

The Tattoo Is Already Inside You!

Let us look at it another way. Consider how many products are introduced in a typical year, and how many of them become abysmal failures. With all the marketing prowess behind them, marketers just can't convince enough number of consumers to part with their money to buy those products. And then there is the battle of the brands. In activewear, there is Fabletics and there is Outdoor Voices. In smartphones, there is iPhone SE and there is Galaxy Z Flip. The marketing savvy or effort of one is not less than of the other. Why, then, do we buy one brand and not the other? There is a very simple reason: Each brand makes a certain brand promise, each projects a certain image, each fits a certain consumer's inner self-image, and the consumer buys that which speaks to him or her. To other marketers, consumers vote "No"—with their wallets and purses. Yes, consumers respond to advertising, to marketing, but only to the brand and only to the marketer that responds, in fact, first to what is within the consumer already. As one tattoo artist, describing how he helps his clients choose a design, put it: "The tattoo is already within the consumer; all I do is bring it out for the world to see!"⁷



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This consumer, Victor Strunk, used to sixth-sense extra-terrestrial characters protecting him from dangers both from outside and from within, got them etched on his skin.