

Guerrilla marketing assignment

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It stands for a variety of low-cost, high-impact marketing techniques that allow small companies and/or individuals to act like big companies. Guerrilla marketing can be regarded as the ancestor of the other ME concepts. It is about the attempt to achieve wide-ranging results with an untypical low utilization of resources by acting like a guerrilla. It focuses on simplicity, and aims for the recipient to be riveted to the usage, which stimulates a willingness to distribute it further (Joshua et al. , 2007).

Guerrilla marketing actions are often only one-time, limited in scope, and seldom repeatable. A successful example of guerrilla marketing is a stalker's naked body at an Australian football match, where the stalker was finally arrested amidst both public and media attention. Guerrilla marketing was conceived with small businesses in mind. Elevations and other practitioners realized that many small firms lack a big marketing budget – but what they have by the bucket-load is creativity. Guerrilla marketing therefore allows you to utilize the resources you have, rather than wasting cash that you cannot afford to spend.

Another of the most important benefits of guerrilla marketing is that a good campaign can become a talking point in its own right. A campaign that encourages people to talk about your brand is a priceless thing, particularly if your business is yet to establish itself. Word-of-Mouth is one of the most important effects of guerrilla marketing. The idea of the marketing method is to use spectacular and unexpected marketing activities to make people start talking about the company or brand. WOM is a very effective way for small businesses to make people aware of their company and products.

After a customer experiences the product or service, he or she shares the experience with family and friends. The sharing of the experience increases the customer base and the sales of the company. The concept of Buzz and Viral marketing is a move to accomplish the WHOM effect. Buzz is the actual activities that create publicity in deferent media, which in turn leads to people communicating about the brand or product. In other words, buzz marketing leads to WHOM. Viral racketing is a way to encourage the users of a product or service to spread the message to family and friends.

The spread of viral marketing becomes exponential, Like a virus (Ferguson, 2008; Cameleer, 2009). Typically, guerrilla marketing was used by small and medium size (Seems) businesses, because Seems have far fewer resources available to them than their larger corporate competitors. In the battle to engage with their target audience, Seems can't compete by pouring money into elaborate and expensive marketing campaigns. Instead they need to invoke the ethos of the guerrilla tighter and think differently, unconventionally and leverage their greatest assets, their size and closeness to the land, in this case the marketplace in which they operate.

Take the forehead advertising as an example, which pays students to wear brand ranging from Radio Five Live to BBC One in the I-J, front page of The Wall Street Journal Business Section, to other international media in a further 20+ countries. A few years back, a franchise store in New York, USA advertised a "cat shoot" to be held at the store. The advertisement created a storm as local police and animal welfare activists all oppose the programmer. It generated front page stories for three straight days in local newspapers.

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But later found that the “cat shoot” was nothing but a three-for-a-dollar (paintball) shoot at a 6-foot high cartoon cat. While bizarre, it was a tremendous success in helping customers find their way to the store. Today, guerrilla marketing is increasingly adopted by large businesses. More innovative approaches to guerrilla marketing are now utilizing mobile digital technologies to engage the consumer and create a memorable brand experience. Guerrilla marketing tends to be very eye-catching and surprising for the customers.

It makes the customers feel attraction to the company resulting in customers coming to the company, instead of the company constantly trying to get the customers’ attention (ibid.). For an exclusive chance to win tickets to the new 007 movie, Safely, Coca-Cola placed a computerized vending machine at Antwerp Central Station in Belgium. To win the exclusive tickets, challengers had to accept a mission to get to platform 6 in under 70 seconds. The Coke Zero marketing team made the task more difficult by placing obstacles in the challengers path including falling oranges, dog walkers, blockades and slow runners.

Posted 10 days ago, the video has collected over 6.5 million views on YouTube it has become a “Goat See It” campaign. Foam’s 100 sexiest women campaign We projected an fat image of a naked Gail Porter onto The Houses of Parliament tying in voting for sexy women with the Auk’s most famous voting institution”. Budget