

Succès de Scandale



GoDaddy specializes in domain registration and web hosting while at the same time consistently being in the news due to their racy advertising and out there CEO. From the near pornographic advertisements we see on Superbowl Sunday to the complete disregard for wildlife and corporate damage control, when at the time GoDaddy CEO, Bob Parsons, shot, killed, then tweeted the video of him killing an elephant, GoDaddy seems to never be short of always in the news.



Just over six years ago GoDaddy brought on Candice Michelle, then Danica Patrick to

overhaul their marketing materials to say the very least. Their advertisements often exploit women for the pleasure of men and become borderline pornographic and barely legal for TV. GoDaddy, because they're a private company, provides little statistics for us to see how the brand has succeeded (or failed) because of their marketing strategy.

There's a French saying "succès de scandale" which translates to "success from scandal."

In a company I previously *briefly* worked at, which deployed the same sorts of marketing as GoDaddy, used the idea that bad publicity is better than no publicity at all to almost the full extent. We had a bit different of a target audience than GoDaddy, despite being in the same industry, but I was able to quickly see that it brought the wrong sort of clientele – ones with little regard for rules and regulations or simple respect. With that in mind,

GoDaddy has taken advantage of being consistently in the news and has allowed them to grow to where they are today, that is undisputed. The reason I believe that their advertisements are unethical comes straight from how I was raised. I was raised by to respect women, this has even bled into why I am not into what college students see as

"partying" – I feel that men should be able to pick up women and woo them without the necessity for alcohol just like a company should be able to grow without exploiting women. I'm sure it's quite an odd thing for someone who is an executive for a fraternity on campus to be saying but I am proud of how I was raised and I'll stick to it until the day I die.