

**PURÉE
FANTASTICO**

If everyone
is thinking the same,
then someone
isn't thinking.

NOSTALGIA & ADVERTISING

It's Monday.
Sometimes you have to work all weekend.
Sometimes you've worked across all the weekends. This is that time.

I'm drinking tea, watching Simpsons, organizing my desktop. Because you know. I have over 8 months of blogged content to edit and post. I have 5 months of client projects to back up and move off the computer to make room for the new clients.

I'm not humble bragging, or complaining, but "more work!" was not on my mind today. Until I saw this commercial:

https://www.youtube.com/watch?v=DH8BxxT_omE

https://www.youtube.com/channel/UC1S7W2s-BQ3wnaPFb2a_yADg

Calling it HowLifeUnfolds is a genius marketing trick: it semantically links the tactile act of paper & packaging with the metaphor of life continuing. This is something that their ad campaigns stress a LOT.

https://www.youtube.com/watch?v=2yX_nZx2pyQ

All of their ads (3 in total, so at least a bud of a pattern) begin with a Wes Anderson-esque tableau of the stars of the ad: the paper and the packaging. In the tableau, personalization is featured. We all have scraps of paper that tie our memories to the physical object to remember.

It's a fascinating approach, and it works-- I'm

“Do we, both as a creative professional but also a human living on Earth, need to use nostalgic triggers effectively to our detriment?”

analyzing it now but as I watched it I had tears forming, and let's ALL BE AWARE of my serious paper addiction. Serious.

As someone who lives and breathes paper and packaging, both as an intrinsic love and as a passionately driven career lady-- I *should* have no problem with these spots.

And I don't, not truly.
My concern comes from the need to separate strongly supported nostalgia and emotional triggers that override our common sense in relation to our environment.

Do we, both as a creative professional but also a human living on Earth, need to use nostalgic triggers effectively to our detriment?

The agency creating these spots are skillful and intelligent-- I love/hate the way they use Apple-esque marketing tactics to sell the experience of the product over the actual products themselves.

What these ads are selling are the emotional connection. It's the same as the iPhone ads and literally just as disposable AND emotionally impactful.

The continuing thread of young/old is another semiotic marker I find interesting. In order to maintain this deep emotional connection with our print and packaging products, we need those who've had it for years pass it down to those who need to know it. Yet this is true for all learned behaviors.

My husband and I recycle even though where we're living there is no option to have a separate recycling bin and the complex where we live doesn't have one either. We drive around looking for a place (which ironically enough is bad for the environment in its own wonderful way), but we still recycle.

We stack things up until things get so unwieldy its ridiculous-- and that's when we get our shit together and take out the recycling.

Friends create "Recycling Jenga/Tetris" and build up height.

And that's when I had this idea: couldn't agencies create spots for behaviors actually beneficial to society? Especially considering that younger generations are far more environmentally minded than their predecessors. Instead of showing young people adopting antiquated behaviors, we have the opportunity to create strength and connection with new and helpful behaviors.

Follow me for a second:

An agency:
A business or organization established to provide a particular service, typically one that involves organizing transactions between two other parties.

Fair and bland enough, Google dictionary!

But my point is made: agencies (and I'm going to blanket generalize "advertising agencies") could very well donate some talent to industries or practices that continue more intelligent directions for emotional connectors.

This morning while working on this post, my

brain was instantly flooded with ideas of how this could work out:

Using the same tableau treatment, the paper planes and boxes could become old (clean!) yogurt containers, old cans of St Croix (because soda is no bueno, come on guys we all know), and almond milk containers. Balanced and composed ala Wes Anderson. Then we see a family of 5 playing a game of HORSE, laughing. Why 5? Because you can range out generations. Parents, Grandparents, and a teenager. They're laughing, tossing things, maybe you see a can or a container, maybe you don't.

At the end, the basketball ring is actually the recycling bin.

Or how about two college age roommates living under the throes of an overblown game of Recycling Jenga (a real life story I'm sure I don't have to convince any of you of) Then after they realize they can't see each other, they take the recycling out. Laughing. Together. Happiness. Friendship. Continuing life because not only are we enjoying it as we are living it, we are taking care of the very environment in which we need to survive.

You've created emotional connection for bonding; you've linked old and new, and you've also helped build a legacy for behavior that will continue life. That's more accurate to "How Life Unfolds" than paper or packaging.

Because honestly all I hear is the cynical side of folding; the euphemistic use of 'fold' as in giving up inside of a Poker game because someone had a better hand.

Yep, someone does.

It's called progressive innovative thinking and I am here delivering it to you.

*Ready to approach your business, marketing, or communication in this same thoughtful way?
Reach out to info@pureefantastico.com, and say hello.*