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Marketing and the Hiptop Brand

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The success and genius of the Hiptop brand is arguably in its marketing. Danger actually gave carriers the choice of whether to use the Hiptop name and artwork or whether to use their own. Out of 9 carriers, T-Mobile is the only one to have used their own name and, therefore, the Hiptop brand has become valuable.



Transcript

Of the brand Hiptop, okay. It's a good question. So, of course, we needed a name for our product for we're selling to our customers through our various carriers. So, we brainstormed with a firm, who was a branding/naming firm and came up with the name Hiptop. The thing that's most interesting about your question is, then what did we do with it, right? It's a great name but, you know, how can we monetize that when if you look at the device it doesn't have our name anywhere on it except, maybe, on the back of the screen "Technology provided by Danger", right? So, what we ended using it up for is to, when each carrier they can make a decision, we would design artwork for them, we would design boxes for them, we would design marketing collateral for them. And they could use their own stuff or they can use our stuff. And various carriers have various needs. T-mobile, predictably, chose their own name and their own artwork and I'm sure they had a whole skyscraper of people who were in charge of doing that. And so every carrier we partnered with said, "You know, we'll take Hiptop." And in the end, I think, we've launched with nine carriers and everybody's used Hiptop except, T-mobile. So, in the end that brand is, kind of, seeping out there.

And who knows in five years it might be worth something. Similar to how we launched with T-mobile, the physical active launching the product, put it in the spotlight for other people to see; we could spend all our resources and hire 600 sales people like some competitors have and go after the big companies. Or we could have a sales team of, like, five people, six people worldwide that are going after some very carefully chosen smaller carriers that, again, get our product in a market and attention is derived from that product being in that market. Like, Jennifer Aniston getting on TV and having the sidekick wrang in a purse; like we didn't give that to her, we didn't pay her to do that. That happened because it's seeping to that demographic. So, if you can very carefully choose, where you want your product to be visible then hopefully it can be successful.