

## **GUERRILLA MARKETING**

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### **ABSTRACT**

*Guerrilla marketing, in spite of its modest beginnings in the early 1960s, is today extensively used not just by small and medium enterprises, but also by big corporations. Guerrilla marketing, with its unique characteristic of surprise, diffusion and low cost has come to stay because of these advantages over traditional marketing. Over the years, numerous methods of guerrilla marketing have emerged. Despite its numerous advantages, guerrilla marketing suffers from some negatives, which have to be accounted before any guerrilla marketing campaign is conducted. The present paper discusses the aforementioned aspects of Guerrilla Marketing.*

### **Introduction**

Guerrilla Marketing is called by marketers often as a „top of the marketing“. Lot of companies is trying to apply guerrilla marketing thought to their promotion activities but only few of them achieve considerable success. Guerrilla Marketing Online is a creative and innovate marketing approach applied in Internet. This study overviews not only the origins of the Guerrilla Marketing and its application to Internet but also comprehensively define and describe different types of guerrilla marketing and examples of potentially efficient campaigns. By identifying the basic principles, benefits, limits and potential risk of such creative marketing this study can be used as a practical study of when, where and how the Guerrilla Marketing Online Has The Chance To Become The Top Of The Company’s Marketing Plans.

## **Guerrilla Marketing**

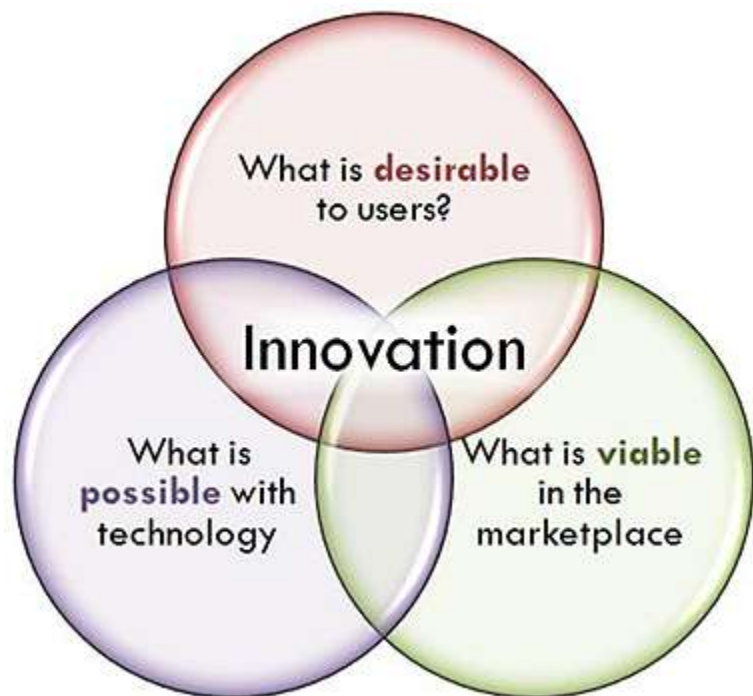
A marketing tactic in which a company uses surprise or unconventional interactions in order to promote a product or service. Guerrilla marketing is different than traditional marketing in that it often relies on personal interaction and has a smaller budget, and it focuses on smaller groups of promoters that are responsible for getting the word out in a particular location rather than on wide-spread media campaigns.

Guerrilla marketing was originally a marketing strategy in which low-cost, unconventional means (including the use of graffiti, sticker bombing, flyer posting, etc.) were used in a generally localized fashion to draw attention to an idea, product, or service. Today, guerrilla marketing may also include promotion through a network of individuals, groups, or organizations working to popularize a product or idea by use of such strategies as flash mobs, viral marketing campaigns, or internet marketing.

## **Practical aspects of guerrilla marketing on Innovation**

The definition and description of innovation, as the Literature review shown, clearly indicate that impact of innovate thinking in the marketing activities is considerably high. Innovation and creativity, the combination of originality, divergent thinking and risk taking, is expected element used for creating guerrilla marketing campaigns.

The necessity of applying innovate concepts in the marketing is



supported by findings of the Primary research where 53% of the respondents stated that their companies' marketing activities are interesting, eye-catching and differ from the campaigns of competitors. Moreover, 11% of the respondents describe their marketing activities as "unexpected, shocking and completely different than what people would expect".

The interest of respondents on innovation in their Internet marketing activities is expressed by 20 out of 28 respondents who positively answered that they would like to have some unexpected and interesting application on their website which would increase significantly the attention of the target audience. Therefore, as the research shows, use of innovation is necessary presumption for creating any guerrilla marketing campaign both offline and online.

