
INSPIRE THE BRAND - RATIONALE BEHIND GUERRILLA MARKETING

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ABSTRACT

Guerrilla marketing is an advertisement strategy in which a company uses surprise and/or unconventional interactions in order to promote a product or service. It is a type of publicity. The term was popularized by Jay Conrad Levinson's 1984 book *Guerrilla Marketing*. Guerrilla marketing uses multiple techniques and practices in order to establish direct contact with potential customers. One of the goals of this interaction is to cause an emotional reaction in the clients, and the ultimate goal of marketing is to induce people to remember products or brands in a different way than they might have been accustomed to. As traditional advertising media channels—such as print, radio, television, and direct mail—lose popularity, marketers and advertisers have felt compelled to find new strategies to convey their commercial messages to the consumer. Guerrilla marketing focuses on taking the consumer by surprise to make a dramatic impression about the product or brand. This in turn creates buzz about the product being marketed. It is a way of advertising that increases consumers' engagement with the product or service, and is designed to create a memorable experience. By creating a memorable experience, it also increases the likelihood that a consumer, or someone who interacted with the campaign, will tell their friends about the product. Thus, via word of mouth, the product or service being advertised reaches more people than initially anticipated. Guerrilla marketing is relatively inexpensive, and focuses more on reach rather than frequency.

Keywords: *Digital Technologies, Marketing' Skills, Virtual, Strategies,*

INTRODUCTION

The term "guerrilla marketing" is traced to guerrilla warfare, which employs atypical

tactics to achieve an objective. In 1984, the term guerrilla marketing was introduced by Leo Burnett's creative director Jay Conrad

Levinson in his book *Guerrilla Marketing*. The term itself was from the inspiration of guerrilla warfare which was unconventional warfare using different techniques from usual and small tactic strategies used by armed civilians. Because the key goal is to manipulate consumers into talking about the product or brand via social-media platforms, significant imagination and energy is required in order to capture the attention of sufficient numbers of people. This is especially the case when one considers that, with other firms competing for people's attention, there can be significant "clutter" in the environment that the consumer is forced to deal with on a daily basis.

Guerrilla marketing is popular for small or medium-sized businesses who have tight budgets. But the same tactics have also been used by large companies trying to differentiate themselves from competitors via social media campaigns. Similar marketing tactics have also been used by individuals seeking employment.

Guerrilla marketing has also evolved to include street marketing, which itself has evolved to encompass activities beyond the everyday realm of urban streets and thus

now includes newer promotional methodologies. Examples include mass-printed flyers and animated digital signage. For guerrilla campaigns to be successful, companies generally do not need to spend large amounts of money, but they need to have imagination, energy and time. Therefore, guerrilla marketing has the potential to be effective for small businesses, especially if they are competing against bigger companies.

The message to consumers is often designed to be clear and concise. This type of marketing also works on the unconscious mind, because purchasing decisions are often made by the unconscious mind. To keep the product or service in the unconscious mind requires repetition, so if a buzz is created around a product, and if it is shared amongst friends, then this mechanism enables repetition.

TYPES OF GUERRILLA MARKETING

Ambient marketing

Ambient communication is advertising presented on elements of the environment, including nearly every available physical surface. It is a compilation of intelligence, flexibility, and effective use of the

atmosphere. These kinds of ads can be found anywhere and everywhere from hand dryers in public bathrooms and petrol pumps through to bus hand straps and golf-hole cups. The end result is that people are confronted with visual clutter in their surroundings.

Ambush marketing

Ambush marketing is a form of associative marketing, used by an organization to capitalize upon the awareness, attention, goodwill, and other benefits, generated by having an association with an event or property, without that organization having an official or direct connection to that event or property.

This form of marketing is typically seen at major events where rivals of official sponsors attempt to build an association with the event and increase awareness for their brands, sometimes covertly. For example, during the 2012 London Olympics, footwear maker Nike created 'find your Greatness' spots where they featured athletes from several locations called London (but without showing the real London or referring to the Olympic games). This was intended to build a strong association between London Olympics and Nike.

Stealth marketing

Stealth marketing is a deliberate act of entering, operating in, or exiting a market in a furtive or secretive manner, or an attempt to do so. For example, a toothpaste manufacturer might pay to advertise on the wooden stick of a frozen confection.

