

# 48-Hour T-Shirt No. 1: "I Show How You Feel"

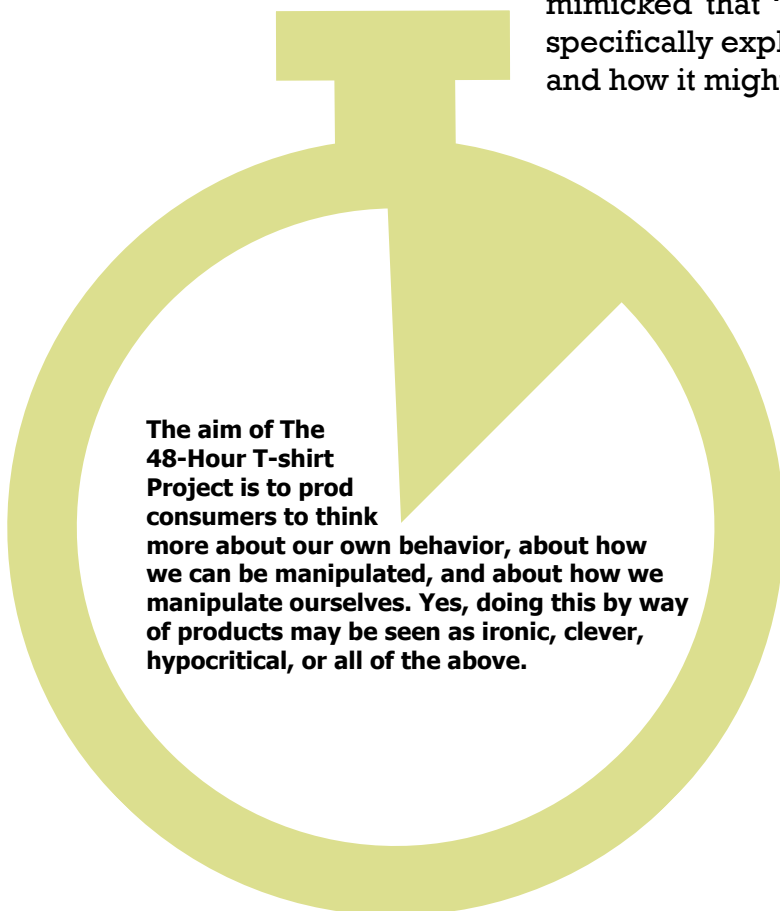


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This phrase was quoted in a recent paper by scholars researching the subject of mimicry and its role in the day-to-day marketplace.

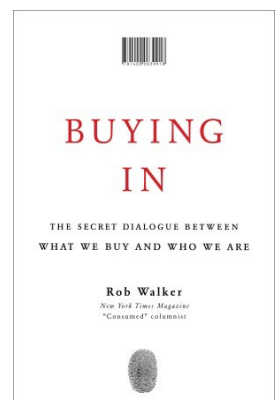
One study, for instance, found that a waitress received larger tips when she "mimicked" customers by repeating orders verbatim than when she paraphrased their orders. According to the researchers, being subtly mimicked "creates feelings of rapport, affiliation, and closeness toward the mimicker."

The research was summarized in the April 2008 issue of *The Journal of Consumer Research*, in an article titled "Of Chameleons and Consumption," which noted that prior studies have suggested that "mimicry serves as an important communication tool, communicating to the person being mimicked that 'I show how you feel.'" This newer research specifically explored "the effect of mimicry on consumption," and how it might be used in, for instance, sales techniques.



**The aim of The 48-Hour T-shirt Project is to prod consumers to think more about our own behavior, about how we can be manipulated, and about how we manipulate ourselves. Yes, doing this by way of products may be seen as ironic, clever, hypocritical, or all of the above.**

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