

87

keep it real



From soft-drinks to software, billions of dollars are spent on creating brand recognition through illusory feel-good associations. These campaigns can be fun but also seriously ironic. Consider the disconnect in alluring images of pristine rainforests being used to sell more 4WDs, or postcard-perfect tropical islands to sell airline travel, or polar bears and other endangered wildlife to sell electronic goods. No-one expects literal truth in all advertising but obviously mixed messages can invoke a biting response from media-savvy consumers. Be a brand of the future by investing in honest associations.

Photo: Corbis Australia