

THE

OF
MARKETING

BOCA


**How do you know what kind of artwork
Shaquille O'Neal would like without
knowing him personally?**



Better question:

**How do you get legendary NBA
superstar Shaquille O'Neal to see,
and possibly buy an artwork
custom-made just for him?**



Without leaving the couch.

**How do you market not to a
demographic, but to an *individual?***

We introduce...

Artisanale Data MiningTM

*A better way*TM

Bring the product to the customer

Bring the **artwork** to the **viewer**

The BOCA  way.

Are you <insert your name?>



u Shaq?

CLICK.



Goal

To Sell A Customized Artwork To Shaquille O'Neal, using a custom-tailored ad campaign which seeks to pick him out as an individual.

To explore / reveal / capitalize upon the mechanisms of a hyper-consumerist, corporo-capitalist surveillance state which seeks to organize diversity around marketable data singularities.

Why Shaq?

- Everybody knows Shaq
- He is an active Internet user
- Likes games like Call of Duty and Battlefield, which suggests he browses websites related to the game (prime ad space).
- He is responsive on Twitter, suggesting responsiveness
- There is a great deal of marketing-relevant information about him
- He is an avowed narcissist
- He has demonstrated repeated consumerist tendencies
- He is in the fringes of relevance (and might desire to change this)
- He is an art collector and has curated art exhibitions
- He has reflected upon his aesthetic sensibility

Wed Feb 17, 2010 1:25 pm EST

Shaq-curated art show opens Friday in New York

By J.E. Skeets



Methodology

- BOCA Gallery is about marketing artwork in unconventional ways
- Contemporary artwork rewards novelty, modernism is alive and well
- Shaq's tastes, preferences and habits are algorithmically converted into actionable data points. Human-directed labour, no machine shit
- Personalized Google AdSense / AdWords database.
- Artisanal Data Mining
- Novelty as Direct Conversion of Value / Novelty = Cash
- Total Transparency
- *The Care Humans Deserve*

How?

Google Weather in orlando

Web Images Maps News More Search tools Share

About 86,800,000 results (0.50 seconds)

Ad related to Weather in orlando ①

[Orlando Weather - Where Food & Culture Meet Sun & Fun](#)
www.visitorlando.com/weather ▾
Coupons, Guides, & More. Visit Now!
Visit Orlando has 637 followers on Google+
Dinner Shows - Shopping - Discount Card - City Info

Orlando, FL, USA
Wednesday 9:00 PM
Light rain

22 °C | °F
Precipitation: 50%
Humidity: 96%
Wind: 2 km/h

Temperature Precipitation Wind

22 21 22 22 23 23 23 23
2013 4/13/2013 5/13/2013 6/13/2013 7/13/2013 8/13/2013 9/13/2013 10/13/2013

Are you Shaquille O'Neal? - Want to see your dream artwork?
www.bocagallery.biz/shaq
Shaq saves 20%!

Orlando Florida Weather
www.theweathernetwork.com/Florida ▾
Most Reliable Weather Forecasts for Florida. The Weather Network.

Orlando Weather 15 Days
www.webcrawler.com/ ▾
Search multiple engines for orlando weather 15 days

15 Day Weather Orlando
www.wow.com/15+Day+Weather+Orlando ▾
Search for 15 Day Weather Orlando
Look Up Quick Results Now!

See your ad here »

Vector: Google AdWords

[Are you Shaquille O'Neal? - Want to see your dream artwork?](#)
www.bocagallery.biz/shaq
Shaq saves 20%!

All online campaigns > Shaq Attack >

✎ Ad group: Shaq Attack

[Are you Shaquille O'Neal?](#)
www.bocagallery.biz/shaq
Want to see your dream artwork?
Shaq saves 20%!

