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Strategic Inspiration

CATCH OF THE WEEK

SOUL: THE REINTERPRETATION OF THE ASPIRATIONALS/ IDEALS OF THE CONTEMPORANEITY ?

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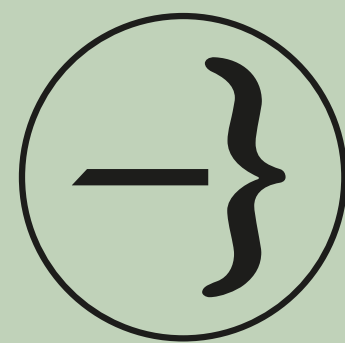
SOUL: THE REINTERPRETATION OF THE ASPIRATIONALS/IDEALS OF THE CONTEMPORANEITY?



Soul, the new Disney/Pixar film, emerges as a manifesto of the new aspirational /ideals on which to construct brands in this era: more accessible, real and relatable.

SOUL: THE REINTERPRETATION OF THE ASPIRATIONALS/IDEALS OF THE CONTEMPORANEITY?

THE GREAT STRATEGIC TAKEOUT



The model of perfection as an aspirational /ideal has become obsolete in a society that questions and distorts the old mandates to give way to new ideals that are more accessible and real. Accordingly, the appreciation of the everyday prevails vs. the extraordinary, richly nuanced representations vs. a single model of beauty and the recognition of the whole spectrum of emotions vs. happiness as the only possibility become the new aspirational /ideals of the time.

SOUL: THE REINTERPRETATION OF THE ASPIRATIONALS/IDEALS OF THE CONTEMPORANEITY?

WHY SHOULD I READ THIS?

As brands and companies are shapers of opinions and collective imaginations, we have a power and an enormous responsibility when it comes to creating the desires and aspirational of our audiences and consumers.

It is essential to rethink the construction and reproduction of “aspirational /ideals”, abandoning the pedestal of perfection and the extraordinary, to build upon close and real proposals that relieve the consumer who is tired of never achieving that goal.

SOUL: THE REINTERPRETATION OF THE ASPIRATIONALS/IDEALS OF THE CONTEMPORANEITY?

WHAT ARE WE TALKING ABOUT?

In recent years, the search and questioning by societies—looking for a broader, more realistic and flexible vision of gender, representations and identities—has led to a change in the approach to the “aspirational” ideals that we once accepted as truths.

It is no longer about suggesting or provoking consumers to search for “perfection” and what they do not have, but about inspiring them to achieve attainable goals and appreciate what they already have and are, giving rise to more authentic, broader, more fluid and imperfect representations with which they can identify and be fulfilled.

Soul, the new film from the Disney/Pixar duo, highlights many of the new aspirational /ideals of this era that we, as brands, can learn from and build upon:

- The appreciation of the everyday:

Soul presents the everyday pleasures we experience at seemingly “trivial” moments, which we tend not to pay enough attention to. The beauty of the little things and the appreciation of the journey instead of obsessing over the destination: eating a pizza, getting a haircut, taking the subway and walking down the street.

The old ideal of seeking the “extraordinary/exceptional” is abandoned in favour of the “ordinary/frequent” everyday, inspired by experiencing real, accessible and empathetic occasions with which the audience can identify and feel secure. In this way, the home, routine, solitude, relationships and conflicts, among other things, take on significance as spaces of opportunity in which we can communicate and provide solutions through products and services.

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WHAT ARE WE TALKING ABOUT?

- Richly nuanced representations:

In all the characters in the film, nuances previously understood to be binary coexist: good and evil, success and failure, and love and hate, among others, form part of the same character, demonstrating that several nuances can coexist simultaneously within one person. The old ideal that proposed the search for “perfection” and imposed a single possibility as the only valid option (the good, successful and loving) is abandoned in favour of real and richly nuanced representations in which good and bad, success and failure, and the multiplicity of feelings coexist.

Consequently, the representation of nuance-rich characters and stories —where paradoxes coexist, as in real life—take on significance as a space of opportunity in communication and advertising to generate identification and empathy with audiences.

- The whole spectrum of emotions:

This film, like many others by Disney/Pixar, highlights complex feelings and emotions in a universally understandable format.

