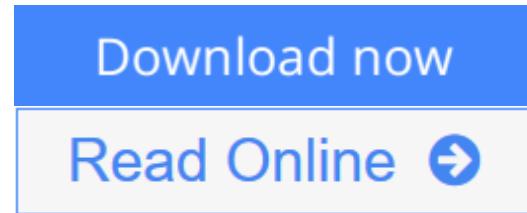


Brand Hijack: Marketing Without Marketing

By Alex Wipperfurth



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Out of nowhere, a brand like Red Bull, *The Blair Witch Project*, or even the Howard Dean campaign takes off with little or no conventional marketing. How do these "accidents" really happen, and why do they ultimately succeed or fail?

Welcome to marketing without marketing: the emergence of the hijacked brand. Don't let the all-too-clever subtitle fool you. Far from representing the absence of marketing, this book describes the most complex sort of marketing possible, as well as the least understood.

Brand Hijack offers a practical how-to guide to marketing that finally engages the marketplace. It presents an alternative to conventional marketing wisdom, one that addresses such industry crises as media saturation, consumer evolution, and the erosion of image marketing.

Fair warning: this book is not for everyone. It proposes untraditional, even counterintuitive practices: Let the marketplace take over. Stop clamoring for control and learn to be spontaneous. Be bold enough to accept a certain degree of uncertainty in the definition of your brands.

Brand hijacking relies on a radical concept: *letting go*. What a frightening, yet oddly liberating thought.

Marketing without Marketing: A Brand Hijack Manifesto

- Let go of the fallacy that your brand belongs to you. It belongs to the market.
- Co-create your brand by collaborating with your consumers.
- Scrap the focus groups, fire the cool chasers, and hire your audience.
- Facilitate your most influential and passionate consumers in translating your brand's message to a broader audience.
- Be patient. Your brand initiative could take years to take off -or weeks.
- Be flexible. Carefully plan every step, but be totally open to having the story rewritten along the way.

- Lose control. Free yourself to seize sudden opportunities that only last for moments.
- Resist the paranoid urge for consistency. Embrace the value of being surprising and imperfect.
- Respect your community. Draw the line between promotion and the adbusting trinity of manipulation, intrusion and co-option.

Let the market hijack your brand.



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Editorial Review

From Publishers Weekly

This is not your ordinary marketing manual. With casual humor and a laid-back tone, Wipperfürth, a marketer who helps brands like Dr. Martens and Napster "appear like serendipitous accidents," advocates the "brand hijack," a process of allowing customers to shape brand meaning and drive a brand's evolution. Using case studies of products that were embraced by young consumers precisely because they lacked traditional, excessive ad campaigns, like Pabst Blue Ribbon and In-N-Out Burger, Wipperfürth shows that seemingly effortless branding is actually sustained by "no-marketing" techniques. Some of these tactics include marketing first to alternative subcultures and building a brand "folklore" with "customs, rituals, vocabulary...and experiences," much in the way that he claims "Starbucks created coffee culture." The book designates three types of brand hijack: the Discovery, which allows people to feel "in on a secret" (à la Palm); the Commentary, by which a brand like Dr. Martens is associated with a subversive social statement; and the Mission, which "declares a worldview oppositional to a 'Big Brother' enemy" (à la Apple). While the book speaks specifically to marketers, it offers a glimpse into America's consumer- and ad-driven culture, and even lay readers will be fascinated to learn about the sly techniques being utilized on them. That pair of expensive pre-ripped jeans will never look the same.

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From [Booklist](#)

In an age of marketing saturation, consumers are pleading with advertisers to "tone down the relentless yammering; you're talking too loud for us to listen." As backlash to constant media hype, products sometimes become "hot" when consumers ignore corporate America's overt advances and embrace independent products such as Doc Martens, Red Bull, Napster, and Starbucks, creating a cult following and effectively hijacking the brand as their own. Even Pabst Blue Ribbon beer has made a comeback recently precisely because it is the antithesis of a microbrew. So how do you market to an audience that rejects marketing? Wipperfürth explains how to walk this thin line by "seeding" the right audience to create a buzz and patient development of brand recognition. Of course, there is no guarantee that any of this will work, but Wipperfürth has the expertise to give you an advantage over the big guys. He has been called "a marketing subversive . . . The guy who will make your brands cool" by *Adweek* and is a partner at marketing boutique Plan B in San Francisco. *David Siegfried*

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From the Back Cover

"Alex Wipperfürth comes from the same zone that trend-starters and iconoclasts come from: the (slightly lunatic) fringe. The ideas in *Brand Hijack* are stern stuff and not for the fainthearted. But they work, which is more than you can say for perhaps 90 percent of marketing communications."

—John Grant

"Mr Wipperfürth makes an intriguing case for abandoning traditional techniques."

—Stefan Stern, *Financial Times*

"This is not your ordinary marketing manual. With casual humor and a laid-back tone, Wipperfürth . . . offers a glimpse into America's consumer- and ad-driven culture."

—*Publishers Weekly*

"*Brand Hijack* is a smart...argument for letting customers define a brand."

—Fast Company

Users Review

From reader reviews:

Paul Otoole:

This Brand Hijack: Marketing Without Marketing book is not really ordinary book, you have it then the world is in your hands. The benefit you obtain by reading this book is information inside this book incredible fresh, you will get data which is getting deeper you read a lot of information you will get. This kind of Brand Hijack: Marketing Without Marketing without we realize teach the one who reading through it become critical in imagining and analyzing. Don't become worry Brand Hijack: Marketing Without Marketing can bring if you are and not make your tote space or bookshelves' become full because you can have it inside your lovely laptop even cell phone. This Brand Hijack: Marketing Without Marketing having very good arrangement in word and layout, so you will not truly feel uninterested in reading.

Harry Fulford:

Reading can called mind hangout, why? Because when you find yourself reading a book particularly book entitled Brand Hijack: Marketing Without Marketing the mind will drift away trough every dimension, wandering in most aspect that maybe not known for but surely can become your mind friends. Imaging each and every word written in a book then become one form conclusion and explanation which maybe you never get before. The Brand Hijack: Marketing Without Marketing giving you an additional experience more than blown away the mind but also giving you useful facts for your better life on this era. So now let us show you the relaxing pattern this is your body and mind are going to be pleased when you are finished reading it, like winning a casino game. Do you want to try this extraordinary spending spare time activity?

Clara Gay:

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Sandra Wright:

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