

ON CULTURAL MOVEMENTS

Titelstory: Die aktuelle Titelstory “On cultural movements” stammt von StrawberryFrog, einer der renommiertesten Kreativagenturen der Welt, zu deren Mitgründern 1999 unter anderem der Schweizer Werber Ueli Wiesendanger gehörte. Vom Wall Street Journal wurde StrawberryFrog als eine der 25 bestgemanagten Agenturen gewürdigt. Zum Kundenstamm von StrawberryFrog gehören unter anderem Heineken, Coke Light, Mitsubishi und Ikea. Die Agentur ist in New York und Amsterdam ansässig.

Die in der Titelstory verwendeten Bilder stammen aus dem Buch “The Complete Guide to Disco Dancing” von Karin Lustgarten. Wer mehr über die Discoqueen erfahren möchte, sende ein E-Mail an: kl-media@earthlink.net.

Eine Weinlesetapete, wie auf dem Titel, findet sich unter www.johnny-tapete.de.

GET READY FOR THE CULTURAL MOVEMENT

Everyone's doing it. The craze that's swept the nation is now taking the world by storm. Even if you have two left feet, you can do the cultural movement.



Popularized by ad agency, StrawberryFrog, the cultural movement can take on many forms. To begin any cultural movement, bend at the hips and breathe freely. The body should be made limber by stretching the movement at the knees and elbows. A full evening of cultural movements can result in mild discomfort. Ice the joints and lube the tendons for a temporary panacea.

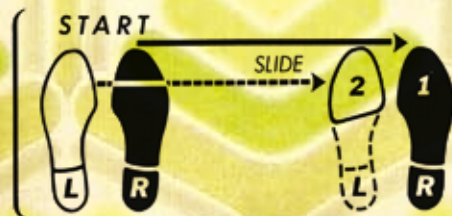
THE BASIC STEPS AND MOVEMENTS

1 THE CULTURAL BOUNCE

This is the most basic of all cultural movements. Don't jiggle or sag. Always bounce loosely. This rule remains constant throughout all cultural movements. Keep your thoughts positive and imagine your stamina is high. Your feet will follow!

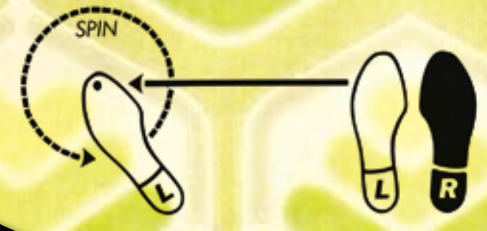


- 1 Stand tall
- 2 Lift left foot creating the magical "4" position.
- 3 Repeat with right foot.
- 4 Don't sag, 'bounce' back to starting position. For fun, try adding a slide (and step) through the 'bounce'.



2 THE CULTURAL SHAKE-IT-UP

Stick out your bottom on the beat. This cultural movement is a great follow up to the bounce. Do not confuse this for the juvenile pelvic thrust which doesn't classify as cultural movement.



- 1 Tuck in the stomach.
- 2 Return to neutral position.
- 3 Push out the bottom.
- 4 Return to neutral position.
- 5 Grab hold of the 'steering wheel'
- 6 Return to neutral position.
- 7 Repeat original move.
- 8 Bottoms out. Take yourself for a spin and honk the horn.



PARTNERED CULTURAL MOVEMENTS

1 THE CULTURAL TEAM-PLAYER

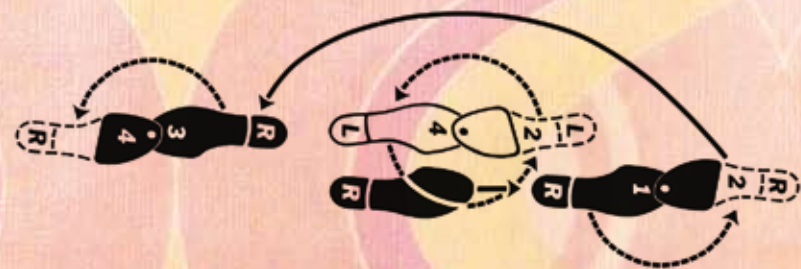
We start the cultural movement with both partners coming forward. That satisfies the problem of mutual movement. If we begin forward on "1" and we apply the rules of good frame to move away from each other on "2." If we consider this to be our last cultural movement away from each other, then we would step together on the "and" and forward on the "3."



1 Hold partner from behind.

2 Left hand revolves partner as if spinning around an axis.

3 The half revolution ends with direct and supportive eye contact.



2 THE CULTURAL COLLISION

All cultural movements start with some mutuality of movement. It is illogical to start with partners moving away from each other. This teaches the male that it is okay to push his partner back on "and 1" and makes him believe that he should continue to push her back on each ensuing "and 1."

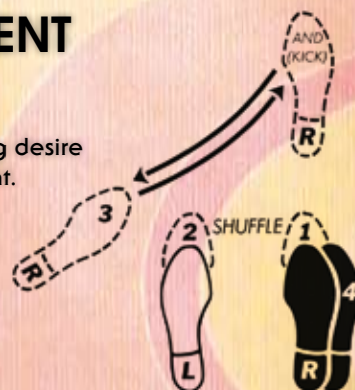


TOTAL ENGAGEMENT

Maintain eye contact throughout.

Total engagement requires a strong desire for your partner's cultural movement.

And vice-versa.



COMBINED STEPS FOR ADVANCED CULTURAL MOVEMENTS

COMBINE WHAT YOU NOW
KNOW FOR MORE ADVANCED
CULTURAL MOVEMENTS.

BEWARE OF FALSE CULTURAL MOVEMENTS:

- The Dimensionalized Paradigm
- The New Era, 360 Marketing Turn Around
- The Viral
- The Metric
- User Generated Swing
- Multiple Touch Point
- Maximum Impact
- The Bottom Line
- Anthropologic Intelligence Boogie
- Synergistic Targeted Impact Movement
- Web Based In Depth
- Creative Content Glide
- The Actionable Item
- The Deep Drill Down
- Buzzworthy Attribute