The old ideal that only proposed the search for “happiness and joy” is abandoned in favour of representing the whole spectrum of emotions: “sadness, anger, fear and displeasure”, among many others.

In doing so, it brings to light sensitive and profound themes about the different emotions and spiritualities, and the meaning of life takes on greater relevance as a space from which to communicate, rethink values, create experiences and develop new narratives.

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LINKS AND WHAT TO FOCUS ON

Disney and Pixar's Soul



- It segments and communicates with different targets at the same time, united by a common interest.
- Real and diverse representations of characters.
- New narratives linked to spiritual feeling, the metaphysical universe and scientific knowledge.
- Abandonment of the notion of status as happiness, success and money.
- Breaking down stereotypes: characters without gender and “imperfect” personalities or rather, real personalities.
- Humour as an ally for transmitting depth and values or “difficult” ideas.

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WHY YOU SHOULD BE INTERESTED

To remain relevant and connect with audiences, it becomes essential to rethink the way in which aspirational /ideals are communicated and proposed.

WHERE DO I IMPLEMENT IT?

In communication, in the development of innovation, in the exploration and understanding of targets.

WHAT TENSION DOES IT RELIEVE?

It is increasingly difficult for me to identify with and trust a brand. To trust them, I need to share ideals and values that are reflected in all their actions in a real and authentic way that is not always focused on sales.

HOW DO I IMPLEMENT IT?

- Rethinking the benefits, ideals and values that advertising communicates.
- Supporting, working and connecting brands with independent communities of diverse and inclusive creators.
- Promoting diverse and real castings (and the same for the selection of celebrities and influencers).
- Applying this knowledge with synergies, not only in the areas of marketing and advertising, but also in HR.
- Taking the concept of “just like home” outside the home. For example, hospitality with atmospheres, theming and dynamics designed to make you feel “at home”.
- And vice versa, bringing the “outside” into the home: experiences that bring the bar, the cinema and shops into the home.

FROM A STRATEGIC PERSPECTIVE:

It is a way to reconnect brands with audiences and to begin to occupy the role of agents of change, in addition to the commercial role.

HOW INNOVATIVE IS IT?

Disney and Pixar are great beacons when it comes to thinking and building new points of view. Rethinking the construction of the “ideals” of the time can be very interesting when faced with consumers who are now tired of always seeing the same thing and not identifying with what is shown.

WHO MIGHT BE INTERESTED?

All brands, especially traditional brands, born under other aspirational models, who want to remain relevant and who are willing to risk undergoing a process of change and transformation.

KEY CONCEPTS:

Aspirational, proposal, empathy, consumer, stereotypes, archetypes.

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I WANT IT FOR MY COMPANY/BRAND. WHAT DO I NEED TO KNOW?

WHO IS USING IT ALREADY?

Inspiring the appreciation of the everyday: Ikea underscores everyday values and ideas not only through product proposals, but also through the services, content, experiences and internal work they carry out.

Inspiring richly nuanced representations: make-up and beauty brands that celebrate and inspire ideas and values about the many different sides to each person, such as About Beauty

Inspiring the exploration of the whole spectrum of emotions: many fashion and luxury brands propose new ideas and values through their narratives with the representation of new emotions, beliefs and feelings associated with new spiritualities and the esoteric, such as Dior.

THINGS TO KEEP IN MIND:

Collaboration with activists and experts is very important to build upon real and accessible ideals and aspirational.

HOW DO I GET A CLEARER IDEA?

Reading Trick Mirror by Jia Tolentino, a book about how difficult it is to see ourselves clearly in the current times and that inspires us to think about the relevant values in this era.

HOW DO I SHARE IT WITH MY NETWORK?

“What aspirational /ideals are we transmitting as brands? How do they impact society? Some interesting ideas to rethink our role as shapers of culture”

I'M INTERESTED IN IT FOR MY BRAND. TELL ME MORE!

This content comes from The Hunter's strategic inspiration tank. If you would like to know how over 15 years of research and mapping enable us to make strategic recommendations that are innovative and culturally relevant, please get in touch with us.

I WANT TO KNOW MORE

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Strategic Inspiration

The Catch is The Hunter's strategic think tank, via which the inspiration needed to take the best strategic decisions is shared in the form of resources, content and original ideas, which can be understood easily and applied immediately.

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