Guerrilla Marketing-Small money big reach.

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Abstract:

In the recent times majority of the customers are more averse towards traditional marketing attempts. Hence, differentiating their marketing techniques has become essential for businesses. One way to do this is to use guerrilla marketing, a more intense, creative and attention-capturing marketing technique which is more effective than traditional marketing.

The purpose of this write-up is to explore the types guerrilla marketing techniques used by various organization and elaborating the strategies used in these techniques. The study examines the guerrilla marketing strategy as an important, creative, and a low-cost alternative achieved at a fraction of the cost of general marketing techniques. It introduces Guerrilla marketing strategy; definition, principles, benefits and their role in enriching the brand's aesthetic and functional values.

Introduction:

Companies are continually attempting to find out the best way to get the highest quantity of client's attention in this age of contemporary marketing. The basics are evident: In order to boost sales, you need to persuade clients to purchase certain goods or services with the assistance of efficient advertising. It must be visible in order to make your advertisement efficient.

And while this sounds so easy–we live in an age in which we are over-exposed to unnecessary quantities of unimaginative, sometimes worrying, advertisements –online, on TV, or in print. This implies that bringing an ad with a favourable message to the masses is becoming difficult for marketers, while remaining convincing. This precise dilemma resulted in creation of guerrilla marketing over the period of 30 years. (Amy, 2011)

Objectives of the Study:

- Various strategies used by the organisations.
- Effectiveness of the initiatives.
- Reaction of target audience groups towards the initiative.
- Overall achievement of the initiative and general outcome.

Need for the study:

Consumers today are spoilt with choice with multiple brands fighting together to get the desired attention, hence marketeers are forced to innovate and give their products a more distinctive edge.

Guerrilla marketing tactics are used in order to arouse interest and create a buzz towards the intended brand, which in turn creates element of surprise as well as unique experiences for the target consumers.

This study also aims to throw light on the various aspects of guerrilla marketing strategies such as:

- More emphasis is laid on human psychology. Experience, judgment, and guesswork are secondary.

- The major investments are time, energy, and imagination, instead of money.

- Instead of getting new customers more emphasis is laid on getting more referrals, more transactions with existing customers, and larger transactions.

- Multiple combination of marketing methods is generally used for a specific campaign.

- Current technologies are used as tool for empowerment of a business.

What is Guerrilla Marketing:

The word originated from the Spanish word 'la guerra' which means war. Which in turn means a type of surprise underground warfare strategy in which the primary aim is to disrupt the focus of the enemy and defeating them. The term was introduced by the American Marketing Guru Jay Conrad Levinson in his book of the same title in 1984. During 60's the medium for mass advertising for most of the companies was limited to radio and prints. Late 80's to early 90's witnessed the introduction of the new cable television for advertisements.

In order to attract the attention of the customers even more new tactics were being developed by marketers for reaping maximum benefits out of a shoestring budget. Generally, the uniqueness of Guerrilla marketing is ample usage of shock, outrageousness, and clever techniques. Which results in creating a high impact and memorable experience for the consumers.

The three U's that form core of successful guerrilla marketing are

- Unexpected
- Unconventional
- Underground

(KENTON, 2018)

The Various types under which guerrilla market can be classified are:

Ambient marketing

Here brand recognition is created by a business without unnecessary pushing of the product.

Example "Help me read initiative" (India)

The non profit organisation 'Children of the world' which is based in India came up with a unique solution of creating awareness about 'help me read' initiative regarding fund raising for the under-privileged children. Who can't afford to pursue education and have left school to earn, for supporting their families.

These children themselves were selling the magazines which was used as a medium to raise funds. The magazine contained a stamped envelope with a message on the cover "HELP ME READ THIS". And all the information regarding how to contribute was inside the envelop.

Result: this campaign resulted in enquires and donation from over three hundred individuals who also volunteered to help the children read and write. The donation was used to set up a school in the city.

Fig-1 Children selling books

Presence marketing

This type of marketing is about making the business name recognisable and familiar by being visible daily.

