

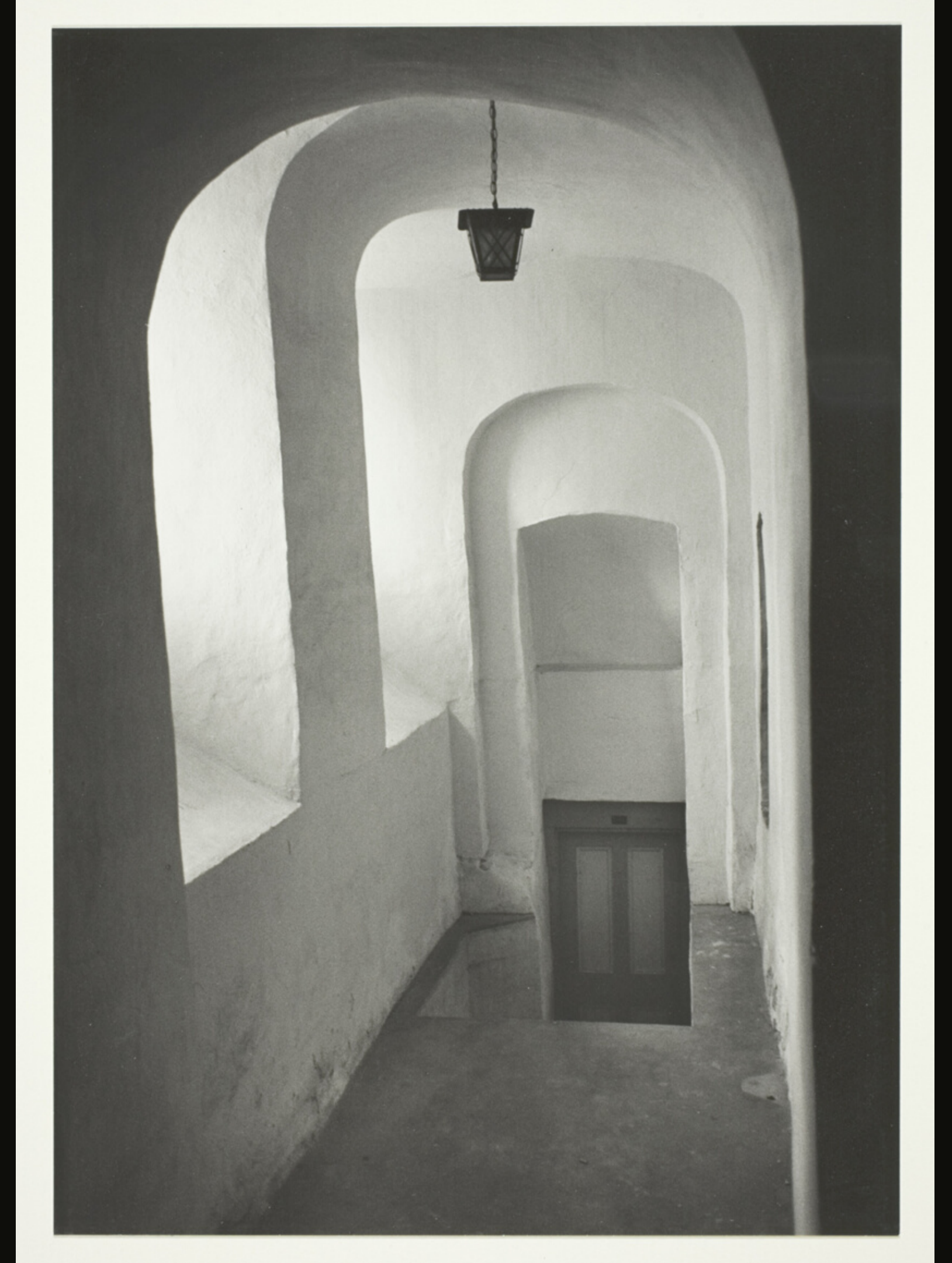
Invite No Attention.

Design for discovery — not promotion.



