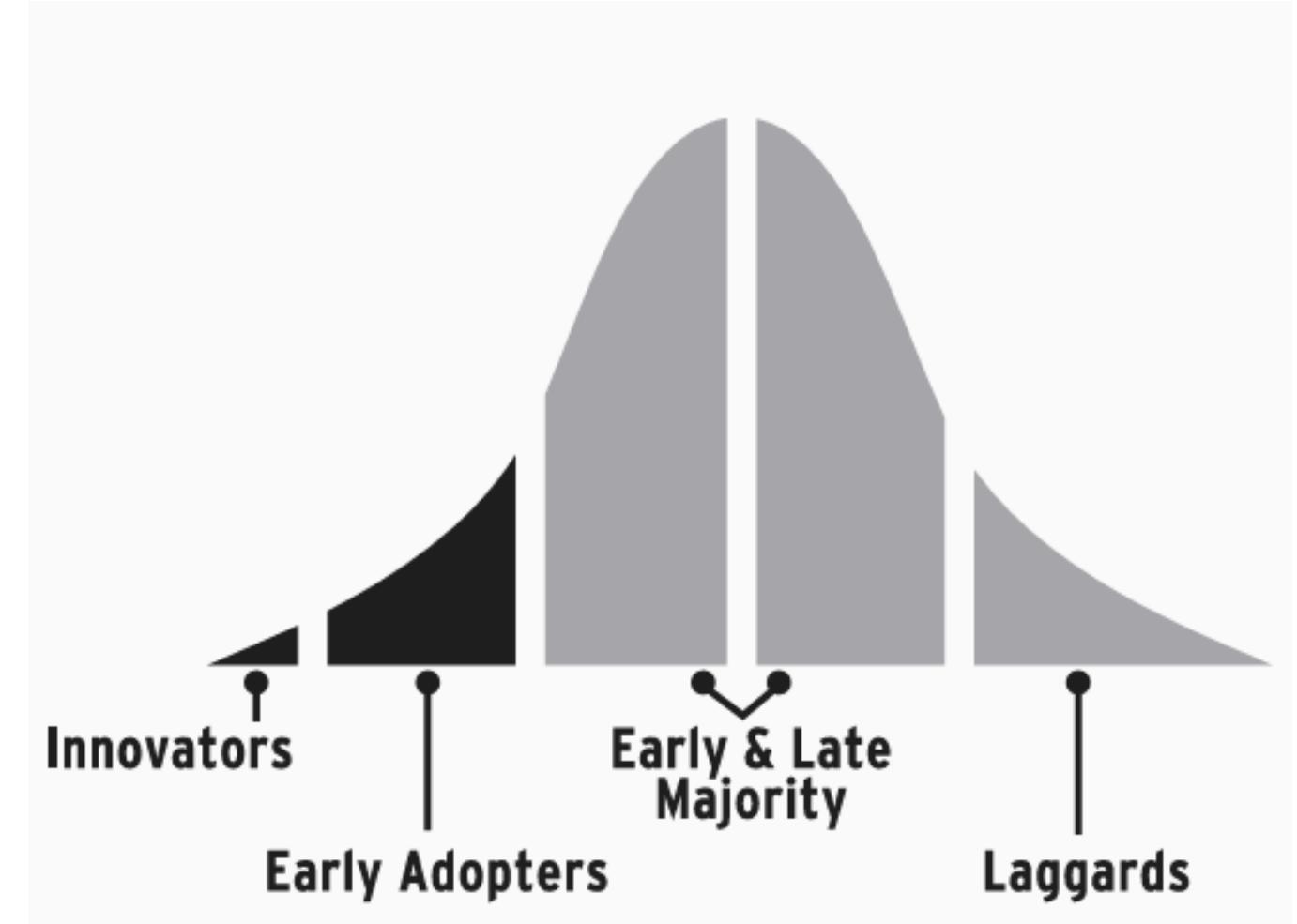
THE POWER OF BEING DIFFERENT

- New Beetle by VW became successful.
- Positive reviews and strong word of mouth spread its popularity.
- Its distinctive shape helped it attract attention and market itself .