Viral marketing

Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others (often via online social-media platforms), creating the potential for exponential growth in the message's exposure and influence. Like viruses, such strategies take advantage of rapid multiplication to explode the message to thousands, to millions. Off the Internet, viral marketing has been referred to as "word-of-mouth", "creating a buzz", "leveraging the media", "network marketing", But on the Internet, for better or worse, it's called "viral marketing".

Buzz marketing

Similar to viral marketing, buzz marketing uses high-profile media to encourage the public to discuss the brand or product. Buzz marketing works best when consumer's responses to a product or service and

subsequent endorsements are genuine, without the company paying them. Buzz generated from buzz marketing campaigns is referred to as "amplified WOM" (word-of-mouth), and "organic WOM" is when buzz occurs naturally by the consumer.

Grassroots marketing

Grassroots campaigns aim to win customers over on an individual basis. A successful grassroots campaign is not about the dissemination of the marketing message in the hope that possible consumers are paying attention, but rather highlights a personal connection between the consumer and the brand, and builds a lasting relationship with the brand.

Astroturfing

Astroturfing is among the most controversial guerrilla marketing strategies, and it has a high risk of backfiring for the company marketing the product or service. Astroturfing derives from artificial "turf", often used in stadiums or tennis courts – also known as fake grass. Hence, fake endorsements, testimonials and recommendations are all products of Astroturfing in the public-relations sector. Astroturfing involves generating an artificial hype around a particular product or

company through a review or discussion on online blogs or forums by an individual who is paid to convey a positive view yet who does not reveal their true motivation. This can have a negative and detrimental effect on a company, should the consumer suspect that the review or opinion is inauthentic and manipulative of public opinion. The end result is damage to the company's reputation, and possibly litigation.

Street marketing

Street marketing uses unconventional means of advertising or promoting products and brands in public areas. The main goal is to encourage consumers to remember and recall the brand or product marketed. As a division of guerrilla marketing, street marketing is specific to all marketing activities carried out in streets and public areas such as parks, streets, and events. Street marketing also encompasses advertising outdoors, such as on shopping trolleys (shopping carts, in the US), public toilets, sides of cars or public transport, manhole covers, footpaths, rubbish bins, etc.

Street marketing is not confined to fixed print-form advertisements. It is common practice for organizations to use brand ambassadors who distribute product samples

or discount vouchers, and answer queries about the product while emphasizing the brand. The brand ambassadors may be accompanied by a kiosk which contains the product samples or demonstration materials, or they may be wearing a "walking billboard". The physical interaction with consumers has a greater influencing power than traditional passive advertising.

Street marketing is understood as mobilizing not only the space of the streets but also the imagination of the street: that of street culture and street art. The Y-generation broadly consisting of young urbanites (15 – 30 years old), is often put forth as the most susceptible target for the campaigns due to its associations with the culture of the street. According to Marcel Saucet and Bernard Cova, street marketing can be used as a general term encompassing six principal types of activities:

Distribution of flyers or products

This activity is more traditional, and is the most common form of street marketing employed by brands.

Product animations

This consists of personalizing a high-traffic space using brand imagery. The idea is to

create a micro-universe in order to promote a new product or service.

Human animations

The goal of such actions is to create a space in which the brand's message is communicated through human activity. This form of mobile presentation is based on the development of means of transport: taxi, bike, Segway, etc.

Uncovered actions

These activities involve the customization of street elements.

Event actions

These activities take the form of spectacles, such as flash mobs or contests. The idea is to promote a product, service, or brand value through organization of a public event.

Typical procedure

First, corporations identify the public places where the campaign can be developed such as beaches, cultural events, close to schools, sporting events and recreation areas for children. Next, companies have to develop a plan to get close to different media and the target market. In order to attract attention, street marketing events not only involve unusual activities, but use technology as part

of the events. The purpose is to increase the value of the campaigns and get potential consumers' attention.

Besides, the plans that companies develop take into account that guerrilla or street marketing involves global communication and interaction not only with the customers or the media. They are also developed to identify opportunities and collect enough information about products, markets and competitors. For example, for businesses it is important that customers stay with them, instead of choosing the competitors' offers. They implement innovative strategies with which they will not lose position in the market, and they consider supplementation with other advertisement through other mediums, such as radio and television, when using street marketing.