Example:

Nokia created the world's largest interactive signpost in London with the aim of raising awareness of Nokia GPS (global positing system). With this marketing effort, the consumer can type in recommendation anywhere in the world for their choice of local attraction. The destination was displayed on the huge sign with full data about the destination and distance in kilometres to the designated place after submission. In London and the neighbouring market, this stunt helped create a monstrous effect. Illustrating the use of social media as well as the consumer's ability to generate a lifetime experience from the brand. This also created general awareness regarding how it is like to own Nokia GPS. (SEVERN, 2012)

Fig-2 Nokia GPS Signboard

Grassroot marketing

Rather than a getting customers on large scale this type of marketing is about winning customer on singular bases. Grass root marketing's success relies on highlighting both private relationships and individual relationships.

Example:

World Wildlife Fund works towards conservation in over 100 countries and supported by 5 million members globally. They initiated this campaign where the younger audience would be made aware of the endangered animals by using endangered emojis while using twitter, 17 endangered animals were turned into adorable emojis character and every time user twitted one they also pledged to make 10 cent donation that would be contributed at the end of the month which the user will pay voluntarily, within a year emojis had been used over 202 million times on twitter. (WWF, 2015)

Fig-3 WWF Animal Emojis (WWF, 2015)

Wild posting

This is an inexpensive form of advertising which involves bill posting in strategic locations like billboards at traffic signals in urban areas. This may include paper, posters, magnets stickers and vinyl labels. Possible places can be building, cafes, walkways, lamppost etc.

Example:

These tactics which is in the form of posters or bill board as well as in the form of pop-up advertisement on internet. The posters or billboards are placed in large number in multiple locations primarily in dense urban areas to attract maximum attention of the consumer. It is inexpensive form of advertising which offers high degree of exposure especially useful in the entertainment industry (album, consorts).

Fig-4 Wild Posting Billboards

Under cover/ buzz marketing

This is one of the undercover as well as a creative way for someone to market or pitch about an item where the customers have no idea that they've just experienced a sales pitch.

Example:

This is about a film "The Blair witch project "created by 5 students fresh from film school. The film was made on a limited budget of 50 thousand dollars, but it exceeded expectation by crossing close to dollar 250 million worldwide.

The clever students set up a website to help them spread the Blair witch legend's news-and people literally bought it. Due to the mystery and awe surrounding the legend, the news spread like wild fire and it was stated that it was a real story movie. This buzz helped in making the movie a box office hit. (Kring-Schreifels, 2019)

Fig-5 'The Blair witch project' web page (Kring-Schreifels, 2019)

Alternative marketing

In this type of marketing the publicity which is done is completely separated from a company.

In 2010 MacDonald's did an add series which utilised crosswalk designed to look like French fries and the fries acting as a stripe on the cross walk. The cross walk led right onto a MacDonald restaurant. It served to remind hungry pedestrians crossing the streets that the food was few steps away. (TBWA, 2010)

Fig-6 McDonalds Crosswalk (TBWA, 2010)

Experiential marketing

This type of marketing is all about creating experiences by associating the consumers with the product while they give immediate emotional responses on interaction.

Example:

Lexus the leading automotive car making company invited 212 Instagram users to create first ever collaborative film featuring 2014 Lexus IS. A detailed story board was used as a guide and each Instagram user was given the idea for choice from the wheel to the steering wheel, they were directed to take images from various angles and hashtag and post those images. Later the Lexus team stitched all those images together. This event was a excellent testament to social and mobile collaboration's endless possibility. Experiential marketing activities can start as an exclusive influencer case and because of their love for sharing what matters to them, the organic ripple will take effect. (LOWNEY, 2013)
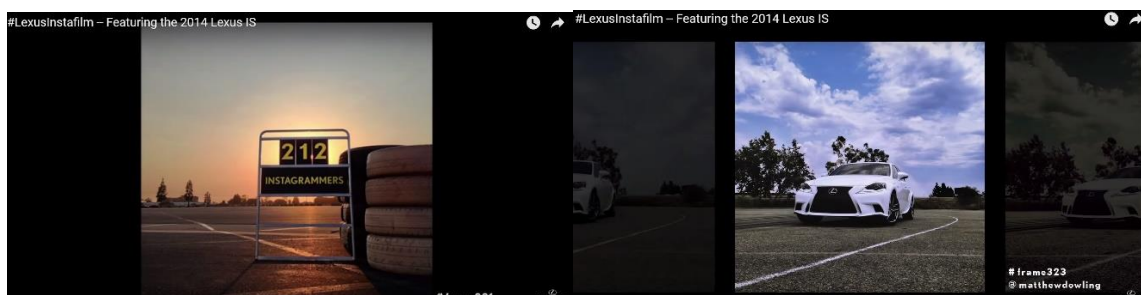