TYPES OF PEOPLE

- **Innovators** : People who want something first, even if they don't need it.
- **Early adopters** : People who benefit from new products and want to stay ahead.
- **The early and late majority** : People who adopt new products if many of their peers do.
- **Laggards** : People who are slow to adopt and prefer traditional options.



Moore's idea diffusion curve

BENEFITS OF BEING REMARKABLE

Being remarkable

Attracts the left side of curve

Helps early adopters
persuade the rest of the
curve

WAYS TO SUCCESS USING REMARKABILITY

- Spreading ideas through “sneezers”, people who are experts, influential, and eager to share (ideavirus).
- Target the right people : Focus on those most likely to adopt and share the idea.

THE DEATH OF THE TV- INDUSTRIAL COMPLEX

• THE MILITARY-INDUSTRIAL COMPLEX



- The TV-industrial complex



HOW WAS THE POWER OF THE TV-INDUSTRIAL COMPLEX



Example : Cap'n Crunch cereal

- Quaker created the Cap'n Crunch commercial first
- The cereal came second
- TV ads trained consumers: "As seen on TV" = quality
- Shows how powerful TV advertising once was

FROM OLD RULE TO NEW RULE

The old rule was this:

Create safe, ordinary products and combine them with great marketing.

The new rule is:

Create remarkable products that the right people seek out.





Case Study

- ***GOING UP?***
- ***WHAT SHOULD TIDE DO ?***
- ***CHIP CONLEY***

GOING UP?

“Instead of trying to use your technology and expertise to make a better product for your users’ standard behavior, experiment with inviting the users to change their behavior to make the product work dramatically better.”

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WHAT SHOULD TIDE DO ?

“ If a product’s future is unlikely to be remarkable – if you can’t imagine a future in which people are once again fascinated by your product – it’s time to realize that the game has changed. Instead of investing in a dying product, take profits and reinvest them in building something new. ”

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CHIP CONLEY

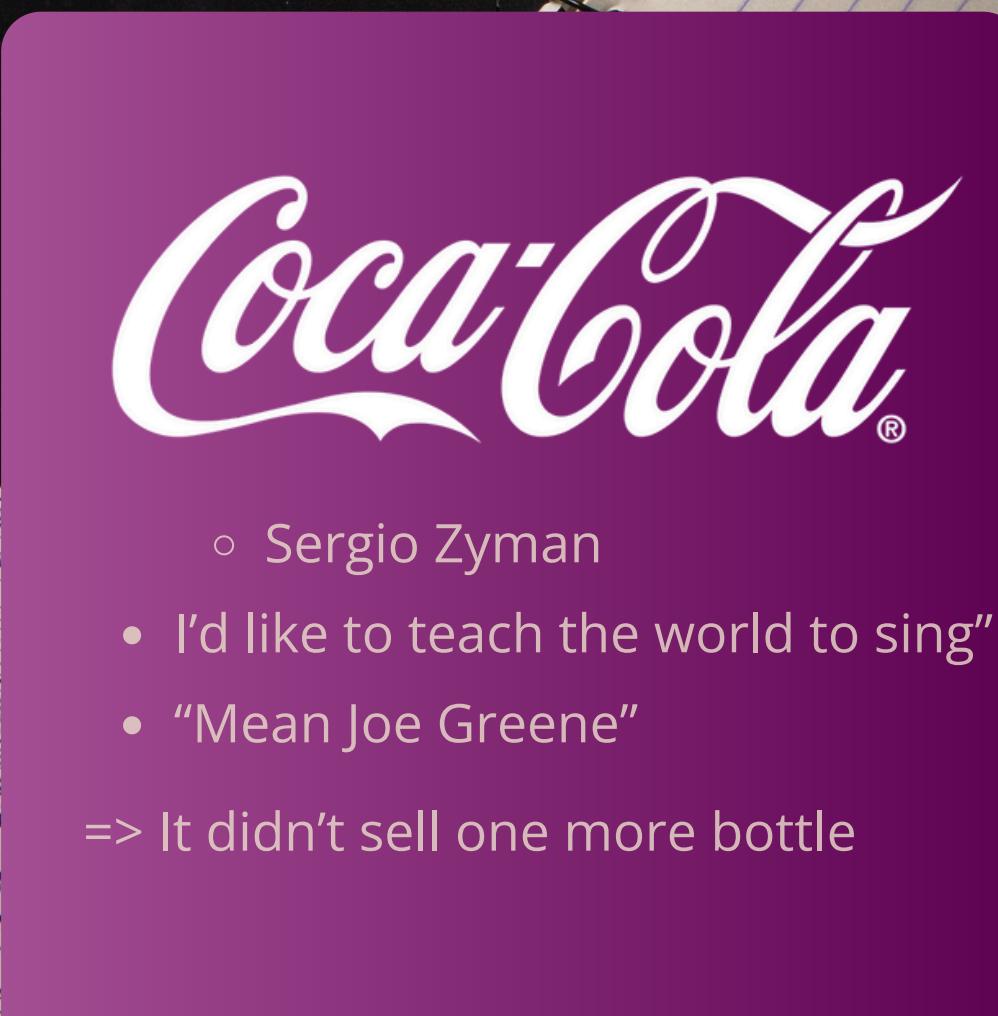
“ Make a list of competitors who are not trying to be everything to everyone. Are they outperforming you? If you could pick one underserved niche to target (and to dominate), what would it be? Why not launch a product to compete with your own- a product that does nothing but appeal to this market? ”

