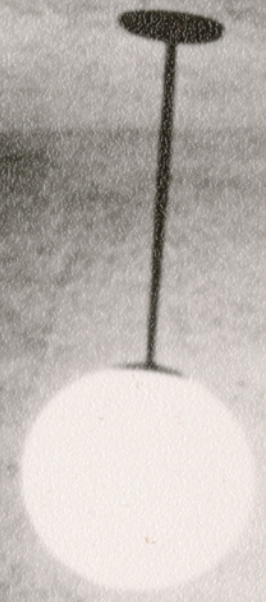


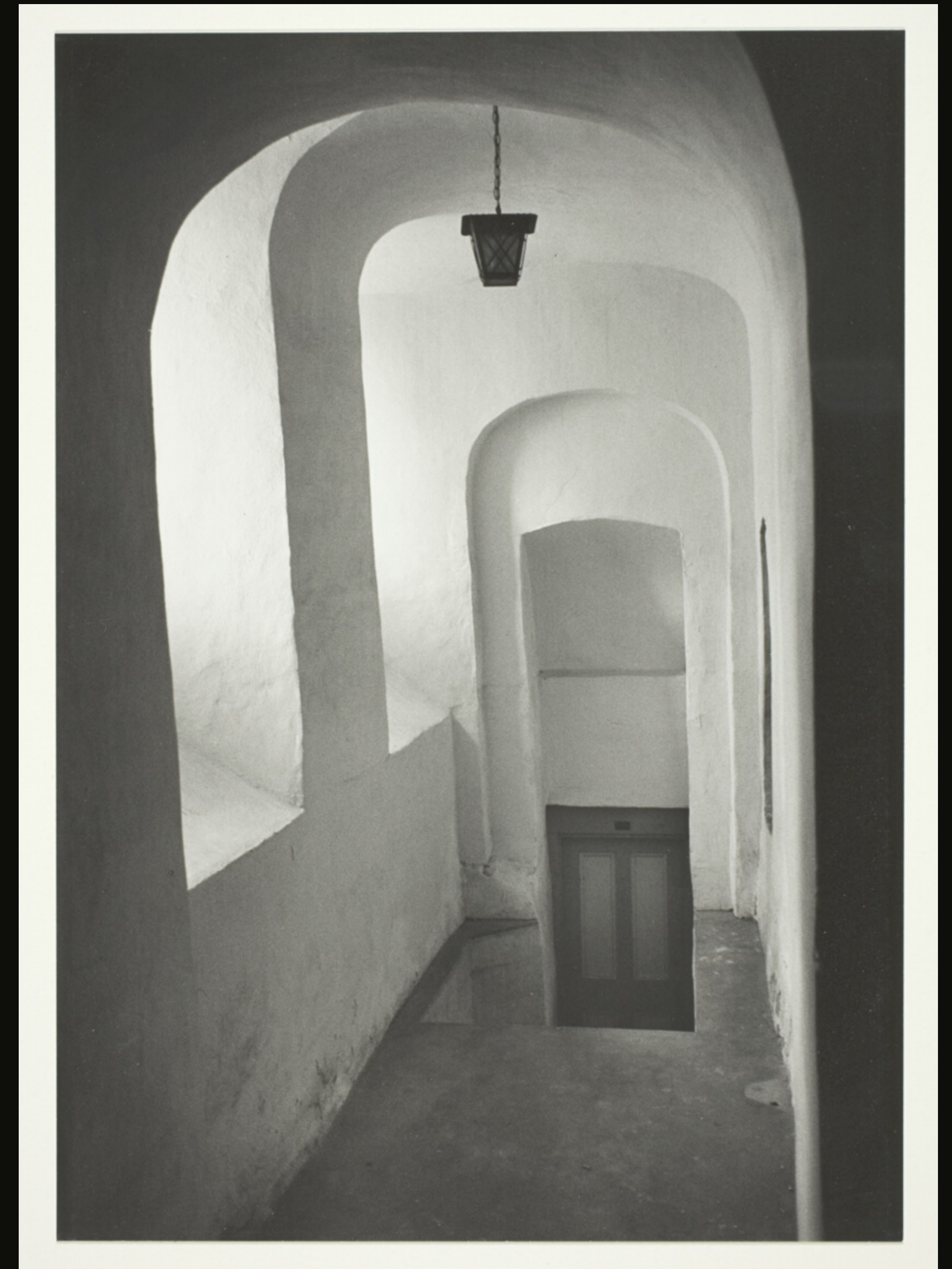
# Invite No Attention.

Design for discovery — not promotion.



**Everyone is  
optimising for  
interruption.**

**Build brands  
to be found.**



An aerial photograph of a large-scale mining or construction site. The terrain is heavily excavated, showing deep channels, large piles of earth, and various pieces of heavy machinery. The overall scene is dark and industrial, with a focus on the scale of the earthmoving operations.

**The industry with the greatest access  
to human attention spent 50 years  
extracting and destroying it.**

**We're all tuning out.**

**Most brand consultancies will ask you to conjure up a 'mission'.  
A purpose that lives beyond the product.**

**As if summoning it will make it real.**



# What most marketing is doing.

## Over-explaining.

If it takes four sentences to explain, it hasn't found the right frame.

## Stopping at features.

Describing what the product does without any indication as to what it means to the consumer. Function earns the purchase; meaning builds a relationship.

