

<<(品牌绑架)>>

图书基本信息

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内容概要

This is not your ordinary marketing manual. With casual humor and a laid-back tone, Wipperfurth, 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, Wipperfurth 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. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

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