**Everyone is
optimising for
interruption.**

**Build brands
to be found.**



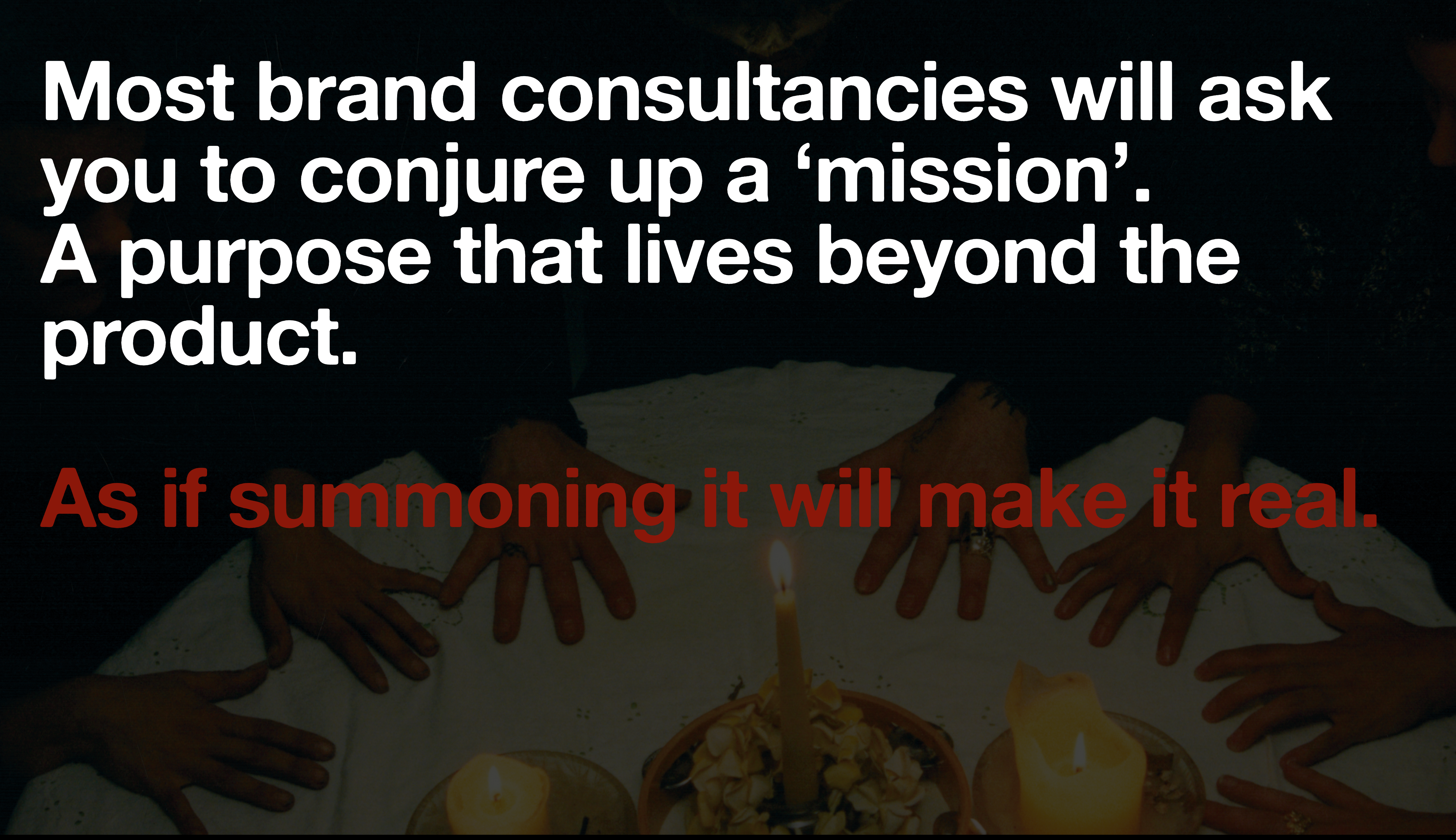
An aerial photograph of a massive open-pit mine. The mine is characterized by deep, terraced levels of earth and rock, creating a series of concentric, stepped slopes. In the center of the mine, there is a large, dark body of water, likely a tailings pond or a reservoir. The surrounding landscape is rugged and industrial, with various structures and equipment visible on the upper levels of the mine. The overall scene conveys a sense of large-scale industrial activity and environmental impact.

**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 of 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 stands for. Build your brand against something and you'll always need something to be against.

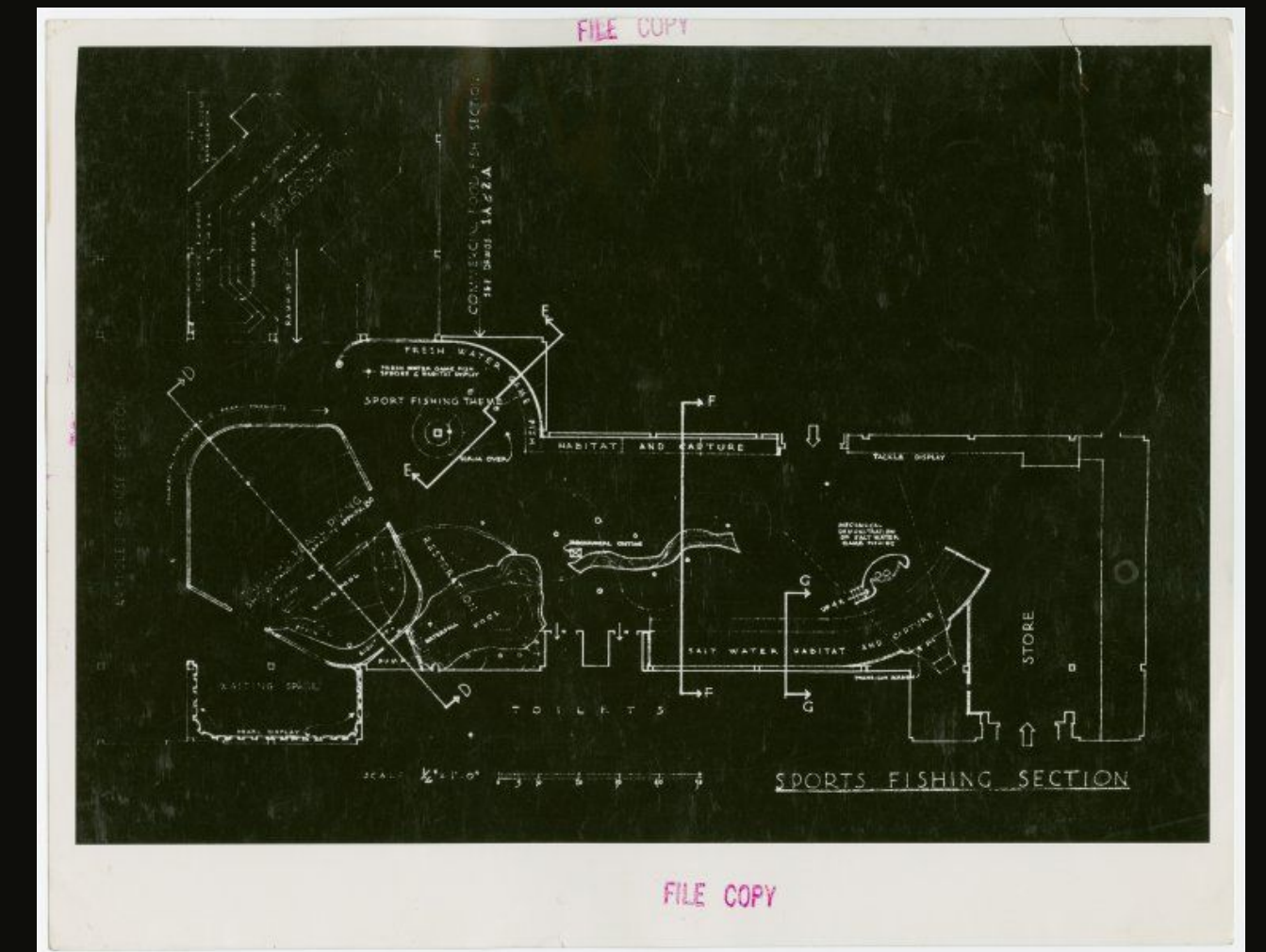
On a journey?



