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**media hacking**

**// radical/shock marketing //**  
**lectureZ and WRKSP**

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**04//08//2000**

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**ubermorgen.com**

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+43 676 528 54 94 / hans@ubermorgen.com

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**contents**  
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- [01] intro
- [02] executed by
- [03] timeline LECTURES / WRKSHP
- [04] LECTURES
- [05] WRKSHP
- [06] questions
- [07] budget
- [08] contact data
- [09] linklist

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. . . . .  
[01] intro  
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we define media hacking as:

- special hacking, slightly touching the legal border but not crossing it. [hacker = high level tech skilled person]
- finding and using weak-points in large systems
- reverse engineering
- radical/shock/drama/viral marketing

in today's world, especially in the age of the internet, we require exquisite know-how concerning the generation of attention. this is especially true for artists, brands in development, and for small/medium sized companies. the workshop advises on how to use subversive strategies in marketing and public relations.

attendants will be presented a series of projects, they will be guided in brainstorming and developing a „media hacking“ project for an existing client.

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**[02] executed by**

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**hans\_extrem/etoy.HANS**

[ubermorgen.com, etxtreme.ru, etoy.com, bannster.net]

hans\_extrem is part of many corporations, he is founder of etoy.com and etxtreme.ru, as well as CEO of ubermorgen.com. etoy.HANS will thoroughly discuss strategies and tactics of contemporary media-channel subversion; radical marketing on the edge of any legal and moral system; shock marketing, drama marketing and viral marketing in corporate and artistic environmentZ, emerging trends in digital communication;;

**eyeRiz/ iris kern**

[pixelpark.com, zeroesagainstones.net]

eyeRiz is functionally self-described as shareware in the fields of screen design and consumer-focused alternative marketing. she travels and works for large agencies/companies such as ogilvy-interactive, pixelpark.com, and activeagent. her deep know how and fresh attitude will inspire many top-executives as well as street-cred designers with a smile. her manipulative ways help to overcome classic approaches with ease... eyeRiz is affiliated with ubermorgen.com and a partner of etxtreme.ru, she is the producer of the well-known edgy zeroesagainstones.net twilight-site.

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date:: 21.9.2000
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diner/party/social engineering open end

further eyeRiz and hans\_extrem will stay in south africa for additional 2 days in order to further discuss certain aspects of media hacking, and to discuss possible business relations or collaborations in the field of marketing, software-development and agency-collaboration.

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## [04] LECTURES

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### lecture blocks:

#### **:: media hacks by etoy.com [etoy.HANS]**

- the digital hijack
- the san diego press release
- toywar.com / etoy vs. eToys

#### **:: alternative marketing [eyeriz]**

- spezial affiliate marketing/partnerships
- credibility networking
- offline advert / online productZ

#### **:: media hacks by ubermorgen.com [hans\_extrem]**

- LINUX wins PRIX ARS due to microsoft intervention
- chain-letter subversion uptoart.com
- credibility marketing skim.com

#### **:: media subversion in the field of art [both]**

- i.e.
- m9ndfukc
- jodi.org
- zeroesagainstones.com
- carbon defense league
- fpo.at
- luther blisset
- irrational.org
- melissa/iloveyou virus
- icq-direct-marketing
- porn-marketing

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## [05] WRKSHP

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**:: workshop session I:** [h\_e/eye, participants]

- build teams of 2-3 people
- identify an actual client
- write brief description of client/product
- describe/write actual marketing-strategy for this client
- present this to the participants

**:: workshop session II:** [h\_e/eye, participants]

- brainstorm alternative marketing ideas for the client or products
- pick the strongest idea and write mini-concepts
- present concepts to participants
- discussion/feedback
- update concepts by participants
- discussion:: how to implement/sell such a concept into a running/upcoming campaign for this specific client

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## [06] questions

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- how many people/ what kind of people will attend this lecture/workshop?
- where does it take place [city]
- what other lectures/speakers are invited? when will they work, should it be together one day.



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## [07] budget

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- airfair vienna - south africa 21.09.  
airfair south africa - vienna 24.09. 1 adult over 29
- airfair vienna - south africa 21.09.  
airfair south africa - vienna 24.09. 1 adult under 29
- overnight in southafrica 21/22/23.9.2000 2 persons  
= 3 nights single rooms
- per diem 4 days/ 2 persons 600 USD/Euro  
[usd 75.- per day per person]

**alternative/** depending on flight-times,  
per diem for 3 days  
[usd 75.-per day per person] = usd 450.-

as per initial agreement and per confirmation from damian on  
the 7<sup>th</sup> of august 2000, we do not charge fees for  
professional services. travel expenses and per diem will be  
covered by type01. flight and hotel reservations will be  
arranged by type01.

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**[08] contact data**

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## [09] links

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<http://www.ubermorgen.com>  
<http://www.etxtreme.com>  
<http://www.etoys.com>  
<http://www.toywar.com>  
<http://www.bannster.net>  
<http://www.zerosagainstones.com>  
<http://www.jodi.org>  
<http://www.micromusic.net>  
<http://www.m9ndfukc.org>  
<http://www.fpo.at>  
<http://www.google.com/search?q=luther+blissett>  
<http://www.irational.org>