

A templative tale from
Mischief Marketing

Mischievous Mother Nature

[...]

Mischief Marketing in Nature — Coloration

Most animals need both concealment and advertisement. An animal may need to conceal itself from predators and to advertise its presence to symbionts or to members of its own species for reproductive purposes.

Many birds that conceal courtship coloration when their feathers are held close to the body present a brilliant display upon erecting their feathers. Similar mechanisms are common in many animals, such as Anolis lizards, which have brightly coloured throat fans that are visible only when erected during courtship or threat behaviour. Some predators deceive with advertising coloration.

— "coloration" Encyclopælia Britannica Online
<<http://members.eb.com/bol/topic?eu=117707&sctn=11>>
[Accessed March 28, 1999].

Before we dive into the deep end of the pool, therefore, let's take a quick look at what mischief marketing may *resemble* — but is *not*.

Once we're able to discern the differences clearly, all the material that follows will make sense easily and naturally, just as the letters on this page now make sense easily and naturally because you know the alphabet.

So here goes.

➤ **Mischief Marketing is not about publicity stunts.**

Publicity stunts are not tailored to specific individuals, groups, or corporations. They represent scattershot bids for media attention. They reflect the marketing equivalent ...

Know anybody struggling to get started on a shoestring budget?

Why not help them get started?

Tell them about *Mischief Marketing!*