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.

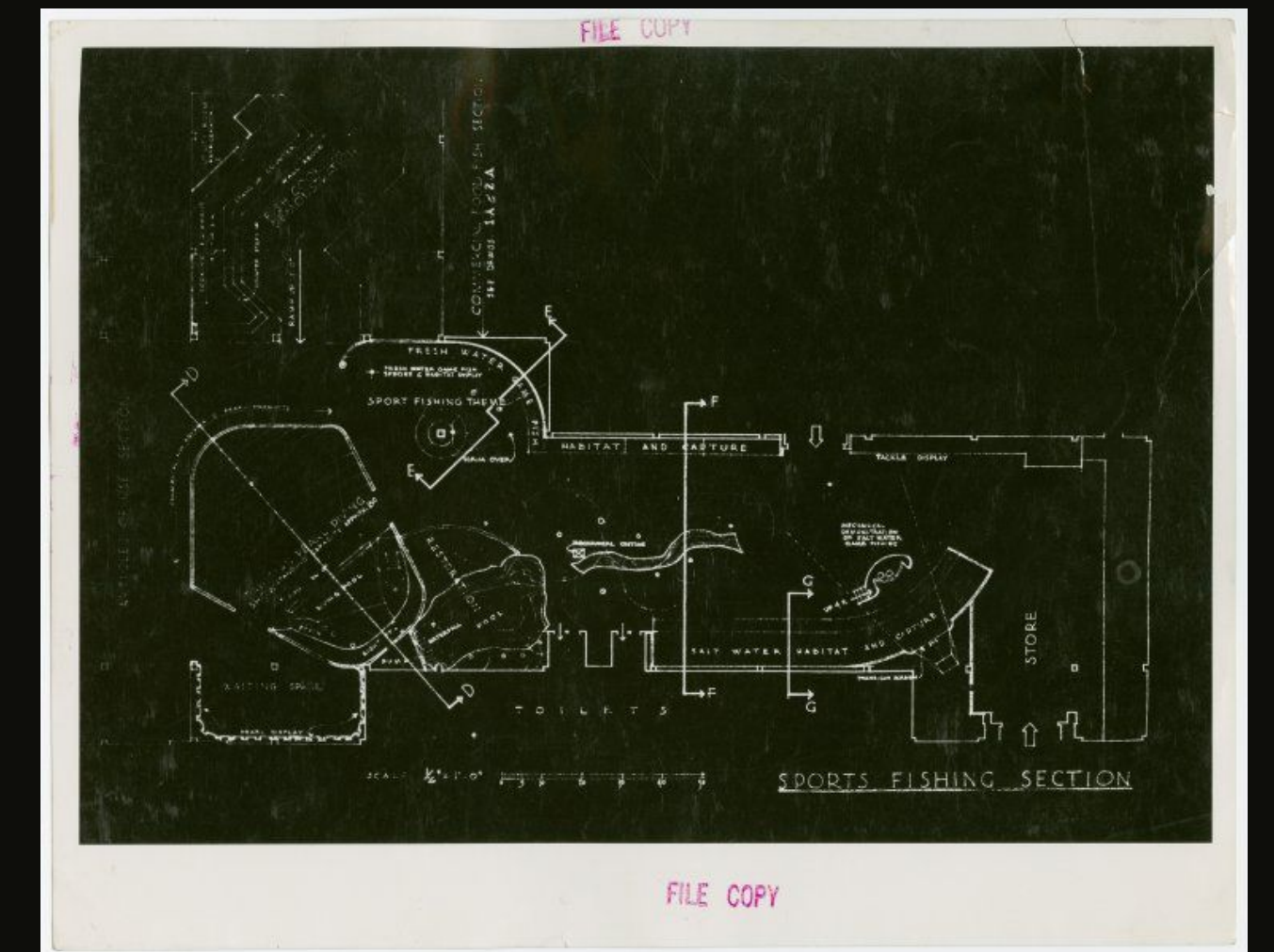
The frame you operate in affects everything.



