3 Fail

EB335 DESIGNING CORPORATE COMMUNICATIONS
“C'est magnifique, mais ce n'est pas la guerre. C'est de la folie"

Pierre Bosquet
The Charge of the Light Brigade
Alfred, Lord Tennyson

Crimean War, 25th October 1854

THE ORDER
"Lord Raglan wishes the cavalry to advance rapidly to the front, follow the enemy, and try to prevent the enemy carrying away the guns. Troop horse artillery may accompany. French cavalry is on your left. Immediate."

THE RESULT
Disaster. British light cavalry attacked entrenched Russian artillery positions over a great clear distance instead of merely stopping some withdrawing Russian artillery crews from another position.
Fail + Pass

• communicative acts fail for one or more specific reasons

• reasons for failure easier to identify than reasons for success

• in communications, as in cultural & creative industries, there is a certain ‘nobody knows’ effect re success (Caves, 2000) in advance of a message/product being received by an audience

• successful communications perhaps most easily defined by the absence of common failures

• suggesting Tolstoy’s opening remark in Anna Karenina: ‘All happy families are alike; each unhappy family is unhappy in its own way.’
communicative failures

• all communicative acts must gain the attention of an intended audience, and affect some desired change in them

• anything that compounds the prospect that this will be NOT be achieved is an element of communicative failure, eg..

• mis- (or non-)specification of target audience

• wrong content or form for the audience (perhaps ‘no wrong messages, just wrong audiences’?!). Does a message resonate?

• strategic logic and tactical coherence with that logic? (eg. if you are prepared to go to war over an issue, say so..!)

• internal coherence of content?

• timing?

• authenticity?
nice try

BUT NOT QUITE RIGHT?
Change the world with your words.
OKI SATO
Designer

Expand your mind.
the unfortunate
lazy fails
Sumitomo Mitsui Trust Bank will fully acquire Citi Cards Japan Inc., the exclusive issuer of Diners Club cards in Japan, parent firms Sumitomo Mitsui Trust Holdings Inc. and Citigroup Inc. announced on Tuesday.

The value of the deal is expected to be about ¥40 billion, according to sources. Sumitomo Mitsui Trust will accept about 800 employees of Citi Cards Japan.

Sumitomo Mitsui Trust hopes to strengthen settlement and asset management operations by taking in wealthy Diners Club cardholders.
Das Konsumieren von selbst mitgebrachten alkoholischen Getränken ist verboten!

The consume of itself brought alcoholic beverages is prohibited!
business center
מרוכז עסוק מ
特別警戒実施中
こちらのドアが開きます

新幹線改札
Shinkansen Kaisatsu

連絡口
Walkway to Exit Side
NO POISUTE

ゴミ・タバコ・空きカン等

ポイ捨て禁止

ゴミは各自でお持ち帰り下さい！

NO POISUTE

Saki Herbert
Smoking on tracks
“100 yen shops a treasure trove of English fails..”
Linus Lim
置くだけで
イヤなニオイを消臭
お部屋で消臭
It is a deodorant liquid only of putting.

Q-ban
First and foremost, we produce for human beings.

Simple Modern
Sitting feelings are comfortable.
The material of the high quality was used.

レンジマット
Change Cupboard Brightly. Comfortably!
Dress up and Look good!
This isn't good to drink.
虫除け

Shirking goods
BIC CAMERA × UNIQLO

この先すぐ  Soon to come
The train dwell time is being extended due to adjustment in operations. Please wait a moment. Thank you for your patience.

OR Adjustment in the train intervals is being made.
from Puerto Rico (USA)

flag of Cuba:

from Shota
understand what you use
Don’t use languages you don’t understand
losing control of social media
#fail? The tweets from Qantas' official Twitter account that have caused a backlash online.

A hijacked hashtag is the latest PR disaster to hit Qantas.

At midday, the Qantas PR team operating the @QantasAirways twitter account sent out a call for luxury flying experiences.

This came after months of negative publicity stemming from industrial disputes with three unions, that resulted in the grounding of the entire Qantas fleet on October 29.

The idea, it seems, was to reward a winning tweet with a Qantas first-class gift pack.

The prize for tweeting good things about the embattled airline was a pair of Qantas pyjamas, and a "luxury amenity kit".

