## CODE SWITCHING

THE SECRET TO MODERN MARKETING

PRESENTED BY MATT STIKER & KWAKU AMUTI

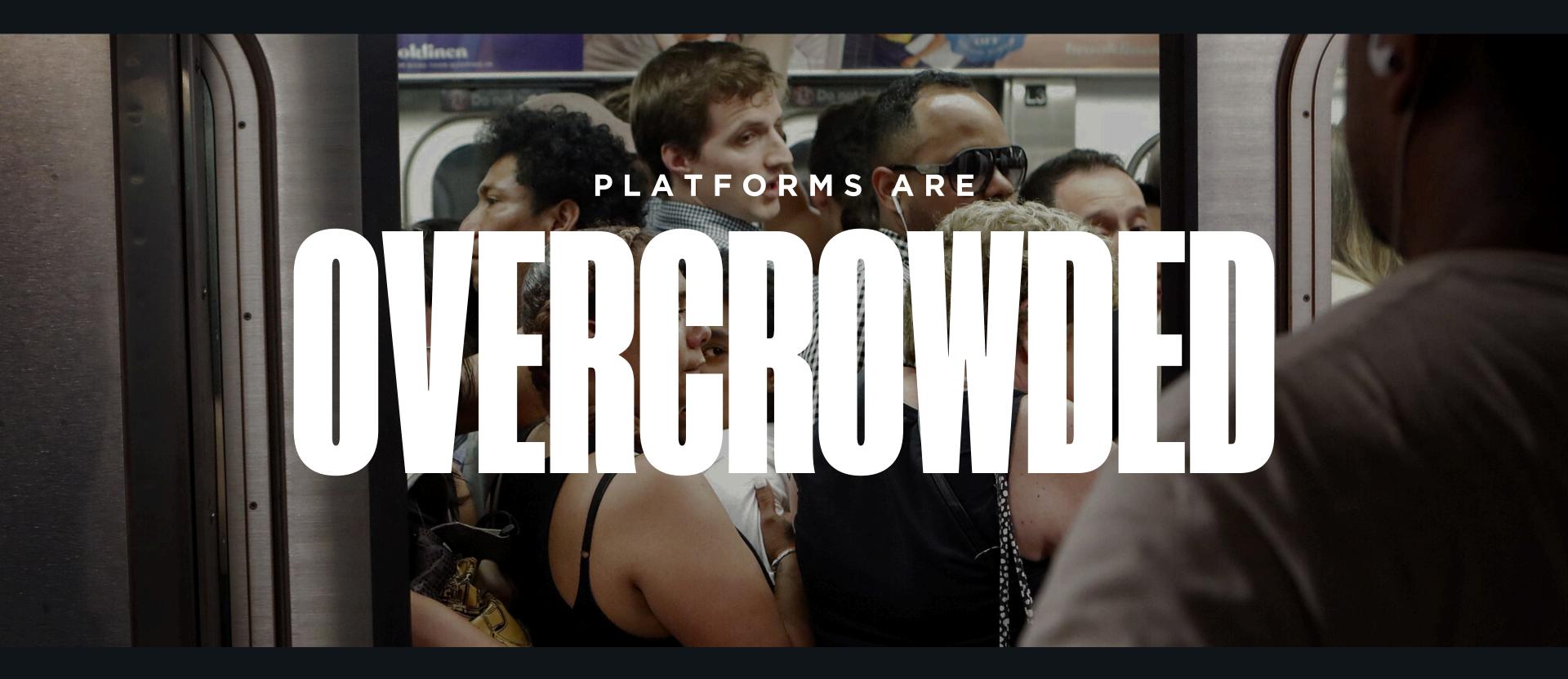


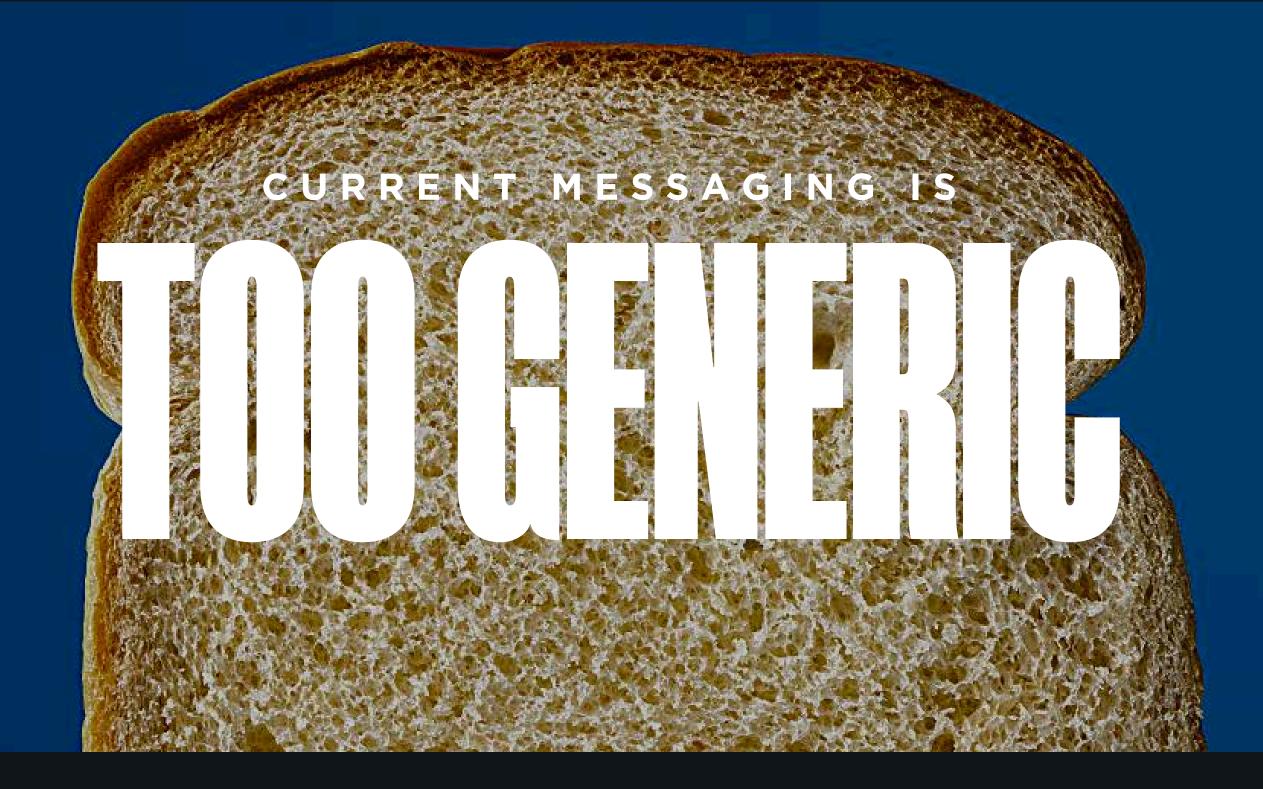




# CURRENT STATE











THERE CANNOT AND SHOULD NOT BE "SOMETHING FOR EVERYONE." A RESTAURANT WITH A MENU THE SIZE OF A BOOK THAT CLAIMS TO OFFER YOU AMERICAN, CHINESE, FRENCH, AND ITALIAN PROBABLY ISN'T SERVING UP FIVE-STAR CUISINE.

