

Using Guerilla Advertising Strategy to Create Effective Animated Ads**Dr. Mohamed Mokhtar Metwally Satour**

Advertising Design Assistant Professor

Advertising Department, Faculty of Applied Arts, Helwan University

Abstract:

The research addresses the “Guerilla Advertising Strategy” for creating effective animated ads through some different points, which are: the historical background of the usage of the term “Guerilla”, defining the Guerilla Marketing, the basics of the Guerilla advertising strategy, the means of the Guerilla strategy: Ambient Media, Guerilla Sensation, Ambush Marketing and New Media. In addition to the advertising message design, which depends on AIDA model of Kotler, and the usage of the mental and emotional preferences “Credibility and Creativity” in the message design. The Guerilla marketing has some positive effects: “The Surprise Effect, Diffusion Effect, and the Low Cost Effect”. And also has some the negative effects: “bothering, dislike, and confusion”. And the consumer behavior towards the Guerilla ad includes: Brand Attitude, Brand Image, and Purchase Intentions. The Guerilla Strategy is also addressed in the marketing mix, and has a percentage for each component: Guerilla Promotion 70%, Guerilla Pricing 10%, Guerilla Distributing 10%, and Guerilla Product 10%. The research submitted an animated ad, was produced by the French railroads association (SNCF), using the Guerilla strategy, under the headline: “Europe Is Just The Next Door”.

Studies confirm that this strategy is the best solution for small and medium businesses, because it concentrates on the creative advertising concept, to cause spreading, and reaching the needed effect, with low costs. It also has a number of positive effects, which includes surprising the audience, and the wide spread, it also helps the advertising companies to be able to cover the costs, and producing special animated ads. This strategy also concentrates on the promotional component in the marketing mix, the recent studies invite the faculties that specialize in the advertising field to concentrate on teaching the Guerilla strategy for its high effectiveness, advertising agencies should also use the Guerilla strategy in producing animated ads more often, because it’s the best way to produce creative animated ads which differ from the current animated ads, which satisfies the audience.