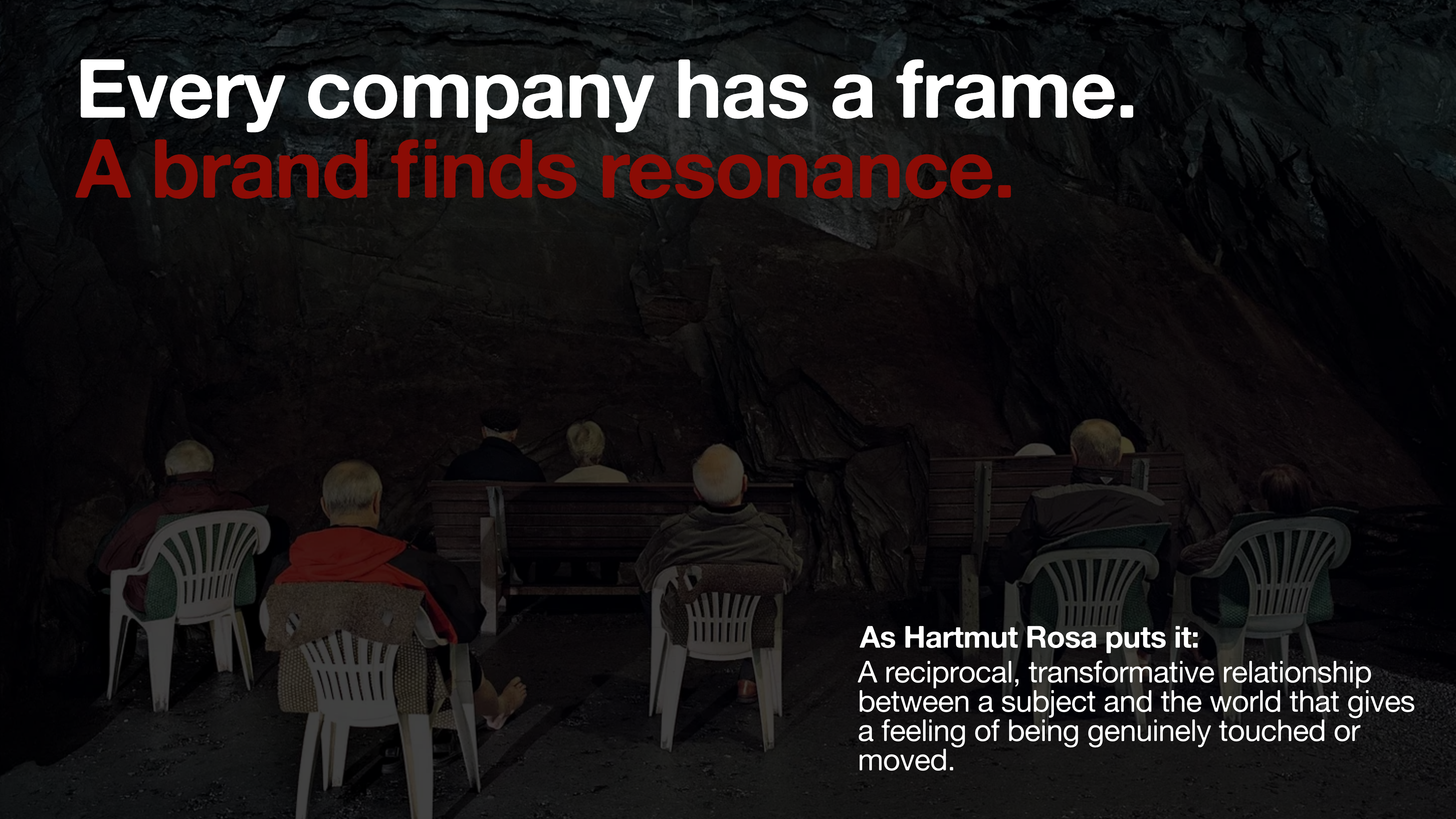
There is no mechanism for community when the organising principal is conflict.



