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Lexicon and Marketing Strategy

Lexicons Explored

Communication: The act of sharing or expressing ideas, thoughts, feelings, and other information from one party to another, through verbal and/or nonverbal forms.

Innovation: Evolving or adapting to the ever-changing needs present in our society, often done with strategic planning.

Process: The order of actions in which we do things. Could relate a specific activity, or action.

Choice: The selection process in which we decide between two or more options.

Participatory: The experiential element when engaging in the world around us.

Participation may be active or passive, conscious or subconscious.

Connections: Relationships to, and/or between any number of people, places, things, activities, etc.

Guerrilla Marketing

Guerrilla Marketing is sneaky, creative, and often some of the most impressionable marketing available in our societies. In our day and age, we are heavily bombarded with advertising throughout our day. If we access any type of social media

platform, we are continuously being sold to. The sidebars of our screens are laden with click-bate ads and articles, advertisements intermixed in the midst of the content that we are seeking, and video commercials before we are able to access the vast majority of any YouTube videos. Our email inboxes are often filled with offers for low-priced items, new electronic gadgets, and offers for sales at stores that we've only shopped at once. Often times, we turn a blind eye to all of the marketing clutter that surrounds us. We skip ads as quickly as we can, we close pop-ups immediately, and we throw away any kind of flyer handed to us on the streets, as well as most physical mail that comes to our homes labeling it "junk." always uninterested and disengaged.

However, every so often, an advertisement campaign will come along that makes us stop in our tracks and devote our full attention. Guerrilla marketing has a way to cut through the clutter and the noise that we have all become so desensitized to.

Strategies are often simple, clear, and to the point. They offer opportunities to engage and often times reflect on the message. Often times, we step away from the ads in a sense contemplation or amusement. These marketing tactics engage our imaginations,



and play on our subconscious. They **communicate** in ways that other advertisements cannot. Their message is often clear, influential and memorable. In terms of communication, guerrilla marketing has the important task of getting

¹Fig. 1:Mini Cooper, Image courtesy of <http://www.guerrillafreelancing.com/guerrilla-marketing-examples/>

their information across to the viewer or participant in a way that is clear, understandable, and dynamic. The success of this marketing strategy can be directly related to its ability to meet these requirements. According to Terry O'Reilly (2011), there four conditions in which Guerrilla Marketing can be defined. O'Reilly defines guerrilla marketing strategies as “it garners big attention; it does not rely on paid media; it is not a paid commercial and it is a highly unusual act or device” (O'Reilly, 2011, p. 122).

Guerrilla marketing has the ability to play on the imagination of the participant, by engaging the viewer's interest. Ekrem Cetin Bigat (2012) states that “[t]he guerrilla marketing concept which was first developed by Jay Conrad Levinson in 1984 with the book *Easy and Inexpensive Strategies for Making Big Profits for you Small Business*. This concept became an umbrella name for non-traditional marketing approaches and, as the book suggested, has been used for promotional strategies” (p.1023). In the past 30 years, we as a society have become so desensitized to traditional marketing tactics and efforts. Guerrilla marketing has found a way to break through the bombardment of



traditional advertising, to offer new forms of participation, engagement and involvement.

It can be argued that **innovation** and creativity are some the driving factors of guerrilla marketing that makes it successful.

This marketing strategy does not seek to

² Fig. 2: *Be born again, Dr. Kim Plastic Surgeon*, Image courtesy of <http://www.guerrillafreelancing.com/guerrilla-marketing-examples/>

reinvent advertising, but rather to offer a strategy that is both engaging and **participatory**. Traditional marketing strategies have become blasé to the masses and the global consumer. As consumers, we are now requiring a higher sense of engagement in order to feel stimulated. A promise of a participatory experience is key to the success of guerrilla marketing, but not always necessary.