There are various examples of strategies that are used in guerrilla marketing. One of them is to provide offers to increase sales. In many cases, businesses do not only supply their products or services to be recognized, but they also offer other things for free. Another instance is to present a fundraiser offer. The point of this strategy is to help other organizations, such as schools, by offering them money. Most companies implement this method not only to increase

their sales, but to improve their reputation and image among the community. Finally, there is a strategy called "team selling" that consists of forming groups of people, the majority of them young, who go knocking on doors of different houses in a neighborhood. They do this in order to help companies with promoting and selling their products or services.

When doing guerrilla marketing or street marketing, organizations also consider focusing on the psychological approach. For many companies, this implies if they are having success or not. Street marketing focuses on some psychological aspects to know customers' behavior and preferences. For example, certain psychological areas study how people's brains are divided: 45% of people are left-brained, 45% are right brained, and 10% are balanced. Left-brained persons tend to be logical, right-brained ones tend to be emotional, and the rest are a combination the two. Then, according to the product or service that enterprises provide, and also the kind of customer, businesses decides the way they are going to manage their street marketing campaigns.

Besides, almost all the enterprises base their street marketing campaigns on repeating the messages they spread among their

customers. Repetition is related to the unconscious part of the mind. This is the one in charge of making decisions. It lets people know what they are going to choose, as well as what they are going to buy. Businesses follow the principle that establishes that, the more people paying attention to the campaign, the more possibilities that campaign has for being remembered.

When a company decides to do a guerrilla marketing campaign which could be anything out of viral, ambient, ambush, street or stealth, the focus for them is to meet the objectives. The main objectives for them are:

- ✓ To create enough buzz to serve in word-of-mouth, helping the brand to establish well with its products
- ✓ To touch most of the five sensory identities of the customer/consumer, enhancing personal experience with the brand and building a good reputation
- ✓ To reach the target successfully by taking the brand to them in their daily routine

Through the experience and the ephemeral feelings shared between the company and the target, advertisers and agencies generate

a feeling of intimacy that resonates beyond the encounter. This feeling of nearness becomes all the more lasting as the affected individuals relive this encounter on the internet through social media.

Strategy

The guerrilla marketing promotion strategy was first identified by Jay Conrad Levinson in his book *Guerrilla Marketing*. The book describes hundreds of "guerrilla marketing weapons" in use at the time. Guerrilla marketers need to be creative in devising unconventional methods of promotion to maintain the public's interest in a product or service. Levinson writes that when implementing guerrilla marketing tactics, smaller organizations and entrepreneurs are actually at an advantage. Ultimately, however, guerrilla marketers must "deliver the goods". In *The Guerrilla Marketing Handbook*, the authors write: "...in order to sell a product or a service, a company must establish a relationship with the customer. It must build trust and support the customer's needs, and it must provide a product that delivers the promised benefits..."

Online guerrilla marketing

The web is rife with examples of guerrilla marketing, to the extent that many of us

don't notice its presence - until a particularly successful campaign arises. The desire for instant gratification of internet users provides an avenue for guerrilla marketing by allowing businesses to combine wait marketing with guerrilla tactics. Simple examples consist of using 'loading' pages or image alt texts to display an entertaining or informative message to users waiting to access the content they were trying to get to. As users dislike waiting with no occupation on the web, it is essential, and easy, to capture their attention this way. Other website methods include interesting web features such as engaging landing pages.

Many online marketing strategies also use social media such as Facebook and LinkedIn to begin campaigns, share-able features and event host events. Other companies run competitions or discounts based on encouraging users to share or create content related to their product. Viral videos are an incredibly popular form of guerrilla marketing in which companies film entertaining or surprising videos that internet users are likely to share and enjoy, that subtly advertise their service or product. Some companies such as Google even create interactive elements like the themed Google logo games to spark interest and

engagement. These dynamic guerrilla marketing tactics can become news globally and give businesses considerable publicity.

Strategic risk

Because of the nature of guerrilla marketing, the message and objective must be clearly defined in order to avoid being misunderstood. Misinterpretation by the targeted audience of the message intended to be promoted is a risk. Word-of-mouth advertising does not always remain sufficiently focused to present the intended message. The rumor-like spread of word-of-mouth marketing is uncontrollable once released, and can result in a misrepresentation of the message or confusion about a brand.

