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Listening to Khakis

What America's Most Popular Pants Tell Us About The Ways Guys Think

Malcolm Gladwell

2

Role of advertisements

- **70% of American men 25-45 years old own Dockers/ and now similar brands**
- **Sell fashion to American men?**
- **Fashion is ability to remember details and reinterpret**
- **Women can recall 70% more details and placement of objects than men**

3

- **Ad puts the camera on the men's buttocks and the men talk "yuppie"**
- **Different from previous ads**
 - **(no face to face)**
 - **Instead emphasizing male friendship**

4

Ad genius combined head and heart

- **Emotional needs of baby boomers**
- **Complete man**
- **Sexuality and fashion**
- **(if a man is too attractive and dressed well, and knows it, then not a man anymore....**
- **(changing.....)**

5

"nailed the emotional underpinnings for men"

- **Selling conformity**
- **Even though the fashion-types (metrosexuals??) dress up fabulously in same clothes**
- **Sell: listen guys, you can do it**
 - **Don't worry**
 - **Men's inner lives**

6

It's easier than a suit

- **But still a uniform**
- **Idea that non-fashion is cool for men**

- **But not true, since the pants then take the jacket then take the tie, then take the shoes, etc.**

7 **Simplified the bottom,**

- **Complicated the top**
- **Lure men in**

- **What are the sex roles?**

8 **Do men and women have different methods of processing information?**

- **Women added two clues and integrated information**
- **WOMEN INTEGRATE**
- **Men picked one and ignored the others**
- **MEN ELINIMATE**

9 **Men simplify route to conclusion, Gladwell argues**

- **Take obvious evidence and ignore the rest**
- **Larger and fewer categories**
- **Bigger bandwidths**

10 **Women process comprehensively**

- **Appreciate all the elements**
- **Integrates all the elements rather than selecting**

11 **Advertisements**

- **Evian ad had 119 words**
- **Good for women**
- **Men's ad : only 29 words**

12 **Gladwell and others argue that women...**

- **Participate more in what they are processing**
- **Advertisers can be allusive rather than literal to draw them in**

13 **Gladwell argues that men...**

- **Need a series of ads making different points**
- **Advertising talks down to men**
- **If more than one message, get confused**

14

User reality

- **Do men have to be more believable than women?**
- **What about sexuality:**
 - **If a man does 'style' in dress, would that undermine his self assuredness about his sexuality?**

15

It's a guy thing....

- **Read the contrast with the Motorcycle**
- **Guys want to be cool**

- **Class: please note that these articles are thought pieces**