

Dissonance & Marketing

Anthropology??

What prevents your audiences from engaging?

What are misperceptions you might make about your audiences?

Dissonance??

Which ways of creating gaps appeal to you?

Where/when would dissonance work and NOT work for you?

Dissonance & Marketing

Examples

How About You?

What are misperceptions your audiences may hold?

What are the benefits of your position(s)?

How could dissonance help here?

Takeaways:

- Understand your audience; they, not your product(s), offerings, initiatives, are key. **indwelling!**
- Where are potential gaps or conflicts that could “awaken” your audiences and get them activated.
- Use wisely. Dissonance is not a cure-all, only one tool among many.