

Out with the Purple Cow theory....and in with relevant standoutedness.

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Seth Godin's new book, Purple Cow is about transforming a business through being remarkable. And we believe this is very important both for business and marketing however... we believe that good design needs to do more than just stand out. Think of those commercials you watch and you think (...)

We believe that good design need to do more than just stand out. Think of those commercials you watch and you think , "wow that's cool" but then forget minutes later what the advertisement was for. Have you read the "purple cow" by Seth G where all he harps on about is standing out? Well we believe thats rubbish.

That's why my past business partner and I coined the term relevant standoutedness...Yes it's a mouthful, but it's descriptive none the less.

The belief is that remarkable design needs to be both relevant and stand out . The purpose of relevant standoutedness is to resonate through relevance yet get under their skin by what they say, read or heard. But ultimately, it's not just the reaction we want it's to move people to act or connect with a brand.

HACU tries to craft effective and creative solutions, ones that exceed clients expectations and that are unforgettable and non-discript (that bland cream to tan area).