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LET'S WORK SMARTER

COMMERCIAL VS SELLING



Coca-Cola®

- Sergio Zyman
 - I'd like to teach the world to sing"
 - "Mean Joe Greene"
- => It didn't sell one more bottle

- Known/Famous
- The commercial was successful
 - ≠ Sells



MISINTERPRETATION

What we've learned :

- Ideavirus = spreads through people/contagious
- The Chasm = life cycle of ideas
- The Tipping Points = from person to person



MISINTERPRETATION

Most marketers :

Ideas do naturally spread or its luck.

- The Macarena
- The Pet Rock

Other big companies :

Spend billions in marketing

- Procter & Gamble
- Nike
- Colgate-Palmolive



BOTH ARE WRONG

Ressources :

Before :

- Spent on Comercials & Prints

Now :

- Invested in engineering "virus-worthy" around the "Cow"

The catch :

- Book ≠ Technics
- => Early awareness
 - Good investement
 - More frequent

Targeted ads :

- Work
- Are cost effective

Mass ads :

- Still work:
- They attract attention
- Not as cost-effective
- Most advertising and marketing
- Touches everyone "horizontal"



THE EQUATION OF MARKETING

- => waste because=> reaches some people that
 - Wont spread the info
 - Wont buy even if its useful/interesting



Old days, smart people: “Target costumers”

- How, who and where to reach → Respected
- That resulted on a ***conceit/arrogance***
 - maintain the power of who and when they will target
- “SOME” people will listen, hear, search, look
 - Some will buy
- => WASTE

THE EXECUTION OF MARKETING

Some ads work, now which ones ?



Today: "Customer chooses"

- Google, takes ur interests (aka searches)
 - -> gives a less flashy ad for what u exactly might need
- VS "unwelcome interruption of a less-focused consumer"

THE EQUATION OF MARKETING

Some ads work, now which ones ?



So, the goal ?

Advertise to interested sneezers with influence

- Need help
- In place where they Find u
- Can sneeze and influence

THE EXECUTION OF MARKETING

Some ads work, now which ones ?



What's the solution ?

- Don't force the attention
- => deserve it !

Create the most outrageous purple cow

THE EXECUTION OF MARKETING

Some ads work, now which ones ?