● Enabled
Ad group bids (Auto) [?](#)
Default bid CA\$1.90 [?](#)

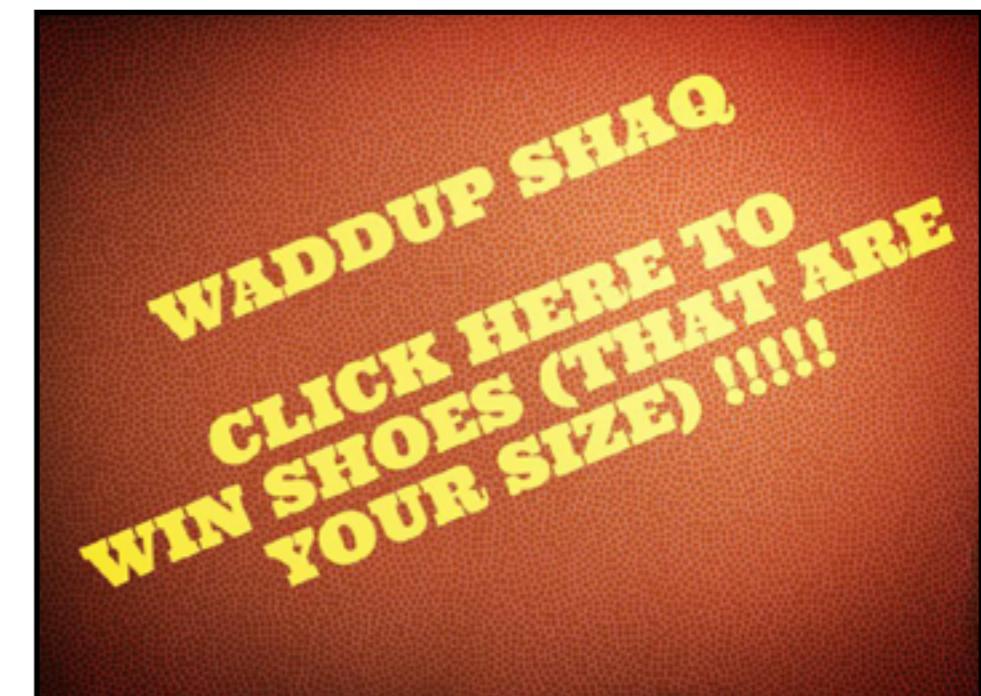
AdWords / AdSense

“.....Uses fifty-seven signals—everything from where you were logging in from to what browser you were using to what you had searched for before—to make guesses about who you were and what kinds of [products] you’d like. Even if you were logged out, it would customize its results, showing you the pages it predicted you were most likely to click on.”

The Ads

- Asked ourselves: Who Knows Shaq Best?
- Answered: The People.
- Generated during DHC/Art Educational Workshop.s
- Dual function of Education and Exploitation (The BOCA Way)
- Unfortunately, the latter point didn't work so well as the users used our software to "play" rather than to "work".
- Ended Up Making Our Own Ads







Were you the NBA's most valuable player in the year 2000?

Did you curate an art exhibition at New York's Flag foundation that opened on February 10th, 2010?

If so, please click here.



u Shaq?

CLICK.



Are you one of the two players in NBA history to miss 5000 free throws?

If so, click here

The Data

- Came from interviews, profiles, *et cetera*.
- Shaq searches for some of these words, increases the probability of the ads being displayed to him using Bayesian analysis
- Comedy
- Charles Barkley
- Cars
- Weather
- Himself

<meta name="keywords" content="Computer Network Support, Computer Networking, Computer Networking Antigon
Computer Networking Halifax Nova Scotia, Computer Networking New Glasgow Nova Scotia, Computer Networking Pictou C
Computer Repair Halifax, Computer Repair New Glasgow, Computer Repair Nova Scotia, Computer Sales, Computer Sales
Computer Training, Computer repair pictou county, Computers New Glasgow NS, Computers Pictou County, Microsoft Net
Web Design, Web Hosting, Windows Networking, Windows Nework Support, Windows Support, a+ certified professional, a
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disk for windows xp, business computer support, business networking tips, buy computers, buy used computer parts,
computers, cheapest computers, cheapest notebook computer, chicago printer repair, computer, computer accessories,
for sale, computer cheap, computer components, computer consultant, computer consultants, computer cpu, computer d
engineer, computer engineering, computer hardware, computer hardware for sale, computer hardware sales, computer h
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repair, desk top computers, desktop computer, desktop computer cases, desktop computer memory, desktop computer ne
desktop computers, desktops computers, discount computers, electronics computers, extreme computer cases, fix comp
computer, gaming computers for sale, hard drives computers, hardware computers, hardware repair, hardware services
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laptop computers, windows 2003 servers, windows network support, windows network troubleshooting, windows repair s
computer windows xp installation disc windows xp networking windows computer networking windows computer comp