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



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

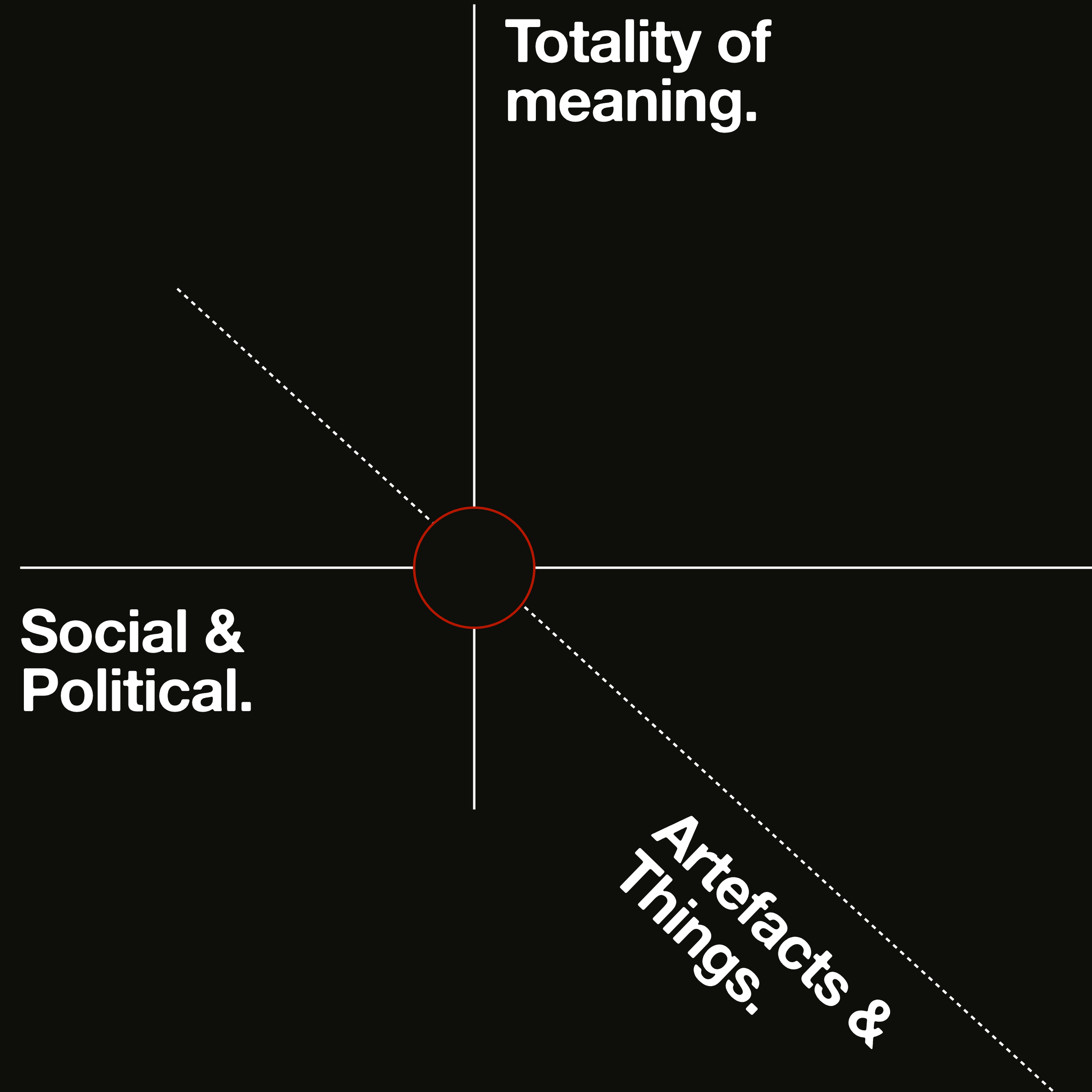
A group of people are seated on wooden benches in a dark, cavernous space. They are viewed from behind, looking towards a large, textured rock wall. The scene is dimly lit, with the primary light source coming from the text overlay at the top. The people are dressed in casual outdoor attire, and the benches are simple wooden slats. The overall atmosphere is one of quiet contemplation or a shared experience in a natural setting.

Every company has a frame.
A brand finds resonance.

As Hartmut 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.**

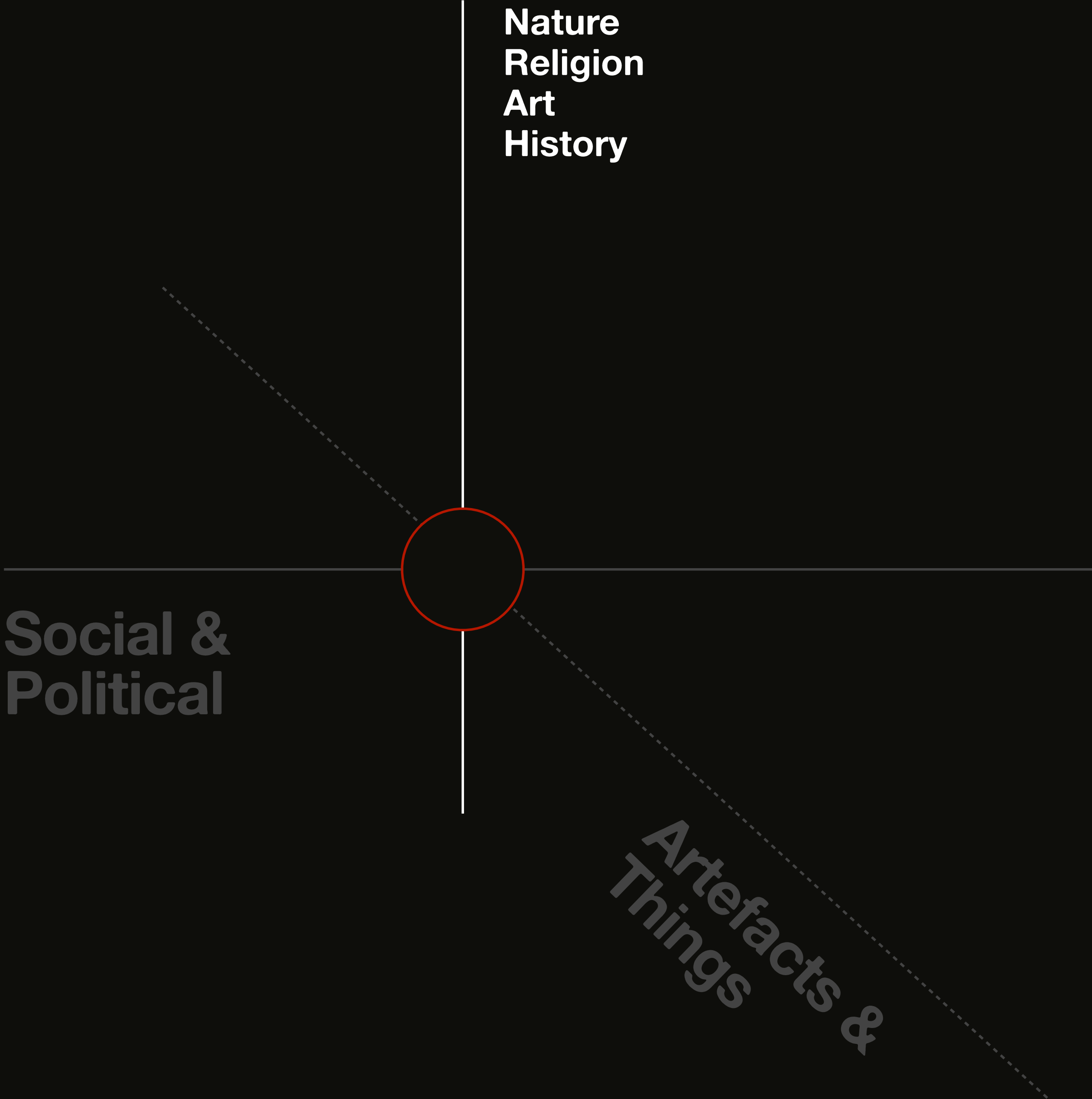
**Most brands lead with
one, the ones you
remember hit all three.**



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.