## Targeting everyone.

Trying to appeal to everyone means you appeal to no-one. The narrower your frame the more powerfully it lands with the people it's actually for.

## Copying the category.

There is safety in looking around and doing something similar. This will make you blend in, rather than stand out.

## Mistaking activity for presence.

Content calendars, campaign bursts, always-on posting. None of it builds a brand—it just fills space.

The first step to fixing this  
is figuring out the **frame**.



**frame** /freɪm/ n.

The inherited structure of assumptions through which a founder understands their market, their competition, and what their brand is permitted to become. Typically unconscious. Almost always limiting.

# Is the company...

## At War?



### **Campaigns. Targets. Capture.**

The customer is territory to be won.  
The competitor decides what the  
company stand for. Build your  
brand against something and you'll  
always need something to be  
against.

# Is the company...

## At War?



### **Campaigns. Targets. Capture.**

The customer is territory to be won. The competitor decides what the company stand for. Build your brand against something and you'll always need something to be against.

## On a journey?



### **Mission. Purpose. North Star.**

They've got true believers, everyone else needs a reason that isn't faith. The further the purpose lives from the product, the harder it becomes to justify the purchase.

# Is the company...

## At War?



### Campaigns. Targets. Capture.

The customer is territory to be won. The competitor decides what the company stand for. Build your brand against something and you'll always need something to be against.

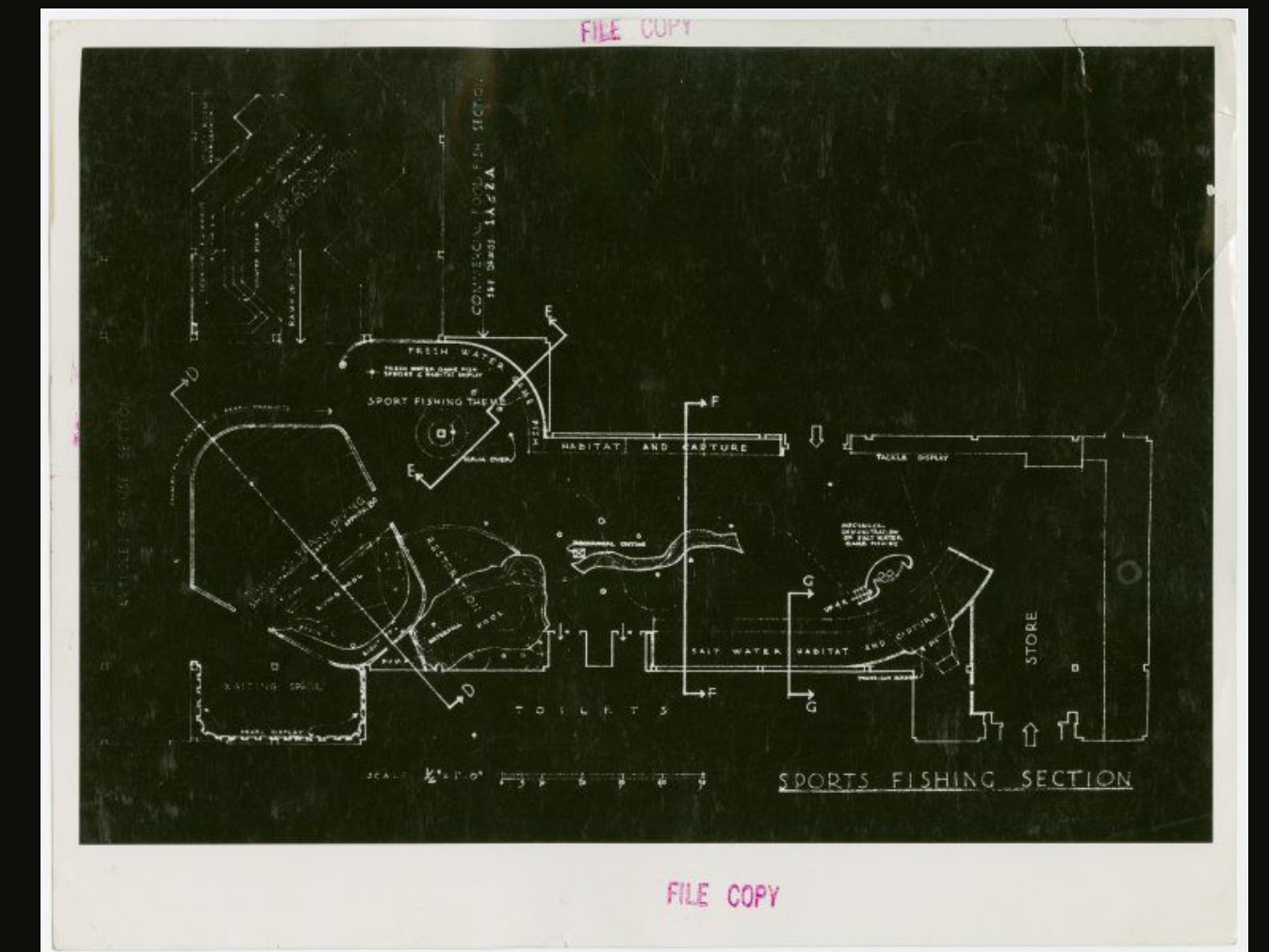
## On a journey?



