Established Brands Should Learn From Insurgents Without Trying to Become One

Insurgents seem to defy convention, they convert devoted communities and achieve extraordinary visibility with modest resources. But it’s false to assume their success comes from marketing techniques that can be imitated by more established brands.
https://www.adweek.com/brand-marketing/established-brands-should-learn-from-insurgents-without-trying-to-become-one/