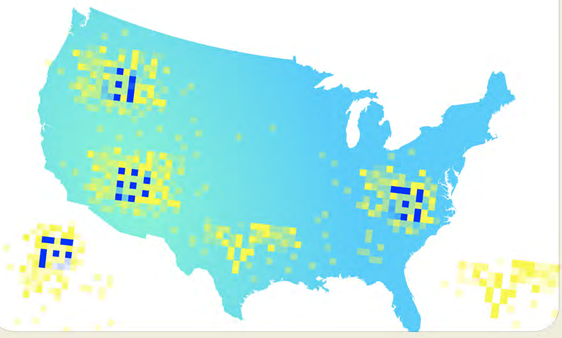
10 Things

we've learned about marketing to the extraterrestrials living on earth

FINDING 01

ETs are everywhere

They can be found in certain "hotspots" around the globe. Sometimes they hang around desolate areas, like the desert, and other times they like to observe humankind in dense places such as D.C. or NYC.



FINDING 02

It pays to be flashy

Turns out, aliens love light and bright colors. Use them in your marketing to create a positive brand image in your celestial customer's mind.

Stop doing this:

Buy MoonPies

Instead do this:*

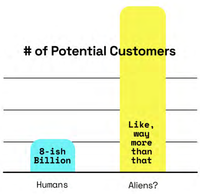


*technically you should use an alien language instead of English, more on that soon

FINDING 03

There might be lots of 'em

The good news is that there could be billions or more extraterrestrials on earth. Think about the ROI.



FINDING 04

It's important to speak their language, literally

There's an alien language, and it looks like this! It's based on binary bitmapping and the fundamental comprehension of mathematics as a universal constant. Y'know, basic stuff. This figure says "please buy MoonPies", but you can use the language to say whatever you want.

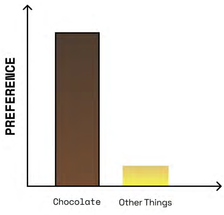


(Just don't say MoonPie, that's our intellectual property.)

FINDING 05

They've got a sweet tooth

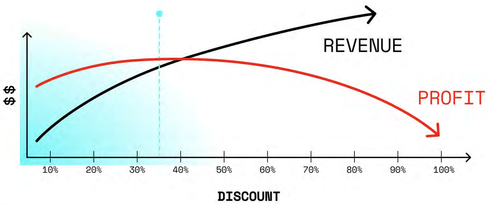
You might think aliens enjoy strange and exotic flavors not found in this galaxy, but we have it on good authority that they're actually chocoholics. Be sure to make that a flavor of whatever you're trying to sell them–unless you're also trying to sell them MoonPies, in which case Clint from legal will be in touch.



FINDING 06

Everybody loves a discount

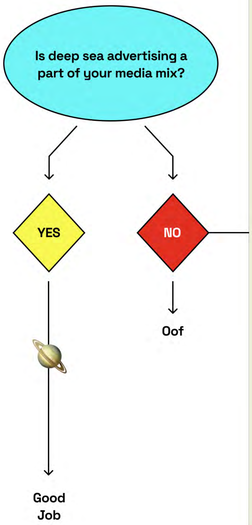
Some experts say that we shouldn't expect that many differences between ourselves and extraterrestrials. By that logic, they'll probably love coupons and discounts. Keep this in mind as you construct an offer for the aliens living on earth with us (and don't forget to reference our handy profit/revenue discounting curve).



FINDING 07

The oceans are hotspots for alien activity

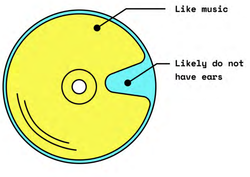
This one is a little tricky considering that conducting business on international waters is a regulatory challenge. Consider doing what we did and putting some billboards out at sea. Just be sure to follow the aforementioned best practices on your maritime marketing communications.



FINDING 08

Aliens dig music

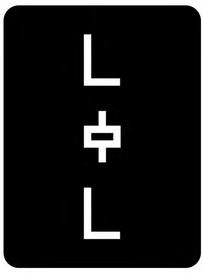
Music is something all cultures across humanity have in common. So it stands to reason that aliens will also have an affinity for auditory rhythms and sequences. Try coming up with a catchy jingle that will help sell your product to the nonhuman biologicals occupying this planet with us.



FINDING 09

LOLs are universal

Experts say that the aliens visiting our planet are "tricksters" and probably respond well to humor. So when making ads aimed at earthbound aliens, try being funny! But, you know… not too funny. Just be yourself. They're gonna love you and your goods/services.



FINDING 10

A little kindness goes a lightyear

It didn't make the final cut of the video, but… pretty much every expert we talked to told us how important it was to open these unprecedented brand communications with kindness. So please, do what we did: say "please" in your ads so they know humans are nice.