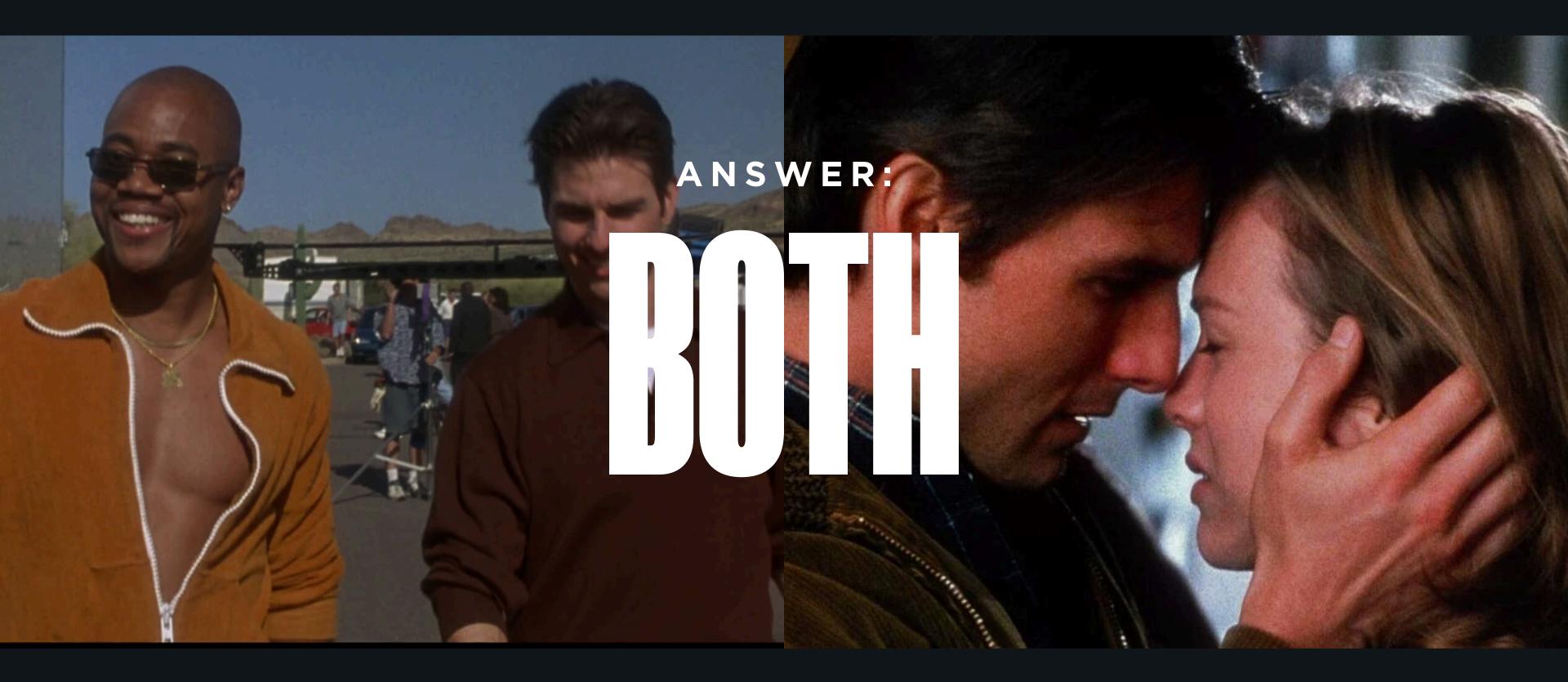
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### WAS JERRY MAGUIRE A SPORTS MOVIE? OR A ROMANTIC COMEDY?





### WHAT DO YOU



### THE GENIUS:

BOTH WOMEN AND MEN THOUGHT THEY WERE GETTING

EXACTLY WHAT THEY WANTED... AND THEY DID.

IT WAS A SINGULAR STORY AUTHENTICALLY MADE

RELEVANT TO MULTIPLE AUDIENCES

### SO WHAT IS

## CODE SWITCHING

THE PRACTICE OF ADAPTING ONE'S LANGUAGE,
STYLE, OR TONE TO FIT A SPECIFIC AUDIENCE
OR CULTURAL CONTEXT, ESSENTIALLY
CHANGING HOW THEY COMMUNICATE DEPENDING
ON WHO THEY ARE TRYING TO REACH.

