

MARKETING BITES

The Death of the Default

Why radical specificity is the only marketing strategy left for 2027 and beyond.

—— Joely Charlotte Garland · Head of Marketing, Travelpack

THE CORE DILEMMA

The Trap of the "Default Setting"

When brands automate their thinking, they can become invisible.



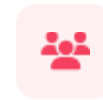
Algorithmic Design

Homogenised AI templates blending into the competitor feed.



Copy-Paste Global

Assuming Western branding rules work across international borders.



Universal Appeal

Attempting to appease everyone, creating zero customer conviction.

When AI Efficiency Kills Identity

A case study in agent pushback and the return to authentic friction.

THE EXPERIMENT

High Impressions, Zero Distinctiveness

Generative visuals drove early engagement.

Then partners revolted.

"Bring your real photos back. These look like everyone else."

THE STRATEGIC PIVOT

Human Friction over AI Polish

Returned to unfiltered traveler walk-throughs, ship tours, and staff insights.

Rule: Automate the workflow. Never automate the taste.

Cultural Code-Switching: UK vs. India

Stand in the streets before you write the marketing brief.

UK Market · Quiet Luxury

Aspirational lifestyle storytelling.
Loud discount badges erode trust.

Indian Market · "Paisa Vasool"

High-contrast visual energy.
Uncompromising proof of deal value.

Takeaway:
Global standardisation is an agency illusion.



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The Courage to Disqualify

How stating who shouldn't visit Albania unlocked our highest-yield travelers.

The Viral Mistake

Influencer hype sold Albania as an all-inclusive beach resort, triggering backlash.

The Anti-Persona Campaign

Explicitly messaged: Do not book if you want sanitised hotel strips.

Result: Repelling the wrong 80% captured the dedicated 20%.



THE CONVERSION FILTER

Disqualification is Retention

**Chase Sales
Not Statistics**

KEY TAKEAWAYS

Three Rules for 2027 Marketing

Three tangible principles to bring back to your team on Monday.

01 · Creative

Protect the Taste

Automate backend workflows.
Never let AI dictate your brand personality.

02 · Cultural

Stand on the Ground

Respect local psychology. Replace
global templates with cultural
code-switching.

03 · Audience

Repel to Attract

State who your product is not for.
Radical honesty builds instant
conversion.

FINAL THOUGHT

**Kill the Default.
Own the Specific.**

Joely Charlotte Garland

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