MEDIAKIM



MARKETING & GROWTH

Be the Purple Cow: Why "Good Enough" Gets Ignored

In a field of brown cows, a purple one stops traffic. Seth Godin's point: being good is now invisible. To grow, you have to be worth remarking on.

A MEDIAKIM INSIGHTS RESOURCE PACK

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Seth Godin tells a simple story. Driving through the countryside, the first few cows are charming. After a while, every cow looks the same and you stop noticing them entirely. But a purple cow? You would stop the car. In a world drowning in options, being a brown cow — perfectly fine, just like the rest — is the same as being invisible.

> **“In a crowded marketplace, fitting in is failing. Being boring is the riskiest thing you can do.”**
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> **— Seth Godin, Purple Cow**

Average is now the dangerous strategy

For a long time, the path to growth was to make an average product and shout about it with advertising. That era is over. People filter out advertising on instinct, and choice is endless. The only marketing that reliably travels now is word of mouth — and nobody talks about average. Safe and unremarkable is, ironically, the risky position.

Remarkable literally means worth a remark

Being remarkable does not mean being loud or gimmicky. It means building something so good, so distinctive, or so thoughtful that people cannot help mentioning it to someone else. The remark is the marketing. Your job is to build the thing worth remarking on.

- Pick an edge: faster, kinder, more beautiful, more specialised — and lean into it hard.
- Serve a specific someone remarkably, rather than everyone adequately.
- Sweat one detail competitors ignore — the part people will mention.
- Make sharing easy: give happy customers something worth passing on.

> **THE MEDIAKIM VIEW**
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> We would rather make a brand unmistakably itself than safely generic. A polished-but-forgettable identity is just a more expensive brown cow. Distinctiveness, done with taste, is what earns attention you do not have to keep paying for.

The bottom line

Do not aim for good enough — good enough disappears into the herd. Aim for remarkable: one true, distinctive thing people want to talk about. Build the purple cow, and your customers do your marketing for you.

Sources

- Seth Godin, Purple Cow: Transform Your Business by Being Remarkable.

TAKE YOUR BRAND TO THE NEXT LEVEL

Want this done properly?

You can absolutely build on this yourself — that's why we wrote it. But if you'd rather have your brand, website and profile built as one considered system, that's exactly what we do. No obligation — just a conversation.

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