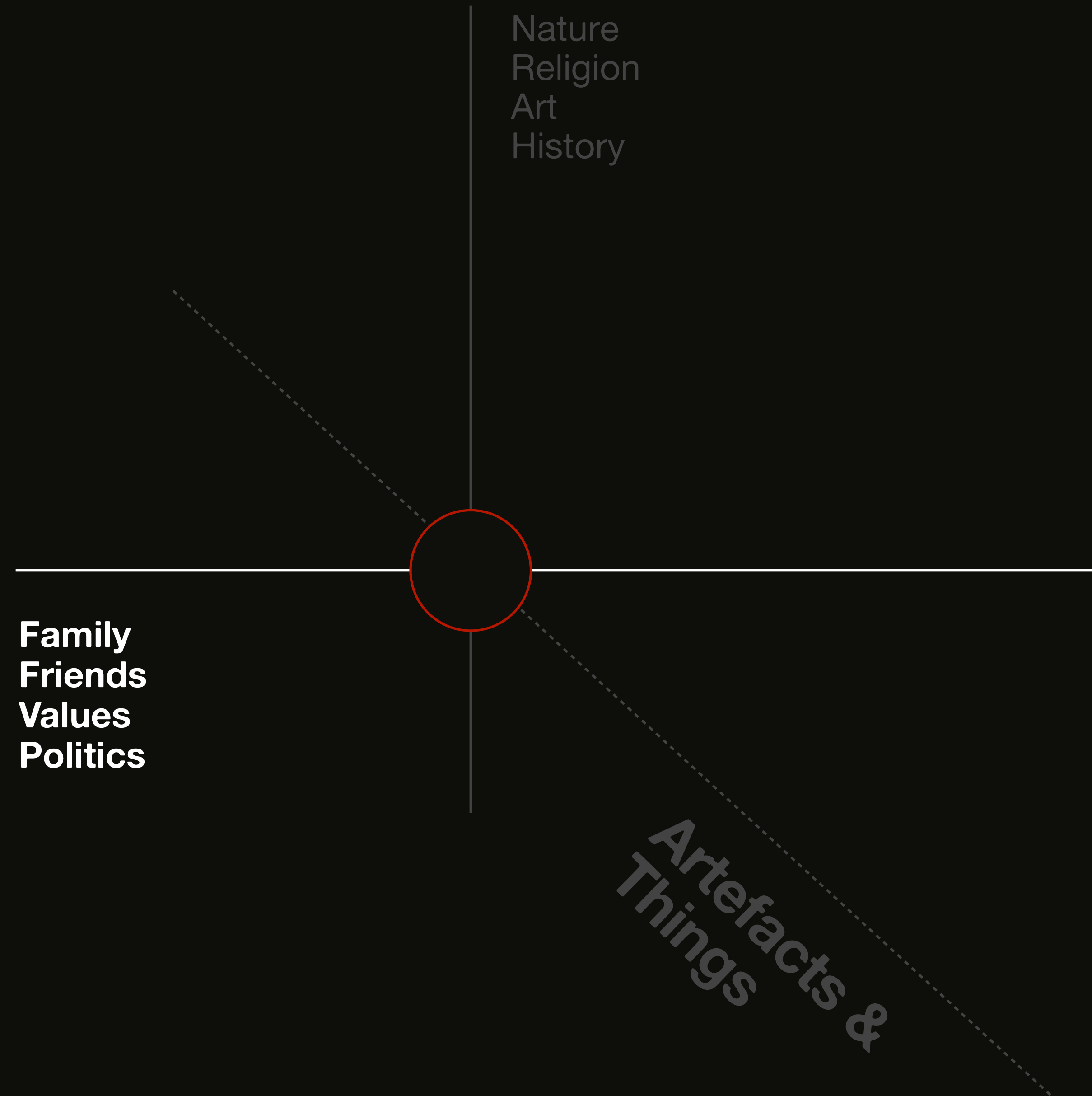
You can't manufacture this. But you can create the right conditions.



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 mistake 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.

