



# WHEN EDGY BECOMES MAINSTREAM?

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# EDGY IN TODAY'S TIME

Over the past decade, society has become a lot more vocal and involved in social issues. This is mainly due to Gen Z and Gen Y, whose relationship with technology and social media allows for their voices of concern to spread like a wildfire. This has led to many older generations calling the younger ones overly sensitive and politically correct. With the belief that this holds true, I think it's important to ask ourselves, where does edgy advertising fit within today's society?

# WHY IS IT RELEVANT?

A big reason that we should be asking ourselves this is because edginess brings controversy, typically in the world of social issues.

# BEING "EDGY"

There are a lot of ideas that are associated with being edgy. They usually don't fall within the norms of society. Examples of other words that are associated with edgy are nervousness, anxiousness, daring, and provocative. Edgy people tend to be different from the rest of society in terms of self-expression, and likes, and interests. Edgy gives off the idea of being rebellious and anti-establishment. It's almost a culture of it's own.

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**EDGY = UNDERGROUND**





# THE UNDERGROUND MAINSTREAM?

Many times, underground culture would be described as being edgy. It's important to bring this up because as the reading by Steven Heller said that oftentimes, underground culture becomes mainstream. And so while there are two different worlds going at battle, one takes from the other. That typically is the pop culture taking from underground culture and making it popular. They build off of it and manipulate it to make it digestible for the rest of society.



# THE UNDERGROUND MAINSTREAM?

Further expanding on the idea of underground eventually turning into the mainstream culture. Edginess has in a similar way evolved or, not evolved, but taken that same path where this style or ideology has now been made very popular within the advertising industry. A very strong explanation for that result is due to likes and clicks and a strong desire for attention.

Naturally, in advertising that is what you want. Brands want attention to their products or services because attention equals money. So we're living in a very attention-centered age that has only been amplified by the digital age, especially in the 2010s with social media.

So when you combine social media with attention-seeking companies, where we look for instant gratification, where everything is so fast and now, on top of this need for novelty, we get edginess suddenly becoming popular, becoming mainstream in the ad world.

Again, I want to also reinforce the idea that the reason edginess gets so much attention is because it is different and it feeds into strong human experiences, whether they have been physical or emotional. Another thing to note is that edginess is polarizing. That is a quality that really makes edginess stand out. It's the fact that the edginess is so different that you don't have a middle opinion on it. What you have is you typically feel strongly positive towards it or strongly negative towards it.

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# THE CAMPAIGN "BE STUPID"

"Be Stupid" is an ad campaign for Diesel, made in 2010. Very fun. A philosophy. It empowers those who don't want to conform to the rules of society. It lets people know it's okay to make mistakes and in fact encourages it. This campaign says they'd rather be stupid than smart.

SMART  
HAD ONE  
GOOD IDEA  
AND THAT  
IDEA WAS  
STUPID.



Max 40% in Diesel Line

BE STUPID DIESEL



Step into a Diesel

**SMART  
MAY HAVE  
THE BRAINS,  
BUT STUPID  
HAS THE  
BALLS.**

**BE STUPID. DIESEL**



Shop online at Diesel.com

**STUPID  
IS IN THE  
SPOTLIGHT.**

**BE STUPID** **DIESEL**  
FOR RADICAL LIVES



# THE CAMPAIGN "GO WITH THE FLAW"

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"Go With The Flaw" is an ad campaign made for Diesel in 2017. The overall message of it is to embrace your flaws. Throughout the commercial, it shows a wide array of people that don't fit traditional beauty standards, yet they are the main characters. You almost want to be them because of how cool they carry themselves. It's empowering for all who are different and don't fit traditional beauty standards.



**CAN EITHER OF THESE  
BE PROBLEMATIC?**

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# WHAT'S THE DIFFERENCE?

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## Be Stupid

Can't apply to just anyone. Depending on your identity, depends on the probability of you being able to do the same things in the campaign without it being a threat to your own safety.

## Go With The Flaw

Can apply to anyone with a flaw and have a positive outcome from the story.

**THANK YOU**