"To enter tell us 'What is your dream luxury inflight experience? (Be creative!) Answer must include #QantasLuxury."  

Within an hour, the hashtag was trending across the country, but the tweets were not quite what management expected.

@GrogsGamut tweeted: "#QantasLuxury- when the passengers arrive before the couriers delivering the lockout notices do".

ABC radio's PM presenter Mark Colvin, @Colvinius said: "Getting from A to B without the plane being grounded or an engine catching fire. #qantasluxury".

And @the-aaron-smith said: "#qantasluxury is chartering a Greyhound bus and arriving at your destination days before your grounded Qantas flight".

Social media expert James Griffin from SR7 said that, by about 1pm, Australians were sending out 51 tweets a minute on the hashtag. Most of these were tweets making fun of the idea of #qantasluxury.
FAIL!: Woolworths & ANZAC Day
LEST WE FORGET
ANZAC 1915 - 2015
FRESH IN OUR
MEMORIES
woolworths
how will the audience use your message or app?
Border Force's menacing 'logo' a lesson in getting design right, says its creator

The Border Force is strong in this one

Scott Morrison: “The new Border Force uniform shows what a warm, welcoming country Australia really is.”
This photo, of the Israeli Prime Minister, Benjamin Netanyahu, graphically illustrating the imminence of an Iranian bomb caught my attention for its comic possibilities. I know that the subject is serious; that is just one reason why the graphic, which he apparently made at Kinkos, is so ridiculous. And if Israeli intelligence thinks that's what a real bomb looks like, maybe their other projections are off as well. I'm surprised he could get that thing past U.N. security. Anyway, with the justification that the ridiculous deserves ridicule, I invite you to pile it on, using this photo as the basis for a caption contest. I'll start the ball rolling with one of mine own:

"And, what's worse, if Wile E. Coyote ever gets hold of this, the Roadrunner is toast."

Now the ball—and the bomb—is in your court. Submit your entry as a comment below, or on twitter, with the hashtag #BibiBombCaption.

UPDATE:

Bibi selects the winners.

Thanks to all for participating in the Bibi caption contest. And thanks to Bibi for being such a good sport in agreeing to select the top three captions. That Bibi, he's the bomb.
assurance at all ‘touch points’
mis-reading
the audience
Dear Christopher,

Today Qantas announced its full year financial results, an update on the accelerated Transformation program announced last February and the outcomes of the Structural Review announced last December. I have received many questions in the lead up to today and wanted to reach out to you with an update as a valued customer.

**Financial Year Results and Transformation Program**

Today's financial year results are confronting. But they represent the year that is past. The Group is addressing its major challenges and we have now come through the worst. Our Transformation program is on track. Our overall financial performance is rapidly improving and, subject to events outside our control, the Group is expecting to a return to an Underlying PBT profit in the first half of the current financial year.

**Structural Review including Qantas Loyalty**

The Structural Review announced last December is now complete and the results include the following decisions:
Thank you for your Loyalty

Loyalty is a relationship business, and I **sincerely appreciate the commitment of our members, partners and people**. We will do everything in our power to keep earning and deserving that support. We have a lot of exciting plans for our customers.

We are looking to the future, can move forward with certainty and are passionately committed to rewarding you for your loyalty, whether on the ground, or in the air.

More detail on our result is available from qantasnewsroom.com.au.

Yours sincerely,

Lesley Grant
CEO Qantas Loyalty
Copenhagen: Copenhagen Zoo's scientific director and other staff have received death threats after a healthy giraffe was killed to avoid inbreeding there.

But director Bengt Holst said it was the right decision and he would be ready to do the same with another animal if needed.

The death of Marius, an 18-month-old male shot on Sunday and then dissected in front of crowds at the zoo, has created a uproar among animal lovers in Denmark and abroad.

February 11, 2014 - 9:01AM

The giraffe was fed to the lions after being put down.

Photo: AP

Simon Johnson

submit to reddit

Email article

9:33AM

Tuesday Feb 11, 2014

28,955 online now

Do you know more about a story?
assumptions about audiences
the cheap & the nasty...
dubious taste..
PUSSY
NATURAL ENERGY
100% Natural Ingredients