Learning

| + Keywords | | Edit | Details | Bid strategy | Automate | Labels | | | | | | | | | |
|----------------|---|-------------------------------|-------------|------------------------------------|------------------|-------------|---|----------------|----------|-------|-------|----------|----------|-----------|--------|
| | | Keyword | Campaign | Campaign type | Campaign subtype | Ad group | Status | Max. CPC | + Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. Pos. | Labels |
| | | Total - all account | | | | | | | 0 | 0 | 0.00% | CA\$0.00 | CA\$0.00 | 0.0 | |
| DISPLAY SELECT | | | | | | | | | | | | | | | |
| | ● | greatest dunk | Shaq Attack | Search Network with Display Select | All features | Shaq Attack | <input checked="" type="checkbox"/> Eligible | auto: CA\$1.90 | 0 | 0 | 0.00% | CA\$0.00 | CA\$0.00 | 0.0 | -- |
| | ● | deray davis | Shaq Attack | Search Network with Display Select | All features | Shaq Attack | <input checked="" type="checkbox"/> Eligible | auto: CA\$1.90 | 0 | 0 | 0.00% | CA\$0.00 | CA\$0.00 | 0.0 | -- |
| | ● | Shaunie Nelson | Shaq Attack | Search Network with Display Select | All features | Shaq Attack | <input checked="" type="checkbox"/> Eligible | auto: CA\$1.90 | 0 | 0 | 0.00% | CA\$0.00 | CA\$0.00 | 0.0 | -- |
| | ● | Sudbury Massachusetts weather | Shaq Attack | Search Network with Display Select | All features | Shaq Attack | <input checked="" type="checkbox"/> Eligible | auto: CA\$1.90 | 0 | 0 | 0.00% | CA\$0.00 | CA\$0.00 | 0.0 | -- |
| | ● | shaq is the best | Shaq Attack | Search Network with Display Select | All features | Shaq Attack | <input checked="" type="checkbox"/> Low search volume | auto: CA\$1.90 | 0 | 0 | 0.00% | CA\$0.00 | CA\$0.00 | 0.0 | -- |
| | ● | chris brown and fat joe | Shaq Attack | Search Network with Display Select | All features | Shaq Attack | <input checked="" type="checkbox"/> Eligible | auto: CA\$1.90 | 0 | 0 | 0.00% | CA\$0.00 | CA\$0.00 | 0.0 | -- |

The Artwork

- Similar algorithmic process of determination
 - Shaq likes basketball
 - Shaq likes BIG things
 - Shaq likes sculpture
-

Artwork which combines these things?