## 

### DIVERSITY

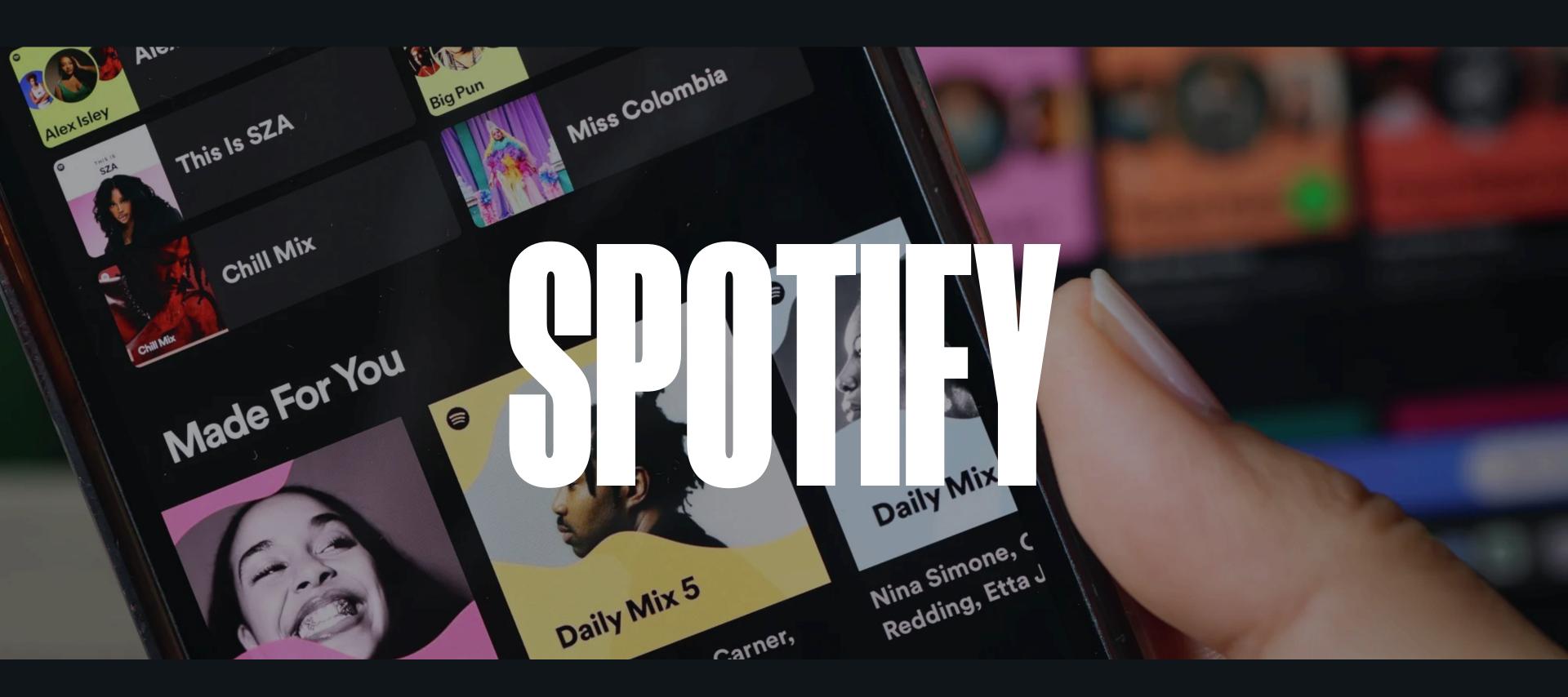
### DIGITALIZATION

### DEMAND FOR AUTHENTICITY

CONSUMER BEHAVIOR

### CODE SWITCHING

## GASE STUDIES









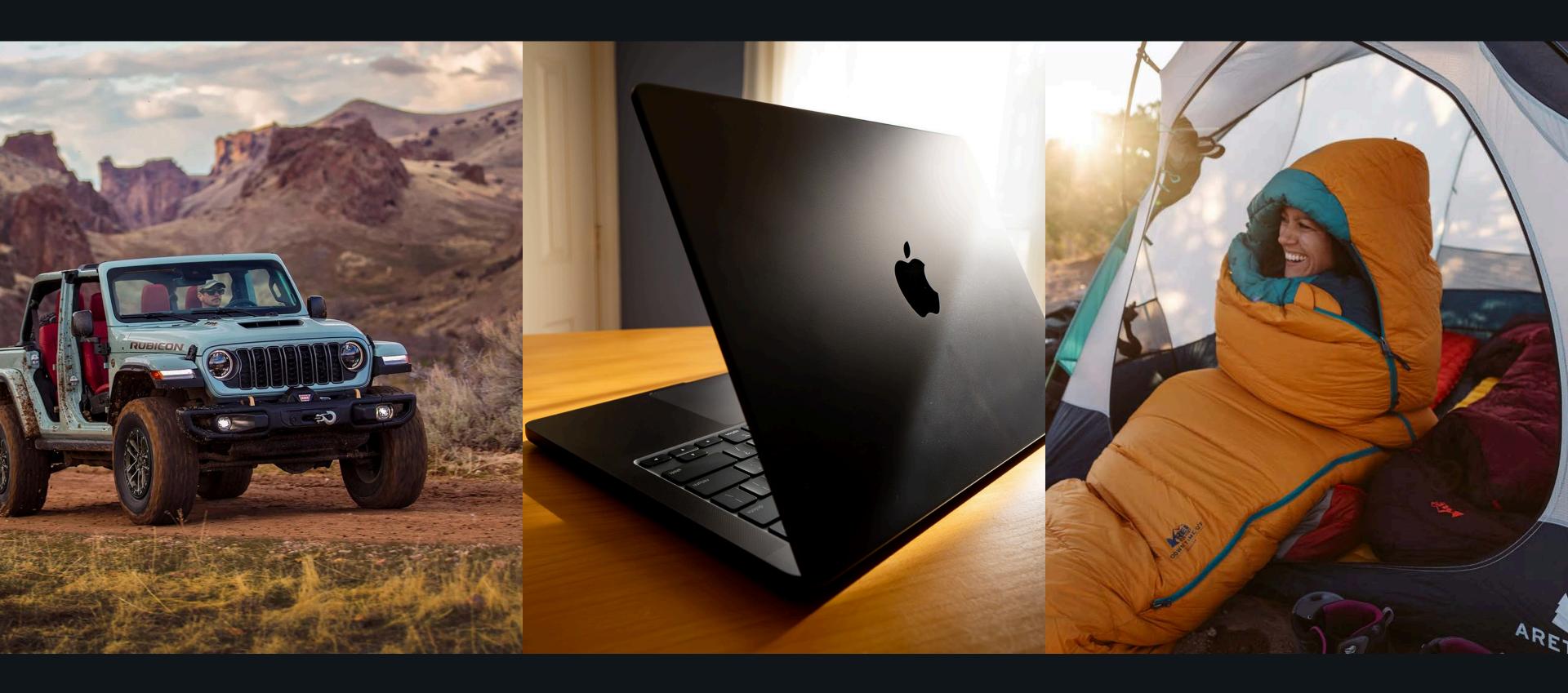
### KEY TAKEAWAY: SUCCESS COMES FROM ADAPTING AUTHENTICALLY WITHOUT LOSING BRAND IDENTITY

### HOW DOES THIS RELATE TO

### YOU ARE

AS A DESTINATION, YOU ARE MORE THAN A PLACE. YOU ARE A SINGLE, UNIFIED BRAND.
YOUR BRAND ISN'T JUST ABOUT ATTRACTIONS OR AMENITIES; IT'S ABOUT THE FEELING YOU EVOKE IN THOSE WHO VISIT.