### Mission. Purpose. North Star.

They've got true believers, everyone else needs a reason that isn't faith. The further the purpose lives from the product, the harder it becomes to justify the purchase.

## Building?



### Features. Explainers. Infographics.

The product is great. But telling people what it does is not the same as making them feel something about it.

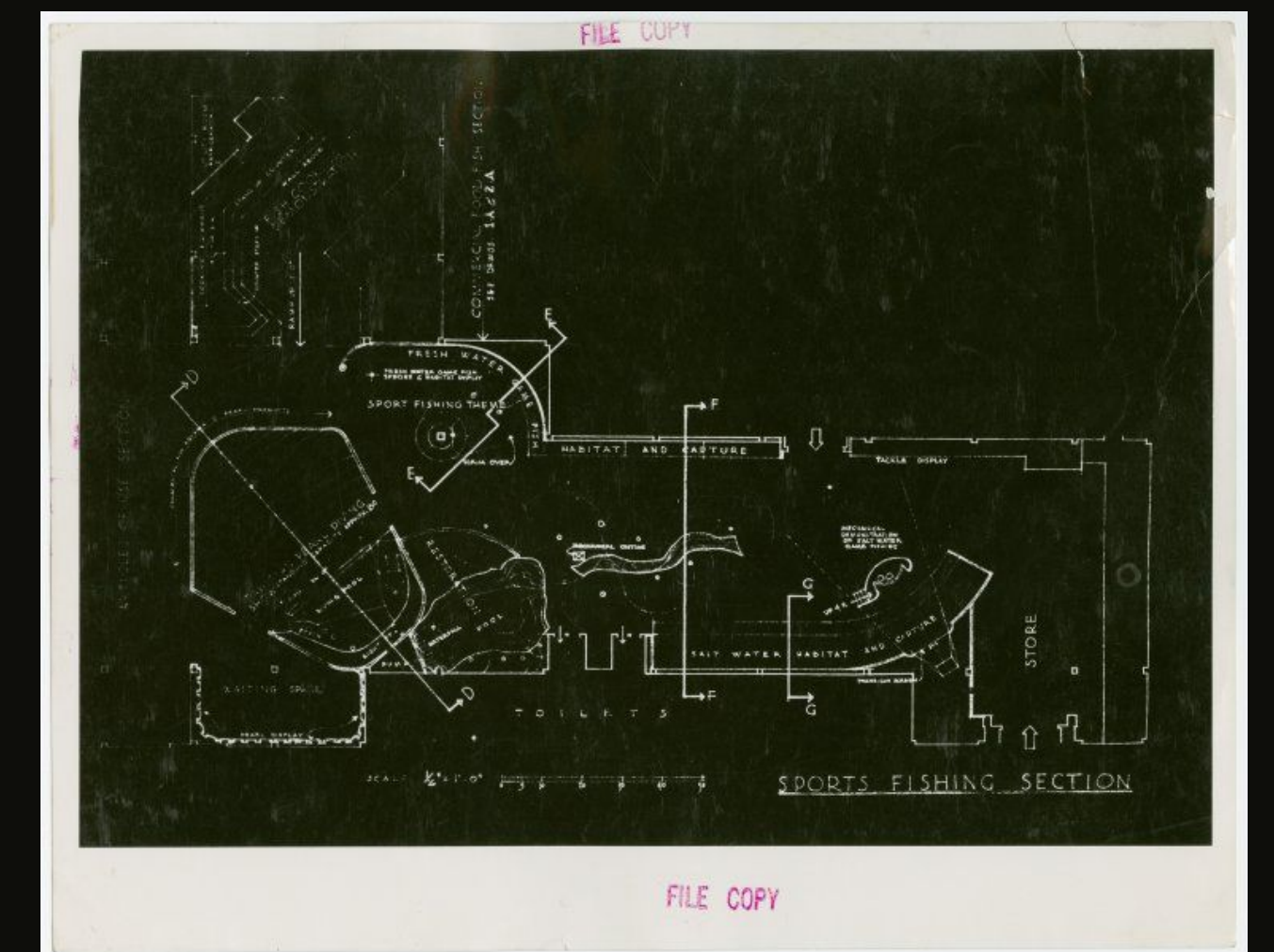
# The frame you operate in affects everything.



There is no mechanism for community when the organising principal is conflict.



There is no mechanism for conversion when the organising principle is belief.



There is no mechanism for feeling where the organising principle is function.