Fig-6 Lexus 2014 IS Insta film (LOWNEY, 2013)

Interactive marketing

This refers to the evolution in the general trend of marketing which is more based on the interaction between the companies and consumer instead of the traditional transaction-based efforts.

Example:

Popular beer brand Heineken on 9 January prior to Valentine's day posted 'Serenade Live' an 8-hour YouTube event. In which the users got a chance to ask someone on a date in unforgettable way. Also, the users were invited to their Facebook page to post their unique videos. (Carraro, 2012)

Fig-7 Heineken Serenade Live Campaign (Carraro, 2012)

Findings:

Effects of Guerrilla Marketing

Guerrilla marketing's impacts are both positive and negative and far higher than those of traditional marketing campaigns.

Positive effects:

- **Sensation:** A successful guerrilla ad campaign will create a lot of interest at a comparatively low price.

- **Diffusion:** These advertisings reduces or raises the number of individuals – without any price rise.

- **Low cost:** Guerrilla marketing can take advantage of major public events at a low cost. Where a lot of out of the box thinking is done to creative surprise campaigns for the audiences attending the event with a very high success rate of creating a significant impact.

- **Negative effects:** Guerrilla marketing can also have adverse impacts. It can generate anger, fear, sorrow, mental disturbance and perhaps generate a long-lasting dislike for the brand. This can occur when the campaign is politically incorrect in terms of morality or usually accepted ethics. Another instance of the adverse impacts of such advertising is ad campaigns that pop up in the centre of the highway and cause accidents by distracting drivers. Naturally, by steering clear of disputes and unnecessary hazards, adverse impacts can be prevented. (Ahmad, 2014)

Learning Outcome:

- Typically, low on budget, unconventional and out of the box. Therefore, the strategies employed in guerrilla marketing are a cost-effective way to build brand awareness.

- With easy access to technology a good and memorable experience can easily become viral by multiple shares and reposts and gain exposure by millions of people.

- A lasting impression can go a long way as the consumers are more curious to know more about the brand, this helps with brand recall in the long run.

Conclusion:

There are always extremely imaginative ideas which revolves around the whole concept of guerrilla marketing. Its unconventional strategy enables its clients to build a tremendous brand experience. Guerrilla marketing campaigns are disclosed to target clients at unpredicted places with distinctive timing and intense energy. This helps to secure immediate responses among spectators, thus ensuring maximum outcomes. This marketing strategy utilizes unusual and sometimes strange methods such as' ambushing' individuals in public places, staging street stunts of PR, providing gifts unexpectedly, and adopting any uneven marketing aimed at achieving best outcomes with minimal resources.

Guerrilla Marketing is not always guaranteed to succeed. A design framework is needed to make campaigns as effective as possible, as people tend to have a negative outlook towards advertising in the modern world. Such obstacles must first be overcome. It is therefore essential to produce an advertisement that does not praise the apparent benefits of low rates and high quality but attracts attention towards the brand. Being creative is essential and should be reflected on the brand favourably. Moreover, because guerrilla marketing tactics depend on the surprise element, so they become ineffective once the method is well-known, and consequently marketers must keep moving and changing, bobbing and weaving, avoiding detection and blazing new trails. Their business depends on stealth and the element of surprise.

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