

Communication aphorisms

by Marzio Bonferroni

Communication strategy is like a mirror of many different fragments, each tightly locked to the next.

Any eyes can comprehend the totality of the strategy, if the brain behind those eyes possesses enough culture, humility and experience to understand the other fragments.

If, on the other hand, one remains trapped in his ego, he believes his strictly personal fragmented environment represents the totality of the mirror.

Above and below the line ? If we consider the „line“ to be a frontier separating the consumer’s satisfaction from his dissatisfaction, this line could be

„the customer satisfaction line“

Then we would discover that many messages and media considered as „above“ would in fact be positioned „below“ and viceversa.

Communication, in the absence of an exchange of values, or a „common exchange“ involving both brand and client, „need-values“ and „solution-values“, risks becoming only a brand--based ego trip, pure and simple self-gratification in a sector, the economic sector, which can adopt creative expressionism for its own messages, but which is alien to the artistic sector.

In every member of homo sapiens, even when the latter is a product consumer, there is something precious, unique and exclusive, which we cannot find in any other person and which we must always take into account.

Philosophers, poets, scientists and many people of common sense have all upheld this.

And...it’s really incredible that even those in the communication sector have also done so now and than !

Communication is a priceless criterium which is limited and of variable value. It is akin to Time. The more we use it well and the more it has value.

Hurry and superficiality in communication, at the best, can only cause special effects with no content, that will go up in smoke with the rapidity of fireworks.

An idea, if it is not communicated, is obvious only by its absence.

*In a nutshell, a solution which provides a new vision of communication and which is of use to a company whose objective is to dominate a new, complex marketing situation, could be the following:-
clearly demonstrate to the total target its own uniqueness of brand, its own particular mission and market positioning while simultaneously informing each and every consumer comprising the target that the brand is right behind him and understands the personal and unique needs that form his project of self-identification*

Once upon a time, there was talk of production and mass communication. Then, much importance was given to one-to-one communication. Nowadays, it is dawning on us that communication should be

Person-to-person

Either as a natural consequence or as a need, the corporate communication sector is becoming aware of a very simple fact, that is, that there is a basic relationship, a dialogue or a link between one person and another which does not mutate in human content even if one person is a brand and the other its market.

Sometimes, after being reached by communication, the customers of a particular brand or product will declare "it's useful" and not only "it's nice". This will mean that the communication strategy had foreseen active participation and not only a superficial aesthetic attitude. Not only will communication achieve brand awareness, but it will also tend to reach market share and turnover objectives, factors that a company considers the real reason for calling us in.

If I know that Mario wants to go to Spain and on meeting him the first thing I say is "I've heard you want to go to Spain", maximum attention will be paid.

And if then I push him towards a travel agency specialised in Spanish tourism, it is very likely that Mario will take this into account.

Therefore, if communication is above all "taking note of and communicating need", it will then be more probable that the communication will succeed.

Via the five senses that is, sight, hearing, smell, taste and touch, a human being receives communication. This passes first into the emotive sector of the brain (analogic) to then enter the rational sector (logic). Communication should always anthropologically consider a human being an integrated and indivisible creature.