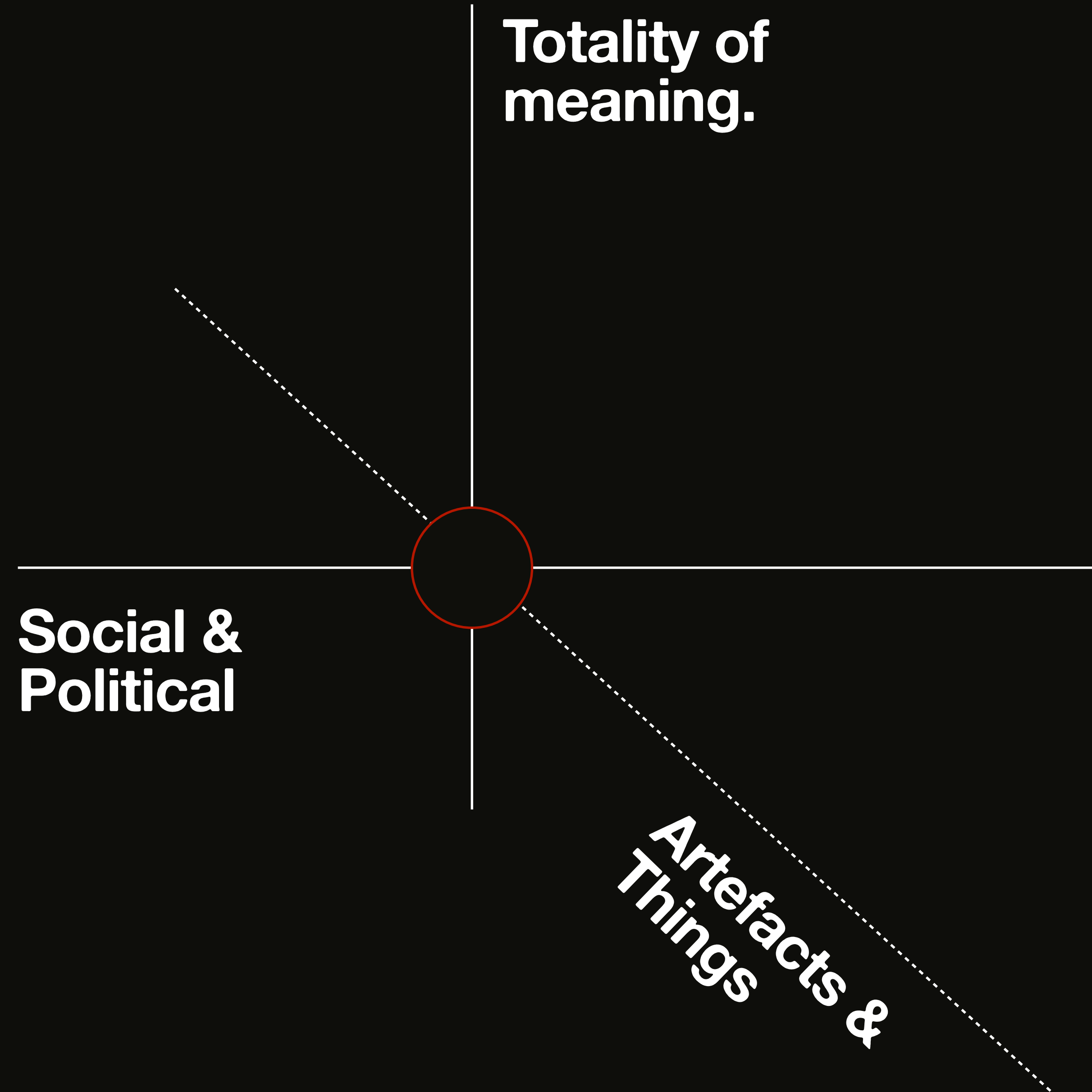
**Every company has a frame.**  
**A brand finds resonance.**

**As Hermut Rosa puts it:**

A reciprocal, transformative relationship between a subject and the world that gives a feeling of being genuinely touched or moved.

**It's found across  
three dimensions.**

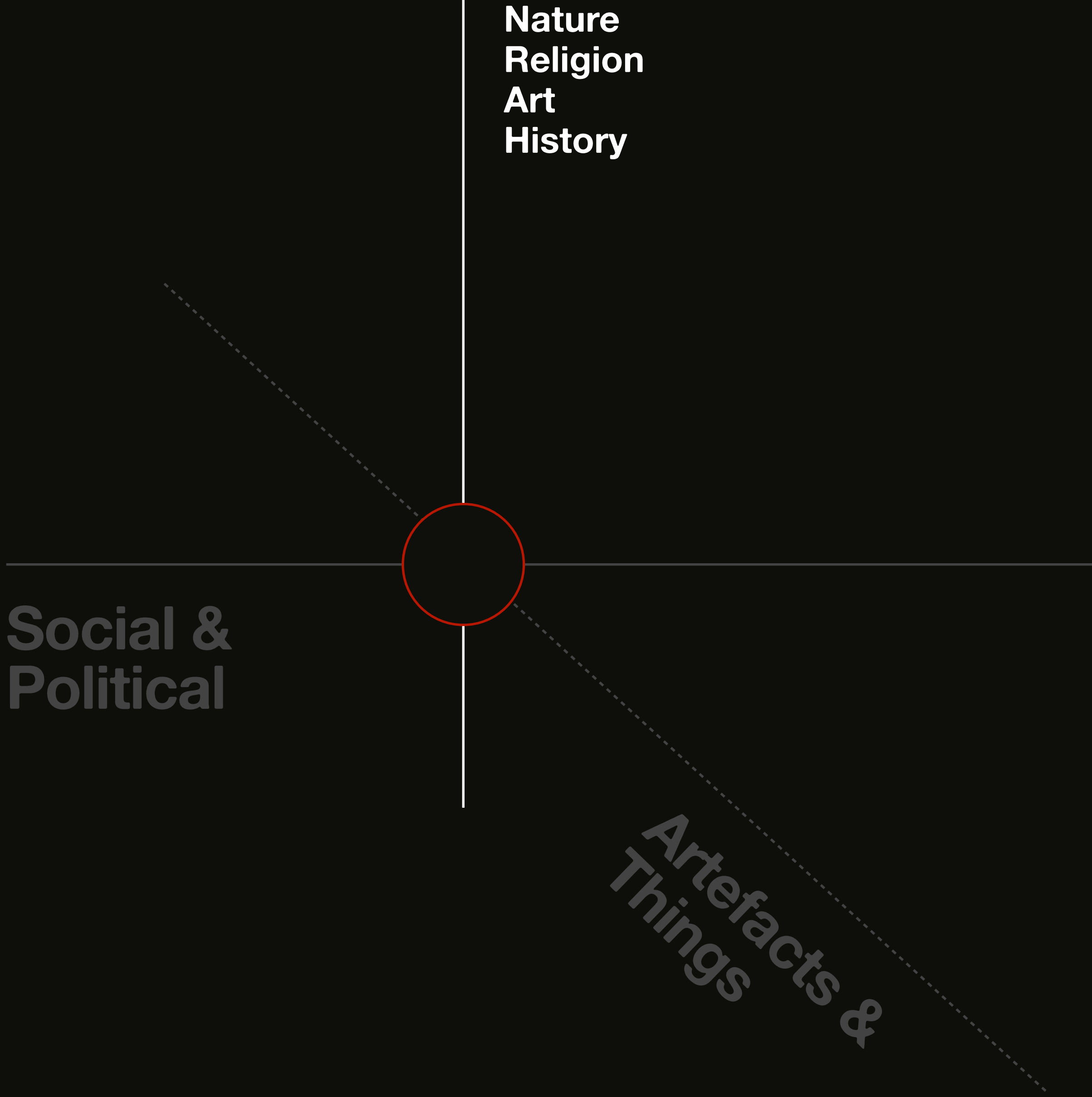
**Most brands lead with  
one, **the ones you  
remember hit all three.****