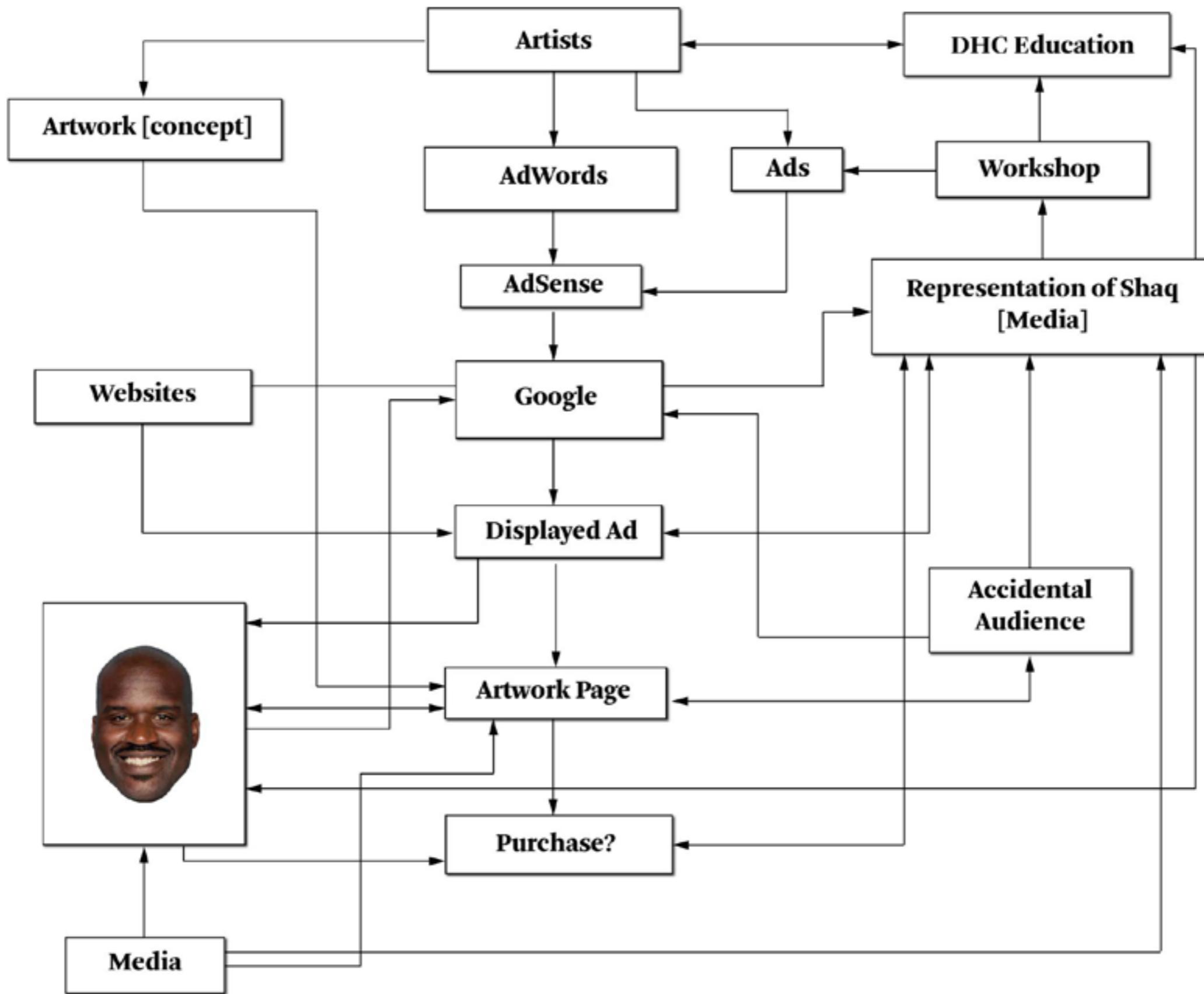
BOCA

Proven Techniques



BOCA

THE SCHEME



PROBLEM?

- We've all heard by now, a significant challenge:
- What if Shaq has an **ADBLOCKER**

What you **don't** know **(but do now)**

- Shitty Websites (Gawker, HuffPost, BuzzFeed) Exist
- Brilliance is that if we can get people other than Shaq interested, it will only further the chances of reaching Shaq.
- What We Call A Viral Advertising Technique
- **BONUS:** Relational Aesthetics
 - Allow other collectors to enter into a bidding process to purchase the artwork pre-emptively, effectively “stuffing” Shaq before he has a chance to dunk, and putting extra pressure on him to purchase the work as quickly as possible.

JOIN US AS WE JAM
INTO HISTORY

One big step for SHAQ, one giant leap for ADVERTISING





Special thanks:

DHC / Art, Shaquille O'Neal, All the workshop participants for their hard work and play, everyone whose stock images and 3D models we used, shamelessly.

The DHC / Art Education Team!

Web developers:

Matthew Leon, Alan Woo

BOCA Gallery collaborators:

Vincent Charlebois, Jeremy Dabrowski, David Ertel, Jason Harvey, Tyson Parks, Jon Rafman, Colin Carruthers

And...

The developers behind the scenes at Google AdSense and Google AdWords