

A templative tale from
Mischief Marketing

Mischievous George

[...]

... So it's okay to present things in a good light. But if you want your effort to qualify as an authentic mischief marketing campaign, telling lies is simply out of bounds.

He Never Told a Lie But He Sure Could Spin Some Yarn

Let's pause for a moment to think about America's founding fathers. Or let's not. In any case, these revolutionaries were not above dabbling in mischief when the ends justified the means.

[George Washington] had, despite his own misgivings about a lack of education, a sense of his own worth and a theatrical flair for impressing others. Even as a young colonial militiaman, he had designed his special uniform. As a civilian at Mount Vernon, he summoned Charles Wilson Peale to paint him wearing it. When the time came to choose a colonial commander in chief of the military, Washington declared his availability by appearing uniformed in Philadelphia.

— Wills, Garry.
Certain Trumpets: The Call of Leaders.
New York: Simon and Schuster, 1994.

➤ **Mischief Marketing is not about misrepresenting your offering.**

In huge letters, the sweepstakes envelope says you have “already” won ten million dollars. But in small letters, it says, “... *if* you return the winning numbers.”

Mischief marketing has nothing to do with petty stupidity like this. Ideally, it is never insulting or disappointing. And even if a mischief marketing campaign does appear [...]

Know anybody struggling to get started on a shoestring budget?

Why not help them get started?

Tell them about *Mischief Marketing!*