# Totality of Meaning.

The hardest one to reach and the one that produces brands that people truly revere. A position on what the world should be, a reason that outlasts the product.

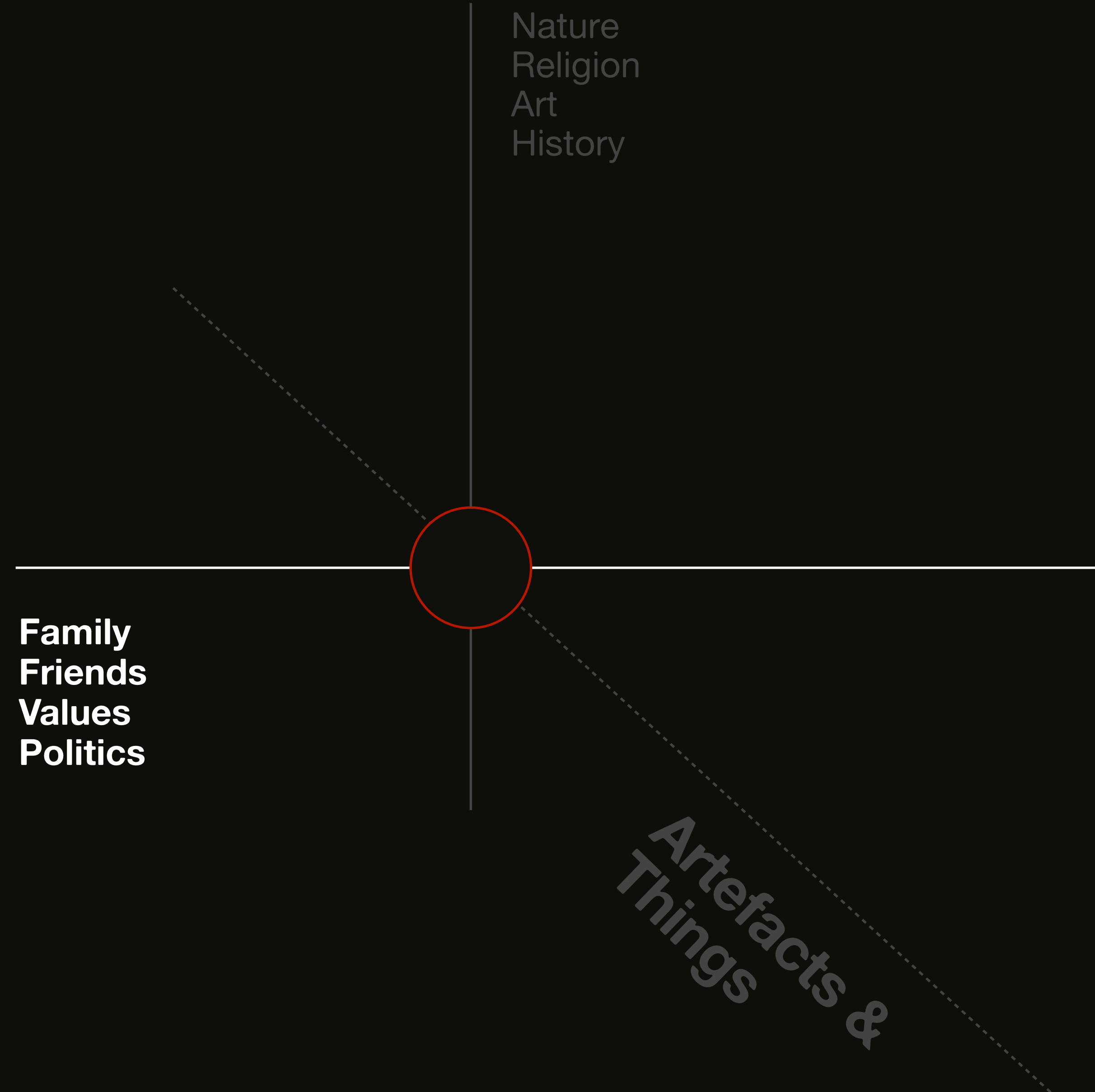
You can't manufacture this. But you can create the right conditions.