# PEOPLE TRAVEL TO

# BE SOMEWHERE

DIFFERENT

## THEY ALSO TRAVEL TO

# FEEL SOMETHING

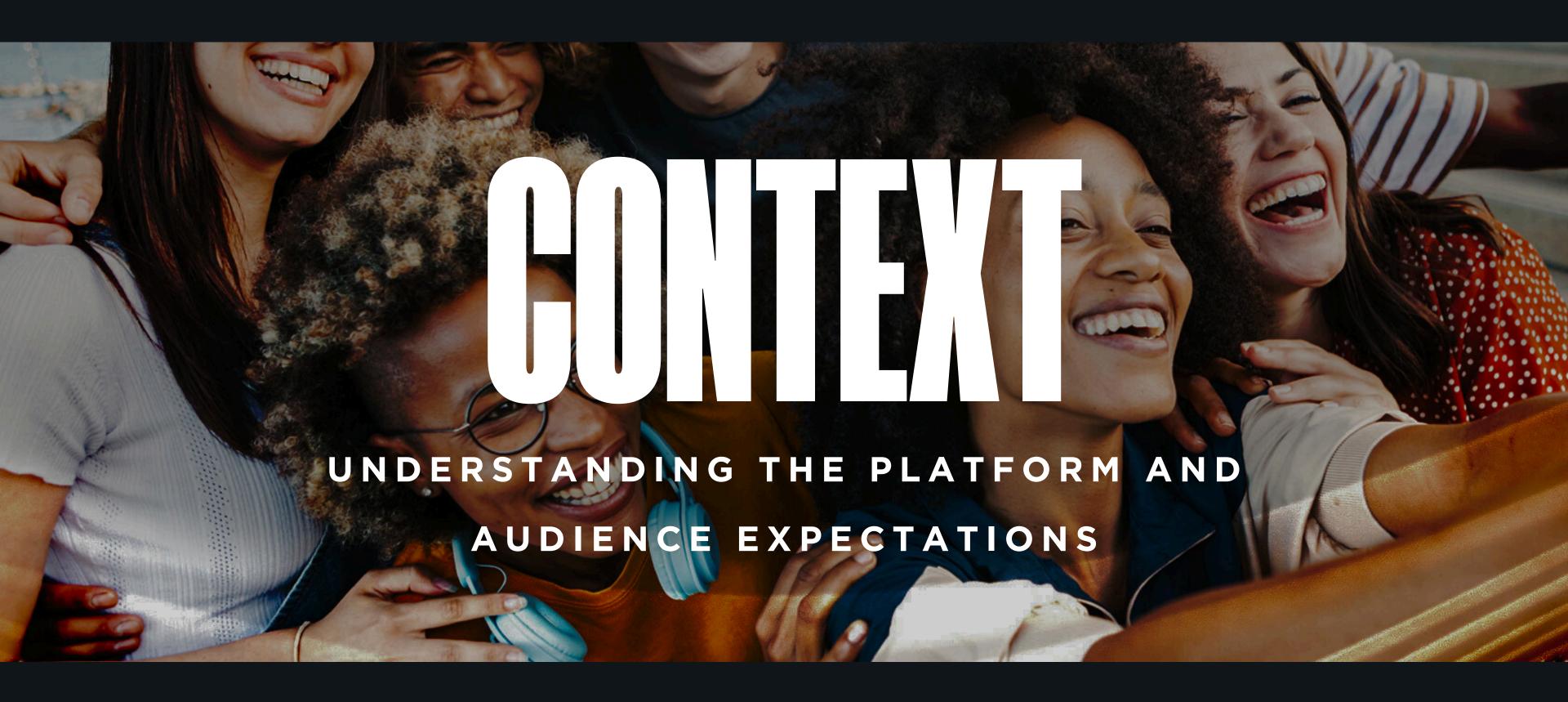
DIFFERENT

BY VISITING A DESTINATION, VISITORS ARE BUYING ITS PRODUCTS AND THEY'RE ALSO BUYING INTO THE VALUES THE DESTINATION REPRESENTS, AND THE FEELINGS IT EVOKES.

I'VE LEARNED THAT PEOPLE WILL FORGET
WHAT YOU SAID, PEOPLE WILL FORGET WHAT
YOU DID, BUT PEOPLE WILL NEVER FORGET
HOW YOU MADE THEM FEEL.

