

## **How to innovate to connect with your market**

*By Ricardo Perret\**

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What do Jack Sparrow (Pirates of the Caribbean), Steve Jobs, the Bratz dolls and the camel from Camels? The answer is that all of them are symbols that connect in an unconscious level with the desires of a vast market. Innovation also contemplates the creation of icons, symbols, and characters that transmit messages to an audience, but not just a message, rather information that may truly be relevant to the moment that the very specific market niche is going through.

After a study done in Mexico about Captain Jack Sparrow, featured in one of the greatest blockbuster movies of our decade, we found that Jack is not a hero for youngsters and teenagers, but to the contrary, he is an anti-hero, being that different to heroes Jack does not think about saving the world, rather on how to save himself, he's selfish instead of altruistic and in many instances he even avoids from his conflicts. Jack is more a character for the unconscious of Mexicans, it's an ATTITUDE to deal with everyday problems, and he's someone with a COOL attitude to face adversity. He is a loner, but at the same time with many friends, not a leader, but he is followed due to his charm, has his positive and negative sides, does not care about the world, always goes forward, dresses as he pleases and nobody criticizes him for that.

Jack, because of this, is very connective (or how we say it in Mindcode he is On-Code) with the audience being that he is very human, very much like we are and that attitude is exactly what we would wish to adapt in all those difficult moments, that we have all the time. Steve Jobs, on his part, is much more than the Apple CEO to the public; he is someone that REALLY UNDERSTANDS ME, Jobs is a symbol that represents Apple UNDERSTANDS YOU and it really symbolizes what it delivers in its products. Jobs is an idol in the business world and is idolized among youngsters (adults as well) from all over the world, because he has created Mac, Pixar, the IPOD, the IPHONE, which are products with a high level satisfactory content of very real desires of the youngsters. Jobs is in search of not only products that satisfy desires better than any other, but also supporting human beings of what he calls his I-LIFE, that part of life of us in which one interacts with oneself, and he is achieving this in regards to productivity (Mac), entertainment (Pixar, and Walt Disney –as mayor shareholder), music (IPOD), and now with communications and interactions with other (IPHONE). The genius of symbols has even maintain the bitten apple that he came up with when he entered the computing world and he set to bite a portion of the entire market (apple) with his innovations from that time.

The Bratz dolls are another example of symbolic innovation, in only 5 years Bratz (MGA Entertainment) took 40% of the market from the doll leader Barbie (Mattel), how it did it? The doll Barbie, symbolically, transmitted a message to moms' and girls, I WANT TO BE MOM, that is, Barbie represents in the girls unconscious that biological desire that every girl has to take care of, dress, protect, accompany and teach a daughter through the interaction with the doll; and Mattel maintain for years and years the same doll prototype. Meanwhile, MGAE arrived with a new symbol, represented by Bratz, and which is I WANT TO BE A POP STAR and it was a great success in the market, why? because today's moms lived all their lives wanting to be Pop Stars due to the influence of so many idols, therefore, there wasn't any real reason to prohibit their

daughters from wanting to be pop stars, on the contrary, they endorsed the purchasing of them, happy girls play with Bratz creating stories not of moms with their daughters, but rather pop stars with their fans, with their boyfriends, dressing them to go to concerts, etc.

When we talk about developing loyalty from our markets based on symbols and icons, we have to talk of an industry that due to necessity is the queen of innovation through symbolisms: the cigarette industry. The reason is that they cannot stage a young man smoking 5 cigarettes on a TV add, being that governmental regulations impede it, so then they have to compete relying on unconscious representations. Camel all of its life has relied on the camel as its icon, however, was not until recently that they began to exploit this symbol in such a way that it supported brand sales, different to Marlboro with its cowboy. Some years ago, Camel decided to uses its symbol of the Camel and was able to penetrate in the unconscious, especially that of young ones, with a totally On-Code message to them. The Camel what it communicates is PERSEVERANCE, semiotically the Camel is a very complicated territory (the desert), however, it doesn't break down, it stands firm, with its head forward, looking to the right (from its perspective) and what's more, the rough weather forces it to be intelligent and manage its water that it carries in its hunchback (could it technically be a dromedary?), meanwhile the Camel, facing such circumstances, must be perseverant, and this attitude is totally connective with teenagers that go through life stages of self-definition and face a very complex world, one which they do not completely understand, and that it begins to demand too much from them. With the execution that Camel has done in recent years to place the Camel in "labyrinths" in between buildings, in the sky, in gardens, between tags, etc, has nailed to position even more this symbol in the public's unconscious. However, in recent years I have noticed publicity walls showing Camels place in situations that have nothing to do with this symbol that that they are innovatively positioning, it is in this instances that becomes clear to me that they did not create the previous campaign knowing the Camel's code in depth, but rather intuitively, which is why I would recommend going back to communication way of PERSEVERANCE, but that is their decision, not mine. And you, what symbol have you positioned in regards to your product? How are you innovating to conquer the unconscious of your consumers?

\* Ricardo Perret is Partner/Director of Mindcode Mexico and author of 6 books about Innovation. You can write to him at: [rperret@mindcode.com](mailto:rperret@mindcode.com)