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YoNo Bias

new TRENDS

舊金山的六月是一個彩紅旗飄揚的日子。
一年一度於六月第四個周末所舉行的同志大遊行，正熱烈的展開。

在這個時間裡，不僅世界各國的同志會來共襄盛舉，連遊客們也會來湊湊熱鬧，感染一下歡樂的氣息。而聰明的行銷人/品牌經理人已老早嗅到這個市場機會，並正大光明的加入這個萬人同樂的活動，甚至將自家品牌推入同志市場及他們心中。這些大品牌也包含了：

Absolute Vodka, Smirnoff, Budweiser, Subaru...

(註:Gay的原意是joyful的意思，輕鬆愉快的時刻當然需要酒精助興，所以酒商們早已緊抓這塊大餅了。)

根據2006年的市場資訊，美國有一千五百三十萬的同志人口，而他們的購買力已超過六千六百億美元。也因為是少數族群，所以品牌忠誠度、團結力和凝聚力也相對的比一般大眾高。而這不就是行銷人/品牌經理人所夢寐以求的目標族群嗎？因為，行銷人/品牌經理人最終目標是在建立顧客的「品牌忠誠度」，並進而成為「品牌代言人」。而同志們的特性正符合以上的需求。

要成為一個成功的行銷人/品牌經理人絕不可以有bias，仔細的深入了解、研究每一個不同屬性和特質的族群與市場，才能準確的直擊目標並與他們進行溝通對話。

所以，聰明的行銷人/品牌經理人，看了這篇之後，您還在等什麼呢？



**DESIGNERS
& ~~OR~~
MARKETERS**



A POINT OF VIEW BY CYRIL

Design can not be successful without marketing. Without commercial restrictions, we are no longer talking about design but rather 'Art'.

At same time, marketing can not do without design. Marketing without design will stay 'ineffective'.



Before the 90's crisis, designers were kings, seen as the only ones to direct and dictate trend tastes. But the crisis changed everything. Marketers took the throne and designers became the marketers' hands. The consequence has been a lack of creativity in the market.

Designers were reduced to not much more than glorified software image generators. We fell in a "No risk" design period.

To reach success, designers and marketers have to understand each other. Designers need to use market analysis to have a better understanding of the targeted customer. At the same time, marketers need to provide space for designers to be creative and explore new emerging trends.

Consumers are not numbers, after all, most of them are not rational. They have feelings and designers should relate to them through emotions.

As a consumer, I will ask designers and marketers to stop selling me products. Sell me dreams.

本月建議參考網站

Fonts tool / Ads
www.fontstruct.com
www.adsoftheworld.com

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C83 / M28 / Y32 / K1
C2 / M100 / Y16 / K0
C32 / M0 / Y94 / K0
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