# Social & Political.

The Axis of belonging. This isn't about building an audience—it's about building the conditions for people to find each other.

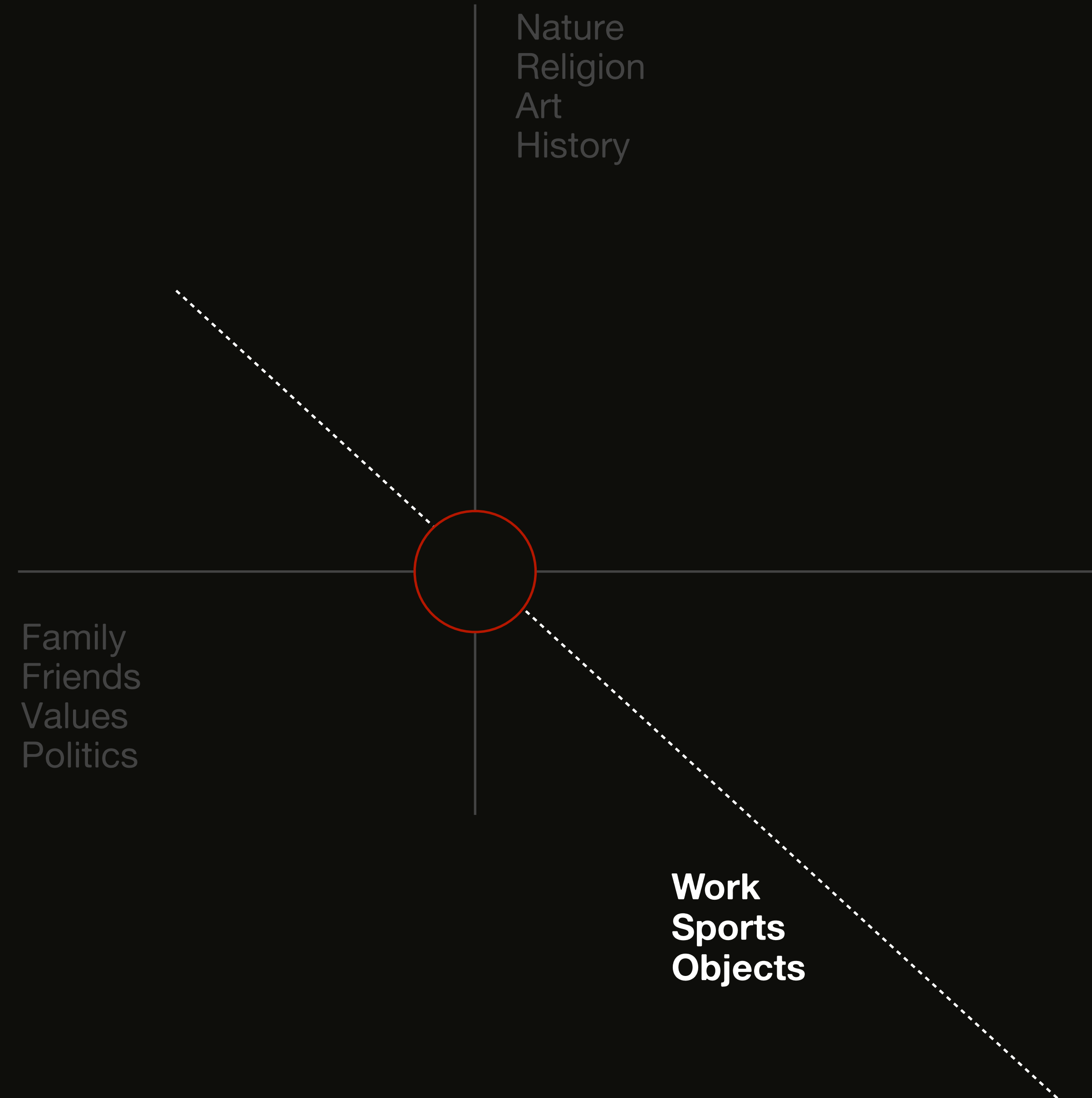
Don't confuse a follower count for a horizontal relationship. They are not the same thing.



# Artefacts & Things.

Where most brands actually live. The difference is between a brand whose objects carry genuine meaning and one that is simply present in the transaction.

This is where all brands start. Staying here is where they end.



NOTHING

MUJI  
無印良品

MOLESKINE

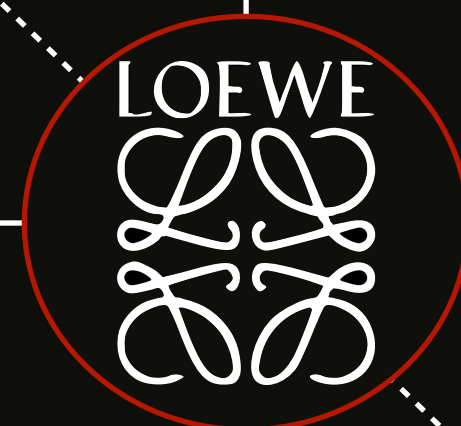
BRAUN

**In practice:**



## **Totality of meaning.**

Luxury should be grounded in the knowledge of making things, with the confidence to make it strange. A genuine philosophy about what objects should be and why that matters.



