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|  | Over-hype  The next age of business marketing |
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|  | **Abigail Miller** 🞂AccuTrack 🞂 4/24/2007 |



Over-hype

The next age of business marketing

In the past decades, marketing strategy has been drastically redefined. Where product quality was once required for a successful campaign, now customer demand is driven by the “hype” over even mediocre products. Gone are the days of selling a product on its own merit. The next age of business marketing is based on strong repetition and subtle manipulation, with little or no dependency on product quality. Why sell something that no one wants to buy?

# Make the impossible seem possible.

A product must seem to have unfathomable features, beyond customer comprehension. You are not selling a product, but a dream. You must create both a dream for the customer and a realistic path to that dream. And an attainable dream requires that you apply desire where it is least expected.

## You have a dream.

The dream is the easy part. Imagine everything you wish you were. Envision peace and tranquility, a calm acceptance of life. Then, slowly add those daily stresses to the picture. Once too many stresses amass to make the picture unsettling, stop and remove some. You now have a dream that embodies the working man’s hopes and aspirations.

## Make the dream reality.

Once the dream is in place, you must provide a path toward its attainment. Your product plays little if any role in that dream; it is all in the merchandising. Imagine a path from the most gut-wrenching “dog-eat-dog” daily experience to the dream you have detailed. For example, how would a customer attract more of the opposite sex? The solution does not need to be logical, but your product must be the key to that dream. For example, encourage peace by emphasizing the huge house or van.

When showing the dream, you could also contrast with the normal brutish reality. Present the two opposing sides and underscore their differences, no matter how small. For instance, if a customer typically waits in a line for a service, stretch the wait time beyond relief. Make the waiting time of a few minutes into an eternity. If a customer has little space in a situation, shrink the space beyond belief. Take the close quarters of a subway scene, and emphasize the lack of personal hygiene amongst the crowd. Make life seem worse with your product in mind as their solution.

# Repeat, Repeat, Repeat!

No matter what the idea, without repetition, it will have a short shelf-life. To get across a concept, you need only repeat it constantly. Comprehension is not half as important as memorization. Many psychological and sociological surveys have proven that we act on reaction and instinct, not higher learning. Although humor and fear play a role in presenting a consistent message, the message must be branded on the customer’s subconscious.

Every message must be repeated at least 13 times to be effective. Although brute force is worthwhile, you must find ways to repeat a message without actual repetition as well. For example, use customer compliments (if any can be had) within actor testimonials, rather than just using actors. Strategically place all company slogans and logos within all camera shots. Take everyday objects and link them to your project. For example, have a button remind the customer of doing things the easy way. A stop sign could be presented as a lead into a slogan for ending a previous life and beginning a new one with the product.

# Throw all nets in.

True over-hyping strategy required inundation and over-saturation of the market. The key is to ensure that no matter what facet of a customer’s life, they cannot escape the message.

## Paint your image everywhere.

Magazines, newspapers and other periodicals are sure bets, but as these become more focused, the more it will cost and less likely that a broader audience will be reached. More untraditional forms have immerged. Street artists and guerilla advertising can create a commotion beyond the printed page. Don’t underestimate public transport or billboards. Giving away gifts for promotion is also powerful, especially pens or commonly used items.

The World Wide Web is also a goldmine for businesses. With consumers captive using search engines or making credit card transactions, a whole wealth of exposure can be tapped.

## Make the news without advertising.

If you can generate a newsworthy situation, then the general media will do the advertising for you. Thus, the focus becomes on how to generate news, not so much which newspapers to buy. If your company owns a news outlet, then you are guaranteed media coverage for product releases. Tying product release announcements to stock reports is also a good guide.

## The professionals make it seem easy.

Hollywood stars and other celebrities make a living selling their image to the public. Once you have a celebrity with a good track record behind your product, no one will notice its imperfections. The only caution is to ensure that the morality or ethical code of the endorser is not in question. If this happens, you should quickly announce that your company knew nothing about it and pick from another in the bunch. Do not be concerned as it is a normal part of endorsements. In the celebrity business, a new star will always rise, usually faster and more willing than those that fell.

# Take one step at a time.

The process is complex and wholly amazing to witness. Even the most cynical of critics must admit that over-hype sells and sells big. The over-hype strategy can be summarized briefly as the following steps:

1. Envisioning  
   Make the dream and ensure your product can get a customer there.
2. Emphasize  
   Contrast the current situation and the dream state.
3. Enlarge  
   Make the dream so big it must be repeated over and over and over again.
4. Energize  
   Use every means of media at your disposal to canvas your message across the world.