

BRAND NEW

Accidental Branding

By Gareth Kay

March 3, 2008

Spent a few hours this weekend reading [Accidental Branding](#) by David Vinjamuri (full disclosure - David, who also writes a blog [here](#), sent me an advanced review copy). Well worth a read not least because it is built around six case studies of incredibly successful, entrepreneurial brands that have done things differently (from Baby Einstein to Clif Bar to Craigslist) and are different to the usual suspects of Nike and Apple. The interviews with the founders are, by and large, incredibly revealing and I think the summary of the common learnings David provides are good food for thought:

1. Sweat the small stuff
2. Pick a fight
3. Be your own customer
4. Be unnaturally persistent
5. Build a myth
6. Be faithful

###

Hyperlink: http://garethkay.typepad.com/brand_new/2008/03/accidental-bran.html