

Book Title: Purple Cow

Author: Seth Godin

Reviewed by Syed Fazrein
Genii Group
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Summary

If you have tried conventional marketing methods and are not getting the results you're hoping for, then perhaps a "purple cow" approach may be just what the doctor ordered. A purple cow is your product being made remarkable, and positioned to attract the right target audience. If that sounds a little fuzzy, you'll have to read the book to distil the author's recommendations on how to create your own "purple cow".

Imagine this: you are driving down the road past this idyllic French countryside when you come across a pasture with hundreds of cows. Living in the city, such a sight can be rather enchanting. But as you drive on, you find the scenery begins to get a little... boring. The first few hundred cows may have elicited a smile or two, but after a while, you no longer pay any attention. It's just cows. Doesn't matter if they were brown cows or white cows – it does not stand out enough to catch your eye.

But what if you saw a purple cow in that sea of brown and white cows? That would certainly draw your attention, wouldn't it?

What is a purple cow?

And that is the point of Seth Godin's book. Godin believes that if company wants to stand out, it needs to be a "purple cow". Being just different is not good enough – you need to be remarkable to capture the eye of the market. According to Godin, something that is remarkable is something worth talking about, worth paying attention to.

Purple Cow is a great and easy read that anyone can pick up, thanks to the short and simple chapters. But this is no lightweight tome. It is a marketer's

manifesto to creating products that are simply unforgettable – just like a purple cow.

Top 3 Points I Picked Up

Here are the top three things I've learned from this book:

1. **Conventional marketing methods are obsolete.** Following the traditional rules of marketing isn't enough anymore. To create a successful product in today's fickle and competitive economy, companies must create a remarkable product that will make people take notice of it. If people are overwhelmed by the amount of information out there, then marketing is not going to be as effective anymore. Godin's advice: stop advertising and start innovating.
2. **Target a niche.** Why push your product out to the market and hope it attracts attention when you can get the customers to pull the product to them? To do this, Godin recommends that marketers target a niche. Let these early adopters be the

ones who help market your product and spread the word.

3. **Go for the edges.** The process of creating purple cows is very simple. Simply put, all you need to do is to “go for the edges”. Understand what your landscape and competitors’ look like. Review your 4Ps of marketing – product, pricing, place and promotion. If you can determine what the fringes are,

creating a purple cow to bridge them.

Being remarkable or coming up with remarkable ideas is not the conclusion of this book. It is having the will to overcome the fear of trying something innovative. Having a remarkable product is not good enough. You need a product that people will want to talk about. With this book, Godin shows us that a product that is a Purple Cow, is a product worth making a remark about.

Syed Fazrein (fazrein@genii-group.com) is a regional associate consultant at Genii Group, a technology marketing services company.