DR. MAYA ANGELOU

# THE CODE SWITCHING

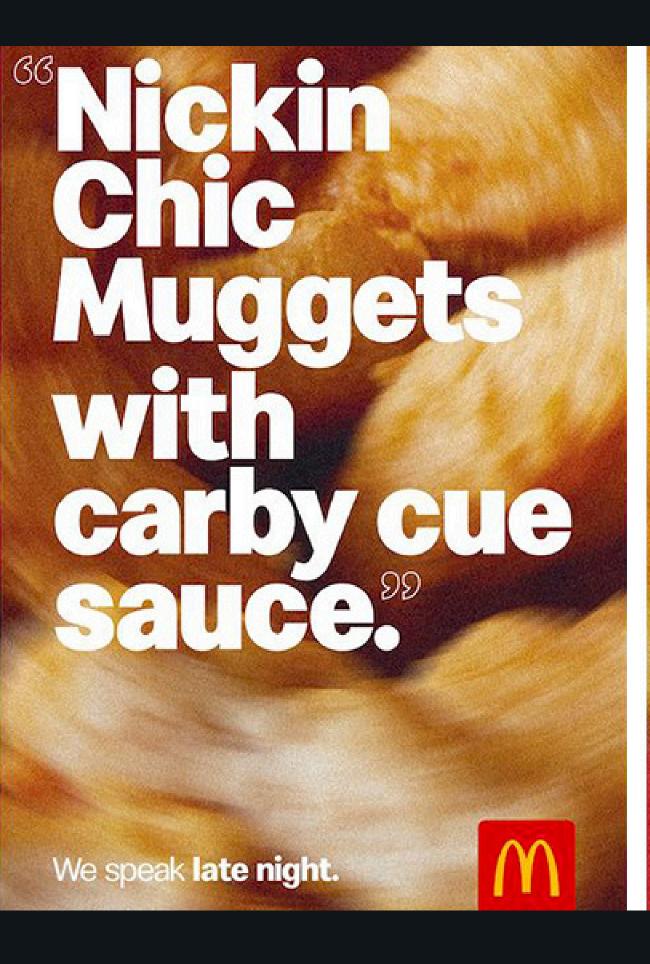






# CONTEXT + CULTURE + CONSISTENCY

# PROPER CODE SWITCHING



Farge lies with omato horse. We speak late night.

Croak.

We speak late night.



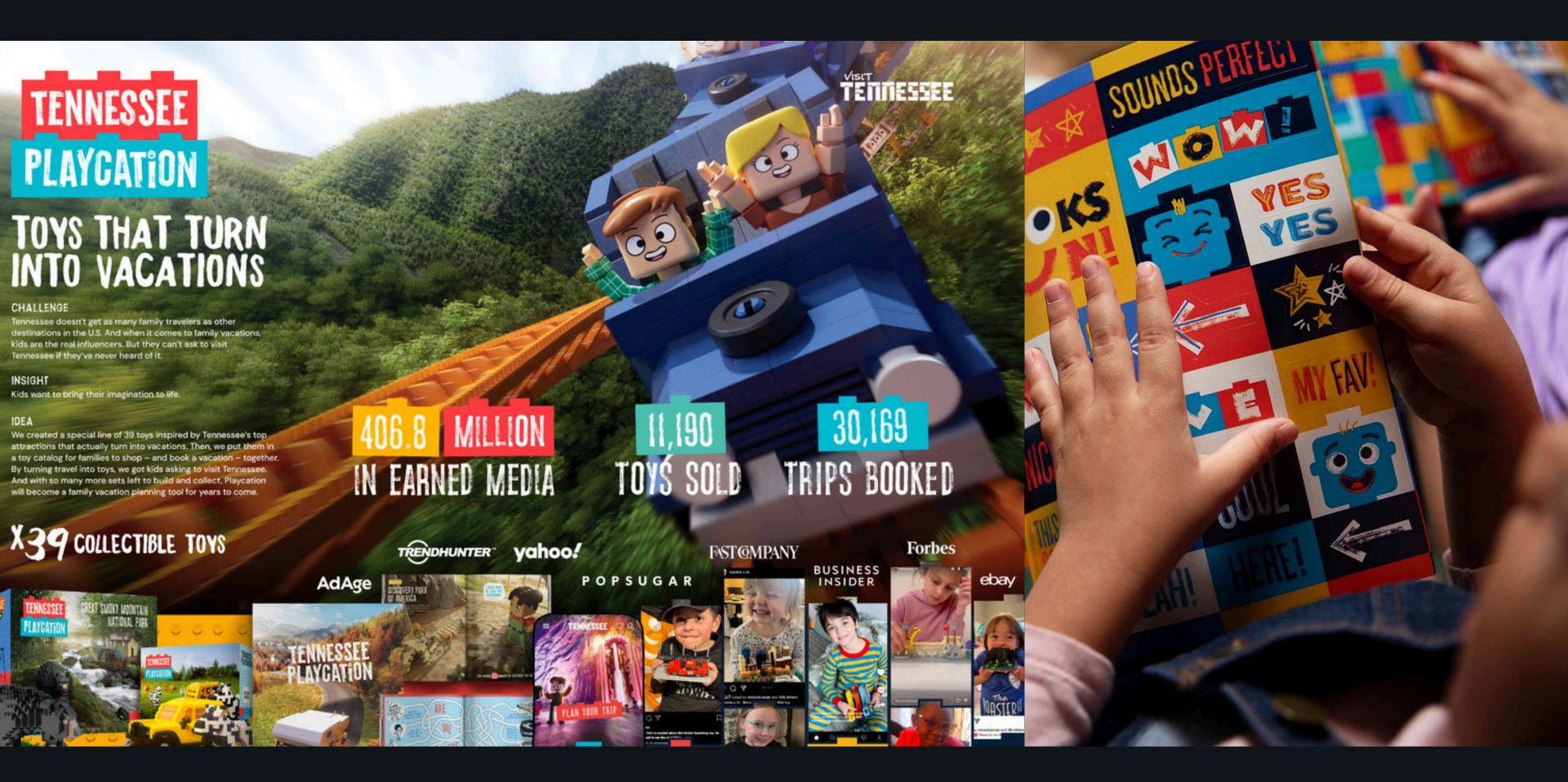
### WHAT MCDONALD'S DID RIGHT:

