The revolution has begun. But this time, it’s less about Bolsheviks, more about Trader Vic’s—and Scion and Coke Zero and Vespa, among other consumer brands. While 2007 will go down in branding history as the year of The Great Lite Brite Bomb Scare, it also marked a turning point. In the world of guerrilla marketing—that realm where, to get the public’s attention, anything goes—discipline has tempered daring.

For Lucian James, the revolution mirrored here is a wholly American one. “The original guerrilla action was famously conducted to draw attention to the underdog in the face of the corporate hegemony,” said the CEO of marketing agency Agenda Inc., San Francisco. “It was conducted at night, by people wearing disguises, and the Boston authorities passed laws to prevent it from happening again.”

James was talking about 1773’s Boston Tea Party, but it sounds a lot like 2007, the year Boston became the breeding ground for advertising actions—and apologies. First, by Cartoon Network, when flashing devices hidden under bridges triggered a terror lockdown; then by Dr Pepper, for hiding a gold coin in an historic cemetery. (People, have you not seen Poltergeist?!) Perhaps as a result of these guerrilla goofs, 2007 also was the year when thinking split from stunts and back to basics (aka, good ideas). “The biggest trend we see is for guerrilla ideas to be executed in a much less tactical, and much more strategic way,” James said. “Many more [marketers] are baking these ideas into the development of the brand.”

Also, guerrilla thinking now weaves in and out of culture and leaves traces wherever it goes, he believes.

This revolution will be televised. “Once only the haven of brands with anemic budgets, [guerrilla marketing] is now getting more elaborate, more experiential and completely integrated into traditional aspects of a brand’s campaign,” said Scott Leonard, president of Los Angeles agency a.d.d. marketing and advertising. “One of my favorite uses of guerrilla marketing? To light the fuse on a traditional campaign.”

Speaking of anemic budgets, this year’s guerrilla spotlight chronicles my amateur attempts to execute grassroots marketing instead of just observing it from an ergonomically correct office chair. The ensuing report, “Pimp My Radio” (see page 16), isn’t just a rare glimpse at the development of these maneuvers, it delivers something that most brands don’t like to share with the press: Real evidence of which tactics worked, which ones didn’t, and why.

Finally, don’t recycle this issue until turning back to page 10, where the revolutionary behind last spring’s Boston uproar, Sam Ewen of Interference Inc., takes the soap box to share his latest manifesto: Why losing control of your brand is a good thing.

Every year, Brandweek’s guerrilla marketing issue presents a cross-section of brands engaging in all things experiential. Still, the space limitations of a paper publication means many campaigns just don’t make the cut. That’s why we’re hoping to continue the conversation online at Brandweek.com, where I will write a semi-daily blog. “The Ex Files” will be dedicated to all marketing of the guerrilla, viral and ambient variety, and should be up by the time you read this. I hope you’ll check it out and add your own two cents as I try to make sense of a discipline that is always in a state of mutation. Viva la evolution!

—Becky Ebenkamp

EXTRA! Be sure to visit www.brandweek.com/guerrilla for an insider’s peek at the campaigns that didn’t make the cut.
By Vanessa L. Facenda

was she

moment of his time. With urgent whispers, they Coca-Cola Classic brand managers ask him for a the cafeteria within the company’s Atlanta head-

Bonuses going down the tubes. A Coca-Cola IT professional finishes his lunch at

Drop those shoes!

This was the most successful event in WestEmanuela history, and the highest grossing one-day live event for WWE, with (about) $5.5 million in ticket sales, $1.2 million in pay-per-view revenues and an excess of $1.5 million in "Interference," said Greg Zeliff, WWE Expert Marketing

Get a cheap, sleazy lawyer.

FL2019hs

Piaggio's largesse made a lot of Vespa riders happy. timoni explained. "They

As anyone who drives a car in Manhattan will attest, finding a parking place is a bitch. But as any of the city’s scooter riders will attest, finding parking is impossible. Track because of the city’s major parking garages are set up to accommodate motor scooters (unless the

GARAGE

You’re sitting in a café with friends, having a conver-

Tidbit: A Vespa gets 70

San Francisco last spring, costume complaints
could have been registered with the Marshalls’ in-house legal team. The complaints行業 were submitted to the streets giving concern. But these costumes cops for Marshalls Stores (an off-price retailer for shoes, bags, accessories and other apparel) did not prosecute fashion faux pas—such as women mixing flats, and tops and shirts/underwear, or mixing socks and sandals. (Yes, that was

representative for the honor of the two moguls. At

Market: WWE

“Taste infringement.”

Market: Marshalls, Framingham, Mass.

enact" wearing the "right" thing, but paying too much. The troops of troops were armed with catta-

recommendation included GameStop, Steve
today. Joint-promotion

Milwaukee, Los Angeles, Philadelphia, Dallas and Des Moines. And we found the preordered

"Marshalls offer designer and brand-name apparel for a fraction of the cost of name stores, but they

“Marshalls offer designer and brand-name apparel for a fraction of the cost of name stores, but they

The event was created to promote this message and drive traffic. She said the promotion ended mid-2009. Traffic grew following the "tabs." the case and trial. "The murky backwaters of frac- tional print, radio and online advertising" to find prospective plaintiffs to join a class action lawsuit against Coca-Cola for making Zero taste too much like regular Coke. Bars and billboards urged con-

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