One of the defining factors of guerrilla marketing according to O'Reilly (2011), is that this marketing strategy does not rely on any sort of paid media. More often than not, this style of marketing can be accomplished on much smaller budgets than other forms of marketing, but also offer higher public exposure. Although guerrilla marketing is in its own category of marketing strategies, it is also often closely related to experiential marketing. Often times with the high levels of participation in some of the guerrilla advertisements, there is also the experiential element that can influence the participants engagement. Bigat (2012) states that "Guerrilla marketing draws its strength from creativity and the power of the imagination... [I]t is often a hybrid of marketing strategies utilizing a number of practices which differ from traditional advertising" (p. 1023).

There is an interesting **process** that happens when participants interact with or



experience guerrilla marketing. The experience may be subtle, a merely directing a participant's attention could be the only engagement. Other times, it might be a fully physical, emotional, or

³ Fig 3: *Free Air Guitar, Please Take One* Image courtesy of appealingstudio.com

mental engagement. Often times, after the experience is had, there is a level of subconscious activity that happens within the participant, only to be later thought of consciously. In turn, this may also lead to the original guerrilla strategy taking the form of other marketing strategies, most notably as word of mouth. Participants felt engaged during their experience with the guerrilla strategy, thus often will feel compelled to discuss their experience with those around them, or even later to friends and family.

Melanie Joy McNaughton (2008) argues that “...to fully appreciate guerrilla communication, and its cultural operations, we should not understand guerrilla communication singly as advertising, marketing, or public relations, but as an inextricable collective of these three practices (p. 304).

Once we as participants feel engaged and connected, there is a higher chance that we will develop some type of loyalty to the the product or to the organization’s cause. We feel as though our personal needs as consumers are met, and therefore will feel compelled to **choose** these products or services in the future. The engagement factor in guerrilla marketing cannot be overlooked or denied as the participatory experience has a trickle down effect on most viewers. Arguably, guerrilla marketing



may not directly influence a consumer on their buying behaviors, but guerrilla marketing does promote brand awareness through memorable

⁴ Fig. 4: *Indus Pride Beer*, Image courtesy of appealingstudio.com

campaigns that offer a *WOW!* factor or a shock value.

Since guerrilla marketing is also statistically far less expensive than other forms of marketing, for the advertising organization this offers a higher level of return on a lower level of investment. Bigat (2012) argues that “Guerrilla marketing is conceptualized as ‘actualizing the most stunning and effective communication by spending the lowest amount of money.’” Consequently, definitions have been altered to include any number of marketing activities which serve to surprise prospective customers and create effective communication, and hence a variety of interesting advertisements and marketing activities are now considered to be ‘guerrilla marketing’ and are referred to accordingly” (as cited in Blog Reklam, 2012, p. 1024).

The simplicity of guerrilla marketing is an important driving factor to the success of the advertisement. Paul Van Veenendaal (2008) for the online publication ViralBlog expresses that in 2005 the company 3M placed 500 Canadian dollars at a bus stop shelter in Vancouver, B.C. protected by the company’s Scotchshield Security Glass (“The Ladders 100,000 Dollar Experiment,” 2008).



The advertisement had a powerful effect and created quite a bit of publicity, which is still referenced to today. This advertisement did not rely on any outside media sources for promotion, had a relatively low-cost to create (aside from the potential of losing 500

⁵ Fig. 5 Scotchshield Security Glass, 3M, Image courtesy of appealingstudio.com

dollars if the advertisement failed), and had a high level of engagement as participants were allowed to test the strength of the Scotchshield Security Glass. The glass remained intact throughout the duration of the advertisement, but also stimulated a vast number of outside media sources, providing unprovoked publicity on the advertisement.

There is an undeniable sense of **connectivity** when it comes to these guerrilla marketing campaigns. Not only does this connectivity exist between the participant and the advertisement, but also with the participant and others around them. Often times these marketing efforts will stimulate conversation and gain high amounts of publicity through their use of shock value and creativity. As participants, we are then connected to the interaction with the advertising efforts, and to those around us also sharing the same experience. Since guerrilla marketing does not rely solely on one strategy to advocate their message, the promotional strategies of the message can come in various forms. Because of this flexibility, guerrilla marketing is a strategy that has the ability to morph and change overtime, with the opportunity to reach different audiences in different ways.

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