### **Principles of guerrilla marketing**

By contrasting from the various definitions of guerrilla marketing which only identifies the main elements of guerrilla communications like unexpected, drastic or cheap, the author of this research adopts definition of Guerrilla Marketing of Alexander Reidl, former marketing director of Volvo Cars Middle East. According to his thoughts there is a set of six characteristics that every guerrilla campaign has to fulfill. Not every innovate or shocking campaign means that it is guerrilla marketing campaign. Following diagram identifies the inseparable elements of

guerrilla marketing campaigns and further explanation is provided after.



### **Completely unexpected**

The result of completely unexpected situation is a surprise- a moment when the situation that arises was not expected and the participant of the event was not prepared to witness or be part of such situation. There are many ways how to catch interest of people by putting usual objects to unusual places or using usual objects in unusual time. Unexpectedness may be used as an advantage. By witnessing a surprising situation people tend to raise their attention. Therefore, the marketers may use such situation to attract the visitor, on Internet in particular, to receive a message which contains the marketing message.

Very important fact is that unexpected campaign can be taken negative by the target audience eventually. The marketer should build the campaign in such way that will minimize the negative effects of the element of surprise in the campaign as a part of the Attention phase, the first phase

of AIDA model. A process of segmentation and proper profiling of target audience can be identified as one of the most important part of preparation for building a guerrilla campaign which use the moment of unexpectedness effectively.

### **Drastic**

A word "drastic" is defined by Oxford Dictionary as having a strong or far-reaching effect. Any guerrilla marketing campaign should work with a form of drasticity in order to reach maximum relevant target audience. The element drasticity enables the marketer to reach large number of message receivers without necessarily large marketing budget. It is the element that may significantly help the campaign to be cost-effective with high degree of Attention and Interest element. The negative aspect of any form of drastic behaviour is that the marketing message can be automatically rejected of the target audience, or its part, because it can assess the campaign as impolite or strongly negatively affecting their individual values.

### **Humorous**

Humorous effect in the marketing communication helps to diminish the barriers between the sender and receiver, the business organisation and the customer respectively. Moreover, entertainment in the marketing communication can significantly increase the efficiency of the campaign by reaching larger number of receivers. Humorous effect is in promotion and marketing communication difficult to create however by looking at the video coverage of chosen guerrilla campaigns in the end of this section as a part of this work shows that the effect is in guerrilla campaigns is commonly used. The humorous aspect is also one of those that differentiate the campaign from most of others. However, as the secondary research indicates, many so called guerrilla marketing campaigns have not proved that humour was one of the elements of the campaign. According to the research can be stated that those guerrilla marketing campaigns that contains the effect of humour reach more receivers and helps to create interest.

### **One shot game**

One shot game, meaning that the guerrilla marketing campaign is performed only in strictly limited period of time, indicates that the receivers of the guerrilla messages understand that the campaign is only temporary the concept should not be used again on the same market. This aspect has in Internet marketing great importance because variety of interactive tools and techniques can make long-term guerrilla campaign for users that will be allowed to see the campaign only temporarily. The campaign can last several months but once the visitors watch it, it never appears on his/her screen again.

### **Cheap**

The cost of guerrilla campaign can be often the purpose of attractiveness for the businesses. The objective is to create rumour, buzz effect and immediate impact on target group but still keeping the budget tight. This means: creativity, innovation and saving processes come necessarily to place in the marketing planning. The principles of innovation and creativity in marketing explained already in the literature review reveals its importance because cost-effectiveness and creativity may be the major factor influencing the marketing managers or SME business owners to apply guerrilla marketing principles on Internet, as the primary research findings indicated. The cost is relative parameter when it comes to comparison of cost to target group impact. The large number of internet users and technical accessibility of the Internet content indicate that the impact of any guerrilla marketing campaign can be large and therefore the cost of the guerrilla campaign highly depend on the planned targeted segments to be reached and type of the guerrilla marketing campaign. However, there should be still clearly identifiable difference between the necessary budget for guerrilla campaign and a traditional marketing campaign (for example Internet banner ad) with the same target group.

### **Goodwill and customer benefit**

Goodwill can be defined as a disposition to kindness and compassion or more specifically as an intangible asset which provides a competitive advantage, such as a strong brand, reputation, or high employee morale.

Customer benefit can be the most difficult aspect to reach in applying to the marketing activity. When a customer buys a laptop in a store, he pays for his own benefit to work and communicate anywhere. He gets benefit immediately because he purchased the laptop and opened it up in his car and started immediately to use it. However, the customer benefit may be less visible when another customer is travelling to her office by tram and she is exposed to several numbers of billboards, big boards, light boards or flyers during the way. The benefit for her can come at the time she uses the business message from an advert for her own benefit by purchasing new laptop for 25% discount for example than in the store where she was planning to buy it. However, for those people who do not need any of the products and services aggressively communicated in most of the advertising places outside the benefit is very difficult or even impossible to find. Guerrilla marketing campaign should always give the target audience something that will make them feel richer or satisfied. The benefit can be delivered by giving something for free or just giving them reason to smile.

