



LinkedIn Blog Post – Fans v Brands

NB: This was posted on my [LinkedIn](#) account.

Fan v Brands: throw away the rule book!

One of the things I love about being a massive 'Doctor Who' fan is interacting with other fans. We're often referred to as a 'community', and like many science fiction fans, Who folk are hugely creative people: we make short films, audio plays, and create artwork. Some of us earn a bit of money on the side too, and naturally, that upsets the suits in Branding Town Hall, who think *everything* must be controlled by the corporate rule book. Let's boo the ones that take down those lovely YouTube montages!

Just the other day, Ryan Gosling was spotted on the set of 'Barbie' wearing a piece of Ncuti Gatwa fan artwork on a t-shirt. Fans have gone wild, celebrating this moment and what it means for young artist Matthew Purchase who created the image a few months ago.



What brand wouldn't immediately leap to celebrate this? Their leading actor and their logo on a piece of clothing worn by a major Hollywood movie star. This is huge! Except it hasn't been mentioned officially yet, with the various 'Doctor Who' social media accounts remaining silent. At least Russell T Davies has joined in, joking on his Instagram about calling the lawyers!

I hope BBC Studios see this as the huge opportunity it is to celebrate their fans, their new star, and be part of a wild social media buzz. Right now, there are thousands of fans who'd buy an official version of the artwork, with Purchase's artwork primed and ready to print! As a community, we are not only proud of a fellow fan, but proud to have the 'Doctor Who' name out there in that world, and everyone wants to be part of the Who-Gosling buzz.

If brands want to play a key role in the social media landscape, and the metaverse spaces to come, they need to be on the ball when it comes to playing their part in the community too. Act super-fast before the viral moment is gone. By this afternoon, it may already be old news.

Let's hope the BBC throw the rule book away and take part in the community fun!

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