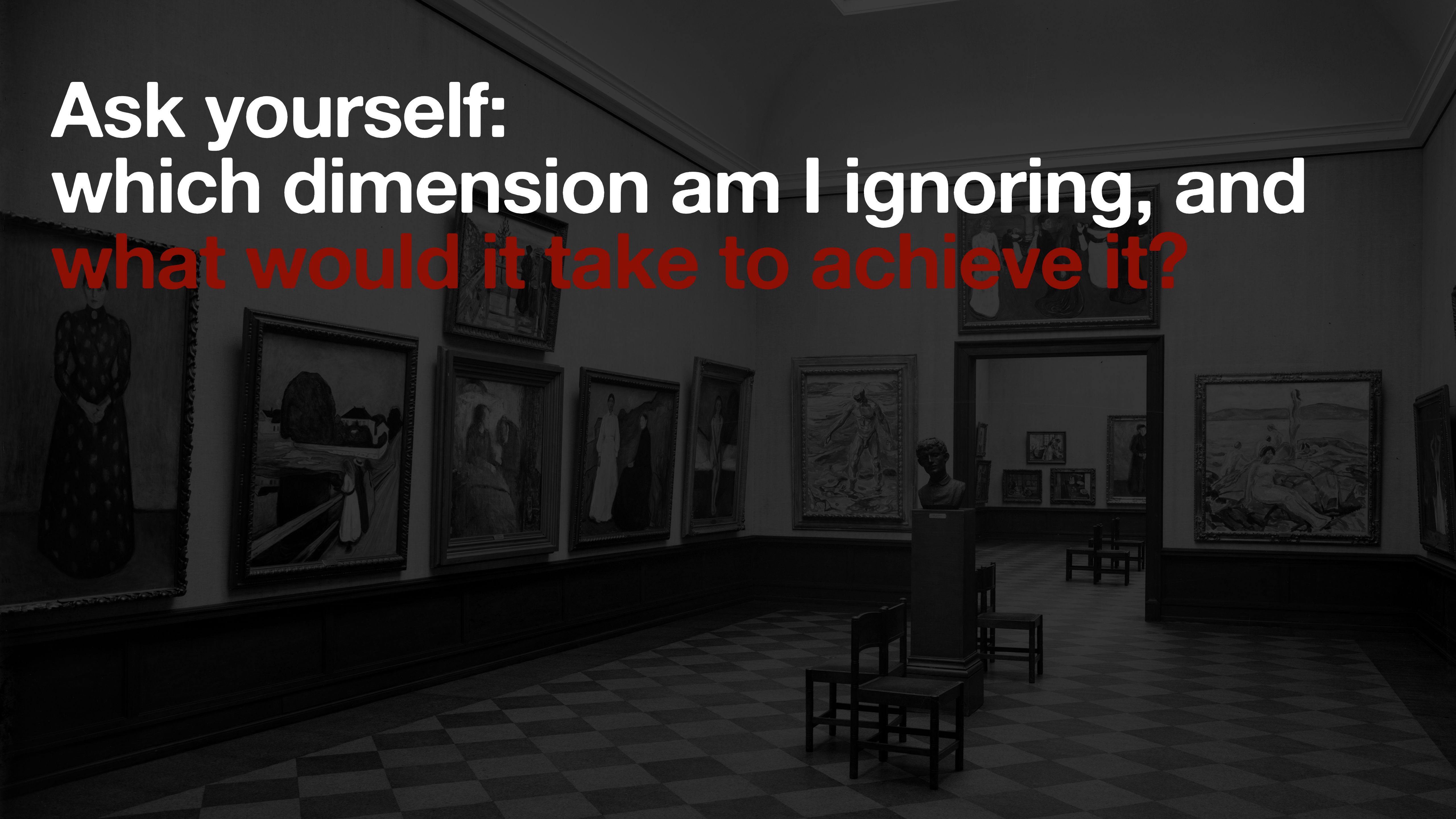
## **Social & Political**

The community wasn't built from influencer strategy; it was built by designers, artists, ceramicists — people who care about how things are made. The brand attracts the right people. They find each other through it.