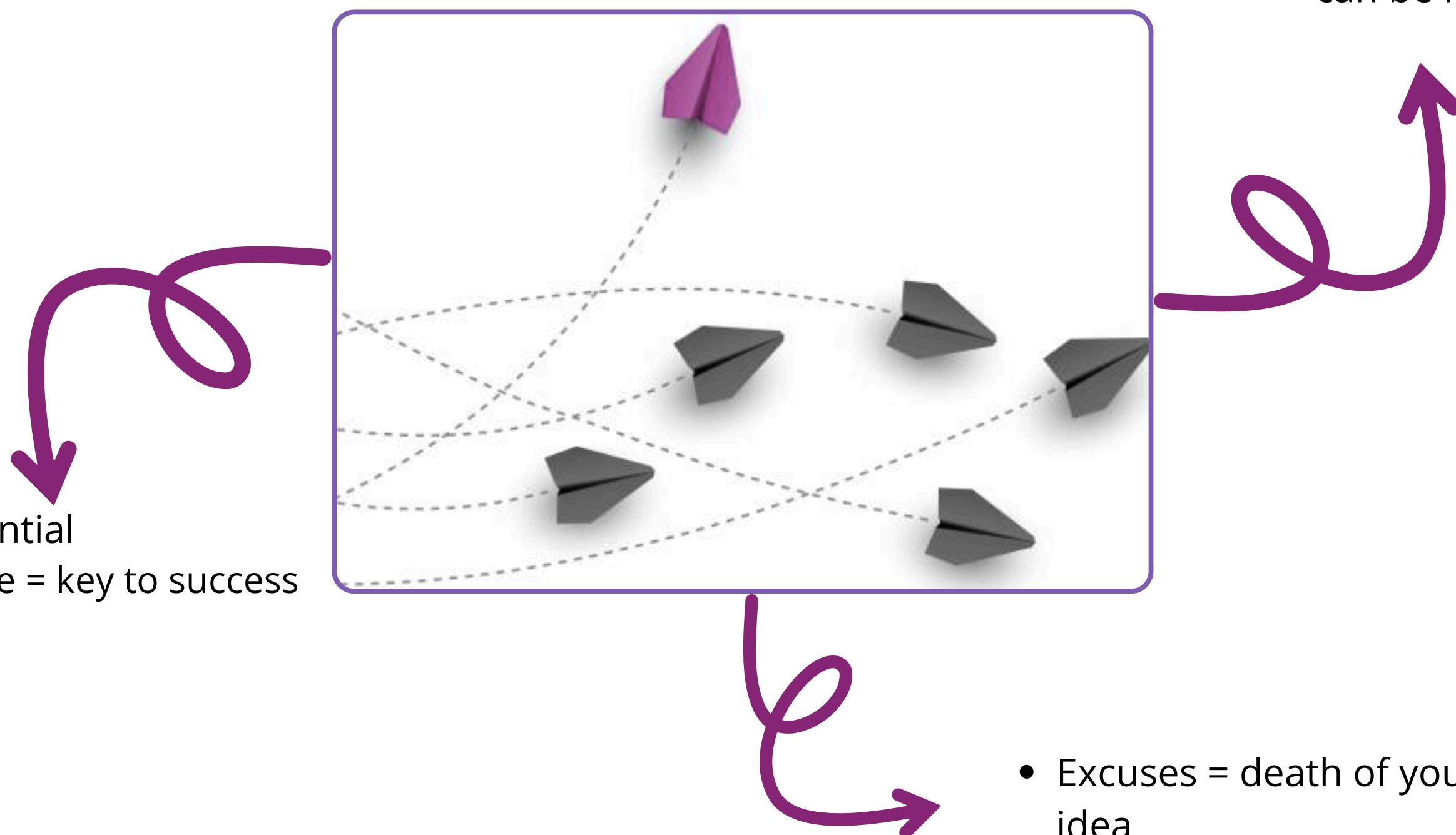
THE GOOD THEORY

- Four Seasons & Motel 6 (same success)
- Wal-Mart & Neiman Marcus (same decade)
- Nokia (always hardware change)
- Nintendo (same Game boy)
 - Nothing in common
 - "outliners"

- We need to see its manifestation in the real world
- A Leader is remarkable
- Copying isn't

THE POWER OF THE WILL

- Ideas have potential
- The will to execute = key to success



- Excuses = death of your idea

- Risk can be safer and freer
- Old ways (comfort) can be riskier



THE POWER OF THE WILL

Goal of the book :

- Is not brainstorming, ideation, and creativity techniques (can be found elsewhere)
- It is, what can i do to start

THANK YOU

FOR YOUR ATTENTION