People now can avoid advertising and even live an ad free life. The more desirable they are as customers, the more educated and well off they are, the more likely they will have turned their lives into digital fortresses, impregnable to ads.

Companies now need a more sophisticated approach if they want to connect to audiences (from which it will get its business). This innovative approach will create higher quality and longer lasting connections rather than sending unwanted commercial messages.

When mass media was ruling, it was easy to get a commercial message out: buy ad space on TV, radio, or print media, load the message - no matter how annoying - and press "fire". People had no choice. If they wanted the content, they had to take the ads, too. Delivery (but not attention) was guaranteed.

With the decline of mass media and the rise of niche-oriented and personalized media, power has shifted from the media owners to the media readers. Everyone can now choose the content they want to see, and ignore the rest.

Now any content has to compete for attention with all the other content, the movies, TV series, music, YouTube video, social media. There is no lock-load-and-fire distribution any more. Only when the content connects, it will be seen.

Audiences want stories. If you could read their minds you would hear: “Give me a story, give me an adventure, give me an experience! Seduce me! Inspire me! Make me think! I want to live
the life of fictional characters and experience things through their eyes and immerse myself into their worlds! I want to be someone else, somewhere else for a while! ”

Stop sending them advertising they ignore. Give them what they are looking for. Turn searchers into finders and they will open up to you and your company. By commissioning stories in photography, film or other media, you are attracting and creating the audience from which you recruit your paying customers.

How do you attract the right people? You know who the people are who want your product or service. You create stories specifically for them and their sphere of interest. This way you attract the right audience - the audience that is likely to become your customers.

They will come back for more of your stories, and the relationship will grow, deepen and last many years. Your company will be on their mind in the best and most prominent way. Once the connection has been established, people will even sign up for commercial messages to receive promo codes and information on your new collections.

Stories can create an incredible pull. Imagine if “Game of Thrones” were produced not by HBO, but by a fashion company, and you could buy every dress in that show.

Or a Science Fiction show where the characters would wear the futuristic creations of you, the designer.

If your target audience were hipsters, you can offer them, for example, stories that innovatively blend the realms of photography, film and graphic novels.

When the characters of a story wear the designs of your company, they instill a desire for these designs no advertising could ever achieve.

Stories are a vital life force. Stories give meaning to the world and strengthen our emotions. Stories are the bridge between art and commerce, as they attract audiences and turn them into customers.
Heroinés

woman of individuality.

Depicted in contemporary Chiaroscuro for the Los Angeles high fashion label Mariam Anna Barska.
We may not always know what we are doing

But we certainly learn how to be more human
There are Worlds beyond Facts.
Convince Me.
Trust.
Sometimes it is the look from her eyes, sometimes the expression of her body, sometimes ...
Lost in Thought is Won in Life.
Eyes
The Windows of the world
Do we have a Soul?
Without Soul

We Would Be Machines

We Are Not Machines
Now
This is me
Now
Then
My Eternity