## **Artefacts & Things**

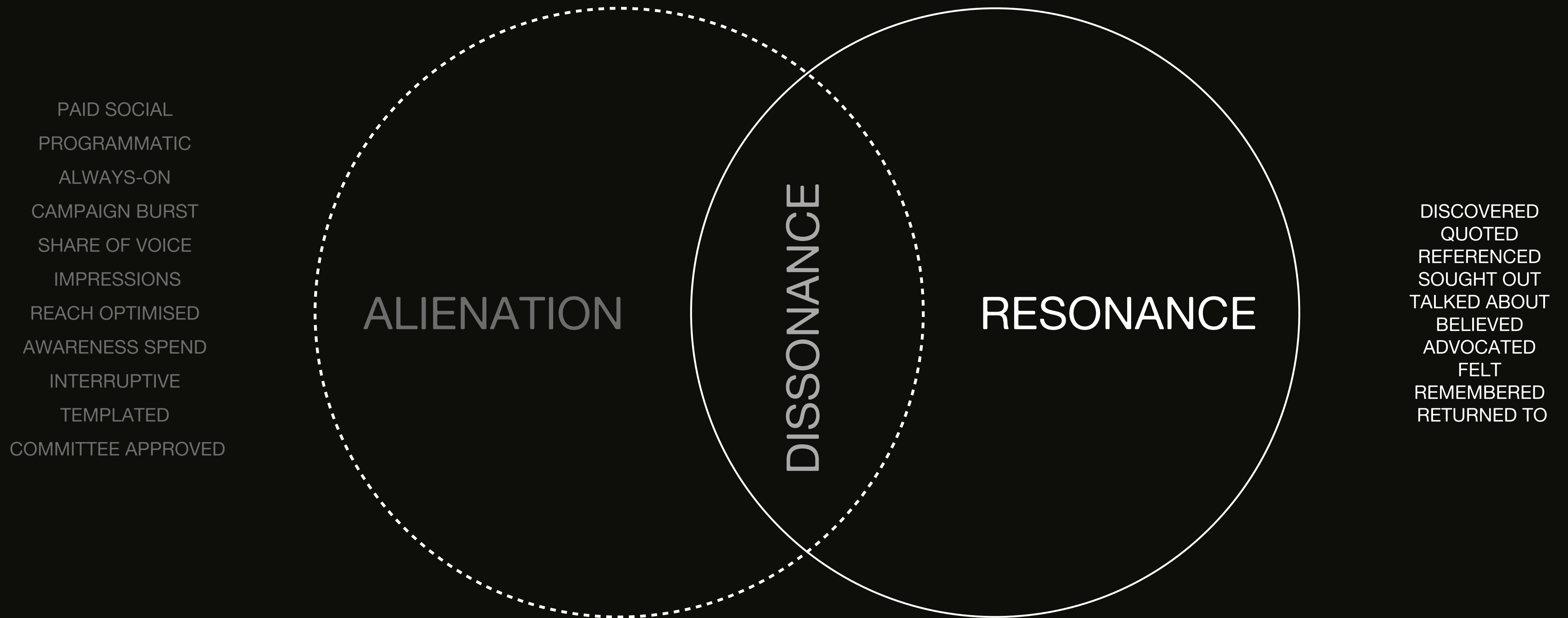
The art of not taking craft too seriously. The leather and construction stayed the same. But Jonathan Anderson brought irreverence to how it was presented. Something impossible to copy.

**Ask yourself:  
which dimension am I ignoring, and  
what would it take to achieve it?**



# Resonance isn't achieved through impressions and clicks.

## Its bigger than that.



# You can't manufacture it, but you can **make it attainable.**

## Diagnose the frame.

Before strategy. Before Creative. Before budget allocation. What does the audience actually believe about this category, and what would have to change for this brand to mean something different?

## Build distinctive assets

A specific colour. A tone of voice. A recurring visual device. Held consistently, without committee erosion, over time. Mental availability isn't built by campaigns. It is built by repetition of owned signals across every touchpoint.

## Be Precise.

One target. One benefit. One reason to care. Not a broad aspiration. Not a values statement. A specific claim about a specific person in a specific moment. The narrower it is, the more it resonates with the people it's for.

## Create Meaning.

Resonance doesn't live in a campaign. It lives in the object, the experience, and the interaction. If the product doesn't carry the frame, no amount of communication spend recovers it.

## Hold the tension.

The brands that resonate have edges. They are not for everyone and they show it. The brief that removes all friction also removes all feeling.

# There is a thin film of inertia waiting to be pierced. **Most agencies thicken it.**

**I've worked with a lot of big brands**



**PayPal Domino's**



**And I've noticed that**

Big brands spend a lot of money on marketing that doesn't work.

The people making the decisions are rarely the ones who care most about the work.

Good ideas get watered down before they reach anyone.

Creativity is treated as a service, not a skill.

**There has to be a better way.**

**So I built Invite No Attention**

A practice that works upstream of where most agencies start. Finding what's true about a brand before the brand has a chance to bury it. Piercing the film before it thickens.

# The process.



## 01 Diagnose

Audit all brand materials. Understand the assumptions running underneath every decision that's been made. Where the company came from. What does it think it is. What frame it's stuck inside.

## 02 Define

Establish what the brand actually is—not what it wants to be. One target. One benefit. One honest claim. Agreed upon and immovable.

## 03 Brief

Turn that position into something a creative team can build from. Not a mood board. Not a messaging hierarchy. A single clear brief that tells people what to make people feel—not what to say.

## 04 Cast

Find the designer, director, photographer, producer. The right person with the right taste to bring this to life.

## 05 Make

Build the work. Check every decision against the defined position. Asking the question—are we sticking to our positioning, or are we compromising?

## 06 Protect

Stay through delivery. Making sure nothing is diluted, and the position is clear in the final output.



**Instagram:**  
@invitenoattention

**Substack:**  
@invitenoattention

**Email:**  
oscar@invitenoattention.com

**Website:**  
[invitenoattention.com](http://invitenoattention.com)



**If you're going to show  
up in someone's life —  
mean something.**