LEVERAGED THE
UNIVERSAL EXPERIENCE
OF LATE NIGHT ORDERING
AT MCDONALD'S.
(CONTEXT)

RECOGNIZED THE
CULTURAL RELEVANCE OF
JUMBLED ORDERS AFTER
ENJOYING "A NIGHT OUT."
(CULTURE)

MAINTAINED THE BRAND'S
EMOTION OF "SIMPLE
PLEASURES"
(CONSISTENCY)

# A DESTINATION THAT DID IT



# IT'S ALL ABOUT



## HOW CAN YOU

# STEP ONE:

## USE THE FORMULA

# MAKE SURE THAT YOU ARE USING THE CODE-SWITCHING FORMULA FOR MAXIMUM EFFECTIVENESS

CONTEXT + CULTURE + CONSISTENCY

## STEP TWO:

### CHECK AND RECHECK

IT IS IMPORTANT TO HAVE THE INPUT FROM REPRESENTATIVES OF EACH GROUP YOU ARE LOOKING TO TARGET. ASK THEM IF YOUR COMMUNICATION IS SPOT ON OR TONE-DEAF.

AND BELIEVE WHAT THEY TELL YOU.

## STEP THREE:

# RELEASE/GATHER/REPEAT

YOUR ACTIONS WILL GIVE YOU RELEVANT
DATA THAT YOU CAN USE TO STRENGTHEN
YOUR MESSAGE, RETARGET, ETC.

# WRAPPING UP

# FINAL THOUGHTS

# CODE-SWITCHING ISN'T ABOUT SPEAKING LOUDER OR SPEAKING MORE...

IT'S ABOUT SPEAKING CLEARER AND MORE DIRECTLY TO THE RIGHT PEOPLE.

# AUTHENTICITY IS REMAINING TRUE TO WHO YOU ARE

# YOU HAVE TO LAND ON THE FEELINGS YOU WANT TO EVOKE

# CODE-SWITCHING IS MORE THAN A SECRET:

IT'S YOUR BRAND'S SUPERPOWER!!!

# 

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