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COMD 3504

November 22, 2020

## **The Underground Mainstream**

The avant-garde has been one of the most original styles of the twentieth century in terms of mass marketplace. According to Heller, “Their collective goal was to raise the level of both manufacture and design while changing timeworn habits and antiquated expectations”. I would say that the idea of creating something new and original stopped there because artists were encouraged to modify what was already there instead of creating something new. In that way they will have more and immediate sales.

Mainstream is what makes people think that something is interesting, catching our attention. However, this can be lost anytime because just as our attention can be activated from one moment to the next, it can be faded in the same way. On the other hand, underground is what is there to solve the fading of our attention. Its purpose is to make something work to fill that void. The need that we, humans, have to always be in search of something new is what, according to Heller, makes the concept of mainstream vs. underground relevant to contemporary design.

For my presentation I will focus on instagram advertisement of sneakers, being @footlockernyc my main source. I think that this topic is clearly linked to this dichotomy because in order to gain followers and to get people that want to buy sneakers, they have to think what to post, they want their audience to be engaged all the time.

According to the article *Social Media Advertising*, brands and organizations usually advertise their products with influencers because they want people to keep their attention on their products. They do not want to lose their attention, therefore are constantly looking for sources and ways to promote their brand. However, in order to avoid problems, there are some disclosures that they have to follow. In 2014 the *Advertising Code Social Media* was introduced and that establishes that “the influencer is free to decide how this relationship is disclosed”.

Starting on 2017, the rise of online advertising has been constantly increasing. Up to 2017, Google and Facebook were “two of the world’s largest advertising businesses”, (The Rise of Online Advertising). In 2020, however, Instagram has been one of the top social media that can help to advertise. They have also included a shop button recently in order to make the buying process much easier. This also fits the underground category because this evolution has the purpose of keeping their audience engaged.

According to *Engagement with Social Media and Social Media Advertising*, in 2017, “Adidas recently announced it will focus its marketing efforts exclusively on digital and social channels”. As you can see, when it comes to advertising, brands have been starting to think differently. Moving their platforms to social media is a challenge that most of them are willing to take because that is what makes the interaction with their users more valuable and accessible. They also mentioned that our experiences in social media “are defined as the emotional, intuitive experiences or perceptions” because with every interaction it comes a feeling.

## References.

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