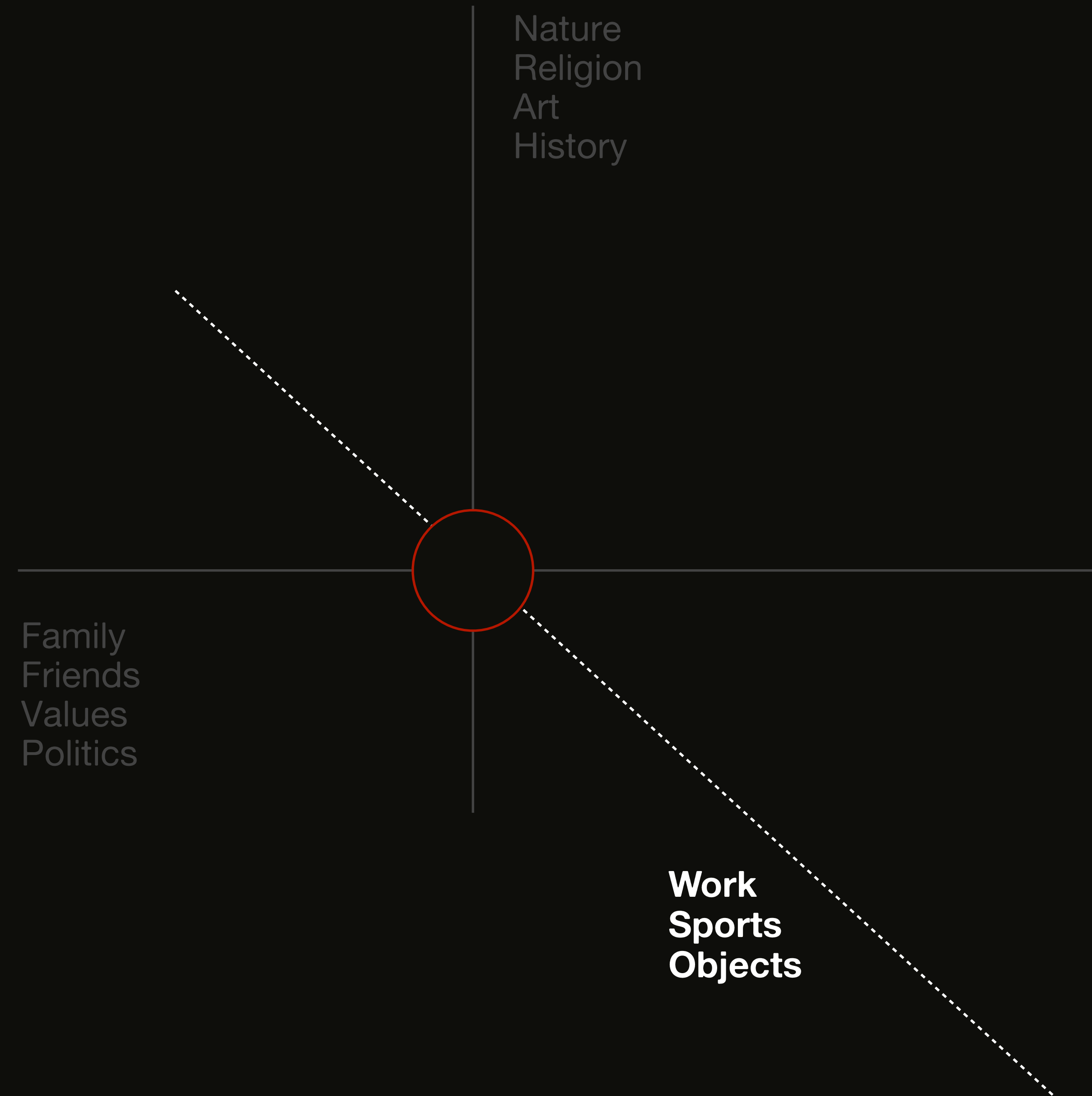
This is where all brands start. Staying here is where they end.

NOTHING

MUJI
無印良品

MOLESKINE

BRAUN

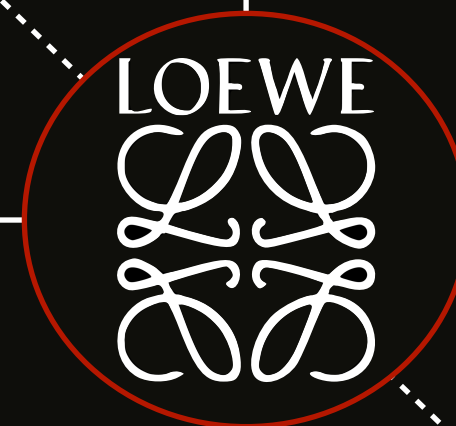


In practice:



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.



