

# **E Content**

## **7<sup>th</sup> Semester BFA Applied Art**

### **Paper - Outdoor Graphic design**

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## **Guerrilla marketing**

**Introduction:-** Outdoor graphic design is a big umbrella term encompassing many areas of out of home and outdoor advertising using traditional and non-traditional or unconventional media. Sales war can be fought better if one has a firsthand knowledge of both conventional and unconventional types of marketing tactics to fight against its competitor.

Just like guerrilla warfare is fought in an unconventional and tactical way with limited force, budget and skills to counter a large army. Similarly Guerrilla marketing and activities are the arms and arsenal of small and medium scale enterprises to counter competition from big firms, using unconventional creative method to surprise the consumers and get noticed. Guerrilla marketing is now even popular among big companies who use the power of the set of these unconventional creative methods which is very cost effective and powerful.

## **Guerrilla Marketing:-**

It is a creative advertising strategy which is employed by a company to use surprise elements or unconventional methods of creative communication with the consumers for promotions. The main aim of this type of marketing is to create a campaign that can get people around to remember the brand for a long period.

The term "Guerrilla marketing" was first coined and popularised by Jay Conrad Levinson In his series of lectures and papers and wrote a book named "**Guerrilla advertising**" in **1984**. It is inspired by the unconventional tactical guerrilla warfare carried out by armed civilians. Similar tactical creative unconventional advertising and marketing strategies are employed by Guerrilla advertising using non traditional forms rather than using conventional forms of media advertising to create high energy, surprise element of alternative forms of advertising which is personal, focused on small groups in a particular location and with limited budget.

It is a product of the shifting media scenario from the traditional print, radio and television to electronic media with the popularity of mobile and communication technologies. Objective of Guerrilla advertising is to creates a buzz about a brand, which increases the likelihood of a product being purchased by consumer or talked about it with other potential buyers.

Guerrilla marketing takes place in public places that offer as big an audience as possible, such as streets, concerts, public parks, sporting events, festivals, beaches, and shopping centres. Choosing the correct time and appropriate place to launch guerrilla ad campaign is one of the major decisions in guerrilla advertising. Guerrilla marketing can be done indoor or outdoor. The main objective is to get the public

interact with products of brands in unusual places and unusual ways so that it is well remembered.

### **Popular types of Guerrilla marketing: -**

- **Ambient marketing:-** Ambient marketing or ambient advertising is a kind of tactical advertising trend where advertiser uses unconventional methods of advertising products or services or brands in unusual places using unique creative ways to reach out to its potential consumers by creating a wow factor.

Creative ideas are used in unusual places and in a very unusual and creative manner to get noticed and remembered instantly. It can be found anywhere on the street, outdoor or indoor, in or on vehicles etc.

Normally one can find a common ambient advertising trend, that is by making an object or product very big or small in scale and place it on unusual places and things. It creates curiosity among people to have a closer look at it.

It does not has to be outdoor, it can be placed indoor and almost anywhere. Main aim is to think differently.

- **Ambush marketing:-** It is a unique marketing strategy where companies and brands advertise their product on a place where the same product is already being advertised by another competitor company. This tactics are carried out in some big events like matches of cricket of football leagues or other popular sporting events etc where advertisers does not pay any sponsorship to the organizers of the event but instead of it they try to grab the attention of the people attending the same event by promoting their product against their

competitors. Ambush advertising needs great deal of creative marketing strategy to attract instantly by surprise and that too in competitive environment.

- **Street marketing:-**

Street marketing uses outdoor public places , street areas etc to grab the attention of potential consumers and existing consumers towards their brands, products, services or ideas in the most convincing, convenient and creative way to connect with them. Mcdonald's created zebra crossing called "Mcfries pedestrian Crossing "is a great example of it. Small and medium enterprises prefer to advertise on street marketing by adopting various creative ways like using product demonstration, pamphlet distribution, and also using streets and traffic signals and posts Small companies also prefer to advertise on the streets, as it offers instant attention within limited budget.

- **Stickers Strategy:-** A creative promotional custom sticker can help a brand in getting good business and spread awareness among customers. Many companies display their brand logo in the form of stickers on the windshield of a car as it grabs public attention.

- Public transport like Buses and trains has always been the best source to advertise a product. Many brands stick flyers inside and outside the buses and trains in a creative way which looks something else to attract attention.

- **Reverse Graffiti advertising:-** It is an art form used by the marketer to create a temporary image on walls. It is also known as clean advertising and clean graffiti. It is an Eco-friendly, cost-effective, and high impact outdoor marketing

practice which makes it easy for a brand to communicate with their customers. Reverse graffiti is a high impact alternative medium of outdoor advertising which is extremely inexpensive and highly noticeable. It can create brand awareness and with very limited budget.

- **Stealth marketing:-** It is one of the most commonly used creative marketing strategies which requires a lot of creativity to market a product. Stealth marketing is nothing but an unintended way of producing creative marketing strategies where marketer tries to advertise a product to people without them knowing they are being marketed to. It is a low-cost strategy but requires a lot of creativity. The purpose of such marketing activities is to create brand awareness and business opportunities and not for immediate sales. Use of laptop brand, or other branded products in a movie scene, T.V. serials, news channels in the background is an example of it. It is called indirect marketing strategies/buzz marketing/ Stealth marketing.

### **Conclusion:-**

Every marketing strategy has some of its unique advantages and sets of disadvantages. Understanding this very basic information can help every firm and advertising agency when to use such marketing tactics to achieve maximum benefit out of it.