Street art is thus a subversive activity, hijacking public places and inventing rather paradoxical forms of expression that reformulate ways of communicating, all of which inform street marketing practices. Thus marketing in the street, given that it is inspired by the work of such artists, brings with it constraints and statutory risks for which agencies and advertisers are generally not prepared. The main problem is that, by definition, street mobilization campaigns require the use of public space, and that use

must be authorized by government authorities to be legal. This is just as true for simple operations like distributing flyers as it is for mobilizing products or people and, of course, for a disguised campaign.

Inexpensive costs

In a declining economy, guerrilla marketing is an increasing solution to giving companies the comparative edge over others. During times when companies are downsizing and cutting costs, companies look to guerrilla marketing as a cheaper strategy than conventional marketing. Instead of investing money in the marketing process, guerrillas invest energy, time and creativity. If done successfully, companies will be able to reach conventional goals for profits and growth with a smaller marketing budget.

Elements Behind a Successful Marketing Strategy

Successful guerrilla advertising strategies incorporate the following elements:

Clever: A successful guerrilla marketing advertisement should be clever so that it leaves consumers thinking about and interpreting the advertisement.

Compelling: It should capture the consumers' attention and make them appreciate the advertisement.

Memorable: It should elicit an intended emotional response from consumers.

Interactive: It should be interactive, whether that be with the surrounding area or with consumers.

Benefits of Guerrilla Marketing :

#1 Low budget

Guerrilla campaigns are typically low budget and rely heavily on unconventional methods to reach the consumer. Therefore, the strategy is a cost-effective way to build brand awareness. With such a marketing strategy, imagination is more important than budget.

#2 Opportunity to go viral

In today's society, with the huge amount of technology and the increasing number of people gaining access to the internet, a memorable impression can be captured by consumers and spread around the world. Marketing campaigns can easily go viral and gain exposure to millions of people.

#3 Memorable

Guerrilla marketing campaigns are memorable and unconventional by nature and show the ability to leave a lasting impression on consumers. With a successful campaign, buyers are left amazed, impressed, and wanting to learn more about the product and/or service. This marketing strategy helps with brand recall.

Guerrilla marketing is a marketing technique that uses unconventional ways to capture the public's attention in order to increase sales and brand image in the market.

When we hear the word "guerrilla marketing," we immediately think of guerilla warfare, which makes sense given that this type of marketing received its name from guerrilla warfare. Guerrilla tactics in combat depended on the element of surprise. According to Creative Guerrilla Marketing, think "ambushes, sabotage, and raids." But how does this transfer into the job we perform on a daily basis? Guerrilla marketing strategies rely heavily on the element of surprise. It aims to design very unorthodox advertisements that catch individuals off guard throughout their regular activities.

While larger corporations pay millions in marketing, a small firm may target a certain

demographic or location and spend a fraction of its resources to acquire momentum. The primary goal of guerrilla marketing is to maximize a brand's reach while keeping expenditures to a minimum. To execute an effective campaign, various aspects must be considered.

The following are some universal aspects of guerrilla marketing:

- Guerilla marketing strategies are extremely targeted in terms of where they are deployed.
- Authenticity is essential. It's not guerilla when it's been done previously or resembles something else.
- It does not break the bank or necessitate large marketing spending.
- Guerilla marketing takes place when and where your target audience least expects it. However, it must be well-timed.
- The execution must be flawless on the first try. Guerilla marketing cannot be replicated or scaled.
- Guerilla marketing does not take the place of a marketing strategy or

commercials. It creates a buzz for you.

CONCLUSION

Guerrilla marketing relies heavily on creativity. Similar to guerrilla warfare, which uses tactics such as raids, ambushes, and elements of surprise, guerrilla marketing employs the same form of tactics (but from a marketing perspective!). The idea behind such a strategy is to take the consumer by surprise, leaving a lasting impression, and creating a large amount of social media buzz. Compared to traditional forms of

marketing and advertising, the aim is to create a memorable and lasting impression on consumers.

Nowadays, consumers are starting to tune themselves out of traditional methods of advertising such as television and radio ads, and pop-ups. For example, consumers typically skip advertisements shown before a YouTube video. This is where guerrilla marketing stands out – it does not follow conventional marketing strategies and, instead, incorporates the element of surprise to capture consumer attention.

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