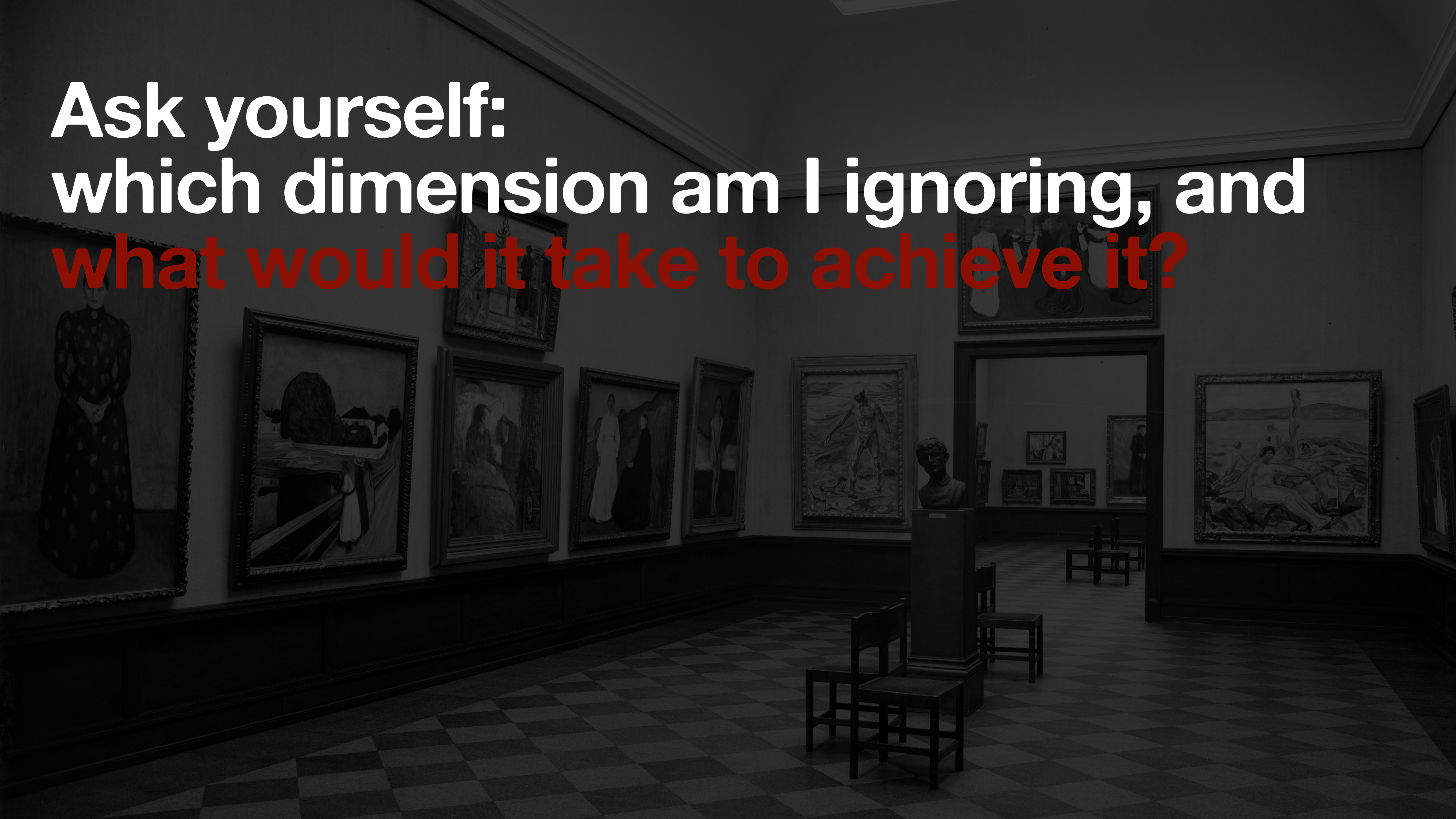
Social & Political

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.

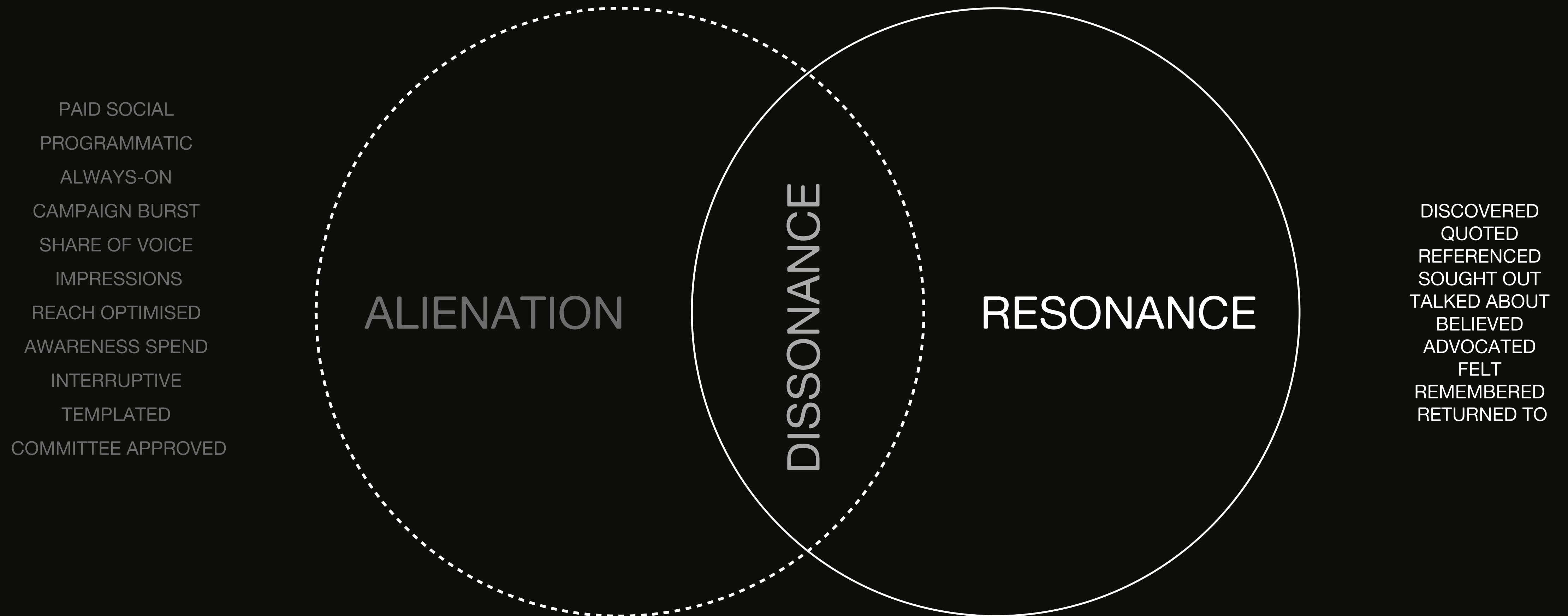
Artefacts & Things

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.
It's 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.

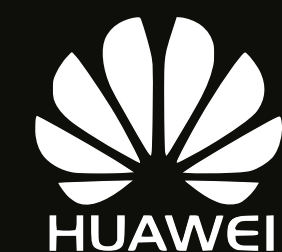
Resonance doesn't live in a campaign. It lives in the object, the experience, and the interaction. If the product doesn't carry the frame, no amount of communication spend recovers it.

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



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 it thinks 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 the team 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.

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

