

CASE 12

Desigual Loves Your Selfie Obsession



In early 2020, if you were in Spain or Brazil or Canada or the Netherlands or the USA or the UK and were walking by a store famed for its colorful, edgy clothing, suddenly you could not read its name anymore. Or any of the new messages displayed on the entrance wall. The company had decided to literally flip its brand name and related messages. The store is Desigual, which means *unequal*; on its website, its banner reads “Its not the same.”^a

Its new slogan, also in reverse script, explained its reasoning: “Forward is boring”! Another slogan read: “Stop making sense.” The company had placed these flipped-text slogans everywhere: in conventional media, on street media, on social media, on the store front and inside the store.

Guillem Gallego, Desigual’s Chief Marketing Officer, said: “The objective of the campaign, in addition to presenting the company’s surprising new image, which makes it the first international brand to permanently rotate its logo, is to invite people to think. To make them feel awkward. To make them step outside of their comfort zones. Which is exactly what we’ve done.”^b

Oh, here is the clue on how to read those slogans: Just pose in front of them and take a selfie!

DISCUSSION QUESTIONS

- Q1. What is your reaction to the campaign? Do you like it or dislike it? Do you think it was a good idea or a bad idea? Why?
- Q2. Will the company’s customers like the idea of the flipped logo and slogans? Will it attract new kinds of customers? What kind? Why or why not?
- Q3. Consider the AIDA Model. What exactly will the campaign do in terms of the AIDA model?
- Q4. Consider the Models of Attitude. Will the campaign make consumers’ attitudes more favorable or less favorable? Which component of attitude will it affect the most?
- Q5. Which Generation (Chapter 13) would this campaign appeal most to? Why? Write a short demographic and psychographic profile of consumers to whom the campaign might appeal the most.

(It might help to browse the company’s Website to gain more familiarity with the brand.)