### **2014 Experiential Marketing Trends introduce in Guerrilla marketing**

Experiential marketing is about connecting consumers with brands through live face to face experiences, creating personal and relevant memories. With consumers bombarded by traditional advertising and becoming more likely to listen to ‘non-stop music’ radio stations, watch ‘on demand’ TV and flick past print adverts, 2013 proved to be a blossoming year for experiential marketing. For what used to be an afterthought, experiential marketing is swiftly becoming a key tactic in many advertising campaigns. Budget’s increased by 7.6% in 2013 vs. economic growth of 1.6%, and it’s predicted to skyrocket even further in 2014. To help you see the big picture, we’ve put together what to expect in 2014:

#### **Trend #1: Big Data vs. Real Data**

Experiential marketing is about real conversations and meaningful impressions you can count. On the surface, it looks like experiential produces smaller numbers, but experiential is about quality over quantity, and they’re *authentic* numbers.

Half a million people could read a newspaper, but does that mean half a million people read the advert inside? No. Traditional has a larger potential reach but experiential gives a realistic impression count

based on direct engagements. With that said, in 2014, these smaller numbers won't cut it and there'll likely be an emphasis on increasing them. Can we achieve this by quickening quality engagements from 60 seconds to 30 seconds? Perhaps. Expectations in the experiential realm are rising and it's our job as experiential marketers to face this challenge in the upcoming year.

### **Trend #2: Gen Y Will Continue to Demand Experiential**

It's estimated that Gen Y's consumer spending will top over 100-billion dollars next year, and as a result, they are a huge target for brands. But they're finicky. They've seen it all, they live in the moment and they're far more impulsive than any other age group. But this is good news for the experiential industry. A new stat says 78% of millennial are more inclined to become part of a brand if they have that face-to-face interaction. This is where a greater emphasis on experiential as a primary (and necessary) marketing tactic comes into play. Gen Y demands it.

### **Trend #3: Increased Experiential Integration**

In 2014 we will see more experiential and PR companies collaborating to create awareness—especially with the evolution of technology and social media. Experiential companies will longer be invited to the party, they are organizing the party. The Magnum pop-up shop integrated these two strategies superbly in Bloor-Yorkville this summer.

### **Trend #4: Experiential Will Become a New Form of Market Research**

Judging from our own experiences and the way the industry is progressing, we believe experiential marketing will become a new form of market research in 2014.

With the consumer right in front of your brand ambassadors, it's easy to gather more information in the midst of engagement. It's live. It's quick. And it goes a long way towards further understanding consumer behavior. For example, we worked with a company in October distributing promotional materials and talking about their services. Not only did we create meaningful relationships with their



target market, but we also conducted a quick survey collating customer impressions of the brand. Because of the one-on-one interaction, people were more than willing to answer. It felt normal and natural, and it was easy to get honest information and feedback about both the brand and its programs. One of the strongest reasons why we think this will be a key trend for 2014 is because leveraging brand ambassadors to collect data in the midst of an existing experiential campaign is a valuable add, and incredibly affordable in comparison to traditional research methods. Experiential creates so many different opportunities for live market research and we expect to see this grow to a higher level next year.

### **Trend #5 Evolving Experiential Technology**

At the beginning of 2012, we thought using brand ambassadors using iPads was a big deal. By 2013 it was routine. We still love our iPads (of course!) but we've embraced other technological resources, like the use of green screens for fun photo shoots and videos, and social technology for campaign integration. The increase in marketing function integration will rely on using the right technology. And as new technology evolves, exciting and innovative experiential opportunities will follow suit

### **Trend #6 Experiential Marketing Will Consolidate Its Identity**

Moving into the New Year, it's important to note that experiential will continue to grow into its own identity. Forget all the trend words—Buzz marketing, engagement marketing, impact marketing—experiential marketing is the terminology marketing will adopt in 2014. But this kind of consolidation only happens when experiential itself finally becomes recognized as the most effective and affordable tactic on a person-to-person level out there and this recognition is reflected in experiential's share of marketing dollar allocation

### **Conclusion**

Guerrilla marketing is not a model one can study in the textbook or a marketing method described as one practice; it is a state of mind, a way of thinking, a mindset for marketers and business people. The ones who use guerrilla marketing have a more open mind than the ones not using it, the people that believe in the phenomenon of guerrilla marketing is open to new and

creative ideas. Guerrilla marketing is a good compliment for organizations using a more traditional approach, it is a way to spice up the consisting marketing and a way to get attention which will make it easier to come through the clutter and reach the target market. Guerrilla marketer would be much more enthusiastic and open to the new idea then a traditional marketer would be.

### **References**

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